

## » The story begins

### August Fruehauf (1868 - 1930)

In his youth, August honed his skills in renowned workshops and was able to learn about the manufacturing of all horse-drawn equipment. This journey has led him to ensure that his motto, pride in the quality of the work done and the materials used.

In October 1890, August married Louisa Schuchard. The young couple moved to Detroit, the heart of American commerce and industry at the time and founded a business together.

August was gradually building a reputation as an excellent blacksmith and builder of high-quality equipment. Clients especially appreciated the quality of their work and the reliability of the equipment.



---

## 1914



### The creation of the first Semi-trailer

In 1914, Frederic M. Sibley, looking for a way to transport a sailboat to his vacation spot, asked August Fruehauf to fit the kit on his Model T Ford. August Fruehauf and his longtime collaborator Otto Neumann developed the initial concept, forming a tray with sides high enough to transport the sailboat and its accessories safely. At the front of the trailer they install **the first** special king pin, compatible with the rear of the car. For this, the rear seat of the Ford had to be disassembled.

**"A horse can pull more than it can carry"**

August Fruehauf

Starting from the idea "a horse can pull more than it can carry", the first set of tractor and articulated semi-trailer was born. This invention jumpstarted road transportation in the motorized age.

# 1918

## Fruehauf Trailers Company was born

With this semi-trailer invention and many other innovations, the Fruehauf story is an integral part of North American transportation history.

In 1918, August Fruehauf needed to incorporate the growing business and the Fruehauf Trailers Company was founded. The new company's inventory did not include a single horseshoe, as the practicality of the semi-trailer idea proved practical, orders poured in from lumber dealers and any manufacturer wanting to expand their customer base. Closed box trailers were designed and put into service. Industries like dairy and fuel oil were revolutionized with this type of "go anywhere" transportation, the company continued to grow.

1928, 10 years later, Fruehauf Trailers Company had 9 production sites and 88 branches in the US, Canada, Brazil and France, becoming one of the largest multinationals in the world.



## August and Louisa Fruehauf

Founding couple of the family business.

## Harvey Fruehauf

Eldest son of August and Louisa, second president of the Fruehauf Trailers Company from 1930 to 1949.



## Roy Fruehauf

Younger son of August and Louisa, third president of the Fruehauf Trailers Company from 1949 to 1958.

## Fruehauf's first ad capitalizes on sales

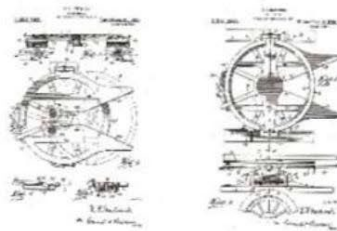
Harvey Fruehauf was the first to understand the importance of widely communicating the benefits of his father's invention. He began by convincing him in 1915 to invest \$28 in an advertisement in the American Lumberman magazine. This first investment began to capitalize quickly, generating sales of \$22,000 usd during the year. Quickly, the monthly advertising budget was increased to \$100 per month.

**"A horse can pull more than it can carry"**

The advertising slogan quickly demonstrated the value of the new means of transport designed by August Fruehauf. Gradually the sales pitch developed and sales followed accordingly.



## » Other Fruehauf innovations

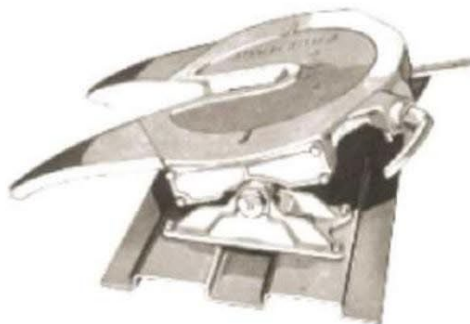


**1919**

### The first self-locking harness

By inventing the semi-trailer, August Fruehauf created a first coupling solution.

Then he started a research work to develop a more efficient solution. As early as 1919, the Fruehauf Trailer Company created **the first self-locking floating fifth wheel**.



## The first automatic coupling

Since the development of the first semi-trailers, August Fruehauf invented an automatic coupling solution.

When engaging, the fifth wheel of the tractor automatically pushes and raises the landing gear.



# 1920

## Creation of the lifting platform

August Fruehauf was the first manufacturer of semi-trailers to introduce a hydraulic solution to a means of road transport.

As early as 1920, he equipped its semi-trailers with a device that allowed the load to be mounted inside the vehicles and thus facilitated the work of the operators.

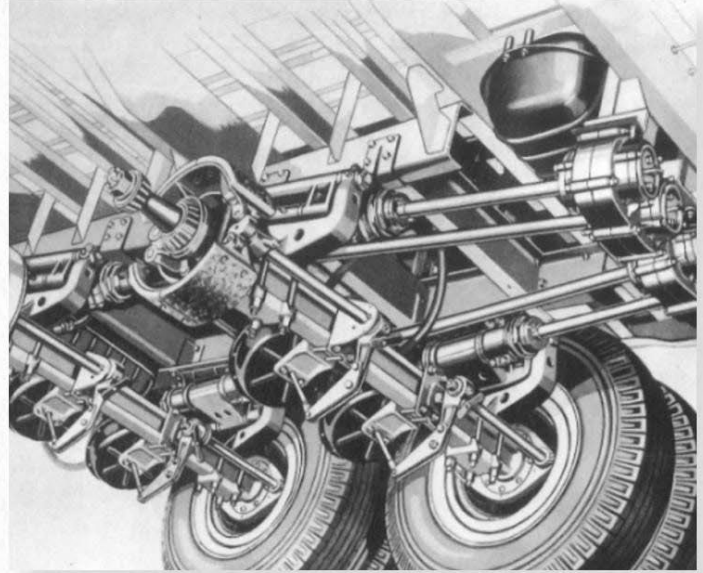


# 1940

## First torsion bar suspension

Fruehauf introduced the first torsion bar suspension in the mid-1940s.

This innovation made it possible to transport a heavy load with less stress on the axles and therefore reduced tire and undercarriage wear compared to traditional leaf springs.



THE 6-10 BUSINESS EDITION 1937

**How to pass the crackers...  
...974,400 at a time!**

**HOW NATIONAL BISCUIT COMPANY SOLVED A BULK-CARGO PROBLEM**

**YOU** probably think of crackers as light and fluffy. But, as commercial cargo, they're bulky and awkward to handle.

That's why National Biscuit Company considered truck haulage of up to 4,000 lbs. of crackers per load a record job. This greatly increased sales and the call for rugged up-tilt-trailer from bakeries to branch warehouses led to a need to haul more successfully at one time.

So National Biscuit put Fruehauf Trailers on the job. Today, their hauling capacity is substantially higher than before, thanks to Truck-Trailer haulage. Each of these giant Trailers holds in the flat beds as many as 974,400 crackers at a time. Fruehauf's are also used to haul 20 B.C. bread and cakes, more distributed from

18 bread bakeries, with one Trailer carrying as much as 11,500 loaves of bread.

**More Efficient Distribution with Fruehaufs**

Warren S. Warren, Vice President in Charge of Sales for National Biscuit Company, says: "Each Trailer in our fleet of 25 Fruehaufs averages 40,000 miles per year. We get more efficient distribution through the use of the larger equipment by Fruehauf—that is important in our sales operations."

If high-efficiency, low-cost handling of bulky cargo is what you're after, Trailers are the answer to your hauling problems. And, Fruehauf is the world's largest builder of Truck Trailers—proof that industry has learned from experience that Fruehauf's are longer and are far more efficient. Ask the Fruehauf man for the complete story—facts and figures.

World's Largest Builder of Truck Trailers  
**FRUEHAUF TRAILER COMPANY**  
OFFICE: 1000 N. W. 10th Avenue, Miami, Fla. • 1937 APPROVED  
720 Fruehauf Service Routes

**Fruehauf Trailers • First in Truck-Trailer Transport**  
ENGINEERED TRANSPORTATION

## first van

Thanks to the invention of the van, transport companies were able to intervene in previously inaccessible markets, delivering all types of merchandise directly to customers in the shortest possible time.

The Fruehauf van has been continuously improved and adapted to every customer need.

Initially in steel and wood, aluminum and stainless steel were quickly adopted to increase the capacity of these vehicles, to great customer satisfaction.

## First tank

The first tank designed by Fruehauf was intended for the transport of flour. The concept was later extended to the transport of milk and other food liquids, then to fuels and gas.

The tank was divided into different compartments to ensure cargo movement and allow the transport of different products.

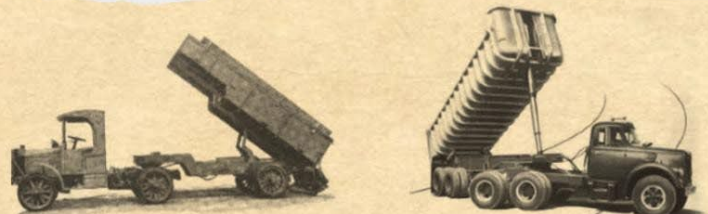
Available in steel or aluminum, insulated, pressurized or refrigerated, the tank has significantly broadened the spectrum of transportable products.



## First bucket with hydraulic cylinder

Taking advantage of the experience gained during the work on the tail lift, the Fruehauf engineers had the brilliant idea of using the hydraulic cylinder to make the first dump trailers.

As the dump capacity grew, the payload was gradually increased by adding additional axles.



## First refrigerated van

August Fruehauf introduced the first refrigerated box semi-trailers to the market in order to quickly distribute perishable goods to distant markets that were previously inaccessible and initially supplied by rail.

With a capacity of 4 to 6 tons, these vehicles were initially used for the transport of ice cream in containers. After loading, ice was sprayed through a hatch in the top of the container.

**Big Butter and Egg Van!**

**DUBUQUE**

**10 TRUCKS Pull 21 FRUEHAUF TRAILERS!**

Butter and egg producers in the rich agricultural area which surrounds Dubuque, Iowa, had a problem to solve.

Chicago was their chief market—200 miles away. Creamery butter and eggs had to be delivered fresh in order to command top prices. Holding hauling costs to a minimum was a "must" to meet competition.

Direct Trailer delivery was the answer... and here is a perfect example of how loads go up and costs go down by this modern, flexible method.

**"Shuttle" Operation!**

Chicago-Dubuque Motor Transportation Company established terminals in Dubuque and Chicago. They bought Fruehauf Refrigerated Trailers—2 for every power unit.

This permitted empty Trailers to be left standing for loading while the tractors were coupled to loaded Vans and rolled on to destination. Each truck pulled bigger loads, made fewer trips, worked with minimum delays and served customers better.

**Add Stainless Steel Vans!**

More Trailers were added. Today, 5 new Stainless Steel "rolling refrigerators"—all big butter and egg Vans—bring the total up to 21 Fruehaufs. With only ten trucks to pull them, this fleet forms a continuous "conveyor belt" between the two cities—with money-saving economies not possible by any other methods.

**Trailers May Help You!**

The Fruehauf man in your vicinity can sell you of many other examples of Trailer economies. Let him help you solve your hauling problem. Get the Trailer story BEFORE you buy a truck.

World's Largest Seller of Truck Trailers  
**FRUEHAUF TRAILER CO. • DETROIT 32**  
 10 Routes—47 Fruehauf Service Branches

**IF IT'S Stainless Steel IT'S A FRUEHAUF!**

Only Fruehauf builds Stainless Steel Trailers! They are lighter but stronger and non-corrosive. The fact that experienced users everywhere are buying more and more—in fact, by the hundred—is recognition of their long life, their lasting beauty, and phenomenally low maintenance costs.

**PLAIN HORSE SENSE**  
 YOU CAN PULL FAR MORE TRUCKS YOU CAN CARRY!

**MOTOR TRANSPORT PAYS ITS WAY!**

- Only 1 in every 6 vehicles on the road is a truck
- Only 1 in every 3 miles traveled is by truck
- Yet 1 in every 3 highway tax dollars is paid by trucks

**FRUEHAUF Trailers**



## First wood carrier

For the transport of wood, August Fruehauf was faced with the need to transport increasingly heavier loads, in particular for the transport of logs.

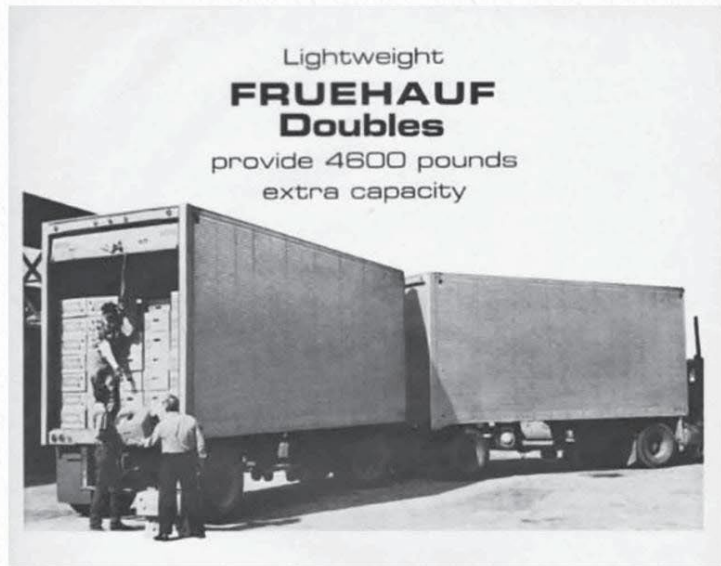
Engineers then developed an ultra-light structure, composed solely of a tandem undercarriage mounted on two rear wheels connected to the fifth wheel by an extendable frame, which easily adapts to different lengths.





## The first double trailers on roads

Fruehauf was the first manufacturer to design road units made up of double trailers and semi-trailers, which have doubled and even tripled the payloads transported.



## First sea container

The first Route Flexi Van Combined Railroad was developed by Fruehauf for the New York Central Railroad. The wagon was fitted with a hydraulically controlled turntable that allows quick and easy transshipment from the van.

## » Fruehauf innovations at the origin of a new industry

Thanks to the various inventions of the Fruehauf Trailers Company, entrepreneurs have finally been able to deliver their goods quickly to markets that were previously inaccessible due to lack of adequate transportation.

Thus, in less than half a century, road transport had become a key factor in the development of the American economy, representing 10% of all jobs.

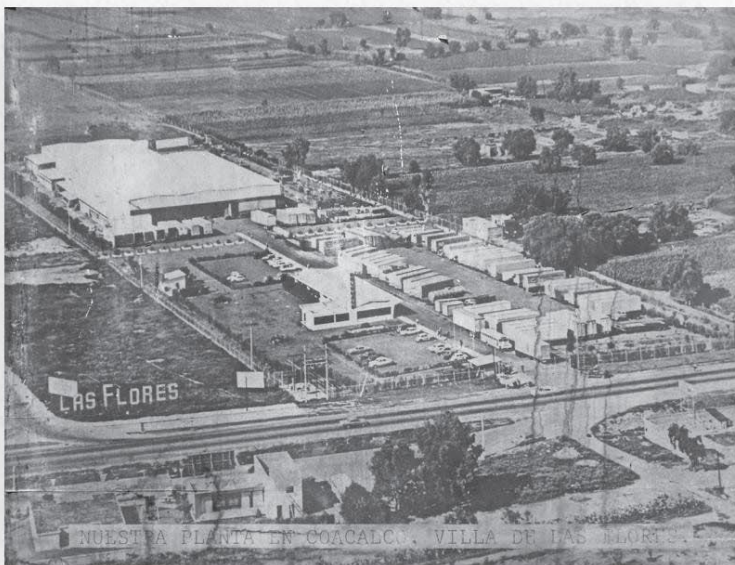


---

# 1967

## Plant in Mexico

The Fruehauf de México factory is inaugurated in Coacalco, State of Mexico.



# 1982

Despite the crisis in the country, all the jobs were kept, there was even an expansion of the brand with various representatives throughout the country.

**FRUEHAUF MEXICO, S.A.**

*Felicita*

A su nuevo Distribuidor

**TANQUES, REMOLQUES Y EQUIPOS DEL ALTIPLANO, S. A. DE C. V.**

Y a sus representantes en la zona San Luis Potosí, Zacatecas y Aguascalientes Sres:

Ing. José V. Martínez      Ing. Raúl Vázquez Montiel  
y Fernando Flores Cobo

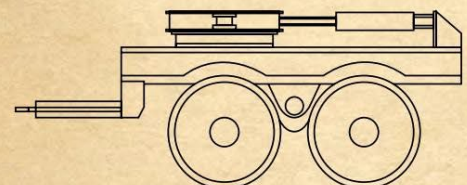
Con motivo de la inauguración de sus nuevas oficinas en esta Ciudad, ubicadas en Mercedes Vargas No. 335 Diagonal Sur, en donde se prestará el mejor servicio a todos los transportistas de la Región.

San Luis Potosí, S. L. P., 10 de Junio de 1982

# 1985



Unit sales increase  
Dolly type for the full permit issued by the SCT.



# 1987

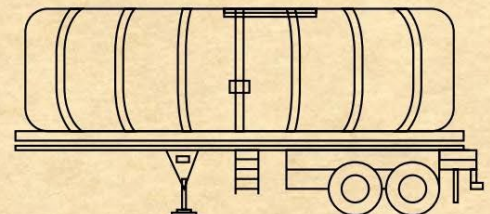
The facilities and the product portfolio are expanded, taking advantage of the installed capacity for export.



---

# 1989

The sale of tanks begins to be successful in the north of the country.



# 1990

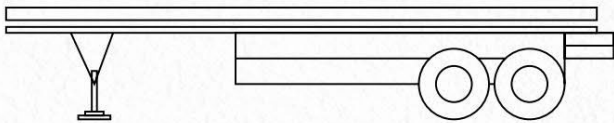
The production of FLEET FLYER units with specifications for export to the USA begins.



---

# 2012

The HIGH-CUBE platform design was patented.



# 2015

Production of 2,000 trailers per year (dry boxes, platforms, chassis, dollies, hoppers and tanks, among others).



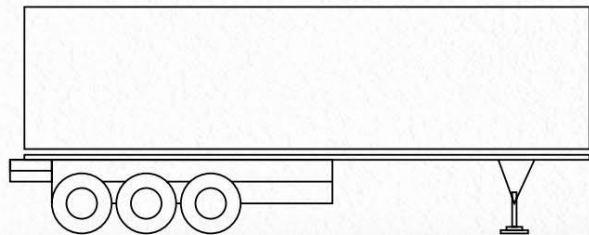
# 2016

Billing of 2,400 trailers. The 53' dry box in composite is launched.



# 2019

Development of the box with steered axle for greater efficiency in fuel consumption.



# 2021

Launch of its 53' Premium FLEET FLYER Box, made of composite or sheet and post, with the option of standard or high rail.



# 2021

Fruehauf produces 3,600 pieces of equipment, growth of 100% vs. 2020, increasing its diversification in another types of products such as container carriers, platforms and dollies.



# 2022

Fruehauf returns to the USA with Fruehauf Inc, where it starts operations with a factory specializing in dry boxes to serve the North American market.





# 2022

Fruehauf de México celebrates **55 years** of manufacturing the best semi-trailers in Mexico.



---

# 2022

launch of the **new generation** of Dry Boxes 2.0

