

Welcome

U and Us

History of Hauling

Founded in 1945 as an answer to a need for a one way nationwide moving resource that people could use after World War II. Sam Shoen and his wife Anna recognized that people needed a trailer that could be rented here and left there.

Moving Mission

UHaul is the oldest moving truck company in the business. Core belief is to always remember that they are working to improve human lives. They see themselves as the go to resource for the do-it-yourself moving public.



U-HAUL® COSTS YOU LESS. HERE'S WHY:



- ### 1. TRIM LINE GAS SAVER FLEET

With U-HAUL, you get a lightweight, low-profile, aerodynamic moving van designed to safely and economically move your family and furniture.

manufactures its own trucks and trailers specifically for the household mover. *We don't buy our vehicles for later resale to industrial users.* You can rent or borrow a rough-riding freight truck almost anywhere.

U-HAUL won't rent you a
- ### 2. MOVING VANS—NOT FREIGHT TRUCKS

With U-HAUL, you get a moving van, not just a truck or trailer. A moving van that is gentle on you and your furniture. With a soft, furniture-saving suspension, padded interior, easy-loading low deck and lots of tiedowns. And it's easy to drive or tow. U-HAUL designs and

gas-guzzling, freight truck for moving. *We don't rent trucks—we rent moving vans.* And we've been doing this since 1945.
- ### 3. SAFETY AND SECURITY

With U-HAUL, you get a moving van that is in first-class mechanical condition. And we make certain it stays that way. We

cover the U.S., Canada and Alaska with 6,000 dealers, 1,000 moving centers, 600 mobile repair units, 150 maintenance shops, six manufacturing plants, a research center and a certified test track. You can count on our road service 24-hours a day for no additional money. We are always nearby—willing, quick and able.
- ### 4. LOW RENTAL RATES

Topping all this, U-HAUL will match any competitor's rate, discount or guarantee.* Just tell us. We mean it when we say "U-HAUL COSTS YOU LESS." Less worry, less time, less work, less damage, less gas—less overall cost.

THE BEST COSTS YOU LESS BECAUSE MOVING IS OUR BUSINESS



*Except where Traffic Control Fees apply.

TOW DOLLIES FOR FRONT-WHEEL-DRIVE CARS. ALSO TOW BARS.



PACKING & LOADING SERVICE. FREE ESTIMATES.



PROFESSIONAL MOVING & PACKING AIDS.



SELF-STORAGE ROOMS COAST TO COAST.



Our Movers

Current target audience is very generic. They try to cover all ages and everyone that is potentially moving from college to family aged customers. Targeting a lower income audience who may be looking to save some money on their move.

Penske

Known best for long distance moves with fewer truck options than UHaul. More than 2,500 rental locations across US and Canada. Core values: commitment to our customers, dedication to excellence and innovative thinking.

Budget

Known best for car rentals. Typically much cheaper than other moving companies, but less truck size options. Mission statement: "We deliver quality work for the benefit of our customers."

A New U

Words to Haul By

Sturdy

Reliable

Dependable

Independant

Fresh Start

Uhau!

U



Uhaul



RGB: 225, 169, 37
CMYK: 12, 34, 100, 0
HEX: e1a925



RGB: 35, 31, 32
CMYK: 0, 0, 0, 100
HEX: 231f20



Gotham

reliability

opportunity

Here to There

New home

Same U







Ur Journey

Ur Journey

Focusing on the journey of using a Uhaul, this campaign utilizes copy that shows all the news that come from a move in ones life as well the ease that comes from renting a truck here and leaving it there.

Who U are

Ages 35-45 who may be making a big move to a more permanent housing situation. It could be a long distance move or local. It is for those looking for a reliable moving option to help start their new chapter on a positive note.



new opportunity
new neighborhood
new memories
same 


Uhaul
Uhaul.com



new house
new street
new town
new school
new life
same 


Uhaul.com

new job
new city
new start
new home
new friends
same 

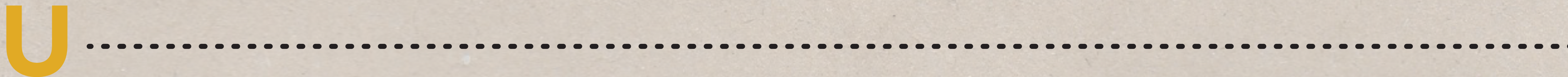
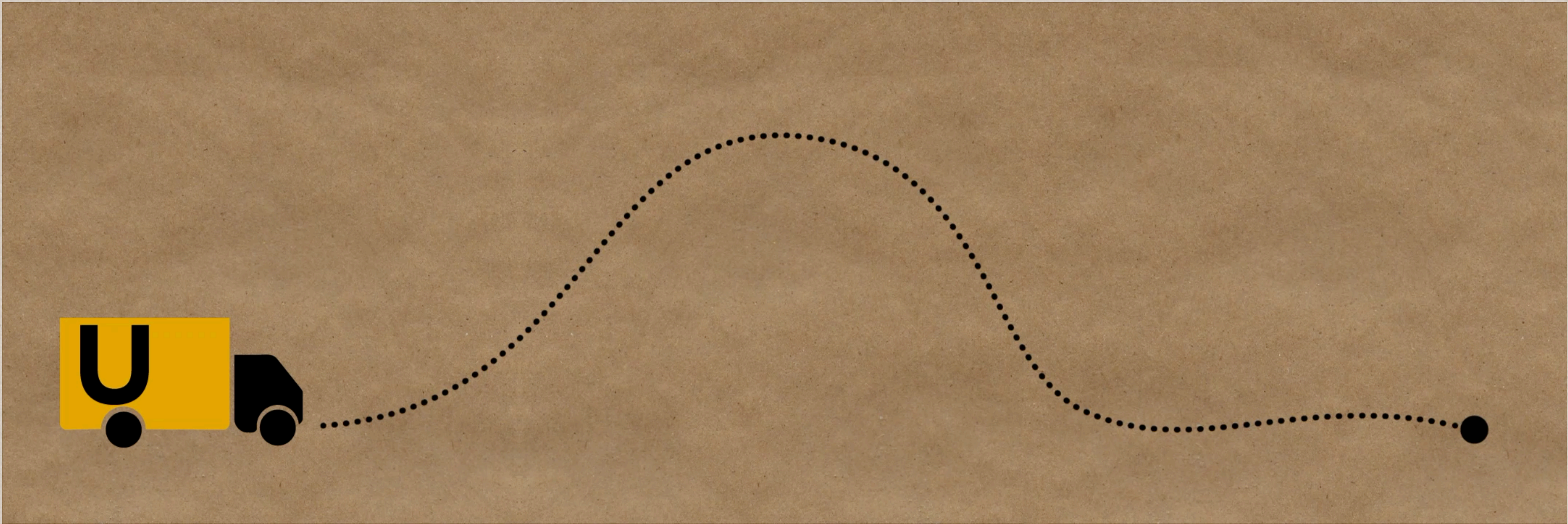

Uhaul.com



here

U





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perfect fit

whether it's your first move or tenth we have equipment to make your move go smoothly, with 7 different size options to choose from.



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Ur Questions

Uhaul



there

