

## LOYALTY MOBILE INNOVATIONS – BUILDING TRUCKS FOR HEROES

*Gallatin, TN – December 2, 2008 --* A welder pops and flashes off to the right. The staccato of a rivet gun echoes to the left. A drill hums in the distance, interrupted by the occasional clanging of a wrench hitting the concrete floor. A visitor might think he's wandered into a NASCAR team's workshop ... if NASCAR begins racing semi-trucks, motor homes and buses, that is. Until then, these sound effects belong to the men and women converting common motor vehicles into "trucks for heroes."



Gallatin-based Loyalty Mobile Innovations is in the design stages of upgrading its 30,000 square foot facility to accommodate its growth and allow for more efficient manufacturing processes. Loyalty has been at its Airport Road location since the company's initial expansion in 2005. Loyalty is definitely one of the region's most unique and interesting businesses, manufacturing specialty vehicles for the private, commercial and government markets.

"Our passion for what we do is what powers this company," said Joe Loy, Loyalty's founder and CEO. "We are honored to build the mobile outreach units that we design and deliver. *We build trucks for heroes.* The source of pride is obvious; these trucks help save lives."

Loyalty was founded in 2001, based on Loy's belief in "a better way." Prior to, he worked in the specialty vehicles industry for 16 years. He also acquired immeasurable experience in the U.S. Marine Corps serving as an embassy guard and working within special operations on governmental and private security details. That first-hand experience enables Loy to think like many of his clients and therefore design vehicles that not only meet but exceed the requirements of the end user.

Among the end users of Loyalty's vehicles – equipped with novel and proprietary technology – are homeland security first responders, Fortune 500 companies, and entrepreneurs seeking high-end motor homes (such as those associated with major motor sports organizations).

This young company has seen tremendous growth in the past year, leading its management team to redesign the building for a growing production line. Company leaders are working with the city to fast track the construction to eliminate distraction at a time when focus on maintaining their current market share and momentum is crucial. Working with the Gallatin Economic Development Agency and the Tennessee Department of Economic and Community Development over the past several months in addressing needs and issues unique to Loyalty, this project will allow the company to add about 18 employees to its current staff.

"It is very exciting working with a company like Loyalty," Clay Walker, Executive Director of the Gallatin EDA, said. "It is a homegrown business in a major growth industry and we will be celebrating its success and many milestones in the upcoming years. Too often, small companies like Loyalty get lost in the shuffle of recruiting companies with more recognizable

names, but anyone who has been in their plant and met with their staff, knows what a dedicated team the Loyalty family has become and that they have tremendous value to our community.”

For many years, the number of specialty vehicle manufacturers has been quite limited and the scope of the industry was based on the manufacturers’ needs rather than the needs of the customers. However, as the market has grown, so has the focus changed; customers now demand the kind of attention to detail and unwavering quality that Loyalty provides.

In addition to the challenges of maintaining and upgrading a facility to accommodate the company’s growth, Loyalty is also faced with mounting a specialized workforce. For instance, the company is now seeking experienced cabinetmakers to customize the interiors of its vehicles. It takes a group of highly skilled craftsmen to produce vehicles of the caliber that is synonymous with Loyalty.

“Our ability to grow Loyalty is limited only by our ability to recruit experienced, skilled personnel,” Loy explained.

Loyalty currently employs a staff of 19, but as the market and company grow, so does the potential of that number.

“The industry is ripe for a company such as ours. Clients want and deserve the level of quality and service that we offer. Whether we’re building a SWAT truck or a million dollar motor home, the process is the same: listen to the client, design a vehicle that actually meets their needs, build the best possible vehicle, then provide the best post-sale service in the industry,” said Loy.

Loyalty has built and delivered trucks to a variety of clients all across the country, from Pennsylvania to New Orleans to Los Angeles. Recently completed projects include some of the nation’s most state-of-the-art special operations vehicles – a 30-ft. SWAT truck, a bomb threat response unit – and a highly custom high-end motor home that’s sure to stop traffic and raise the bar within that sector of the industry.

Closer to home, Loyalty has manufactured a mobile command trailer and a SWAT truck for the Sumner County Emergency Management Agency and works closely with the Franklin Police Department in nearby Williamson County. Currently, they are designing a mobile bomb response unit for metro Nashville Police Department. And a large mobile command center was recently delivered to the Sheriff’s Department in Blount County, Tennessee.

So, while Loyalty vehicles may not actually be on the track at a NASCAR event, your favorite driver may be sleeping in one. And you can sleep better at night, knowing local heroes are doing their jobs more effectively thanks to the talented and dedicated staff at Loyalty Mobile Innovations.