



case study

Marten Transport's Regional-Based Model Driving Success



THE CHALLENGE

Headquartered in Mondovi, Wis., Marten Transport supplies transportation services that include regional and long-haul trucking, intermodal and logistics within 48 states, Canada and Mexico. Founded in 1946, the company focuses on customers that require time- and temperature-sensitive service – those with demanding delivery deadlines as well as those who ship products requiring modern temperature-controlled equipment. Delivering this premium service are the Marten drivers, who the company considers the best in the industry.

Over the last several years Marten Transport has transformed its business from primarily long-haul refrigerated truckload to a multi-faceted carrier. With several terminal additions, Marten is providing increased regional coverage while most long-haul shipments move via rail. Minimizing service overlap between long-haul truckload and intermodal has optimized intermodal integration while providing valuable service, capacity and environmental solutions for changing customer needs.



MARTEN TRANSPORT

CHALLENGE

Marten recognized that a new model was needed for the business to adapt to customers' changing needs and achieve growth in a challenging economic environment.

SOLUTION

With BNSF Railway as the rail provider, Marten initiated a more effective, regional-based model that maximized intermodal in its network.

RESULTS

- Intermodal via BNSF Railway has opened up new markets with greater cost efficiencies for Marten's customers
- Marten's regional-based Intermodal model delivers 98% on-time performance
- Marten has grown both its Intermodal and regional solutions during this difficult economy
- As the regional structure expands, Marten continues to see profitable growth in this segment of its business
- Marten drivers are kept closer to home, and the company is currently hiring for its Intermodal and Regional growth



BNSF'S SOLUTION

Marten Transport requires a responsive rail partner that can perform to the same service-critical expectations that its valued customers have come to expect from its truckload and brokerage services.

Based on BNSF's long history of providing superior intermodal service, Marten is now using BNSF Railway as the rail provider for refrigerated service, with intermodal utilized for the long-haul and Marten drivers on the pickup and delivery ends.

BNSF Railway is not only helping Marten ensure on-time delivery, but also continues to be a true partner.

THE RESULTS

BNSF has enabled Marten to maintain its high-service performance; whether a shipment moves by truck or rail, Marten's customers can always expect the best.

Because of the new multi-faceted approach, Marten is serving new lanes and markets, largely because intermodal moves via BNSF Railway. Customers are happy because the new approach opens up additional capacity to them with BNSF serving as the long-haul carrier.

While many transportation providers have moved freight back to over-the-road service during the economic downturn, Marten has kept intermodal an important part of its portfolio.

NEXT STEPS

With carbon-reducing regulation and federal motor carrier safety initiatives taking full effect, Marten anticipates continuing changes in long-haul trucking practices. The company is confident that its regional-based model puts it in a good position and, in fact, is hiring drivers now to meet the new service and capacity demands.

A strong commitment to intermodal is anticipated to continue bringing Marten a high level of success going forward.



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