



SHIFTR Dealer Partnership Guide

A high-level overview of partnering with Futura Trailers, focusing on our SHIFTR platform.

Introduction

Futura Trailers is an international trailer manufacturer operating dealer networks across the USA, New Zealand, Australia, and Japan.

SHIFTR is our newest platform: a ground-loading, steel trailer engineered specifically for professional vehicle transport, including tow operators, transport businesses, fleets, and specialist workshops that move vehicles every day.

This guide is intended to give prospective dealers a **clear, high-level understanding** of what a partnership with Futura Trailers looks like, with particular focus on SHIFTR.

If you're exploring whether SHIFTR could be a fit for your dealership, this is the right place to start.

The opportunity

Across other markets, we've seen growing demand from professional operators for trailers that prioritise:

- Speed and ease of loading
- Safety for low or valuable vehicles
- Reliability in daily commercial use

For dealerships, this has created an opportunity to:

- Introduce a **differentiated, premium trailer category**



- Serve higher-intent, professional buyers
- Move beyond price-led, commodity trailer conversations

SHIFTR is designed specifically for this professional segment and for dealerships that want to serve it properly.

Who SHIFTR is designed for

SHIFTR tends to perform best with dealers who already serve:

- Tow operators and recovery businesses
- Vehicle transport and logistics companies
- Commercial fleets
- Performance and specialist workshops

It is not intended as a high-volume, entry-level trailer line. The focus is on **capability, safety, and professional use**, rather than recreational or occasional towing.

What makes SHIFTR different

While this guide isn't a technical specification document, a few core principles underpin the SHIFTR platform:

- **Ground-loading design** to reduce loading complexity and risk
- **Steel construction** suited to daily commercial use
- **Wide deck format** to accommodate modern vehicles
- **Designed for one-person operation** in professional environments

These fundamentals influence both the type of customer SHIFTR attracts and how the product performs in a dealership setting.



The dealer partnership model

SHIFTR is offered through a **supported dealer network**, not a drop-ship or reseller model.

As a Futura Trailers dealer representing SHIFTR, you can expect:

- A clearly positioned product category
- Structured onboarding and launch support
- Sales and technical training resources
- Marketing assets and campaign support
- Ongoing after-sales and technical backup

The goal is a long-term partnership where both sides are aligned on brand representation, customer experience, and commercial outcomes.

Sales & marketing support

SHIFTR dealers benefit from:

- Central brand and marketing activity designed to build demand
- Dealer-ready content and marketing assets
- Lead allocation aligned with dealers who actively stock the product
- Clear brand guidelines to protect positioning and consistency

Dealers are expected to actively represent and market the brand within their region, supported by Futura Trailers' marketing and customer experience teams.



Onboarding & launch (high level)

The process to become a SHIFTR dealer is structured and deliberate:

1. Initial conversation

A short discussion to understand your dealership, customer base, and region.

2. Territory review

We confirm regional availability and assess whether SHIFTR is a good operational and commercial fit.

3. Onboarding & launch

Approved dealers receive training, marketing materials, and launch support to introduce SHIFTR confidently.

Details around stock planning, lead times, and operational requirements are discussed during this stage.

Support after launch

Once live, SHIFTR dealers are supported with:

- Technical assistance and after-sales support
- Parts and service coordination
- Ongoing training and updates
- Access to dealer portals and resources

The emphasis is on **consistency, reliability, and a professional customer experience**, for both dealer and end user.



A note on fit

SHIFTR is not designed to suit every dealership.

We work best with partners who:

- Plan to actively stock and represent the brand
- Serve professional or commercial customers
- Value long-term positioning over short-term volume

If SHIFTR isn't the right fit, we'll say so.

Next steps

If you'd like to explore whether SHIFTR makes sense for your dealership:

- Book a short strategy call with our dealer partnerships team
- Ask any high-level questions you may have
- Decide whether it's worth progressing further

No obligation, just a conversation to assess fit.

[Book a strategy call](#)

Or visit shiftrailers.com for product information.