

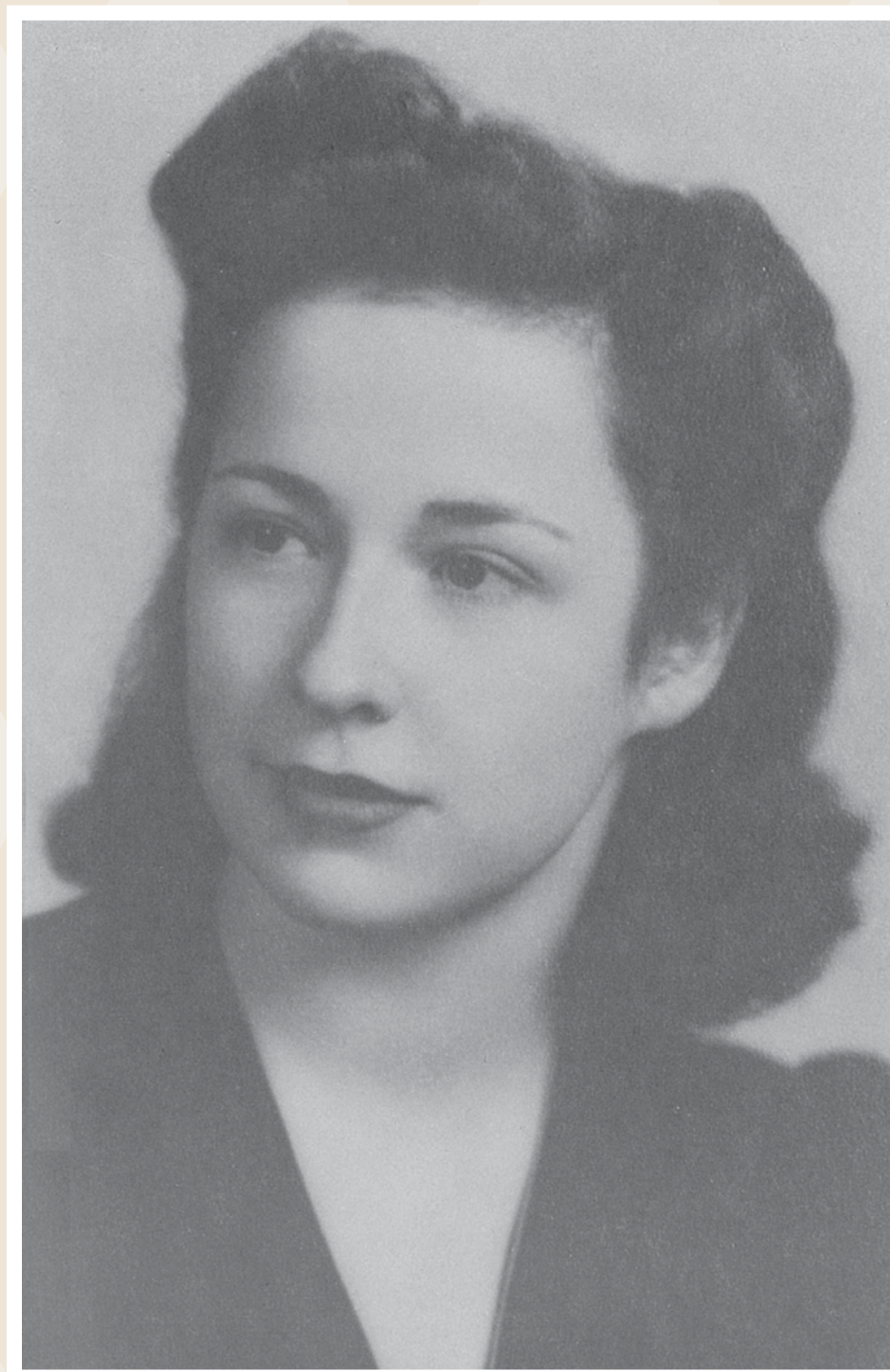


KEEP THE SPIRIT OF '45 ALIVE!

U-HAUL® has been a proud supporter of the “Keep the Spirit of '45 Alive!” since 2009.

“The Spirit of '45 and U-Haul are linked by synergy, history and a passionate understanding of the need to memorialize the ‘greatest generation.’ Their sacrifice and blind resolve epitomizes all that was and is good and honorable with our country. U-Haul was founded in 1945 as WWII was coming to a close, so many of our earliest employees were veterans returning from war. Their entrepreneurial spirit and sense of adventure shaped not only the DIY moving industry, but our nation and the generations to follow.”

— Stuart Shoen, Executive VP, U-Haul International, Inc.



Anna Mary Carty Shoen Co-founder of U-Haul

Without Anna Mary Carty Shoen, U-Haul wouldn't exist. Together, U-Haul co-founders Anna Mary and her husband, L.S. (Sam) Shoen, forged what is now a household name in the do-it-yourself moving industry. Their partnership was so harmonious that neither could remember who came up with the name “U-Haul.”

Anna Mary demonstrated exceptional leadership skills throughout her life. In a time when a woman with a degree was not a given, Anna Mary was student body president at Marylhurst College. A devout Catholic, she saw providing a rental-trailer service as a way to let people affirm their own human dignity. Anna Mary worked tirelessly to help bring the idea to life, and is praised for her intelligence, work ethic and humility. While Sam maintained the early trailer fleet, Anna Mary managed the books, reports and expenses - all while raising a family of six.

“We built the U-Haul Trailer Rental System together. She worked at the business from the beginning and contributed many of its policies and ideas.”

— L.S. Shoen —

Leonard (Sam) Shoen Co-founder of U-Haul

In 1945, at the Carty Ranch near Ridgefield, Washington, World War II veteran L.S. (Sam) Shoen built the first U-Haul trailer. It was little more than a box on wheels, but it was roadworthy ... and soon U-Haul trailers were in great demand up and down the West Coast.

At the age of 29, Shoen co-founded U-Haul with his wife, Anna Mary Carty Shoen, on an investment of \$5,000. Sam built and maintained the trailers, and split the trailer rental fees with gas station owners who became the first U-Haul Dealers. By the end of 1949, it was possible to rent a U-Haul trailer one way from city to city throughout most of the United States; by 1955, throughout most of Canada.

“I bet every dollar I have every day on the U-Haul Trailer Rental System and I have no intention of discontinuing this until there are a million streamlined orange and black U-Haul Company trailers operating in the United States of America.”

— L.S. Shoen —

