

CASE STUDY

# BUILDING MUTUALLY BENEFICIAL BUSINESS RELATIONSHIPS

That Stand the Test of Time



**BR Williams Trucking, Inc.**

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# Introduction

BR Williams is a 60-year-old company specializing in Trucking, Warehousing, and Logistics Services. Founded in 1958, Bill and Ruth started their local, family-owned trucking company in Oxford, Alabama.

Built on three simple themes: **Honesty, Integrity, and Service** (H.I.S.), BR Williams trucking has become a leader in the transportation industry.

The company that began as one man, one truck and one dream has grown to a fleet of 165 satellite-equipped tractors and 625 air-ride van trailers, servicing the 48 contiguous states and Canada.



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# Executive Summary

When a world-class international automotive manufacturer announced to the Calhoun Chamber of Commerce the selection of Alabama for a new plant site, they asked the Chamber for help in developing business relationships with the local community.

With strong ties to the local business community and Chamber, BR Williams President, Greg Brown was instrumental in helping develop those relationships to ensure the automotive manufacturer could access the resources and partners needed for the new plant.

As part of the initial strategic business relationship, BR Williams made the Eastaboga facility available to warehouse key items during the construction of the new automotive plant.

Once the new facility was up and running in 2001, BR Williams was selected to provide automotive supply chain services for shipping lanes and the two companies have been partners ever since.

## Challenges

It's all about ratio and its composite contributing factors, not one single factor.

In the automotive industry, supply chain partners are challenged to consistently provide just-in-time delivery of freight to the plant, as well as return packaging to suppliers in a timely manner.

This, of course, was an early challenge for the partnership and an opportunity to forge a long term, mutually beneficial relationship.

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# How BR Williams Helped

BR Williams is unique in that it has a full-service logistics team comprised of trucking, warehousing, and logistics resources.

While the supply chain company has deep roots in trucking, it also has multiple warehouse facilities, a brokerage staff to handle expedites with tracking capabilities, and a full maintenance shop to service trailers.

BR Williams built an entire dispatch, maintenance, and fleet around the needs of the automotive client, which allowed the movement of freight from the plant to the suppliers to flow seamlessly.

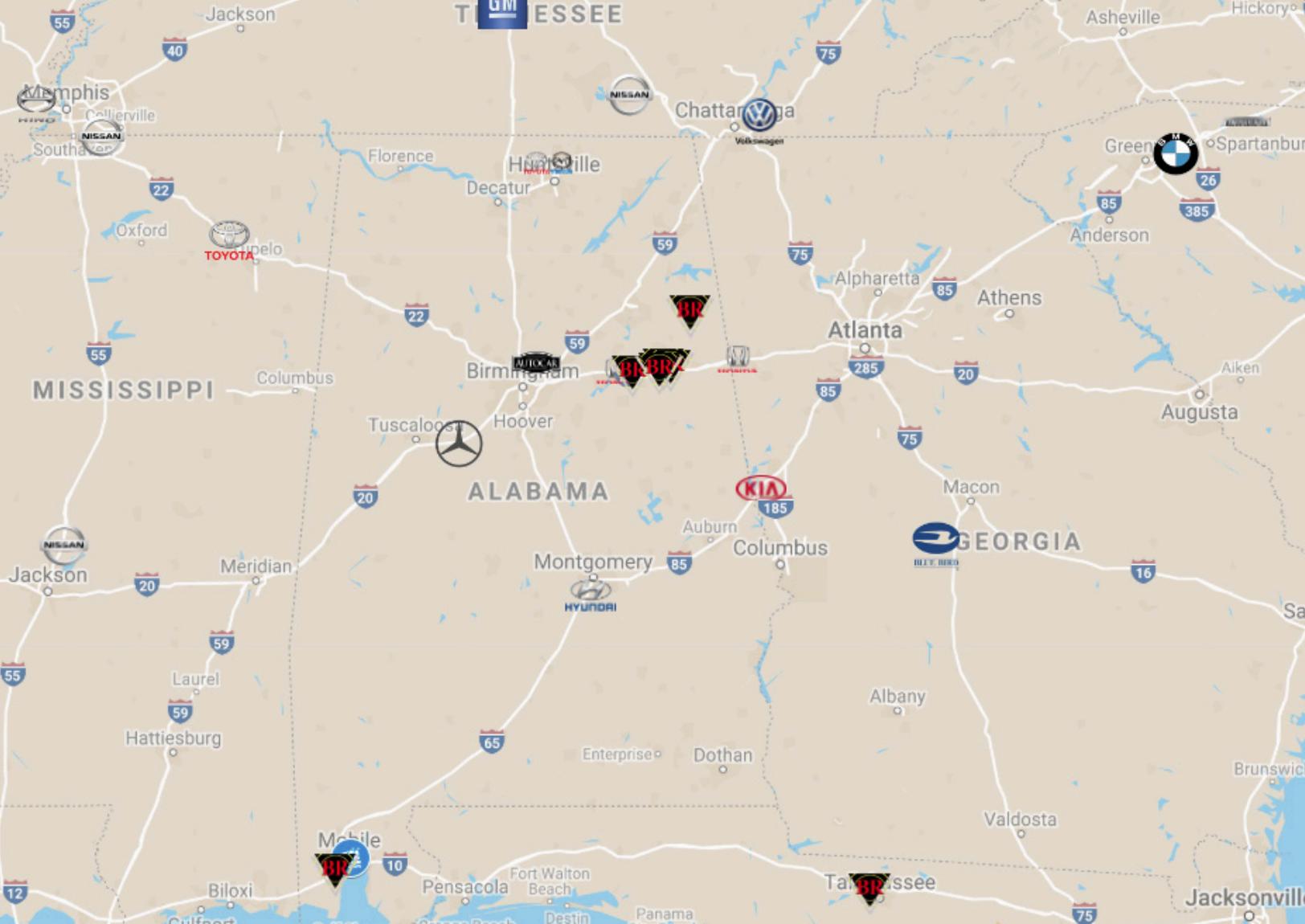
BR Williams' growth in synergistic trucking, warehousing, and logistics gives automotive giants the ability to "move it, store it, track it, and get it where it needs to be, on time, every time".

## Results and Return on R.O.I.

In a relationship that has developed on the last 19-years, BR Williams now handles an average of 2,575 movements per month with 98.5% to 99.5% accuracy.

In 2019, BR Williams was recognized as a Top 3 carrier out of 46 carriers for this automotive manufacturer. A key contact had this to say about the relationship:

*"With the BR Williams Operations Team managing and taking ownership of our routes, we are able to lessen the distractions for our Automotive Partner to do what they do, and that's build vehicles, not chase the location of parts."*



## ABOUT BR WILLIAMS TRUCKING, INC.

With humble beginnings back in 1958, [BR Williams](#) has grown into an award-winning supply chain management company servicing all 48 contiguous states and Canada. With facilities in [Mobile AL](#); [Piedmont, AL](#); [Tallahassee, FL](#); [Anniston, AL \(two facilities\)](#); [Eastaboga, AL](#); and [Oxford, AL](#), B.R. Williams' distribution network supports over 50 customers and another 2,550 in the [Trucking](#) and [Logistics](#) divisions. Industries served include the following: automotive, defense, home improvement, education, food raw materials, textiles, chemical, industrial packaging, metals (finished goods), highway safety and more.

To discuss your Distribution, Logistics, or Transportation Services options, please contact Matt Nelson at [matt.nelson@brwilliams.com](mailto:matt.nelson@brwilliams.com) or [\(800\)-523-7963](tel:(800)523-7963).

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