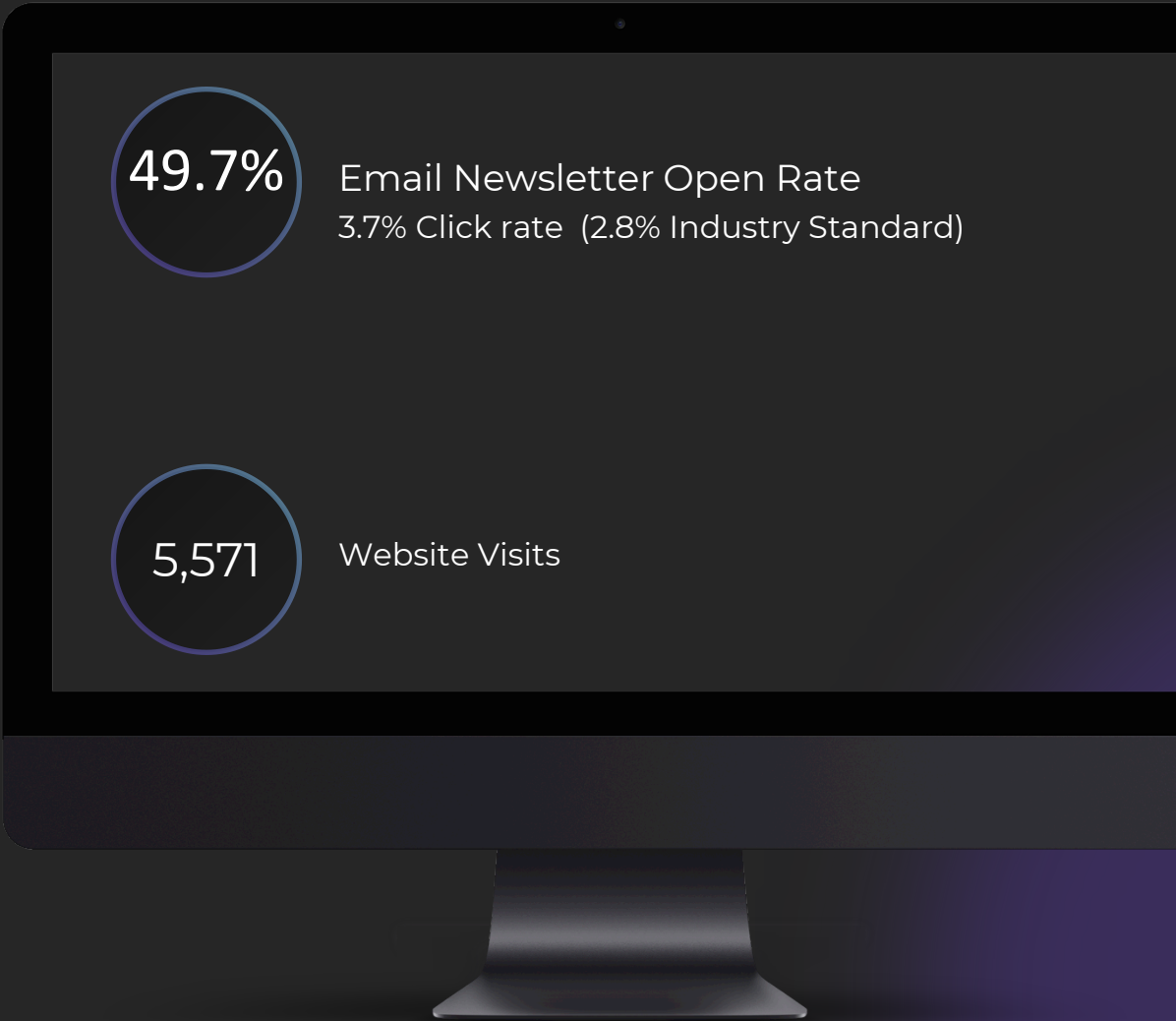


July 2025


Marketing and Community Engagement

2025 BRE Visits, Tours, and Presentations

FAM TOURS	Community & Industry Presentations
YTD: 2	July: 5 YTD: 17
BRE Visits	Trade Shows and Missions
July: 4 YTD: 49	July: 1 YTD: 10



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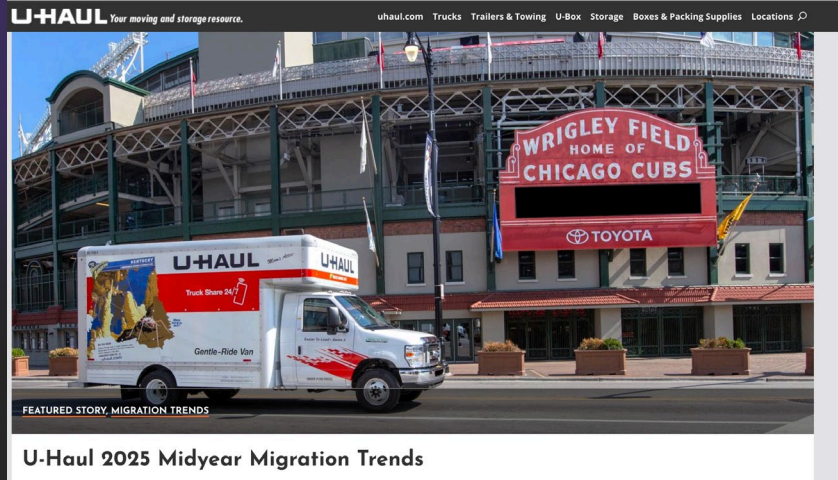
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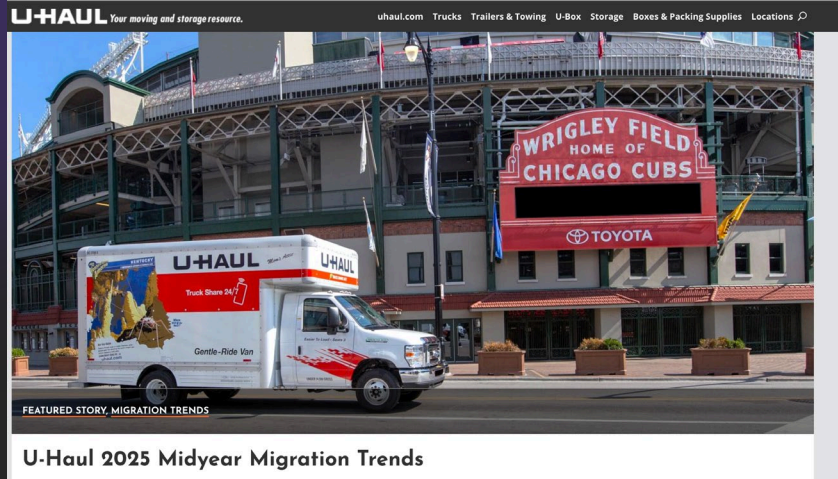
Top origin states for arriving U-Haul customers (excluding Texas)

California
Florida
Colorado
Louisiana
Arizona
Oklahoma
Georgia
Illinois
Tennessee
New Mexico

Top origin metro areas for arriving U-Haul customers outside Texas

Denver, CO
Los Angeles, CA
Phoenix, AZ
San Francisco, CA
Atlanta, GA

Additional Marketing Updates



Dallas

Top origin states for arriving U-Haul customers

Oklahoma
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Top origin metro areas for arriving U-Haul customers outside Texas

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Atlanta, GA
Phoenix, AZ
Denver, CO
Los Angeles, CA

Top origin metro areas for arriving U-Haul customers within Texas

Houston
Austin
San Antonio
Lubbock
Tyler