

U-HAUL HOLDING CO /NV/

FORM 8-K (Current report filing)

Filed 03/01/11 for the Period Ending 03/01/11

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| Address | 5555 KIETZKE LANE STE 100 RENO, NV, 89511 |
| Telephone | 7756886300 |
| CIK | 0000004457 |
| Symbol | UHAL |
| SIC Code | 7510 - Services-Auto Rental and Leasing (No Drivers) |
| Industry | Ground Freight & Logistics |
| Sector | Industrials |
| Fiscal Year | 03/31 |

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 1, 2011

AMERCO

(*Exact name of registrant as specified in its charter*)

Nevada

(*State or other jurisdiction of
incorporation*)

1-11255

(*Commission File Number*)

88-0106815

(*I.R.S. Employer Identification No.*)

**1325 Airmotive Way, Ste. 100
Reno, Nevada 89502-3239**

(Address of principal executive offices including zip code)

(775) 688-6300

(*Registrant's telephone number, including area code*)

Not Applicable

(*Former name or former address if changed since last report*)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01**Other Events**

On March 1, 2011, AMERCO (the “Company”) announced the launch of the U-Haul Investors Club. This investment platform enables individuals to invest directly in AMERCO’s SEC registered securities. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01**Financial Statements and Exhibits.**

(d) Exhibits

Exhibit No.

99.1

Description

Press release issued by the Company on March 1, 2011.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERCO
(Registrant)

Date: March 1, 2011

/s/ Jason A. Berg
Jason A. Berg
Principal Financial Officer and
Chief Accounting Officer

Media Contact:
Jennifer Flachman
Director
AMERCO Investor Relations
(602) 263-6601

AMERCO and U-Haul International, Inc., Announce Launch of U-Haul Investors Club

Reno, Nev. (March 1, 2011) AMERCO (Nasdaq: UHAL), the parent of U-Haul International, Inc., Oxford Life Insurance Company, Repwest Insurance Company and Amerco Real Estate Company today announced the launch of the U-Haul Investors Club. This borrowing platform enables people to invest directly in AMERCO securities.

Inspired by the concept of social lending, where individuals gather funds and lend to others with minimum involvement from intermediaries, the U-Haul Investors Club brings social lending to the corporate level. The Web site gives individuals a simple, friendly and inexpensive way to invest directly in asset-backed corporate securities. The notes, issued by AMERCO, are SEC-registered securities.

“The U-Haul Investors Club platform provides investors the benefit of an online marketplace that provides fair interest rates. Investment transactions are completed in a self-directed manner, with investment increments starting as low as \$100,” stated Jim Shoen, vice president of U-Haul International, Inc.

Members of the U-Haul Investors Club have the choice to lend against specific assets, with varying interest rates and maturities. There are no commissions, sales charges, or middlemen and there is no fee to join. Members invest directly through the uhaulinvestorsclub.com Web site.

About the Company

In 1945 the co-founders of U-Haul identified a need and created the shared-use, do-it-yourself moving industry. Since that time, U-Haul has been serving North Americans with their do-it-yourself household moving needs through a shared use platform. Today, approximately 16,480 U-Haul locations, which includes nearly 1,490 owned and managed facilities and 14,990 independent dealers support neighborhoods throughout North America. More than 96,000 U-Haul Moving Vans and 111,000 towing devices travel the roadways of North America helping families move to a better way of life. The U-Haul Investors Club provides a platform that allows members an opportunity to invest in a specific group of assets by investing directly through the U-Haul Investors Club website. For more

information, or to join the U-Haul Investors Club, please visit uhaulinvestorsclub.com

AMERCO has filed a registration statement (including a prospectus) with the U.S. Securities and Exchange Commission (SEC) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents AMERCO has filed with the SEC for more complete information about AMERCO and this offering. You may get these documents for free by visiting the SEC website at sec.gov, or under the “SEC filings” page on the U-Haul Investors Club website . Securities issued under the U-Haul Investors Club are not FDIC insured .