

TRUCK NEWS

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A new classic
 Peterbilt's Model 567 Heritage truck combines modern amenities with classic styling.

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 Over-the-road columnist Al Goodhall says it's time to have candid discussions about mental health.

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 Why some fleets look at trailer graphics as an excellent marketing tool.

Volkswagen takes stake in Navistar

Strategic alliance will bring VW powertrains to International trucks

LISLE, ILLINOIS

Volkswagen has bought its way into the North American truck market, taking a 16.6% stake in Navistar and will deliver an integrated powertrain in International trucks by 2019.

The strategic alliance was announced Sept. 6. Volkswagen Truck and Bus will invest US\$256 million in Navistar and will appoint two directors to its board. Navistar board members James Keyes and Michael Hammes have resigned from the board to make room.

"We are very pleased to partner with a global leader who shares our view of the world, in an alliance that will deliver multiple benefits and is consistent with our open-integration strategy," said Troy Clarke, president and CEO, Navistar. "Starting in the near term, this alliance will benefit our purchasing operations through global scope and scale. Over the longer term, it is intended to expand the technology options we are able to offer our customers by leveraging the best of both companies and enabling Navistar to

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The new Cascadia

A new Cascadia is born

Freightliner completely redesigns best-selling Cascadia, achieves 8% fuel economy improvement in real-world test

By James Menzies

COLORADO SPRINGS, COLORADO

Freightliner has completely redesigned its top-selling truck with the introduction of the 2018 Cascadia.

The company showed the new Cascadia – as it has officially been dubbed – for the first time to customers, dealers and truck press at a special event here this Aug. 30-Sept. 1. Twelve carriers, including Bison Transport, that have collectively spent US\$9 billion on some 60,000 Freightliner Cascadias over the last six years were the first to receive the new model.

"You don't spend \$9 billion on a good vibe," said Martin Daum, president and CEO of Daimler Trucks North America. "What sells a truck is to have the absolute best product in the market."

Freightliner wasn't content to have the top-selling Class 8 truck in its stable; it set out to improve fuel economy by 5% compared to the Cascadia Evolution. A real-world coast-to-coast trip from Detroit to Portland yielded an 8% fuel economy advantage for the new Cascadia, exceeding the company's own expectations.

Gains came from improved aerodynamics, enhancements to the DT12 automated transmission, elliptical-shaped mirrors, a new upper door seal and integrated antennas.

Freightliner will continue to offer the current Cascadia and the Cascadia Evolution, giving customers a choice from a range of on-highway trucks that span a fuel economy breadth of 19%. This marks the most expansive line of

on-highway tractors in Freightliner's history, noted Richard Howard, vice-president of sales and marketing. He acknowledged the Cascadia helped DTNA grow its Class 8 market share from 34.5% in 2007 when it was launched, to 42.6% through July of this year.

"Starting with the best truck is the best place to start," he said of the redesigned Cascadia, noting nearly everything inside and outside the truck has been changed. The redesign was comprehensive enough to justify a name change, but officials said they didn't want to lose the brand equity they've built with the existing Cascadia.

The engine has been lowered thanks to a splayed frame rail, which also offers better access to underhood components. The lower seating of the engine allows for a rounder, more engine-hugging front end of the truck, which differentiates the new Cascadia, giving it a more modern – but not radically so – look. The new Cascadia is available in Professional and Elite trim and with optional Aero and AeroX aerodynamic packages. Every truck will come loaded with Detroit Connect telematics and will be constantly connected, Howard explained.

"The biggest mobile device on the road will be the new Freightliner Cascadia," he said. Detroit is upgrading its telematics with the launch of a new portal that will allow customers to manage Virtual Technician remote diagnostics and monitor key data points. For example, they'll be able to easily identify performance outliers within the

Continued on page 19

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AWAY
T



FREIGHTLINER

CASCADIA

BORDER BOUND

SHIPPING ACROSS BORDERS A BIG BUSINESS UNDER THREAT

With the US-Canada Free Trade Agreement being called into question during the US election, it's important to understand the importance of the FTA to the Canadian economy and in particular to trucking. The value of truck traffic between Canada and the US is worth more than \$370 billion, according to government data gathered by Canada Cartage for an infographic, part of which is reproduced here. Two-way border crossings by trucks total almost 11 million.

\$371 BILLION

The value of trucking traffic between Canada and the US in 2014

\$179 BILLION 
IN EXPORTS FROM CANADA TO THE U.S.

\$192 BILLION 
IN EXPORTS FROM THE U.S. TO CANADA

10.7 MILLION
TWO-WAY BORDER CROSSINGS

by trucks carrying goods to and from Canada and the United States in 2014.

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Editorial Comment

JAMES MENZIES



How about year-round appreciation?

As I write this, Canada just wrapped up National Trucking Week. Did you notice? I hope so. We received word of driver appreciation barbecues, driver events at the scales and saw some positive coverage about the trucking industry in the mainstream media.

But is one week enough to express our support and appreciation for Canada's professional drivers? Not in my opinion. We should be thanking drivers every time we show up at the grocery store and find fresh produce on the shelves. Or every time we go to a restaurant for a night out with our families and choose from a broad menu of possible meals. Or every time we jump on Amazon and order the latest gadget.

I could go on. And I know, I'm preaching to the choir. But it bears repeating. All those everyday activities we enjoy and have come to take for granted - getting groceries, going out for dinner, buying stuff online - is only possible because of the men and women who literally drive this industry and keep the wheels of commerce moving. You, dear drivers, are the Sherpas of commerce.

These aren't easy times for professional drivers. The costs of doing business in trucking have risen much faster than rates, which are stagnant at best. That said, I'm encouraged by some workplace trends I've been hearing about. And there are a couple of very good programs that have brought these programs to the forefront.

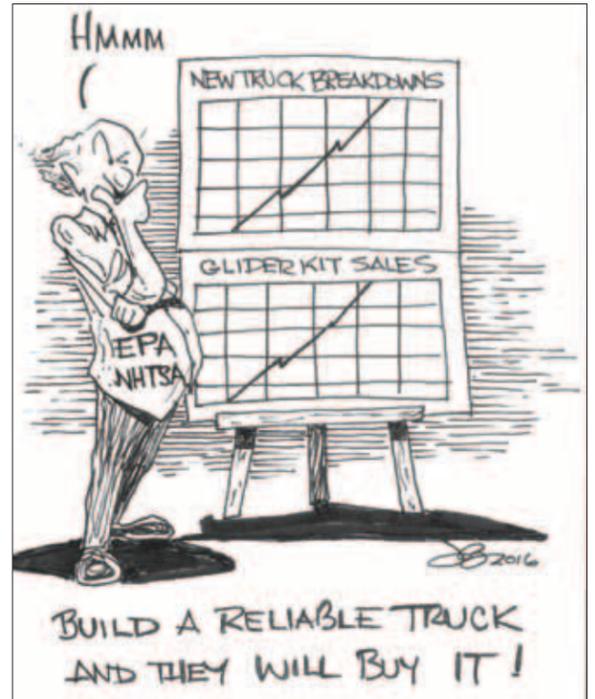
The Best Fleets to Drive For program, born in Canada out of the minds of Jane Jazrawy and Mark Murrell at CarriersEdge and advanced by the US-based Truckload Carriers Association, has highlighted the best practices of trucking companies for the better part of a decade now and continues to do so. The program was established not only to reward the fleets that provide the best workplace experiences for drivers, but also to raise awareness of those programs, effectively creating a blueprint others can follow to become a desirable, driver-focused company.

That program just opened the 2016 nomination process and is calling on drivers who like where they work to nominate their employer for consideration.

You can find out more at www.BestFleetsToDriveFor.com.

Also, Trucking HR Canada's Top Fleet Employers program has seen considerable growth during its short existence. It's not a competition, but like the Best Fleets program, it aims to acknowledge trucking companies that provide excellent work environments for drivers. A record 39 fleets were recognized this year and Trucking HR Canada, on Oct. 12, will host its first-ever Top Fleet Employers Gala Dinner in Toronto. I hope to see some drivers invited to the event to share in the success of the companies they work for.

Both these programs have done what they set out to do. They've proven there are good companies to work for in the trucking industry. These businesses realize that driver appreciation is a year-



round endeavor and not just something to celebrate one week out of the year. Let's hope the positive trends identified by Best Fleets and Top Fleets continue. 📍

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The view with Lou

LOU SMYRLIS



Small carriers: How well do you know your operation?

Know what one of the biggest differences is between large carriers and small carriers?

It's not equipment; I've seen small carriers invest in equipment that's just as good as that of their bigger competitors.

It's not people; although large carriers likely pay better on the average there are many reasons beyond pay that make some of the industry's sharpest minds choose to work for smaller carriers.

And it's certainly not service; our annual Shippers Choice Survey, conducted by our sister publication *Canadian Shipper* for over a decade, affirms that small carriers can wow their customers with service delivery just like their larger counterparts can.

If you want to know one of the biggest differences between large carriers and their smaller competitors you have to get more granular than that. It's data: Large carriers are better at generating it, accessing it, and using it to make meaningful decisions. That's an important advantage when you consider how important understanding your essential performance indicators (EPIs) are to improving profit, particularly during challenging, slow-growth economic periods like the one we are stuck in now.

I'm talking about EPIs such as your revenue per truck per week, your maintenance cost per mile and your variable equipment operating expense per mile. Last year I introduced you to the folks from inGauge, who are making it easier and more afford-

able for small carriers to gather, understand and keep a close eye on such EPIs. You would be amazed at the difference among the poor, average and top performers and the resulting impact on profitability.

Now I want to introduce you to an important new development geared towards helping the industry's small carriers - the heart of our industry - make the intelligent business decisions possible when leveraging benchmarking performance metrics on a monthly basis. I'm proud to say I've played a role in bringing together inGauge and its treasure trove of performance indicator data with Castrol, a well known industry lubricant supplier looking to help small carriers reach a higher level of decision making. Every month till the end of the

year in the pages of *Truck News* and *Truck West* Castrol and inGauge are bringing you a new EPI, explaining how it's calculated and outlining the poor, average and top performance metrics. It's definitely worth following.

There's more. To raise awareness and encourage participation Castrol is offering a grand prize to small carriers (35 trucks or less and registered in Canada) who submit their scores for all six EPIs. The winner gets three months of free oil changes and six months of LabCheck services. That's a value of about \$15,000 if you've got about 20 power units. On top of that is the bragging right to being named the 2016 Castrol Small Fleet Efficiency Award winner.

We will be announcing the winner in January. To submit your EPI for each month go to www.castroldiesel.com or call 1-888-CASTROL. 📍

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Volkswagen makes much anticipated entry into North America

Continued from page 1

deliver enhanced uptime. Volkswagen Truck and Bus's equity investment will strengthen our liquidity position and expand our financial flexibility, while aligning us with a valuable strategic partner."

"Closer collaboration among our existing brands was a top priority for our commercial vehicles business and we are well on track in this context," added Andreas Renschler, CEO of Volkswagen Truck and Bus and member of the Board of Management of Volkswagen AG responsible for commercial vehicles. "We are now taking the next step on our way to becoming a global champion in the commercial vehicles industry. The strategic alliance with Navistar is an important milestone and will be very beneficial for both sides."

There was no immediate word on what the newly formed strategic alliance will mean for Cummins, Navistar's current third-party engine supplier.

"Cummins is a great partner for us and the Cummins engine in our product is an outstanding product," said Troy Clarke, president and CEO of Navistar. "I anticipate we'll continue to offer Cummins products for a period of time...we're not speculating or making announcements in that regard today."

The two companies said adding global scale will deliver cost savings for both organizations.

"We believe working collaboratively, the two companies can optimize the

capital and engineering expenditures associated with next-generation truck and bus engine development, while providing both Navistar and Volkswagen Truck and Bus with opportunities for substantial procurement savings. This alliance marks another step in Navistar's journey to be a stronger, more profitable company," said Walter Borst, executive vice-president and chief financial officer with Navistar.

The deal includes a procurement joint venture, which will allow the companies to source parts collectively. The two truck makers will also share technologies and collaborate in the development of advanced driver assistance systems, connected vehicle solutions, platooning and autonomous technologies, electric vehicles and cab and chassis components.

Renschler said the time was right to partner with Navistar, because of where Volkswagen is in the production cycle of its next generation powertrain. Partnering now allows the companies to work together on development of the powertrain and integrating it into International trucks in North America.

"For us, it was the right timing," said Renschler. "Because we are at the moment designing new powertrain components for the whole world...Now Navistar joins us at the right time so we can develop them together and start to see real economies of scale."

For Navistar, the move should boost customer confidence, Clarke said, since the company is now on more solid financial footing and partnered



Volkswagen, which operates the MAN and Scania truck brands in Europe, is entering North America through a strategic alliance with Navistar.

with a major global OEM.

"This will relieve anxiety on the part of some of our customers," he said. "I fully anticipate we'll increase consideration of our products, which will drive market share...it gives us the opportunity to get on the balls of our feet again."

While North American truck orders are currently soft, Clarke said Navistar has increased its order share for eight consecutive months. Bringing a vertically integrated powertrain to its products with the help of Volkswagen will benefit customers, Clarke said.

"There is a well established trend in the industry globally along vertical integration," he said.

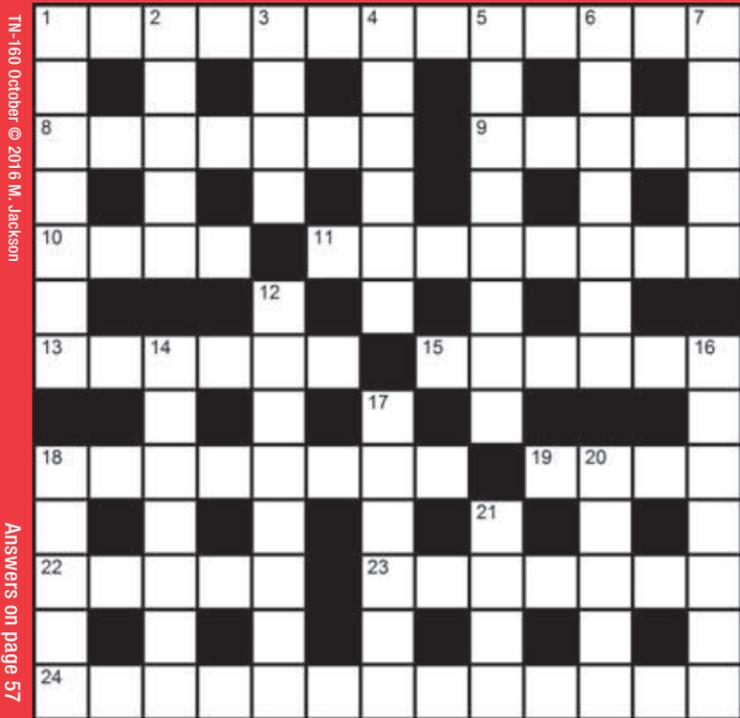
"We can deliver a captive pow-

ertrain for Navistar," Renschler added.

In the meantime, Navistar continues to update its complete product line. Clarke said the first vehicle to be launched as part of its Project Horizon initiative will be revealed later this month. Renschler predicted the partnership will make Volkswagen one of Navistar's most important technology partners going forward. With the alliance announced, the two companies will begin working together on product development that will include not only the engine, but also axles, transmissions and aftertreatment systems, Renschler said.

The two truck makers now boast global truck and bus production of about 260,000 units per year. ●

THIS MONTH'S CROSSWORD PUZZLE



TN-160 October © 2016 M. Jackson

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Across

- 1 Careful drivers' rewards, perhaps (6,7)
- 8 Oft-recycled lube bay liquid (4,3)
- 9 New-truck deal factor, perhaps
- 10 Truck auction units
- 11 Sent via a detour
- 13 Dangerous goods designation, briefly
- 15 M-B cargo/passenger van
- 18 Dawson City to Inuvik highway
- 19 Canadian diesel brand, not U.S.
- 22 Big road hazard beast
- 23 Goods in excess of Bill of Lading
- 24 Logbooks, slangily (7,6)

Down

- 1 CB radio button
- 2 Carrier's vehicles, collectively
- 3 Palindromic horn honk
- 4 '07-'09 Sterling Class 4/5 model
- 5 Decorative wheel trim item (3,5)
- 6 Key activated component
- 7 Radar gun reading
- 12 Dodge pickup emblem (4,4)
- 14 Specialized rink rig
- 16 Truck stop facilities, often
- 17 CB radio signoff (2,4)
- 18 Test-drive trucks, briefly
- 20 Roadside weigh station
- 21 Engage like gears

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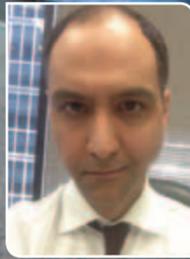
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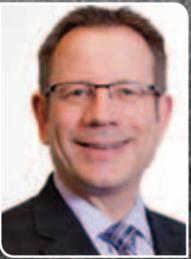
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Fleets investing in fuel-saving equipment saving big bucks

NEW YORK, NEW YORK

Seventeen fleets across North America that operate more than 62,000 tractors and 217,000 trailers saw a 3% jump in fuel economy according to the Annual Fleet Fuel Study released by the North American Council for Freight Efficiency (NACFE).

In total, NACFE's study shows that the 17 fleets studied saved an accumulative \$501 million on fuel when compared to their 2015 national average fuel spend on 1.7 million over-the-road class 8 trucks by purchasing a number of fuel-efficient technologies. NACFE says the fleets studied adopted a combination of nearly 70 technologies, and as a result of their investment, the fleet-wide mpg increased from 6.87 to 7.06 in 2015 - the largest margin of improvement in eight years of consecutive improvements.

On a conference call about the re-

sults, NACFE said that despite fuel prices dropping in 2015, the study found that fuel savings are still up. New technologies adopted by the fleets studied included electronically controlled transmissions, low-viscosity engine oil, and tire pressure inflation on trailers. NACFE said the investments the 17 fleets made in these technologies are showing an average payback of 2.5 years.

"Improvements in both the fuel economy and bottom lines of the leading fleets this year provide a compelling call to action for the rest of the industry," said Mike Roeth, executive director of NACFE. "Investing in efficiency technologies is the new normal. And these fleets are continuing to make investments because they do not want to be caught short when fuel prices go up again."

NACFE said the trade cycle for the fleets in the study is more than five

years, therefore it estimated the trucks in the study were about 16% more efficient than the 2010 model year trucks they replaced.

Roeth added that fleets in the study were also increasing their adoption of technologies that would be required in the new GHG2 regulations that were finalized earlier this month (see pg. 15).

"There is clearly a need to increase the confidence in and/or payback of many of these technologies for wider-scale use," Roeth said. "Manufacturers must improve the availability and payback of these technologies to profitably meet the requirements of the final GHG2 regulations."

Fleets involved in the study included: Bison Transport, CR England, Cardinal Logistics, Challenger Motor Freight, Con-way Truckload, Crete Carriers, Frito Lay, Maverick, NFI Industries, Nussbaum, Paper Trans-

port, Prime, Ryder, Schneider National, and United Parcel Service.

To read the full study, visit: www.truckingefficiency.org.



US looking to limit truck speeds

WASHINGTON, D.C.

The US Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Administration (FMCSA) have proposed mandating heavy-duty vehicles to set speed limiters on US roadways.

Both organizations say speed limiters are a safety measure that could save lives and more than \$1 billion in fuel costs each year.

"There are significant safety benefits to this proposed rulemaking," said US transportation secretary Anthony Foxx. "In addition to saving lives, the projected fuel and emissions savings make this proposal a win for safety, energy conservation, and our environment."

The proposal would establish safety standards requiring all newly manufactured US trucks, buses, and multi-purpose passenger vehicles with a gross vehicle weight rating more than 26,000 lbs to come equipped with speed limiting devices. The proposal discusses the benefits of setting the maximum speed at 60, 65, and 68 miles per hour, but the agencies agreed to consider other speeds based on public input.

Basic physics

"This is basic physics," said NHTSA administrator Mark Rosekind. "Even small increases in speed have large effects on the force of impact. Setting the speed limit on heavy vehicles makes sense for safety and the environment."

The proposal outlines that motor carriers operating commercial vehicles in interstate commerce would be responsible for maintaining the speed limiting devices at or below the designated speed for the service life of the vehicle. While the maximum set travel speed will be determined in the final rule, estimates included in the proposal demonstrate that limiting heavy vehicles will save lives. The American Trucking Associations (ATA) hailed the proposal.

"We are pleased NHTSA and FMCSA have, almost 10 years after we first petitioned them, released this proposal to mandate the electronic limiting of commercial vehicle speeds," said ATA president and CEO Chris Spear. "Speed is a major contributor to truck accidents and by reducing speeds, we believe we can contribute to a reduction in accidents and fatalities on our highways."

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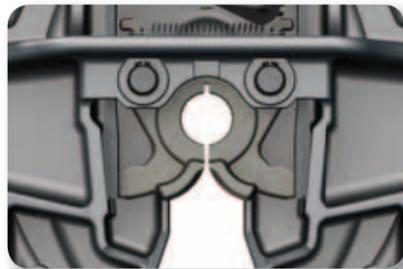
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Titanium grows trucking margins but logistics segment weighs on earnings

WOODBRIIDGE, ONTARIO

Titanium Transportation Group saw mixed results in the second quarter, with logistics revenue declining while truck transportation earnings increased. Total revenue for the second quarter was \$30 million, an 8% decrease over Q2 2015. EBITDA came in at \$3.2 million, a 6% decrease over the same period last year. Truck transportation revenue was \$21.4 million, a 6% increase over the second quarter of 2015 and EBITDA margins for the segment climbed to 16.3% from 13.1%.

However, logistics revenue saw a 28% decline to \$8.9 million and EBITDA margins there fell from 13.1% to 4.8%, reflecting an oversupply of trucks in the market, according to the company.

Net income was negative at -\$126,140 for the quarter and -\$311,269 for the first six months of the year.

"Progress in the integration of recent acquisitions has resulted in record EBITDA levels and strong margins in the truck transportation division," said CEO Ted Daniel. "The overall environment in logistics remains challenging; however, with our move later this month to our new (Bolton) facility, we will be able to sig-

"Margins continue to be significantly affected by overcapacity."

Ted Daniel, Titanium

nificantly increase our sales team."

Daniel pointed out in a conference call with analysts the balance sheet remains strong and the company is well funded to execute its growth strategy, which remains to make two acquisitions per year. Earlier this year the company purchased a Windsor terminal and assets, which have since been fully integrated, Titanium reports.

It anticipates fully integrating Pro-North by the third quarter of this year and Daniel said the company maintains a full pipeline of potential acquisition targets. The company is also sitting on about \$4.2 million in older equipment it plans to sell.

"Margins continue to be significantly affected by overcapacity in the truck transportation industry," Daniel said of the logistics segment.

However, on the truck transportation side, Daniel said an overcapacity situation actually contributes to Titanium's success.

"There is overcapacity in the industry right now and I think that's actually a benefit to Titanium," he said. "I find we tend to do very well in slightly tougher times...We have solid metrics, technologies and efficiencies...I love running this company to a large degree based on a strong balance sheet. That gives you a strong foundation to be able to run the business rather than constantly having to fight with creditors when you have a weak balance sheet. I think that is going to give us a competitive advantage over companies that are struggling with their balance sheets."

The company also announced the

opening of its new Bolton terminal.

The 71,500 sq.-ft. leased facility accommodates the company's head office operations, an integrated warehouse, yard and third-party mechanical shop. The new facility allows Titanium to: consolidate its Bolton, Burlington, Mississauga, Orillia and Woodbridge terminals and warehouses; enhance IT infrastructure to allow for future growth and improved productivity; increase square footage by 100%; expand driver amenities such as lounge, laundry and training facilities.

"The new Bolton terminal allows for consolidation of all five of our previous operating locations and for future acquisitions in the Greater Toronto Area. The new facility will also allow for significant expansion of our logistics division," said Daniel. ●

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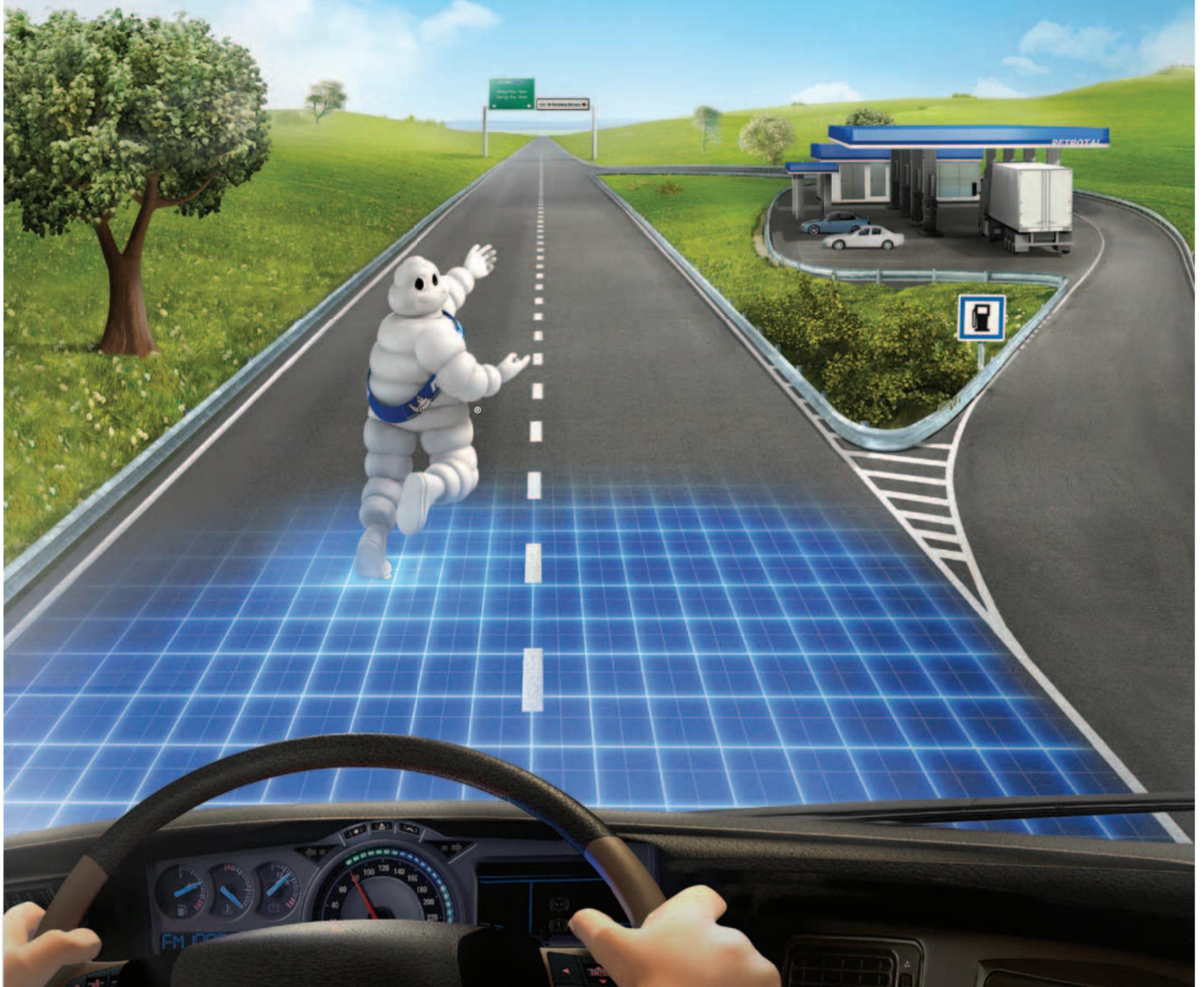
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Green light for next round of greenhouse gas standards

Industry lauds next round of emissions standards, which will improve fuel economy

WASHINGTON, D.C.

The Environmental Protection Agency (EPA) and the US Department of Transportation's National Highway Traffic Safety Administration (NHTSA) revealed the final Phase 2 greenhouse gas rules for heavy-duty trucks and engines Aug. 16.

The final rule is a whopping 1,650 pages and aims to further reduce greenhouse gas emissions and fuel consumption by medium- and heavy-duty vehicles and engines. The new rule outlines four separate standards for each of the regulatory categories of heavy-duty vehicles: combination tractors; trailers used in combination with those tractors; heavy-duty pickup trucks and vans; and vocational vehicles. As well, the rule outlines separate standards for engines that power combination tractors and vocational trucks. It also clarifies the classification of natural gas engines.

The new rule will be applied to medium- and heavy-duty vehicles manufactured for model years 2019 through 2027. The EPA and NHTSA have estimated that over the life of the Phase 2 rules, more than a billion metric tons of CO2 and two million barrels of oil per day by 2027 will be saved. They added the new standard will save medium-

and communities – reducing emissions and saving fuel and money,” added David Steiner, CEO, Waste Management. “Having invested in approximately 6,000 natural gas trucks so far, we’ve already seen the benefits of new advanced technologies and have eliminated the need for 8,000 gallons of diesel fuel per year, per vehicle. We’re fully committed to continuing the transition of our fleet to natural gas.”

The American Trucking Associations added it was “cautiously optimistic” about the Phase 2 rules achieving the targets set out by the Administration.

“While today’s fuel prices are more than 50% lower than those we experienced in 2008, fuel is still one of the top two operating expenses for most

trucking companies,” said ATA president and CEO Chris Spear. “That’s why our industry has worked closely with both the Environmental Protection Agency and the National Highway Traffic Safety Administration over the past three-and-a-half years to ensure these fuel efficiency and greenhouse gas standards took into account the wide diversity of equipment and operations across the trucking sector.”

ATA vice-president Glen Kedzie added he is pleased the ATA’s concern with adequate lead-time for technology development and flexibility have been heard and included in the final rule.

Truck maker Daimler Trucks North America (DTNA) also voiced its approval for the new standards. It stated the company is pleased the new standards allow the industry a decade to phase in technical changes.

“The US is facing significant challenges regarding GHG reduction as well

as its continued dependence on foreign oil. DTNA will continue to work closely with the EPA, NHTSA, and our partners to develop new solutions that will have a positive environmental impact and fuel efficiency gains for our customers that are harmonious with the Phase 2 standards,” said Martin Daum, president and CEO, DTNA.

Canada is adopting its own GHG rules, which are expected to widely mirror those implemented in the US. However, concerns remain that the Canadian rules will not adequately take into consideration the wider variety of configurations allowed here.

“We have to go about it intelligently,” Canadian Trucking Alliance CEO David Bradley told an audience at a PeopleNet conference late last year. “Canada is way behind in terms of developing the policy and framework and I, for one, don’t like Canadian laws being developed by US congress.”

“Canada is way behind in terms of developing the policy and framework.”

David Bradley, CTA

and heavy-duty truck owners \$170 billion over the life of the standards.

Both agencies say the final standards are cost-effective for consumers and businesses, adding the buyer of a new long-haul truck in 2027 will recoup the investment in fuel-efficient technologies in less than two years through fuel savings. Following the announcement, many US trucking companies and associations applauded the rules.

The Heavy Duty Fuel Efficiency Leadership Group – comprised of six major American heavy-duty fleets – released a statement that outlined their praise for the final rule.

“The continued focus on improving fuel efficiency will unlock new innovations that protect our environment and spur economic growth,” said Indra K. Nooyi, chairman and CEO of PepsiCo. “The steps we have taken to boost the efficiency of our fleet across PepsiCo have significantly reduced emissions while lowering our operating costs, and we are committed to doing much more. We thank the Administration for its leadership on this issue and believe these new standards set the stage for continued progress.”

“We’ve long supported standards that reduce emissions and improve the environment, particularly in the communities where we operate. That’s why we support the new Phase 2 standards for medium and heavy-duty trucks. It’s a win-win for our industry, our customers

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Kenworth welcomes Dozier back to US soil

Three years with Paccar Australia was a learning experience for new Kenworth GM

KIRKLAND, WASHINGTON

"It's good to be back in Seattle," avowed Kenworth Truck Company's recently-appointed general manager Mike Dozier during a press event Aug. 12 from his new office in Kirkland, Wash.

Dozier, who is also vice-president of Paccar, returned to US soil in April following a three-year stint Down Under as the managing director of Paccar Australia, where the 28-year Paccar veteran said he learned a great deal about the company and its customer base.

"Short from my first year, it was the first time in my career where essentially everything was new," Dozier said of when he initially arrived in Australia. "It was new customers, new dealers (and) from a supply base, it's all new contacts,

so that was an opportunity to really learn, so my approach was that I spent a lot of time on the road."

Through his travels, Dozier said he came to realize just how large the country of Australia really is; essentially the same size as the continental US, but with a fraction on the population.

"That scale and population density," he said, "you begin to understand how the transport industry had evolved in Australia in comparison to North America."

Though he said 'road trains' do exist in Australia, they are not the predominant mode of commercial vehicle transportation in the country.

"Multi-combinations, doubles and triples are very prevalent," Dozier explained, "and you begin to understand

why, with the low population and mass distances to cover with a road infrastructure that is good, but not as developed by any means as what we have in the US and lower portions of Canada."

With the predominance of doubles and triples, Dozier said hiring practices in Australia are a bit different from back home, as drivers need to be more "highly trained" to drive the common 65-90 metric ton B-doubles.

From December 2004 to August 2008, Dozier was Kenworth's chief engineer, and as an engineer, he said he is passionate about the product.

"I like trucks and I always have and so it's an opportunity to really get in and understand how transport companies run their businesses a little bit differently," he said of his time in Australia.

While an engineer with Kenworth, and prior to his departure for Australia, Dozier worked on the project that resulted in the release of the company's T680 and T880 models, which have become

such popular vehicles for Kenworth that it announced it would cease production of the admired T660 truck at the end of 2016 (see pg. 21).

"It's not often in a career in this industry you get to see an entirely new product platform come to life," Dozier said. "The growth of those products to essentially 80% of what we build today, being those 680 and 880 platforms...it's something we are very proud of."

Asked about the attitude Down Under compared to North America when it comes to the acceptance and availability of new technologies, Dozier said with 16 heavy-duty manufacturers selling in the country, the vast majority not only provide similar technological options as in the US and Canada, despite not having as dense a population, but offer a larger pool of choices.

"The major players in all markets are there with their heavy-duty products," Dozier said. "So what you see is more of a comparison and assessment of technologies...so it is arguably one of the most competitive markets in the world."

Speaking about matters closer to home, Dozier said the outlook for the company looks stable.

"We came off of 2015, it was a big production year for everybody...the fleet is as new as it's been in a long, long time," he said. "We had some softening of the economy and I don't think we'll see any radical changes there, but I think we'll see 2017 being a continuation of 2016 as we normalize those numbers of new versus used."

With revenue so far of \$8.7 billion, Dozier said he feels good about the first half of the year, which capped off 111 years for Paccar of 'very superior performance' and the 77th year of net profit.

"I think we're certainly looking at 2016 as a good year," he said, "but requiring more focus than perhaps last year did. With the year overall, we're looking at a good year. Certainly things have come off slightly since last year, but from a standpoint when we look at the metrics, fundamentals, GDP growth through the second quarter, we do have growth...we have an economy that continues to grow." ●



Mike Dozier

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US truck tonnage drops in July

ARLINGTON, VIRGINIA

The American Trucking Associations' advanced seasonally adjusted For-Hire Truck Tonnage Index decreased 2.1% in July, following a revised 1.6% decline during June.

Compared with July 2015, the index rose just 0.3%, the smallest year-over-year gain in 2016. In June, the year-over-year increase was 2.1%. Year-to-date, compared with the same period in 2015, tonnage was up 3.2%.

"On a monthly basis, tonnage has decreased in four of the last five months and stood at the lowest level since October during July," said ATA chief economist Bob Costello. "This prolonged softness is consistent with a supply chain that is clearing out elevated inventories. Looking ahead, expect a softer and uneven truck freight environment until the inventory correction is complete. With moderate economic growth expected, truck freight will improve the further along the inventory cycle we progress." ●

Turnover at large truckload fleets hits five-year low

ARLINGTON, VIRGINIA

The American Trucking Associations (ATA) has revealed the turnover rate at truckload fleets fell six points to 83% in the second quarter – the lowest point since the second quarter of 2011.

“The continued decline in the turnover rate reflects the continued chopiness in the freight economy,” said ATA chief economist Bob Costello. “As we hopefully approach the end of this period of elevated inventories later this year, freight demand will pick back up leading to increased demand for drivers and higher turnover rates in the future.”

The turnover rate at smaller truckload fleets fell nine points to 79%, its lowest point since the third quarter of 2015. Turnover at less-than-truckload carriers rose four points to 12%.

“Though the turnover rate continues to fall at truckload carriers, finding enough qualified drivers remains a concern for many carriers,” Costello said. ●

Class 8 truck, trailer orders continue to slump

FTR revealed the preliminary Class 8 net orders for August came in at 14,000 units – just above expectations and a 36% jump from July numbers.

However, the Class 8 order activity for August was the weakest for that month since 2010 and down 35% year-over-year. Class 8 orders for the last 12 months have totaled 206,000 units.

“There is nothing unusual about the order numbers in August,” said Don Ake, vice-president of commercial vehicles at FTR. “We expected orders to average around 12,000 per month in the July-August period and taken as a whole, they did. There were less cancellations in August, making the month look a little better than July. July will be the lowest order month of the year, which is typical. Market conditions did not deteriorate nor improve in August. Fleets are now busy evaluating their truck requirements for 2017 in an uncertain freight environment. September orders should remain moderate, with October orders giving the first indication of expected market conditions for next year.”

Meanwhile, trailer orders slumped in July to 10,147 units, according to the latest data from ACT Research, marking the lowest total since January 2010. Orders were down 25% month-over-month and 50% year-over-year, ACT reports.

“The second half of the year opened on a disappointing note; net orders of 10,147 trailers were the lowest monthly volume since January 2010,” said Frank Maly, director, commercial vehicle transportation analysis and research at ACT. “Low freight rates along with slow demand appear to have brought contemplation of fleet overcapacity to the forefront, causing fleets to re-assess their equipment needs for the short and medium terms.”

He added the impact of that attitude shift was exacerbated by the usual mid-summer seasonal order trough. ●

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Driving the Peterbilt 567 Heritage truck

Old meets new with classic-styled throwback

By James Menzies

MOUNT VERNON, WASHINGTON

The Peterbilt truck brand was born to meet the needs of northwestern US loggers, so it was only fitting that my opportunity to drive the 567 Heritage came to fruition at the Paccar Technical Center in Mount Vernon, Wash.

The 567 Heritage resurrects the classic styling drivers and owner-operators fondly remember, in a package that's also decked out with modern features that make the truck comfortable and efficient to operate compared to the good ol' days. It's the best of both worlds, really, and if drivers don't mind sacrificing a little bit of on-highway fuel economy compared to the ultra-aero 579, it's a truck that's fit to do a wide variety of jobs, while looking good doing it.

"Peterbilt's Model 567 Heritage elevates the classic styling of Peterbilt with a package of unique features that will command attention on highways and jobsites," said Darrin Siver, Peterbilt general manager, when the truck was introduced this June.

This is a custom truck for those who want to leave the customizations to professional designers and order style in one convenient package. It's a set-forward front axle (SFFA), which Peterbilt claims makes it the industry's most modern SFFA truck. Modern and classic are terms that can both be used freely when describing the 567 Heritage.

The truck can be ordered as a day cab or with a 72- or 80-inch sleeper. My 567 Heritage (for the day, I can only wish it was permanent) had a spacious, well-appointed 80-inch sleeper. There was no mistaking this was no ordinary truck. Everything from the wood paneling on the dash was upgraded in this model. The high-end leather seats served as a constant reminder that I was operating a luxury vehicle. Accent stitching could be found on the steering wheel and seats while the Heritage logo was embroidered into the headrests and back of the bunk. Door pads with wood brown trim rounded out the interior design.

The exterior was painted in Peterbilt's newest color: Legendary Red. This color has a certain glimmer-effect that other reds just don't match. It was achieved by mixing tiny glass particles into the paint, giving it a bass boat-type shimmer. It really sparkled under the bright sun.

The exterior of the 567 Heritage is sure to turn heads. It features subtle Heritage badging (the first 567 will be numbered) and not so subtle splashes of chrome, including the air intake bezel and metal hood latches. A bright bumper, grille bars, exhaust stacks, mirrors and sun visor add to the truck's distinctive exterior. Every bit of this truck's exterior shined.

It also featured pod-style headlights, which allow for easy bulb replacement

and give the truck a bold face.

As for how the truck drove, no question there, handling fell into the modern category. We sought out some of the roughest country roads near the Tech Center and the Peterbilt front air leaf suspension evened out the bumps as well as could be expected. We were pulling a loaded 48-ft. van trailer. On the highway, the truck offered a smooth, quiet ride.

Power came from the Paccar MX-13 engine rated at 500 hp and 1,850 lb.-ft. of torque but Cummins engines are also offered. Disc brakes on the front and rear axles provided exceptional stopping ability but the brakes were rarely needed on this drive thanks to the excellent engine braking capabilities of the MX.

The transmission was an Eaton Fuller MXP-series UltraShift Plus, designed for heavy-duty performance. This transmission can handle anything you throw at it, and has no published maximum GVWR. The dash-mounted shifter opened up plenty of

room between the seats for a cooler or unimpeded access to the sleeper. The bunk is another area where modern trumps classic, with a flat panel TV mount and 1.8 cubic foot refrigerator.

Visibility out of the expansive one-piece curved windshield left no room for complaint. The brightness of the digital gauges – everything from engine oil temperature to air suspension pressure – on the SmartNav screen popped out. But the driver can also use SmartNav for navigation or infotainment purposes.

Peterbilt expects this truck to be popular in vocational applications where the majority of time is spent on-highway. Think tanker, flatdeck or oil-patch. You'll surely see a few of these in Alberta when commodity prices recover. It's also an attractive reward truck that image-conscious fleets could hand over to their top-performing drivers. It's hard to imagine a frowning face behind the wheel of the 567 Heritage. Peterbilt is now taking orders for and producing the 567 Heritage. 🚛



Peterbilt's 567 Heritage combines modern comforts with traditional styling. Inset, special 567 Heritage badging.

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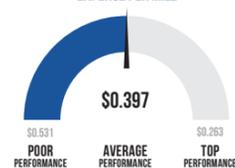


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New Cascadia expands Freightliner's on-highway product line

Continued from page 1

fleet and investigate poor performing trucks.

Virtual Technician will be offered for five years on the new Cascadia with no subscription fees. Customers will also be able to receive remote engine updates and will be able to select a new Detroit Analytics service that aims to convert data from the fleet into meaningful information.

The interior has been completely redesigned. Kary Schaefer, general manager, product marketing and strategy,

said Freightliner worked closely with interior design firm Teague, which specializes in designing small spaces and has done such work with Boeing. LED lighting is standard on the interior and exterior of the new Cascadia and dimmer switches allow drivers to adjust the bunk lighting.

Two seats and a table provide a comfortable workspace or dining area but they fold away to allow a Murphy bed to be deployed in about six seconds. In single bunk sleepers, drivers enjoy a redesigned "loft" area with ample upper storage and larger areas



The new Cascadia boasts improvements in aerodynamics and powertrain integration, providing a significant fuel economy increase.

Detroit Assurance 4.0 debuts in new Cascadia

By Derek Clouthier

COLORADO SPRINGS, COLORADO

As part of the unveiling of its new Cascadia truck, Freightliner launched the latest version of Detroit Assurance 4.0, a suite of active safety systems. Detroit Assurance 4.0 offers customers several driver-assist controls, an interactive dash display, as well as safety features like active brake assist, adaptive cruise control and lane departure warning.

"We are driven to find and develop the right solutions that maximize truck, powertrain and driver performance," said Kary Schaefer, general manager of marketing and strategy for Freightliner. "That dedication goes beyond fuel savings; it also centers on active safety systems like Detroit Assurance that protect everyone on the road."

Assurance is integrated with the Detroit engine, transmission, braking system and dashboard to provide drivers with enhanced safety and collision mitigation technology. There is also an optional video-capture feature that records safety-related events for 20-30 seconds before, during and after an incident, which is available through the Bendix SafetyDirect web portal, which the company said helps inform fleet managers of possible driver training opportunities.

"There are so many challenges that drivers face on the road today, including the performance of other drivers and road conditions," said Schaefer. "We will continue to improve our safety offerings to help drivers return home accident-free."

I was part of a test drive that demonstrated Detroit Assurance 4.0 in action in a Freightliner Cascadia in Colorado Springs, Colo., Sept. 1, and along with providing a smooth ride, the vehicle, while utilizing the adaptive cruise control feature, was able to maintain not only a steady speed on various road grades, but also a safe distance from other vehicles on the highway, all while in cruise control.

Even coming off the highway on an exit ramp, Assurance was able to continuously reduce the speed of the Cascadia, recognizing the slower-moving vehicles ahead.

The truck was able to maximize its fuel efficiency by lowering its rpm depending on the grade of the road, minimizing them while on a down or level slope and producing more power while traveling uphill to maintain the set cruising speed.

When the driver approached a vehicle from behind, Assurance was able to provide a notification when they were traveling too closely and reduce speed to back away and maintain a safe distance.

Fleets can set a following distance with the adaptive cruise control feature between 2.6 and 3.4 seconds in set intervals, depending on various driving conditions. Assurance 4.0 tracks up to 40 objects simultaneously, up to 825 feet in front of the truck.

Coming standard is the radar system, with active brake assist, full braking on stationary objects, moving pedestrian warning, adaptive cruise control and tailgate warning. The camera system is optional, which provides lane departure warning and video capture via Bendix SafetyDirect.

Detroit Assurance 4.0 integrates into Freightliner's new Cascadia equipped with a Detroit engine with either a DT12 or manual transmission. ●

for clothing, TV, microwave and refrigerator.

"Driver turnover and wages are a big part of fleet costs," said Schaefer. "We wanted to develop a truck that drivers are proud to drive. We want to think of it as a tool for attracting and retaining new drivers for fleets."

The sleeper is also configurable for team drivers. A new telescoping ladder allows safer and easier access to the top bunk and folds neatly away when not in use.

The new driver display is extremely vibrant, and uses bright colors to communicate important messages to the driver. Fault code information is presented in plain English (or French, or Spanish) instead of by code. Also new is a fully adjustable steering column.

"We spent a lot of time on the dash layout trying to understand where the placement of switches and gauges need to be for different heights and sizes of drivers," Schaefer noted.

A third door seal has been added to reduce noise and a redesigned suspension offers a smoother ride. A new thinsulate insulation package is also now available. The AeroX package offers a full set of low-to-the-ground fairings, which would appear at first glance to be impractical in a Canadian winter. But officials said the low front air dam was tested extensively in a Minnesota winter and it was able to snap back into place undamaged after making contact with snow and ice. The truck can be ordered without the low air dam but it contributes up to a 1% improvement in fuel economy.

The new Cascadia will be available with Detroit Assurance 4.0, an updated collision mitigation system that will now be able to identify pedestrians and apply partial braking. The radar range has been extended by 50 meters.

The truck was also built for easi-



The new Cascadia.

er serviceability. The input of technicians was sought and applied to the design, according to Toby Faulkner, program leader for the new Cascadia. Some of the design attributes that were based on technician feedback include a two-piece, easy to remove front bumper that can be removed in two minutes. All electronic control units (ECUs) are now housed together in an electronics vault accessible from inside the cab. The HVAC is also easier to get at through a panel on the top of the dash.

The new Cascadia will enter production in early 2017 with production ramping up in the second quarter. It will cost approximately US\$15,000 more than today's basic Cascadia model, depending, of course, on how it is spec'd.

But even with the upcharge, a 19% fuel economy improvement from the original base Cascadia is something many fleets will find difficult to ignore. And the gap could widen.

Schaefer said the truck was built with the potential to add further fuel economy improvements every couple years. ●

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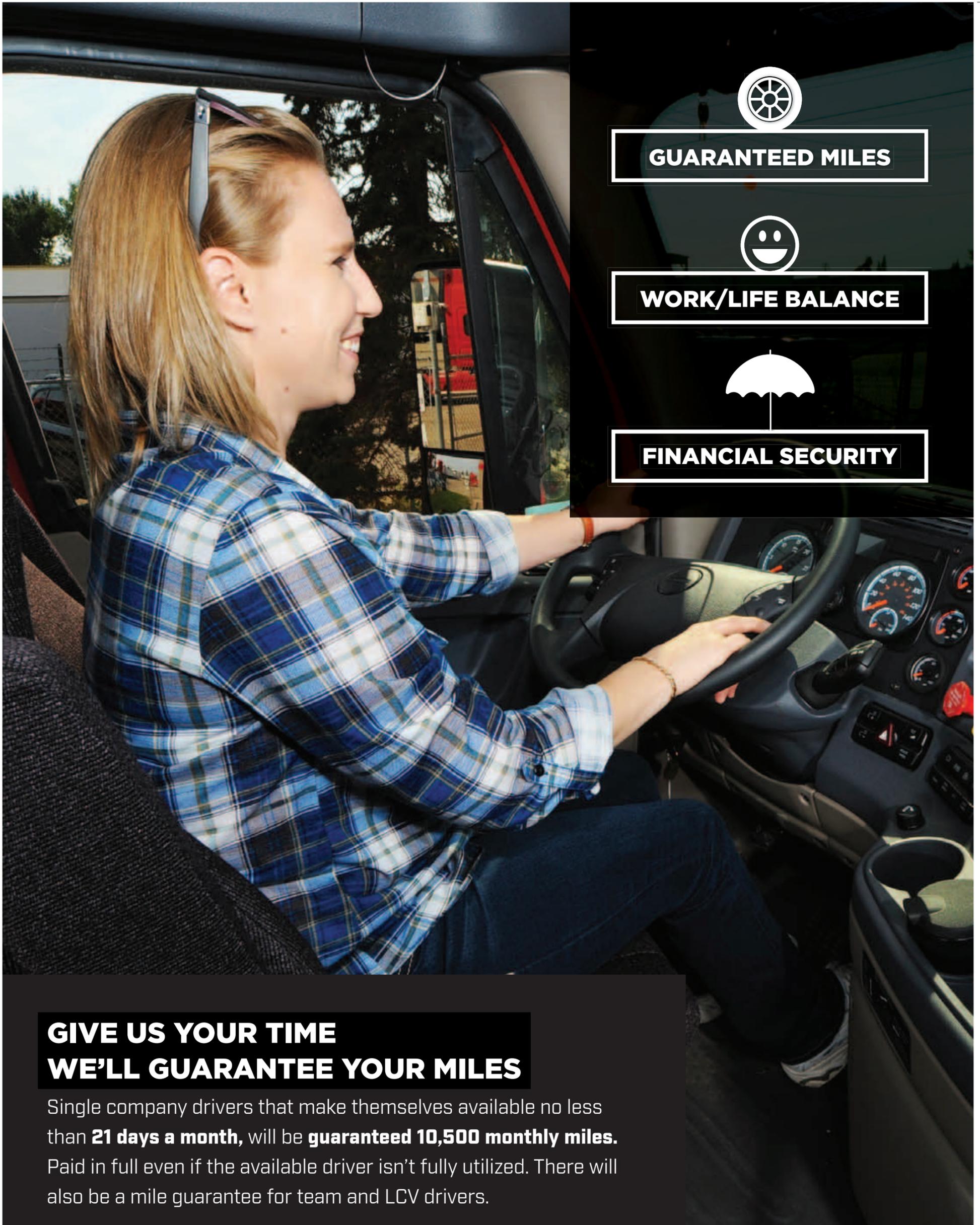
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Kenworth introduces new T680 Advantage day cab, to retire T660

By Derek Clouthier

KIRKLAND, WASHINGTON

Kenworth held a press event at its Kirkland, Wash. headquarters Aug. 12, where it highlighted several company initiatives, including the launch of a more fuel-efficient T680 Advantage day cab, bidding adieu to an old favorite and how the year has been shaping up so far. Mike Dozier, general manager of Kenworth and vice-president of Paccar, said the first half of the year has been profitable.

"We feel very good about the first half," Dozier said of Kenworth and Paccar's 2016 numbers.

Dozier said the company's year-end sales numbers have been adjusted to better reflect the current market, with initial overall sales estimates going into 2016 between 260,000 to 280,000 units being downgraded to between 220,000 to 240,000. Kenworth also made a number of adjustments on the manufacturing side to be 'well positioned' to fit production with where the market sits.

Dozier said fleet profitability has continued to be positive, despite not being on the same level as 2015. Part of the growth seen this year, Dozier said, is thanks to positive performance in the construction sector. Freight tonnage also continues to climb, but rates can be a concern for some.

"We noted freight rates in yellow," Dozier said. "That's one thing we hear from customers, that the common theme is rate pressures. That highlights that it's so important to be close to the customer and understand their businesses and how we can help them be more successful, because those rate pressures obviously translate into the overall success of their businesses."

T680 Advantage day cab

Kenworth highlighted its new T680 Advantage day cab, which offers an optimized powertrain with the 2016 Paccar MX-13 engine or Paccar MX-11 and the Eaton Fuller Advantage Series 10-speed automated transmission.

It also features superior aerodynamics to help the powertrain with improved fuel efficiency, which Kevin Baney, Kenworth chief engineer, said

offers a 6% improvement, 5% coming from the powertrain and 1% from aerodynamics.

"We've leveraged some of the key fuel-efficiency optimization specifications and special aerodynamic treatments on the Kenworth T680 Advantage 76-inch sleeper - our most fuel-efficient truck - and brought them to the day cab market," added Kurt Swihart, Kenworth marketing manager. "Customers who purchase new T680 day cabs will receive real-world, fuel economy benefits from these specifications and key aerodynamic features designed to help maximize operating efficiency."

Baney said the company delivered an improvement of 15% when it comes to fuel efficiency since 2013 and has more planned for next year. Kenworth has also optimized the trailer gap on its new models, releasing flared fairings, and placed the fuel fill under the sleeper to allow more space around the frame rail.

"This year, we've done a lot for customers that needed flexibility," Baney said. "One of the things we've heard loud and clear from customers is that they need the ability to package around things like chain anchors and APUs."

Kenworth's T880 day cab also features enhanced aerodynamic and powertrain features, and was launched Aug. 22.

TruckTech+

Kenworth has also improved its diagnostics with TruckTech+.

"I think the key to TruckTech+ and the beauty of the system is in its simplicity," said Jason Skoog, Kenworth assistant



Kenworth has brought improved aerodynamics to its T680 day cab.

general manager for sales and marketing.

The program offers diagnostics on the vehicle in real-time, allowing the driver to avoid serious damage to their truck as a result of driving the vehicle while there is a fault that needs addressing.

"Our customers tell us that a lot of times what happens before you get remote diagnostics is you get a driver who sees a light and they do one of two things - they take immediate action, which can potentially be an overreaction, or they do the opposite and they ignore it, and they continue driving, which can cause a major problem down the road," Skoog said.

He added that due to the simplicity of TruckTech+, drivers tend to take the right action, which leads to better uptime for the entire fleet because they don't run into a major scenario that can sideline a truck. Kenworth now has 18,000 units with

TruckTech+, and a vehicle lineup that has logged more than 600 million miles.

Farewell, old friend

Kenworth announced the end of one of the company's biggest sellers - the T660. After a decade in production, only 500 more units of the T660 will be produced before the sun sets on the vehicle by the end of 2016.

"The Kenworth T660 has been a fantastic truck for our customers with more than 60,000 T660s sold since its introduction in 2007," said Skoog. "Due to its popularity, we continued to offer the T660 after introducing the award-winning T680 four years ago. Since that time, more and more T660 customers have converted to the T680. We want to give our excellent customers one last chance to own this industry favorite." 🚛



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Testing your faith in technology

Riding in a Kenworth truck equipped with Bendix Wingman Fusion a jolting experience

By Derek Clouthier

MOUNT VERNON, WASHINGTON

During a press demonstration in the Seattle, Wash. area Aug. 11-13, Kenworth gave attendees the opportunity to hop in a truck equipped with Bendix Commercial Vehicle Systems' Wingman Fusion, a driver assistance product aimed at increasing the safety and braking abilities of commercial vehicles.

We've all read about the move technology has been making toward a fully-automated system, and the challenges that have accompanied the effort - one needs only look at the incident in Florida last May, when a person was killed after putting their Tesla vehicle into autopilot mode and the car failed to recognize a white tractor trailer against a bright sky. But the Wingman Fusion is not intended to operate a truck, it's only meant to assist the driver when danger lies ahead.

"This system is designed to help drivers keep their trips safe and uneventful, and do it with minimal interference," said Jason Skoog, Kenworth assistant general manager for sales and marketing. "Bendix Wingman Fusion can help drivers maintain safe distances, miti-

gate collisions with other motorists who change lanes suddenly, and safely operate in rapidly changing and difficult-to-see conditions like snow, rain, fog, dust, or smoke."

I was able to experience the Wingman Fusion in action first-hand, and not just from a spot on the side of Paccar's test track in Mount Vernon, Wash., but from inside the truck.

The first of many features of Wingman Fusion I was able to see, was what happens when a driver is following another vehicle too closely.

Using radar, a camera, the vehicle's braking system and Bendix's Safety-Direct system, Wingman Fusion quickly recognized the car in front by detecting the distance between the truck and other vehicle. Suitable following distances can be set to nine different distances to fit a fleet's specific needs. It also changes from city to highway mode once the truck reaches a traveling speed of 37 mph (60 km/h).

When the alert was ignored, and the truck continued at the same speed approaching the slower-moving vehicle, it automatically braked to avoid a rear collision.



Kenworth demonstrated the Bendix Wingman Fusion collision mitigation system at a recent press event in Washington State.

Next was speed recognition. As we traveled around the 1.5-mile track at 37 mph, we passed a speed sign that indicated a 30 mph limit, which Wingman Fusion acknowledged, notifying the driver that he was driving too fast. Though Wingman Fusion does recognize speed limit signs in Canada, the US and Mexico, it does not identify limits in construction or school zones.

Fusion also tells the driver if they make a lane change without signaling, which could indicate the move was unintentional. The most dramatic moment during the three-lap demo around the track was stationary vehicle braking to avoid a rear-end collision.

This was partially exhibited during the first and second loop - the first traveling rather slowly and the other allowing the driver to maneuver around the parked vehicle - but for the final demo, we were traveling around 37 mph and came to a hard stop to avoid a collision.

As Skoog mentioned, Wingman Fu-

sion can detect stationary items and issue following distance alerts even in low-visibility situations by using the radar, but the camera sees what the driver would see, so caution is recommended when driving in fog, snow or smoke.

I asked whether Fusion, given the hard-braking nature of the track demo on dry pavement, would work well in Canada's snowy conditions, where slick, icy, snow-covered roads are an issue for a good part of the year. I was told because the detection distances can be adjusted to assorted distances, Wingman Fusion can help initiate the braking system much sooner on slippery roads. But, because the system is not intended to replace the driver, but rather help them drive safer, different road conditions tender varying results.

Wingman Fusion is an evolution of the previous Wingman Advanced. Though it is not standard in Kenworth's Class 8 trucks, Fusion is in about 30% of T680 models. ●

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Not your average Mack Trucks ride-and-drive

By Sonia Straface

ALLENTOWN, PENNSYLVANIA

It was all fun and games for trucking journalists who were invited to Mack Trucks' 2017 powertrain ride-and-drive on Sept. 1 in Allentown, Penn. Mack welcomed trucking press to its Customer Center, where journalists and editors were encouraged to get into the shiny new trucks and drive them along the facility's multiple test tracks and courses. Notably, journalists were invited to drive a Mack Granite dump truck along the center's new off-road course and to drive around the test track that circles the main center in a Mack Pinnacle. All trucks were equipped with the company's new 2017 MP-series engines, which Mack unleashed earlier this year. Company representatives claim the new 2017 engines boost fuel efficiency from 2.1% to 8.8% compared to its prior model year engines. The trucks driven at the event on Sept. 1 had the Mack MP8 engine in either 445 or 505 horsepower with 1,860 lb.-ft. of torque.

"We took our already proven engine platform and improved that," said Roy Horton, director of product strategy. "So we've simplified the maintenance on it and...we've improved the fuel efficiency from 2.5% to 5%. It's available for order now and production starts in October."

But the event wasn't just your average ride-and-drive.



Mack executives let trucking journalists test a Granite dump truck on Mack's new off-road course at its Customer Center in Allentown, Penn.

The Mack team set up a mock roado for the editors to compete in, just like the professionals in the National Truck Driving Championships. Along the main test track, journalists had to attempt to successfully complete a maneuverability test, where they had to drive a fully loaded Mack Pinnacle through a set of diminishing cones without knocking any over. (I only hit one cone on my right hand side - not bad for someone who doesn't drive trucks often or hold a CDL). Other tests including backing into a simulated dock with little clearance on each side and a stopping test. (I didn't do so well on those).

Writers were scored on their performance. You lost points if you knocked over any cones or got stuck in the mud and rocks on the off-road course.

But most of all the event really showcased all the new features of the trucks that Mack is excited about. Like the

Grade Gripper and its popular mDrive and mDrive HD automated manual transmissions.

When we took the Mack Granite dump truck out for a spin on the center's new off-road track, complete with a series of difficult and bumpy terrains that one could expect in a vocational setting, the ride was surprisingly smooth considering the truck was hauling 70,000 lbs. When we descended a steep hill on the track, Tim Wrinkle, Mack's construction project manager instructed me to come to a complete stop once I reached the middle of the hill and remove my foot from the brake.

"This is the Grade Gripper at work," he said once we didn't roll forward and stayed in position. "This truck is fully loaded at 70,000 lbs and for three seconds, this feature will allow the driver to have enough time to move his/her foot from the brake to the accelerator."

On the rest of the test tracks, Mack

executives showed just how easy the mDrive was to use. This was a feature I especially enjoyed since I can count on one hand the number of times I've driven with a manual transmission. But as Stu Russoli, Mack's highway product manager put it, "This isn't just a great product for drivers who have never driven a manual transmission. It's great for all drivers because now they aren't concentrating on switching gears, they're concentrating on everything else around them."

It worked just a like a car. Press R for reverse, D for drive. Or if you have some rough terrain or a steep hill to get up with a fully loaded trailer, you can push the PERF button (short for Performance) and let the transmission do the thinking and put it in the best gear for you. Or if you prefer, you can hit the M button for Manual.

"This lets the driver set it into whichever gear they want," explained Wrinkle, adding it gives drivers in off-road applications a lot more control.

Mack also provided a brief update on its Certified Uptime Centers - something they've put a tremendous focus on this year. To date, the company now has 49 Certified Uptime Centers and 10 are currently in the application and certification process. Start to finish, Mack says it takes nearly eight weeks for a center to be certified because "it's not just a rubber stamp of approval" according to John Walsh, Mack's v.p. of global marketing and brand management.

So far, the company is pleased with the certified shops' results. To date the certified shops are increasing repair orders closed by 21%, increasing shop efficiency by 8%, and cutting the average four-day repair time in half. ●

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CHALLENGER



Chevron rolls out new oils

New oil categories represent the most technologically advanced oils ever

By James Menzies

DALLAS, TEXAS

Chevron revealed on Aug. 25 at the Great American Trucking Show its new line of CK-4 and FA-4 engine oils, which it claims to be the most “comprehensive and technologically advanced” oil line in its history. The new oils are the culmination of five years of development and will provide stronger performance than today’s CJ-4 oils in key categories, including oxidation stability, piston deposit control and wear. CK-4 oils in the lineup are a straight replacement to today’s CJ-4 oils and can be used in new and existing engines. Chevron’s new Delo 400 ZFA 10W-30 Synblend FA-4, the sole FA-4 oil to be offered initially, has been specially designed for even greater fuel efficiency in 2017 and future engines. Chevron also has in the works a new Delo 400 ZFA 5W-30 FA-4 oil that will help engine manufacturers meet future emissions standards, announced Doug Hinzie, vice-president, Americas, with Chevron.

“Our next generation product is already developed for that future work,” Hinzie said during a press conference. “OEMs know they have got to meet those regulations coming up in the future and we are already investing heavily in our HDMO (heavy-duty motor oil) product line. As we get to these ultra-thin, ultra-low-viscosity products, Chevron is working continuously to be a leader in that technology.”

But most customers, Chevron officials acknowledged, are likely to initially adopt a single oil strategy and will use CK-4 oil across their entire fleet. Chevron has come out with a full line of CK-4 products to meet these requirements. They include:

Delo 400 XSP 5W-30 synthetic: Chevron claims this oil will offer excellent low-temperature performance and the longest oil drain intervals in the product line, as well as maximum fuel economy among CK-4 oils. “If you’re operating in Northern Canada or Alaska, this offers fantastic start-up capability, especially in the dead of winter,” said Len Badal, global Delo brand manager. He said the oil will offer up to a 2% fuel economy improvement over today’s CJ-4 oils. It can also be used in medium-duty vehicles and cargo vans with gasoline engines.

Delo 400 XSP 5W-40 synthetic: An oil that boasts 20% improved oil oxidation resistance and 50% reduction in wear compared to today’s CJ-4 equivalents, Badal said this oil has been compared to competitive 0W-40 viscosity oils and has shown equal pumpability at low temperatures.

Delo 400 XLE 10W-30 Synblend: An update to its current CJ-4 product, Chevron is claiming a 1% fuel economy improvement. It has also been enhanced for off-road applications, Badal said, bringing the same performance benefits to off-highway users that aren’t bound to the same emissions-reducing requirements as on-highway fleets. Mining, agriculture and heavy construction are a few of the applications this oil will fit into, in addition to on-highway trucking.

Delo 400 XLE 15W-40 Synblend: Badal said this is the first 15W-40 ever to meet Mercedes’ stringent MB228.51 piston cleanliness requirements. It also offers an opportunity to extend drain intervals 25% further than the maximum

OEM-published drain intervals, Badal added.

Delo 400 SDE 15W-40 Premium Conventional: Expected to be the top-selling of the new Delo oils, Badal said this offering boasts a 38% improvement in wear performance and 20% increase in total engine life to rebuild compared to CJ-4 oils.

To help customers select the most appropriate oil, Chevron is launching a new Advisor Service program, which will pair customers up with Chevron product experts. Those advisors will analyze the fleet’s needs and operating requirements and then suggest the best oil. The program will launch later this year and be expanded with new features in 2017. Unique packaging has also been

rolled out to help avoid confusion in the marketplace. CK-4 oils will have red caps while FA-4 will have yellow. Additional identifiers will be found on the labels to prevent misfills.

However, Chevron officials pointed out putting FA-4 oil in an older engine will not likely result in catastrophic damage. After all, noted Badal, 2017 engines weren’t available for testing when FA-4 oils were developed, and no signs of inadequate protection emerged when these oils were heavily tested in EPA10 and EPA13 generation engines. Still, he added it’s best to check with engine OEMs to ensure they permit FA-4 oils before using them in older engines. Backwards compatibility remains a mystery, but Badal said he’s aware of at least one engine manufacturer that will be factory filling with FA-4.

The new oils have undergone more extensive testing than any previous family of Chevron oils, according to Shawn Whitacre, senior staff engineer for lubricant technology with Chevron. Nearly 1,000 pieces of equipment were

included in the test phase. Whitacre said he’s confident the comprehensive testing will separate Delo oil from others in the marketplace.

Hinzie agreed, taking exception to the attitude that oil is oil, and all offerings are designed to the same spec’.

“As you start getting into the ultra-low-viscosity thin film capability, oil is not an oil. How you formulate it is extremely important. Making sure you protect that engine and get the key benefits the OEM wants, the customer wants and the market needs is really critical,” he said.

One customer that has bought in is Glen McDonald, director of maintenance at Ozark Motor Lines. He has been running Delo 400 XSP 5W-30 CK-4 oils as part of Chevron’s field test program and said he’s convinced of the benefits. He has stretched oil drain intervals in his Freightliner Cascadia fleet out to 80,000 miles.

“We continue to see good performance,” he said. The new oils will be available Dec. 1. ●

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Volvo deploys autonomous truck in underground mine

ARVIDSJAUR, SWEDEN

Volvo Trucks says it has deployed the world's first fully autonomous truck in the world to be tested in mining operations deep underground.

The truck is operating in the Kristineberg Mine in northern Sweden. It will cover a distance of seven kilometres, reaching 1,320 metres below ground via narrow mine tunnels, Volvo says.

"This is the world's first fully self-driving truck to operate under such tough conditions. It is a true challenge to ensure that everything works meticulously more than 1,300 metres underground," says Torbjörn Holmström, member of the Volvo Group Executive Board and Volvo Group Chief Technology Officer.

The truck is a specially designed Volvo FMX being tested for the first time. ●

Nova Truck Centres opens new Dartmouth location

DARTMOUTH, NOVA SCOTIA

Nova Truck Centres is consolidating its two Dartmouth locations into one dealership.

The new 40,000 sq.-ft. facility is located at 670 Wilkinson Ave. in Dartmouth and sits on eight acres of land. After a merger in 2013 and rebrand in 2015, the company decided to build a new Dartmouth facility and bring its two Dartmouth teams under one roof and close its 100 and 116 Thornhill Drive locations.

President and CEO, Peter Macgillivray said, "As our business in Dartmouth continued to grow, it was becoming more difficult to serve our customers out of our two existing facilities. The logical next step was to combine our operations under one new dealership. Our new building on Wilkinson was designed with our customers' needs in mind. It is also really great to have all of our employees under one roof."

Nova says the new state-of-the-art facility was built with the customer in mind – focusing on the customer's overall experience. There is a driver's lounge that customers can take advantage of, including laundry facilities, a quiet room, shower, and lounge area with Wi-Fi, TV, beverages, snacks, and more. The building also features a 7,000 sq.-ft. parts warehouse and 2,000 sq.-ft. parts showroom. ●



TIP Trailer Services buys Train Trailer

MISSISSAUGA, ONTARIO

TIP Trailer Services announced in mid-August that it finalized the purchase of Train Trailer, a Canadian-based trailer rental and leasing and storage company.

"It will be business as usual for our customers and our spirited team members," said Rick Kloepfer, president of Train Trailer. "With the resources of TIP Trailer Services behind us, I see many exciting opportunities in front of us for future growth and expansion."

Bob Fast, president and CEO of TIP Trailer Services added, "Train Trailer has an excellent reputation in Canada with facilities in Quebec, Ontario and Alberta. We saw it as an excellent opportunity to expand our services in the Canadian market. Train Trailer is currently the second largest semi-trailer rental, lease and storage company in Canada and maintains a leadership position in the diversification of its fleet. I feel confident that our proven industry knowledge and professionalism can only enhance the company's position in Canada." ●

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Private
Matters

MIKE MILLIAN



It is fair to say that attracting youth to the trucking industry has been a long-standing problem. How do we make it sexy? How do we communicate what is good about the trucking industry? Or more importantly, how do we dispel any misconceptions that might exist? It is a challenge for everyone in the industry, and it's no different for private fleets.

Unfortunately, everyone can recognize it's a challenge, however we all struggle with what the next steps to resolving it should be.

With the re-launch of our Young Leaders Group (YLG), the PMTC is taking a step in that direction. The YLG's mandate is to assist in the development of young leaders in the industry. It seeks to provide opportunities for education, networking, business development and personal growth for those seen as the next wave of leadership in trucking. By extension, it will use media and tactics targeted at youth. As the network grows, so will the level of attention for youth both already in the industry, and those who we hope to attract to come into it. The long-term goal is to help create an environment that brings to the forefront what is great about the trucking industry.

The key for the YLG is to keep its

If we can all become better marketers of the industry, it will go a long way towards ensuring we attract more youth to it.

presence in the news and on social media, and to target not only those already in the industry, but to get their messages out to those outside of the industry who we need to attract into it. A steady trickle of information and events to keep them in the forefront of peoples' minds, through the use of different channels of social media, as well as traditional media. Who better to know how to get the message out to the youth, but the youth itself? The YLG already has multiple events and sessions planned.

The first of these is an information and brainstorming session at Sleeman Brewery in Guelph. The event is for YLG members only, and is a first in a series of events hosted by the YLG in the coming months. After the session at Sleeman, the YLG is sponsoring a "Biz and Breakfast" seminar. This event is being held in Milton, Ont. and will cover topics such as fatigue management, sleep apnea and will also present new research which shows correlations between driver-related human errors and personality traits.

After this, the YLG is sponsoring a session on effective social media on Oct. 20. The idea is to help all understand not only how to effectively use

Attracting young leaders to trucking

social media, but to also understand some of the pitfalls. If we can all become better marketers of the industry, it will go a long way towards ensuring we attract more youth to it.

These are only the first three events planned. The YLG is looking to target its demographic with fun networking and development opportunities moving forward. The goal will be to create a sustainable model of both attracting youth to the industry and helping them grow as well. Another great benefit to being a YLG member is the access that is gained to the PMTC Board of Directors, as young leaders are always invited as guests to our



board meetings and invited to attend our conference and seminars. Let's also remember the YLG Education Bursary, which awards two young leaders with more than \$1,500 in funding to complete courses that count towards the

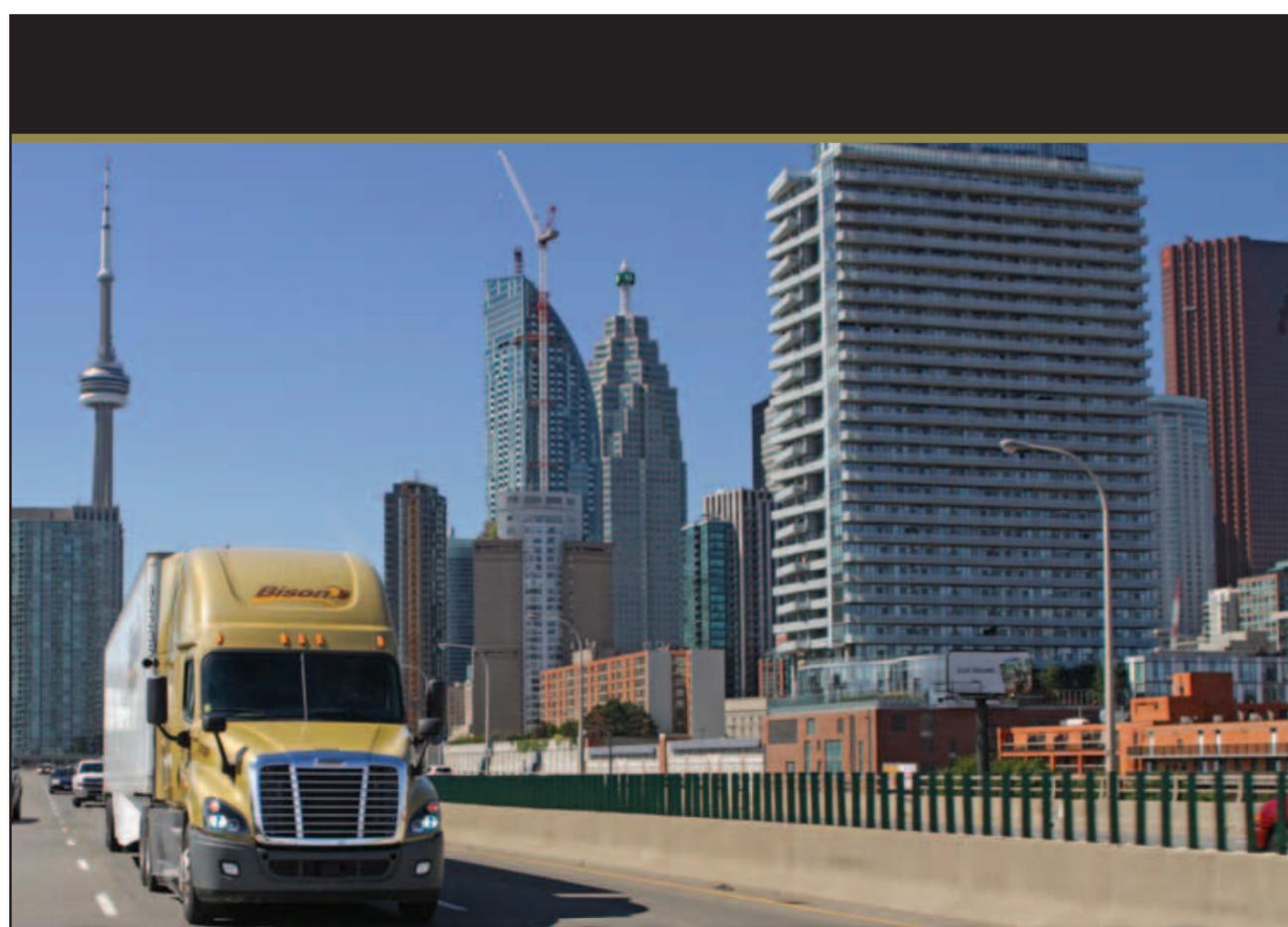
PMTC Logistics Management Graduate Program.

Mike Colwell, the PMTC's new Young Leaders Group chairman, and his executive team of Matt Richardson, Elias Demangos and Mathew Mares, have been working hard over the last year and have done a tremendous job setting forth the vision and mission of the group.

I have complete faith that this group is going to do an amazing job of attracting youth to our industry, and getting the youth that is already in our industry more involved.

If you are interested in learning more about the PMTC Young Leaders Group, or any of the seminars or programs mentioned above, contact our office at info@pmtc.ca, or call 905-827-0587.

Mike Millian is president of the Private Motor Truck Council of Canada, the only national association that represents the views and interests of the private fleet industry. He can be reached at trucks@pmtc.ca.



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Industry
Issues

DAVID BRADLEY



The problems with legalizing pot

The federal government has pledged to introduce legislation to legalize the recreational use of marijuana (it's already available by permit for medical use) sometime in 2017.

This is a much more complicated issue than meets the eye and perhaps more than the government bargained for. So, it's not surprising, I guess, that the cast of people in Ottawa looking into how to accomplish legalization of pot is growing. There are at least three ministers involved. Former Toronto police chief, Bill Blair, now parliamentary assistant to the Minister of Justice, has been appointed to be the government's "point man" on the file. More recently, Anne McClellan, a former cabinet minister in the Chretien and Martin governments, was appointed to lead a nine-member task force to advise the federal government on the forthcoming legislation. (CTA appeared before the task force in August).

I am not going to debate whether or not legalization is the right thing to do. That's for society to decide and that horse, as they say, is out of the barn. However, CTA can and should comment on and seek answers to the implications legalization will have with respect to impaired drivers and the rights and obligations of employers of - and employees in - safety-sensitive occupations such as truck drivers, in order that these issues receive due attention during the development of the legislation.

If legalization proceeds as expected, the status of marijuana in our society will change. It will retain characteristics similar to prescription medication, used under a medical document, but will also achieve a status similar to alcohol. And, like alcohol, the consumption of marijuana has certain short-term effects that may decrease concentration and reaction times. In short, the use of marijuana, similar to the consumption of alcohol, is not conducive to the safe operation of a motor vehicle.

The problem with marijuana, compared to alcohol, is that the current state of the law would leave law enforcement agencies in the same position they were in with alcohol prior to the introduction of the breathalyzer in 1952 and the offence of "over .08" in 1969.

Section 253 of the Criminal Code makes it an offence to operate a motor vehicle while ability is impaired by alcohol or a drug. So, law enforcement officers will be able to charge drivers for driving while impaired, even if the impairment is due to marijuana. Impairment will have to be proven in each individual case based on observation. But, in general, impairment from marijuana is less obvious and demonstrates less traditional or consistent symptoms than impairment from alcohol.

Employers attempting to address the problem of marijuana impairment in the workplace will be faced with the same problems as law enforcement. Trucking companies are faced with two dangers posed by the medical or legal use of marijuana: how to continue to operate operation of vehicles by their own drivers who are under the influence of marijuana; and confronting the likelihood of increased danger on the road,

through the presence of an increased number of drivers operating motor vehicles while impaired by marijuana.

The likelihood of increased prevalence of marijuana impairment should be addressed in a two-pronged approach: a legislative amendment to the Criminal Code, to include a "marijuana impairment offence" similar to the "over .08" offence for alcohol; and an enhanced effort to implement drug and alcohol testing in the workplace along with special considerations for safety-sensitive positions. Clear rules of engagement are required.

Regarding the legislative fix, it is imperative the federal government codify a roadside testing protocol and THC cut-off level with respect to impairment

on the basis of marijuana consumption. This legislation must be brought forward at the same time as legislation to legalize marijuana. If marijuana assumes a similar status in society as alcohol, it should be subject to a similar testing regime and programs to encourage safety on the roads as exist for alcohol.

All Canadian trucking companies and truck drivers entering the US are subject to drug and alcohol testing - post-accident, pre-employment and random. No similar regulatory requirement exists in Canada. While over time, the human rights folks have come to tolerate drug and alcohol testing for companies and drivers who must comply with the US regulations, the cost to employers created by the lack of clear

rules in Canada has been significant. It has also created a place (Canada-only operations) for those with a drug or alcohol problem to go that is not subject to the same screening as for transborder operations. Clear testing rules for safety-sensitive positions in Canada need to be developed and introduced.

Moreover, it has generally been accepted that while .08 blood alcohol content (BAC) is the cut-off for the driving population, the cut-off for employees, particularly in safety-sensitive positions, is .04 BAC. It may well be that employers of safety-sensitive employees such as commercial drivers will want to establish a THC cut-off that is lower than the one established for the general population.

The federal government must work with industries that employ people in safety-sensitive positions to define what that cut-off should be. 

David Bradley is CEO of the Canadian Trucking Alliance and the Ontario Trucking Association.

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Over the Road

AL GOODHALL



I have something difficult to share. A driver that I had run down the road with several times over the years and had come to know as another one of the hardworking decent guys that are the mainstay of the Canadian trucking industry, took his own life in early August.

None of us who knew him as I did saw it coming.

That's why I have decided to share a few thoughts about something we rarely discuss in this industry, mental health.

I don't have any expertise whatsoever in the field of mental health, so I'm not trying to provide any answers or solutions to the stresses we face as drivers.

But I do know how I feel every Saturday morning when I pack the car in preparation for another five days on the road and then kiss my wife good-bye.

We need to have a conversation about that.

It's not easy just getting through the day. Anxiety, anger and feelings of depression find fertile ground to fester and grow in the mind of a long-haul driver. For me, it is a constant struggle to keep the opposing forces of my work and personal life in balance.

It is my love/hate relationship with trucking and a constant source of stress in my life.

I love being out on the road but it

The hazards we face in our mental work environment are every bit as dangerous as the hazards we face in our physical environment

keeps me away from the one person I care about the most while at the same time providing financial security and stability for us both.

Life is difficult.

Trucking is indeed a great life to live as you explore the country and the continent with the added bonus of getting paid well to do it.

For some individuals, this lifestyle is all they ever need - it fulfills their one great passion in life. They are the lucky ones.

But if the high turnover rate of drivers in this business is any indicator, they are also a minority.

At some point in a driving career you must grapple with the question, is there more to life than just rolling down the road? That feeling is all about the need for companionship and stability.

Those feelings run strong in me and probably in the people that find they can't continue to live on the road despite how much they may enjoy the trucking life.

In the macho world of trucking, we

Let's talk about mental health

don't talk about our feelings. It's a sign of weakness to the male ego. We bottle up those feelings and put them on the shelf.

That's been the story for my generation.

That's probably why we accept the authoritarian structure in this industry without question and continue to wear hardship as a badge of honour. That's what real men do.

Of course nothing could be further from the truth. We all know we work in an industry that is classed in the top 10 when it comes to physical danger.

But what about the dangers we face mentally and emotionally? The



personal example I shared of the big stressor I face every week is but one example of the thousands of mental stressors that haunt a driver as he or she rolls down the road.

The common thing all drivers

share is the time alone and the long hours of uneventful driving time that the mind has to play with.

How mental health affects a driver's daily life is yet another topic that is not addressed in any type of ongoing training program for drivers.

The hazards we face in our mental work environment are every bit as dangerous as the hazards we face in our physical environment.

Let's talk.

That has been the rallying cry for the past few years in encouraging people to talk about their mental health issues, especially surrounding depression.

It's something we face as drivers on a daily basis even if we don't recognize it as such. So, let's talk. ●

Al Goodhall has been a professional long-haul driver since 1998. He shares his experiences via his 'Over the Road' blog at <http://truck-ingacrosscanada.blogspot.com>. You can also follow him on Twitter at @Al_Goodhall.

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KAREN BOWEN



Maintaining proper alignment

Heading down the road, it's natural to settle into your seat, relax and get comfortable for the miles ahead. However, long-term slouching could impact your overall health, since proper posture – in which your bones are aligned properly – allows your nerves, muscles, ligaments, joints, circulation and organs work efficiently without restrictions.

Truck drivers may adopt poor posture habits for a variety of reasons, such as: fatigue, extended driving hours, poorly designed truck seats, improper mattress support in your bunk, excessive weight, too much windshield glare, workplace/traffic stress and inattention to positioning. Be aware that over time, poor driving posture may cause something more serious than a little backache.

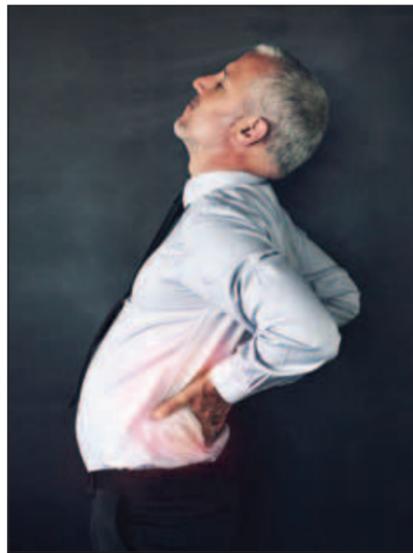
A head-forward position may increase your risk of pain in your jaw (TMJ), hands, arms, shoulders, around your eye and headaches. Rounded shoulders can also trigger headaches at the base of your skull, where your shoulder muscles attach. Combining both these head and shoulder positions may lead to constipation, because as your spine arches and sways forward your bowels are

able to sag, losing efficiency.

If you permanently adopt a slumped position, your muscles and ligaments will permanently stretch or shorten to accommodate this posture, losing their ability to function normally and limiting your range of motion. As well, your lungs will be unable to fill fully because of the reduced chest cavity space. This will lead to shallow chest-breathing, putting a strain on your lungs, which now have to breathe faster to bring in enough oxygen. As a result, your heart will have to beat faster to provide enough new blood to carry this oxygen, stressing your circulatory system.

In addition, misaligned vertebrae can interfere with your nerve function. When a nerve exiting the spinal column becomes pinched by a misalignment, whatever bodily functions that nerve controls become affected. Misalignments often cause lower back pain, too.

Slouching can even affect your mood. In a recent university study, people who slouched reported increased feelings of depression and lower energy levels compared to people who consciously adopted a more energetic, erect posture. Another recent study from Harvard showed that people who adopted a posture with



open shoulders and straight spines increased their testosterone levels by 20% and decreased their cortisol levels by 25%, making them feel physically stronger and less stressed.

To support your healthy posture, throughout the day, become aware of your driving/sitting position and complete some simple exercises, as follows.

Adjust your seat to achieve the best posture support. Set a position where your knees are higher than your hips. Use a small pillow or lumbar device

to support the small of your back.

Consciously monitor your posture. Using your mirrors, check to ensure your head is straight, your shoulders are level and you have equal space between your arms and your sides. Avoid sitting on a wallet, or anything else that impacts your body's balance.

Do neck stretches. Keeping your head centered over your shoulders with your chin directly above your breastbone, extend your head toward the ceiling, while holding your chin parallel to the floor and not lifting it.

Stretch your mid-back. Lift the bottom of your rib-cage an inch or two, pulling your shoulder blades back and down. Practice holding this position for 10-minute intervals.

Practice abdominal breathing. Rest your hand below your belly button; breathe in until you feel your belly expand. Hold for a few seconds. Exhale until your belly is relaxed.

If possible when you leave your rig, loosen your spine with a few fender squats. With your feet together, heels flat and knees apart, hold the front fender of your rig (or another area that can support your weight at similar height) and lean back, trying to get your backside as close to the ground as comfortable/possible. Hold for 20-30 seconds, or until you feel your lower back relax. Repeat.

You can reduce the wear and tear on your health, just take these steps to maintain proper alignment. ●

Karen Bowen is a professional health and nutrition consultant, and she can be reached at karen_bowen@yahoo.com.

Back behind the wheel

DR. CHRIS SINGH



What to know about colon polyps

I think it is safe to say that most of us have heard the term colon polyp at some point in our lives. However, many people do not know exactly what a colon polyp is and why it is important to us.

Simply put, a colon polyp is a small group of cells that forms on the lining of the colon. The majority of colon polyps are harmless and pose no significant danger to the individual, but in some cases colon polyps can develop into colon cancer.

Although anyone can develop colon

polyps, people over the age of 50 are at a much higher risk. Other risk factors such as being overweight, a smoker or having a family history of colon polyps may also increase your risk.

Some individuals have reported symptoms such as abdominal pain, blood in their stool, prolonged changes in bowel habits and anemia associated with colon polyps.

However, often colon polyps do not cause any noticeable symptoms.

Therefore, it is important to have regular check-ups, which may include screening tests such as a colonoscopy

and flexible sigmoidoscopy to find polyps in the early stages of development.

If polyps are discovered during a screening test, your doctor will likely remove as many of them as safely possible.

If for some reason your doctor is unable to remove the polyps, he or she will take a tissue sample or a biopsy for later analysis. It is important to note that very large polyps may require surgery to be removed.

The good news is that there are several lifestyle modifications that can greatly reduce your chances of devel-

oping a colon polyp. First of all, eating a diet high in fruits, vegetables and whole grains has been shown to reduce the risk of colon polyps.

To add to this, reducing your fat intake, alcohol consumption and tobacco usage is also important. Finally, staying physically active and maintaining a healthy body weight will also significantly reduce your risk.

Studies have shown that certain professions such as truck driving put people at higher risk of developing colon polyps. Physical inactivity, poor diet and tobacco use have been identified as the major risk factors for this problem. Until next time, drive safely. ●

Dr. Christopher H. Singh runs Trans Canada Chiropractic at the 230 Truck Stop in Woodstock, Ont. He can be reached at 519-421-2024.



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Guest Column

NATALIE MARTIN



In support of e-logs

The move to electronic logging devices (ELDs) is a point of contention for some, but on the flip side, there has been a push towards this mandate to help level the playing field across the industry. There is a definite correlation between hours-of-service (HOS) and rates and it's widely believed we should see an increase in rates once ELDs are fully implemented.

Whether a driver takes the initiative to alter a logbook to gain drive time, or they are being persuaded by an avaricious carrier, the result can be downward pressure on overall rates. This creates a disadvantage for those who are compliant. Those following the rules can't compete. They can't afford to extend the same rates as the non-compliant carriers.

Some carriers find it acceptable for drivers to fudge their logs when they run out of hours close to home. This is one reason why ELDs are being mandated. There are certainly those who manipulate logbooks for financial gain, which is why ELDs were suggested as a way to help level the playing field. However, there are perhaps many more drivers who misrepresent time on manual logs for reasons like running out of hours a few miles from home.

Personally, I believe it is better to err on the side of honesty. If you are out of hours and 28 miles from home you have two choices: go into violation to get home and log the time truthfully or simply shut down. Having said that, it is important to acknowledge that each situation is unique and infractions come with potential consequences. If a driver goes into violation, they need to be prepared for what could happen. It's unfortunate that drivers are inconvenienced on the job.

Not getting home in time could mean they don't get to their kid's graduation or meet other important commitments in their life. There are pros and cons, like in any profession, and trucking is not for everyone. It's not my intention to sound harsh, but if you sign up to drive over the road, be prepared to take the good with the bad and adapt as the industry evolves.

There are many examples where drivers believe they have valid reasons for falsifying a log. Some argue that current HOS guidelines don't meet the needs of drivers and the realities they face on the job. Some believe they have no other choice but to alter their logs to account for delays and other factors beyond their control.

It has been suggested that HOS issues should have been addressed prior to mandating ELDs, however HOS rules are not changing anytime soon and ELD compliance will become reality nonetheless. At the end of the day, I suggest that falsifying a logbook is never the answer. I don't believe it is okay to "fudge" a logbook to make more money or to get

Continued on page 38

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Why we should embrace ELDs

Continued from page 37

home. Industry regulations are in place to protect us all and circumventing the law is not the answer for any reason. I believe ELDs are good because they limit a driver's ability to run illegal to a greater extent than manual logs. However, this will not solve the problem entirely. Enforcement must be made a priority and I'm deeply concerned by the lack of enforcement on the part of enforcement agencies when it comes to ELDs.

I've spoken to countless drivers on e-logs and they have unanimously consented that there is considerably less review and scrutiny of their electronic logs by officials than when they were on manual logs. Come compliance day, I hope that officials don't take ELDs for granted. They must continue to monitor e-logs just the same as paper logs, especially if driver audits are not conducted more frequently than they are now.

Hours-of-service are no joke and seemingly insignificant infractions can entail huge consequences. Take the cautionary case of Gary Blakley, an Ontario truck driver who was a mere 16 minutes

over his HOS and driving with an out-of-date log in December 2013. He crashed into a police cruiser and ultimately killed a state trooper. The district attorney in the case stated that "the tragedy was avoidable" and that if "Mr. Blakley had decided to end his drive...we wouldn't be here today," according to media reports.

I'm sorry to say, this is not the only occasion where an HOS violation resulted in disastrous consequences, and in this case, the driver was sentenced to three-and-a-half years in prison for aggravated criminally negligent homicide. ELDs will help drivers keep their logbooks current and will hopefully deter drivers from operating outside of their HOS. Additionally, I hope that those carriers and independents that operate illegally for financial gain will be weeded out of the industry.

When part of the industry is willing to manipulate the system and disregard safety measures like HOS for profit, it forces us to consider what else they are willing to cut corners on.

The fact remains that ELDs are the new reality for the trucking industry. If their implementation means that unfair players can't compete anymore by running illegal, then I'm all for it. The time has come to eliminate those who undercut and devalue our industry as well as those who create unsafe situations by circumventing the law. 🚫

Natalie Martin is marketing and social media coordinator at JBT Transport, and is a member of the Women's Trucking Federation of Canada advisory board. Prior to her role at JBT, Natalie worked in dispatch, administration and 3PL logistics.



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Tax Talk

SCOTT TAYLOR



Sometimes, timing is everything

There are nearly 200 days until the deadline to file your personal income tax return. It feels like it's a long way off - heck, it's not even Christmas yet. But whether you operate one truck or a small fleet you should take time now to minimize the tax you owe.

While everyone traditionally circles Apr. 30 on their calendar, for most the more pressing deadline of Dec. 31 is just three months away.

Dec. 31 is the deadline for personal deductions.

If you are a sole proprietor, then it is also an important deadline for business decisions.

If you are incorporated, then your business year-end date is also a critical deadline.

Planning ahead

Effective tax planning requires a three- to six-month cushion so you have time to take advantage of every opportunity for tax savings.

Right now, we're reviewing our clients' first nine months of operation and preparing tax estimates so they can have peace of mind and adequate cash flow when their returns are due.

For example, there's a rule of thumb in accounting that says the best time to acquire new equipment is at the end of your tax year. It's generally true, as long as you're financing the vehicle with a loan and not a lease.

Instead of circling a date on a calendar and scrambling to fill out your returns, insist on sessions with your accountant throughout the year.

That's because CRA lets you expense a half-year's depreciation on the asset purchase even though you may have only owned it for a month or two.

Since CRA allows a 20% depreciation expense during a truck's first year, that's a good chunk of change on a new vehicle. You could be writing off far more than you actually paid out during the short time you've had it. Leasing a new asset close to year-end doesn't offer the same tax-related benefit.

That big initial lease payment is considered to be a pre-paid deposit which you cannot expense all at once. You have to divide the deposit by the number of months in your lease contract and expense that amount each month in addition to your regular lease payment.

People in trucking tend to use the

words "buying" and "leasing" interchangeably. If your accountant advises you to buy a new truck, don't go out and lease one. Purchasing and leasing have totally different effects on your tax planning.

No surprises

Even the timing of a medical expense can be a tax-planning issue.

Medical expenses are deductible when they're paid, not incurred. Plus, there is a medical expense cap that allows you to only claim expenses greater than 3% of your net annual income.

If your kid needs braces it may be better to do it now and pay as much of it as you can before Dec. 31 in order to

make sure your medical expense exceeds that 3% threshold.

Paying a portion this year and another next year may mean that as a percentage of your income your medical expense is too low to qualify for a tax deduction.

The opposite is true for business expenses.

Business expenses are deductible based on the invoice date, not when they are paid.

If you have tires to be replaced or other pending repair work doing so before Dec. 31 can save you money now. Spending \$3,000 on tires before December could save you \$900 in tax this April.

Buying those tires in February will

delay your tax savings to April 2018.

Put your refund to work

Want to make a great start toward paying your 2016 taxes? Set aside your GST/HST refund from July to September and October to December as income tax payments.

Your GST/HST refunds can be deposited into a separate bank account from your business account. This will ensure it doesn't get lost in your everyday business activities. Nobody likes the surprise of a big tax bill.

Instead of circling a date on a calendar and scrambling to fill out your returns, insist on sessions with your accountant throughout the year so you can plan, prepare, and budget for Apr. 30 but for Dec. 31 as well. ●

Scott Taylor is vice-president of TFS Group, providing accounting, bookkeeping, tax return preparation, and other business services for owner-operators. Learn more at www.tfsgroup.com or call 800-461-5970.



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Drivers to blame for decreasing rates

For years, I've argued for much higher pay for drivers and owner-operators. It seems a stupid argument for a small business owner to make, but at least you know my intentions are genuine. Financially successful employees are easier to work with, and tend to refer more of the best people. There are probably readers who learned of a recent development before me, hopefully not first-hand. I don't travel in the right circles to get the best gossip early.

I've recently learned that at more than one 'successful' company, owner-operator pay rates are being reduced. Some poor souls are even being hit with a double insult. Our company has almost al-



ways paid by percentage, which usually works fairly, as long as your freight rates stay current. Some operators though,

are not only paid percentage on declining rates, but seeing their percentage lowered. Whether percentage or mileage, I'm hearing about 5-20% reductions. You're likely bracing yourself for me to fill the remainder of this page with an angry condemnation of any carrier that would do such a thing, but this time, it's not going to happen.

Such companies, specifically the management behind them, are apparently completely shameless, so combating their lack of integrity is hopeless. The pride involved in conducting business in a mutually beneficial manner should

be obvious. I still consider it hypocritical to panic over a shortage of quality drivers while extending every effort towards making it worse.

Instead, I've prepared for the barrage of angry e-mails that I'll receive for this column. I just ask that you read the column completely, and thoroughly, then, think about it for a while. If you still feel obligated to blast me, have at it. I'm pointing the finger where it belongs in this ongoing pay issue: at you, the owner-operator and driver. Compare this pay reduction catastrophe to a trip to the local grocery store. You discover that butter is \$8 a pound. You'll angrily protest to the manager, who will pass the buck, blaming supply and demand.

Your family still has to eat, so if after a week of protest there is no reduction in sales, the higher prices will become permanent and other stores will follow suit, because you're still buying. Are you making the connection?

I guarantee that the first companies to lower rates heard complaints, accompanied by hardly any resignations.

Few truck drivers or owner-operators claim to be content with their pay and/or home time. Then why do you bitch about a job you have no intention of leaving?

There are still very good paying jobs available, yet the fleets offering those jobs see recruiting results that are no better than the low-payers. Any good manager will listen to endless griping if he knows you're just venting, and tomorrow you'll still be on the job. When the griping is ac-

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Few truck drivers or owner-operators claim to be content with their pay and/or home time. Then why do you bitch about a job you have no intention of leaving?

panied by mass resignations, rates may come up.

As long as most seats are full, nothing will change. Maybe yards full of parked trucks would make this point, because nothing else has. The local job ads show a huge need for local, day trip drivers, eight good paying positions in my small area alone. Factor in the absence of on-road expenses, and you might break even on net earnings while sending a message. Or, continue to lower your own standard of living, extend your retirement age and support the trucking company that's getting larger by cutting rates, subsidized by you. If current average revenues weren't degrading enough, lowering them further certainly is.

Nobody will disagree that trucking should be considered a skilled trade. We utilize a skill set that not everybody can attain. Ultimately, I'm just asking employers to be as good as their word. If they feel this is a skilled trade, prove it. I don't know of any mechanics, millwrights, or plumbers earning the same or less than 10 years ago, do you? ●

Bill Cameron and his wife Nancy own and operate Parks Transportation, a four-truck flatdeck trucking company. Bill can be reached at williamcameron.bc@gmail.com.

You say tomato I say tomahto

MARK LEE



I have finally experienced something I thought would never happen. I got a phone call from my repair shop giving me an update on my truck and they told me something that made me feel all warm and fuzzy. The magic words were: "Don't worry, Mark, it's all taken care of under your warranty."

After the last couple of months, that was music to my ears. Between the two trucks I've had work done on: the air-conditioning, a new heater core, a pair of radius arms, starter motors, AHI modules (whatever they are), an ongoing problem with the engine brake that will hopefully be solved by the warranty job and the usual preventive maintenance and servicing requirements, every one of which had me digging deep into my retiring on a Caribbean island and drinking rum for the rest of my life fund.

Last month I wrote about the difficulty in deciding whether to keep my current trucks or trade them in. That conundrum was no longer keeping me awake at night as I had decided to sell them both and become a greeter at Walmart.

I looked into it and unfortunately I don't have enough qualifications for that, so I'm stuck with the trucks for now. If I could've made a snap decision I would've sold them both and bought older trucks that I could fix myself with a hammer and a 9/16th-inch wrench.

At the time, that appealed to me as I was sick of all the niggles and even more annoyed at the constant swiping of my debit card. However, I wasn't in a position to do that and I'm glad of that.

An older truck may not have so much technology to go wrong, but because they lack that technology they are also less efficient and unless you have a real lemon, the increased efficiency of the new trucks will put more money in the bank. Plus, an older truck is a lot less comfortable than

Breakdowns put a dent in retirement plans

a newer truck. They're louder and ride harder and after almost 30 years behind the wheel, I think I deserve a few creature comforts.

I also don't want to be slipping on coveralls and fiddling with trucks when I'm not driving them. Even though I enjoy turning wrenches, I don't want to have to do so on a regular basis and that is exactly what an older truck needs.

Instead of AHI modules, it will be alternators, compressors, wiper motors, steering and suspension compo-



nents and stuff like that. These things all wear out and although they're not as technical and complicated as modules, they still put the truck off the

road and they will still keep my retiring on a Caribbean island and drinking rum fund from growing.

So I'm back to sleepless nights again, except I'm not. I still don't know which direction I'm going to take with my business, but I do know that it will be a decision that is made for me. It's quite simple, really, and all about the numbers. If trading up to a new truck is going to get me closer to that bottle of rum, then that's what I'm going to do.

If keeping my current trucks will get me on that beach sooner, then that's the decision I will make and there's always the possibility of doing both. The way it's been going lately, the trucks I have now will be like new as I replace one part at a time...salute. 🍷

A fourth generation trucker and trucking journalist, Mark Lee uses his 25 years of transcontinental trucking in Europe, Asia, North Africa and now North America to provide an alternative view of life on the road.

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Wheels of misfortune

Another dead cyclist, and more hand-wringing about road safety in Montreal

By Carroll McCormick

MONTREAL, QUEBEC

It's a classic bike-truck accident scenario: Truck at intersection, cyclist on right of truck, waiting. Light turns green. Cyclist advances. Truck turns right. Splooch. It played out again this Aug. 22 in Montreal, and a young woman died.

"Every collision between trucks and cyclists in Montreal, the classic one is when a truck makes a right turn and the cyclist tries to squeeze between the truck and the sidewalk, and that's it," says Andre Durocher, an inspector with the Highway Safety Division of the Service de police de la Ville de Montreal (SPVM).

Despite the close quarters and heavy traffic, such fatalities in Montreal are remarkably low: Annual cyclist deaths have totaled three, four, four, five, six, two and three from 2009-15, respectively, plus two fatalities so far this year. Pedestrian fatalities are higher: around 19 a year from 2009-14, and around a dozen a year from 2013-15. Serious and minor injuries combined, number around 1,900 a year for cyclists and pedestrians.

These numbers, from the Societe de l'assurance automobile du Quebec

(SAAQ) and SVPM, provide no break-out of how many fatalities involved trucks, but in a search of newspaper articles, trucks figure in some of them.

Every fatal altercation with a truck is gory grist for the local media mill, and fuels another round of finger pointing and committee chatter. Trucks go too fast! Ticket those speeding truckers! Install side guards, cameras. Ban the trucks. Close some streets to cyclists. Install more photo radar cameras at intersections.

Dispatching the speeding accusation, Durocher says, "I don't think there has been a single fatality in Montreal involving speed."

Some Montreal boroughs have installed side guards and cameras on their city trucks. Ostensibly, they will keep cyclists and pedestrians from going under the wheels, and make them more visible to drivers. But a National Research Council of Canada study published in 2010, expressed doubt that side guards were effective.

A frustrating truth lurks in these blind spots. Trucks have huge blind spots, and pedestrians and cyclists are hugely ignorant of them. But aside from pricy techno-solutions, are there other ways of shrinking the blind



There have been renewed calls for mandatory side guards on trucks like these ones, following another cyclist death in Montreal.

spots and the ignorance of them?

How about convex crossover mirrors, for instance. Usually seen on school busses, they reveal who's in front of the grille. New York City thinks they are a good idea. They became mandatory in 2012 for all New York State-registered trucks operating in NYC. (Cost: \$50 online).

Some side mirrors now have built-in convex mirrors. For those without them, surely it would shrink the side blind spots to paste on a pair of bubble mirrors. (Cost: \$3.22 online).

Durocher tosses in a comment about side mirrors: "There are cases with cube trucks, with the wide mirrors, that hit the cyclists in the head and there will be a fatality."

Recognizing that blind spots and

the accidents attributed to them is not just a driver problem, the SPVM and CRQ, with participation from cities, have mounted various education campaigns to clue in cyclists and pedestrians. On this September's long weekend, for example, the SPVM and CRQ held one of their education campaigns at the Centre de la nature in Laval. "40,000 people will be there. We will discuss the angle mort, using carpeting (laid out in the shape and size of the blind spots) and a Ville de Laval truck. STM will have a double bus there, Laval police will have a school bus," says Alain Riendeau, captain, East Montreal, East Laval and the Lanaudière administrative region, CRQ.

Increasing awareness

This campaign is a continuation of an awareness campaign called 100% vigilant, and "driver for a day" events, which put cyclists and pedestrians in truck blind spots and cabs to teach them about those "angle morts," literally, dead angles, and that they must share responsibility for staying safe.

"People were surprised that they could not be seen," Durocher observed. Sadly, he adds, "We did a chauffeur d'un jour last year downtown during Police Week. But there was no media attention for it."

Asked what he thought about pinning "angle mort" posters on bulletin boards in bike shops and schools, Riendeau said, "That's a good idea." Same for stickers and posters for the sides of trucks. "Your point about a picture on the side of a truck is a good idea. It is an idea that we hadn't thought of."

Posters wanted

But there are no stocks of posters or stickers to hand out.

Short history lesson: In 2000 Transport Quebec launched an awareness campaign called Angle Mort. It included radio and newspaper ads, 325 highway signs and 13,000 self-adhering stickers measuring nearly 10 by 20 inches available free to truckers for their trailers or tractors.

But do four red triangles in an angle mort graphic impress a cyclist waiting alongside an idling truck? I put the question to Adrian Page, a sign maker in Berwick, N.S.

Knowledgeable about which visuals grab and which ones don't, he suggests, "For it to be effective, a poster needs to be dirt simple, visual, fast. Like a graphic of a bike falling under a wheel." Perhaps cyclists and pedestrians need to see something with some serious bang staring them in the face while they wait for the light to turn green. ●

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Ask the Expert

RON HARRIS



Post-traumatic stress behind the wheel

Many people have heard the term Post-Traumatic Stress Disorder (PTSD), but how many of us have a plan in place to deal with the effects?

PTSD is a mental and emotional injury, which is not clearly visible, and affects people in various ways.

Typically, when we hear about a person suffering with PTSD, we associate it with those working in military and emergency services.

However, professional drivers can also suffer from PTSD.

Think about the number of driving professionals the transportation industry employs for the purpose of operating assets safely in the most unusual and stressful driving situations. Conditions that a professional driver can be exposed to include extreme weather conditions, poorly maintained roads, inconsiderate drivers, closed highways coupled with traffic congestion and road rage.

These situations can weigh very heavily on drivers' mental and emotional health.

Most companies have protocols in place for everything from a missed delivery to a chemical spill; the first person to call, along with the steps that need to be taken.

We also welcome industry representatives into our businesses to deliver training and assistance to prepare and plan for almost every occurrence.

However, many companies do not have the procedures in place to aid their professional driving force to deal with the traumatic situations associated with their career.

For instance, who will triage and lend aid to our drivers when they are dealing with the aftermath of being involved in, or having witnessed, a traumatic incident?

To make matters more complicated, drivers suffering from PTSD are potentially pulled away from their home and community for extended



periods of time, which puts them at greater risk for not being able to access quality care or support in a timely manner.

Having effective counseling services available to drivers, when needed, will help to ensure the best mentally prepared and focused drivers are on the road.

Most of us can't imagine the horrors of witnessing, being involved in, or being an unwilling participant in an accident situation; yet a professional driver may be mentally reliving that devastation and carnage ev-

ery time they get behind the wheel. Most high-stress careers implement a mandate to ensure counseling is readily available to their employees after dealing with high stress and

emotionally damaging situations. Should we not offer the same consideration to our professional drivers?

Consider the benefits of implementing a protocol to assist the driving force, and their families with the necessary tools to manage traumatic and stressful events.

Having effective counseling services available to the drivers, when needed, will help to ensure the best mentally prepared and focused drivers are on the road.

A great first step is consulting doctors, therapists, and mental health specialist to make sure they are the right fit for your company.

If you have an international operation, you might consider looking into counseling networks to ensure your drivers are able to receive assistance no matter where they are.

Remember, it's not only your driving force that can witness a tragedy, any one of your employees can be exposed to trauma and therefore at risk of suffering from PTSD.

Being prepared with effective procedures and protocols will improve the safety of your operations and safety on the roads. 🚚

This month's expert is Ron Harris. Ron is a senior trainer and has served the transportation industry for more than 23 years providing safety and training services. Northbridge Insurance is a leading Canadian commercial insurer built on the strength of four companies with a long-standing history in the marketplace and has been serving the transportation industry for more than 60 years. Visit them at www.nbins.com.

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CTPAT PIP FAST

Erb Transport hosts appreciation day for employees, customers

By Sonia Straface

MISSISSAUGA, ONTARIO

Nothing brings a company together like a barbecue. At least, that's what Erb Transport believes.

Every summer from June until September, each Erb Transport terminal across Canada treats its employees, customers and their families to a free breakfast, lunch and/or dinner, to show its appreciation for another successful business year.

On Aug. 17, Erb's Mississauga terminal hosted its appreciation barbecue for all employees and customers in the Mississauga area.

According to Katie Erb, account manager for the company, it is a day that Erb's staff and customers look forward to every year.

"Sometimes employees, especially drivers, will go to other terminals' barbecues if they can't make their own



Erb Transport treated its employees and customers to a barbecue lunch at its Mississauga terminal on Aug. 17.

home terminal's barbecue date," she said. "These events for us really boost employee morale and really, it brings

everyone together. It allows you to meet people that sometimes you only exchange e-mails with. Because our

company is spread out all over Ontario, Quebec and Manitoba, sometimes you don't always get to meet the people you exchange e-mails with on a daily basis."

Erb said where she works out of, Erb's North Bay terminal, nearly the whole city comes out to celebrate during the company's customer appreciation day.

"Each terminal always has a pretty good turnout," she added. "Especially the Baden terminal - the event there runs for a full 24 hours."

Erb keeps the times of the barbecues open in order to ensure all of its employees can join for at least one meal during the day.

The Mississauga terminal began serving breakfast at 4 a.m. and then served dinner until 8 p.m. that same night.

"Trucking isn't 9-5 so our barbecues aren't either," Erb said. "Our drivers are what drives our business, so we want to make sure they can attend. And our office staff, too. Some of them work different shifts and we want to make sure the event caters to them too." ●

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Polaris celebrates successful recruitment partnership

MISSISSAUGA, ONTARIO

Polaris Transportation recently celebrated the one-year anniversary of its collaborative association with the Ivey Business School at Western University and Lazaridis School of Business and Economics of Wilfrid Laurier University. The partnership is known as the Leadership Development Program and has attracted some of the top undergraduate business students to apply their classroom learnings in real-time, to help solve critical business opportunities and challenges for the Mississauga-based transportation and logistics company.

"It's a great feeling to witness what seemed to be a good opportunity turn into an invaluable experience for our students and our company," said Jon Saunders, v.p. of finance and logistics for Polaris. "Bright minds with fresh thinking placed into a work environment that embraces innovation and making things happen has led to unprecedented successful outcomes - for customers, suppliers and fellow team members. Taking a moment to celebrate this program and these students with local business and community leaders proved a well-deserved recognition for these future industry leaders."

Mississauga Mayor, Bonnie Crombie, spoke at the event.

Sharon Irwin-Foulon, executive director at Ivey Business School added: "Polaris has a strong employment brand at Ivey that resonates with ambitious millennials. Students recognize that this leadership development opportunity offers a real level of responsibility early, true development of their talents and an opportunity to see the impact they have on an organization. This is an association we are proud to be part of." ●



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That's a wrap



Why you should consider wrapping your trailer with graphics

Trucking is a very visual industry – for those who choose to make it so. While there are some trailers that roll down the road as a giant blank white canvas, there are others that act as rolling billboards for their respective companies.

Fleet graphics have come a long way with the advancement of technology. Gone are the days where graphics were painted on the trailer or could only showcase basic logos. Today, digital imaging has changed the game and fleets can design and place a visually stimulating image on their trailer to grab the attention of potential consumers on the road. Fleet graphics have become such an artform, that the Private Motor Truck Council of Canada (PMTCC) even distributes awards for the best looking fleets on the highway every year at its annual convention.

So it's no wonder more fleets are getting the message that trailer graphics are worth the investment and are wrapping their fleets accordingly. We spoke with a trailer graphics sales specialist and a fleet that believes in advertising via fleet graphics to understand why this is a medium more fleets should be taking advantage of.

SAFETY

While some fleets are concerned that putting a giant label on their trailer could attract thieves, Andy Walker, Ontario distribution manager for Molson Coors Canada, says he believes wrapping the trailer actually has the opposite effect.

"From my perspective, wrapping the trailer gives it visibility," he said. "From a security perspective, if we get a call that someone is dragging our trailer and it's not by a Molson tractor, then we know we have a problem and we can act on it. You can run a trailer around blank and no one will know there's beer on it, but for us, we know there's beer on it and we want everyone else to know there's beer on it."

Technology has also helped fleet graphics contribute to safety for the trucks and trailers, added Shelagh Morrison, senior sales executive at Turbo Images, which specializes in fleet graphics.

"One trend we're noticing is that a lot of fleets are now asking for reflective graphics," she said.

Reflective graphics allow trailers to be visible for 24 hours a day, so even

when it's dark at night, companies can be assured not only are motorists seeing their trailer's logo and brand image, but the actual trailer itself, which helps increase safety.

"The more reflective it is, the safer it is," Walker added. "Plus it's also nice to see the visual pop out at night because now when the trucks are driving at night, our brand and message is still out there for the consumer."

COST

Surprisingly, wrapping your trailer is quite cost-effective, said Morrison.

"Fleet wrapping is by far the most cost-effective medium out there from a marketing perspective when you think about cost per impression," she said. "It's a broad-reaching medium, especially if your target market is adults between the ages of 18-54. Fleet graphics really allow you to take your message right to the customer."

Essentially, fleet graphics can pay for themselves, Morrison said, when you consider how many eyes are on the trailers every day.

"Grocery stores love to use fleet graphics because people on the road coming home from work at the end of the day are wondering what they're going to make for dinner, and then they see a big Loblaws trailer with dinner printed right there for them," she said.

Walker added the investment in trailer graphics is worth it because of how long some of the films last.

"It's such a big bang for your buck," he said. "The amount of people that see it is way more than a parked billboard, and we keep them on for at least five years at a time."

Morrison said that while some fleets may choose to change their graphics every five years, some materials like 3M products can last up to 10 years.

"But there are short-term film op-



tions," she added. "So, for example, Pepsi has their entire fleet wrapped in permanent long-term graphics, but for summer they had a promotion happening so we applied a temporary film over top of their



back door to help them get their message across without re-wrapping the entire fleet again."

DRIVERS

Fleet graphics also have the added bonus of making the driver feel more confident about their career, Morrison said.

"We hear from fleets sometimes that their graphics fill their drivers with a sense of pride," she said. "Many of our customers continue to use fleet graphics as another way to ensure driver retention and satisfaction."

Walker said that having wrapped trailers makes Molson drivers more than just drivers.

"With our trailers, our drivers are really brand ambassadors when they're out there on the road," he explained. "And when they're out there hauling a big branded trailer, it reminds them of what their responsibilities are because they're so visible to the public. We convey that to our drivers all the time – when they're out there driving, they are a moving billboard and we've seen that it helps them become aware of their behavior on the road."

BIGGER IS BETTER

If you decide to take the leap and invest in trailer graphics, Morrison said it's important to keep in mind how trailers are seen on a daily basis by the consumer.

So, when thinking about design, think big.

"There is a major shift towards digital imaging and large, lifestyle graphics," she said. "You have to remember and consider that the trailer is running down the highway at 100 km/h, so a bunch of tiny images or too much or too small text on the trailer isn't going to do much. A big provocative image, however, will really make an impression on the consumer. That's one of the biggest trends we've seen over the last few years – overall graphics are getting a lot bigger."

At Turbo Images, the company will work with a fleet from the beginning of the design process right up to installation.

"But sometimes we have customers who already have a design in mind, so we will work with them to make sure it's the best design for their brand," Morrison said. "So when thinking about wrapping your fleet, remember it's not a detailed medium, so it's not one where you'd use fine print, but if you're looking for brand recognition or visual reinforcements, it's a great medium to employ." ●

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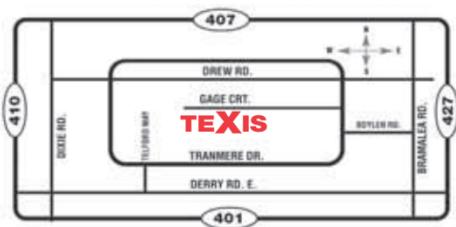
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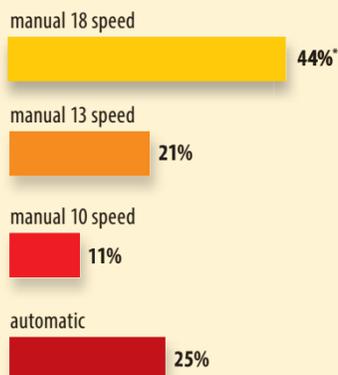
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Mercedes-Benz expands Worker cargo van line

Vocational upfit options also offered for Metris and Sprinter vans

By Derek Clouthier

CHARLESTON, SOUTH CAROLINA

Mercedes-Benz Vans USA unveiled the addition of the Metris van to the company's Worker lineup during a press event in Charleston, S.C. July 26.

The new Metris Worker will be offered both as a cargo and passenger van, which the company says are "right sized" to be able to fit into a standard sized garage, while providing nearly twice the cargo space and payload capacity as traditional small vans.

"With a starting price of US\$25,995, the Metris Worker Cargo offers tremendous value for small businesses and fleets alike, in addition to providing superior cargo volume, payload capacities and high levels of safety," said Bernie Glaser, head of the Mercedes-Benz USA Vans division.

The Metris Worker boasts a tow rating of 5,000 lbs., a payload capacity of over 2,500 lbs. and service intervals of up to 15,000 miles.

With a turbocharged 2.0-liter four-cylinder engine, 208 hp and 258 lb.-ft. of torque, the Metris Worker offers the same engine, transmission and capacities as the traditional Metris.

The Cargo model comes with 186 cubic feet of cargo volume inside, 180-degree rear doors and a metal cargo floor, which can be customized with an optional factory wood floor or several other flooring varieties. It is also offered exclusively in white, providing easy customization with decals or paint. The Cargo is intended for those in fields such as plumbing and general contracting.

Each Metris Worker model comes with a variety of optional packages, with the cargo van offering a convenience package for \$1,999 that includes a rearview camera, heated, electrically adjusted exterior mirrors, LED lights in the rear cargo area, cruise control, rain sensor wipers and a first aid kit. For \$3,999, the Utility package adds blind spot assist, heated washers and wipers on the rear window, roof rails, interior rear view mirror, cargo straps and D-rings, wood floor in cargo area and waist-level cargo area paneling.

Along with Daimler Vans USA, Mercedes-Benz USA announced the expansion of its Sprinter Worker lineup to include additional chassis, engine



Mercedes-Benz has added the Metris cargo van to its Worker line.

and body configurations beginning later this year.

"The response since we introduced the Sprinter Worker earlier this year at the Chicago Auto Show has exceeded our expectations," said Glaser. "We received such terrific feedback from our dealers and customers that we have added several optional features to the Worker lineup."

A new high-roof cargo van model with a 170-inch wheelbase will now be offered. The model will boast up to 486.5 cubic feet of cargo space and an interior standing height of close to 6.5 feet. The Sprinter Worker Cargo van lineup will also offer a 3.0-liter V6 BlueTec turbo diesel engine.

The standard 2.1-liter, four-cylinder diesel engine (161 hp and 266 lb.-ft. of torque) is paired with the 7G-Tronic seven-speed transmission, which the company says helps achieve the best possible fuel efficiency, with over 23 mpg, all while providing a towing capacity of 5,000 lbs and a maximum payload of 3,512 lbs.

Some of the standard equipment highlights for the Sprinter include a cabin partition preparation, six standard airbags and Crosswind Assist Load-Adaptive Traction Control.

The Sprinter Worker comes in both the Cargo and Passenger models, with the Cargo offering three packages: convenience, utility and overtime.

Mercedes-Benz is also offering a turnkey vocational upfit solution for both its Metris and Sprinter Van series. The company has teamed with SmartLiner, Auto Truck and Knapheide to provide customers with the dealer-orderable upfit options called MasterSolutions. The service is able to endow any van with a variety of customized details, including shelves, racks, cab chassis bodies and refrigeration units.

"You're the expert in your trade, and your van is the tool to get the job done. MasterSolutions allows you to configure your van directly via your Mercedes-Benz Vans dealer and get you exactly the van you need right

when you need it - so you can concentrate on finishing the job," said Glaser. Mercedes-Benz Vans USA also broke the ground of its new Sprinter plant in North Charleston, S.C. July 27, marking the beginning of the company's efforts to construct its popular van model on American soil. An extension of its current facility, construction is to commence immediately, with the goal of having the first Sprinter van built in the US come off the assembly line by the end of the decade.

"Today we are here to break the ground for a new plant so that we finally have the opportunity to build the Sprinter from scratch here in the US in this new production facility," said Michael Balke, incoming CEO/director of production for Mercedes-Benz Vans USA.

Unlike for its Canadian deliveries, where Sprinter vans arrive fully intact, for years, Mercedes-Benz Vans has been building the Sprinter in Germany, where they then must be disassembled prior to being shipped to the US due to the current high import tariffs. Once they arrive at US ports, like Charleston, they are re-assembled and put on the market, which Mercedes-Benz said is a time-consuming process. The new production plant in Charleston will enable the company to more economically meet growing demand for its Sprinter vans and reduce delivery time to customers.

Balke, who currently works out of Germany, will be relocating to Charleston to lead the production team at the new plant.

"I'm confident that with our global teams, 10 years of experience and the guidance of our production team in Germany, this new Sprinter plant will be a strong success for everybody involved and for our global footprint," Balke said.

Once the extension is completed, the Charleston facility will cover approximately 1.1 million square feet, in addition to a 2.8 million square foot marshaling yard for finished vehicles. ●

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Where are all the jobs?

Dear Editor:

I am writing this letter to you because once again, I made the 45-minute drive to Belleville to the truck stop to pick up the truck magazines and to look over the bulletin board for companies that hire. From there I will cover the area, going from door to door handing out resumes.

I did this once again last Wednesday. Then, when I get home, I open up the magazine and every trucking company I see in there I will send an e-mail with a resume, cover letter, abstract and CVOR. I sent out 46 e-mails and made 20 phone calls last week. The response back was, "No, sorry, get a year or two of highway driving and come find us then."

I understand that I am a new A/Z driver. I have been trying and really wanted to get my licence since I was 20 years old. Now I am 39 years old with a six-month-old son and have had no income since May. I took the six-week-long A/Z course and did skid school training as well.

In many trucking magazines there are almost always articles about driver shortages. And here I sit rolling change and trying to figure out how to pay bills and keep my six-month-

There are always articles about driver shortages. And here I sit rolling change.

old son taken care of. So if there is such a shortage of drivers, why can't I find something? I am just so fed up, frustrated and mad. I have wanted to do this for so long and never gave up on my dream. Now I have my A/Z licence and can't find work. ●

Chad Wells
Norwood, Ont.

Ride along with me for an e-log reality check

Dear Editor:

For those in support of electronic logs, I'd like you to come for a truck ride across Canada with me. I'll come pick you up. Once you are north of Barrie, truck stops are almost non-existent. They can't afford to stay open because the people who should be supporting them can no longer afford them.

The idea of 1986 rates being charged today is stupid and if government wants to do something for our industry, that's where they should start.

If we want a safer industry, then pay people. If you want to enforce the laws, give drivers facilities to go to, such as rest areas with clean showers. The large companies can pay their share. I can buy a truck for \$174,000 and it will be the same truck the big fleets get for just over \$100,000. All that does is let all these companies cut prices again. ●

Ray Yeoman
Via e-mail

Have an opinion?

We'd like to hear it.

Please send letters to the editor to james@newcom.ca. Letters should not exceed 200 words and are subject to editing for length and style.



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By Edo van Belkom

THE STORY SO FAR

Mark decides to sign up for Goober, a ridesharing service and make some extra money.

Mark's first ride is terrific - a young musician traveling the country. The second however is a strange moonchild. He hurries so much to get her to her destination and off his truck, he winds up with a speeding ticket. Mark's next rider was an elderly man heading across Winnipeg for a romantic encounter with his girlfriend, a woman nearly half his 75 years. Then it was a junior hockey player who'd had a rough time in Ontario who was looking for a fresh start in Calgary...

The last leg of the trip from Calgary to Vancouver would be easy, especially if the next rider was as interesting as the past four had been. This time Mark got up early and made sure he had a full breakfast inside the Roadking Travel Centre on Barlow Trail SE. It was central enough that his rider could get there without too much trouble.

After emptying his coffee cup, Mark left a decent tip (something he could afford thanks to Goober) and headed back to Mother Load eager to see whom he'd be riding with.

As he neared his truck, Mark felt a sinking feeling in the pit of his stomach. Sitting on the pavement at one end of the yard was a dishevelled man with a few day's growth of beard, clothes that looked as if they'd passed through a paper shredder, and a collection of bags that wouldn't look out of place on a curb on garbage day.

"Please don't let this be the guy," Mark said under his breath.

He took a quick look around the lot and saw two other people milling about. One was a middle-aged man with a single tote bag over his shoulder, and the other was a young woman with a backpack. Either of those would be fine, he thought. Just don't let it be that hobo over there.

"Hey Buddy!"

Mark looked left and right, then pointed at himself. "You talkin' to me?"

"Yeah." The man pointed at Mother Load. "That your truck?"

Mark's heart sunk. He had put a description of his vehicle in his Goober profile so there was no way a rider wouldn't recognize Mother Load when they saw it. There was also no way to get out of this fare without flat-out lying to the man. "It is."

"Then let's get to Vancouver."

Mark took a deep breath and let out a long, drawn-out sigh. He forced a smile. "Let's go."

The man had looked like he smelled bad from a distance, but there was no way Mark could have known he smelled this bad until they were in the cab together. Wow, did he stink...like he hadn't showered in weeks and had spent all of that time sleeping in dumpsters and garbage bins.

"You know," Mark said. "The truck stop there has shower stalls and a laundromat."

"I saw that," the man nodded. "But I'm saving my money. That's why I'm riding with you."



Goober for hire

"If you really want to save money, maybe you should hitch-hike, you know... ride in the back of someone's pick-up truck."

He laughed. "That's how I got here. Took me three weeks from Moncton, but I did it. The last guy I was riding with was heading all the way to Vancouver, but he gave me seventy-five bucks to get out of his car. That's why I've got the money to get to Vancouver in style in your truck."

"What are you gonna do when you get there?" Mark asked, resisting the temptation to say, "Take a bath?"

"Don't know. Just getting there will be enough for now. I might hang out in Stanley Park for a while, maybe join a protest or two... you know, see what happens."

Some might call Mark's passenger a free spirit, other might use the term adventurer, but the only polite terms that came to Mark's mind were vagabond, drifter, and tramp. He was tempted to give the man money to get out of his truck, just as his previous driver had done, but Mark was out to make money at this, not spend it. And besides, if he refused a passenger it might end Mark's time with Goober before he'd given it a proper chance. And so, he rolled down both windows and headed west to Vancouver.

By the time they were driving the valley between Canmore and Banff, Mark had gotten used to the foul smell in the cab and was able to breathe easier. He couldn't be sure if the smell would linger once the man was gone, but if it did, Mother Load was due for an internal detailing anyway. At least this way Mark would be getting his money's worth out of the cleaning.

"Hungry?" the man said.

Mark looked over at him. "No, why?"

He opened the only bag Mark had allowed him to take with him in the cab and began searching around inside for something. "I'm a little hungry. Good thing I got some snacks."

Snacks? thought Mark. What kind of snacks?

"One good thing about sleeping outdoors, it gives you plenty of chances to find things." He pulled out some honey buns that looked as if they'd been in their plastic bag for weeks. "The restaurant threw these out the other night. Just a couple of days past their expiry date."

"That so."

"Want one?" He thrust a honey bun in Mark's direction.

Mark glanced over long enough to see all kinds of crumbs slipping through his grimy fingers and ending up on the floor of his cab. "No thanks."

"More for me."

"I'd appreciate it if you were careful about the crumbs. I try to keep my truck clean."

"No problem." He ate the honey buns carefully, doing his best to brush the crumbs out the open window, but most of them were blown back inside by the wind. "Whoops," he said. "My bad."

"That's alright," Mark said. "I was planning on getting my truck cleaned anyway."

The man took a quick look around the cab. "It could use it."

Mark tightened his grip on the steering wheel to keep himself from pulling over and throwing the guy out onto the shoulder.

"Mind if I sleep for a while."

"Be my guest."

And with that, the man leaned back and put his feet up on the dash.

Mark cherished the calm and quiet too much to say a word.

It wasn't until Kamloops that Mark noticed them on the center console. At first he didn't know what they were, but a long second glance allowed him to recognize them as a set of false teeth. Two to be exact, from the upper right side of the man's mouth.

"Hey," Mark said. "Get those off there."

"What?"

"Those... teeth. Off."

"Why?"

"Because I don't want them there."

"If I was on a bus I could put them anywhere I like."

For an instant Mark wondered where else on Earth these things had been. "But you're not on a bus, you're on MY truck and I don't want those things there."

"Suit yourself," he said, picking them up and putting them back in his mouth.

And then came the final straw.

Without warning, the man farted. It was long and noisy and smelled as bad as you would expect coming from such a filthy human being.

Mark immediately started shifting down to cool off his engine.

"What's going on?"

"We're making a bathroom stop."

"I don't need to go."

"I beg to differ."

A pause. "Maybe you're right. I could probably do with dropping off a couple of kids at the pool."

"Exactly."

When they reached the Husky in Merritt, Mark pulled right up to the entrance closest to the bathrooms. And the moment the man went inside, Mark logged on to Goober and removed his profile for good. ●

Illustration by Glenn McEvoy



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Tires & Wheels

Goodyear has expanded its range of **mixed-service tires** with the addition of the new Goodyear Workhorse line, designed for a wide variety of mixed-service applications.

The Goodyear Workhorse MSA features: a high-mileage tread compound and enhanced tread volume for longer life; a wide footprint to help with cornering and handling; penetration protectors to resist stone drilling; a steel belt/casing package for greater toughness; a tread design that contributes to reduced road noise.

It is available in three sizes: 11R22.5 (Load Range H); 11R24.5 (Load Range H); and 315/80R22.5 (Load Range L – 10,000-lb. capacity.)

The Goodyear Workhorse MSD has been designed for both on- and off-road applications. It features: a rugged casing; deep 31/32-inch tread depth; a compound that resists cuts and chips off-road; a deep undertread to promote cooling running; and a steel belt/casing to enhance retreadability.

It is available in two sizes: 11R22.5 and 11R24.5, both Load Range H.


Trucks

Volvo Trucks North America announced it will be offering a new **factory fill engine oil** for the Volvo D11, D13 and D16 engines. The new engine oil will be meeting new Volvo VDS-4.5 engine specifications, exceeding the new API CK-4 specification. Volvo models running the new VDS-4.5 will be able to travel for longer intervals between oil changes, saving customers money on service costs and increasing uptime, Volvo said.

Volvo VDS-4.5 underwent careful analysis and testing to ensure changes met Volvo's stringent reliability and performance standards and Volvo claims it is the same viscosity (10W30) as today's factory fill, the company says. For engine oil and filters, the new recommended maintenance intervals add extra miles to the previous life of an oil change for each of the three duty cycles – long haul, regional haul and heavy haul – as defined by fuel consumption. Those intervals were increased to be 55,000 miles for long haul, 40,000 miles for regional and 30,000 miles for heavy. Volvo VDS-4.5 will be available beginning in October, Volvo said.

Peterbilt announced the **Cummins Westport ISL-G Near Zero NOx emissions natural gas engine** will be available on Models 567, 520 and 320 trucks. The ISL-G Near Zero engine emissions are 90% lower than the current EPA NOx limit through the introduction of a unique three-way catalyst in the aftertreatment, advanced engine calibration and a closed crankcase ventilation system (CCV), according to Cummins and Peterbilt. The new ISL-G Near Zero can also run on renewable natural gas.

The company says the new engine's performance and efficiency will match the current ISL-G, with 320 hp and 1,000 lb.-ft. of torque available.

International Truck announced recently the availability of its **DuraStar Integrated Powertrain Warranty**

Package. The package includes a four-year/unlimited miles and hours integrated powertrain warranty on new orders of its DuraStar model powered by the Cummins ISB and configured with an Eaton Precision transmission and Dana Spicer axles and drive shafts. International is offering this program to businesses in the pick-up and delivery segments.

To qualify for the new warranty package, customers must either order or purchase a DuraStar from an International dealer between Aug. 22 and Dec. 31, 2016. Eligible truck applications include dry van, refrigerated van, rollback recovery, attic van, beverage (not tractor), expedited freight or stake flat, with a maximum GVWR of 33,000 lbs. For more information, go to: www.InternationalTrucks.com.

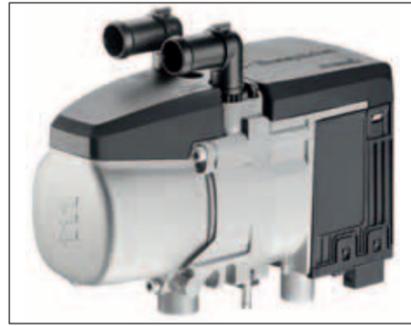

Components

Cummins has announced the release of two new 450-hp **ISX12 ratings** for linehaul and regional-haul truck markets: 450 hp with 1,650 lb.-ft. of peak torque and 450 hp with 1,450/1,650 lb.-ft. of peak torque. The ISX12 engine was originally released in 2010 for a range of trucking applications, and has been continuously refined by Cummins to help meet ongoing performance expectations, as well as bring increased productivity and competitive fuel economy to customers.

Cummins said the 450 hp/1,650 provides the same level of performance as the 15-liter and 13-liter engines but at a much lighter weight, and that the 450 hp with 1,450/1,650 SmartTorque rating is ideal for applications like tank and bulk haulers transporting heavy material on the way out and return light or with an empty load.

The ISX12 will continue to be available through the end of 2018, with Cummins launching the next-generation X12 at the beginning of that year.

Eberspaecher announced it is expanding its product portfolio with the new Hydronic S3 Economy (5kW) **engine pre-heater**. The engine pre-heater features compact dimensions and flex-



ible installation options for simple retrofitting in a large number of day cabs, sleepers, off-highway and construction equipment, marine, bus, municipal and work truck vehicles.

It offers installation partners many practical advantages, according to Eberspaecher. The pre-heater is also CARB-approved. Eberspaecher added it is offering an easy-to-operate pre-heater with stepless heating power control. The coolant heater works efficiently with all popular types of fuel.

The company added the pre-heater was designer with longevity in mind.

A high IP protection class also secures the unit from the ingress of water during high-pressure or steam jet cleaning. The new water spigots are fully rotatable by 360 degrees and are fully replaceable, they ensure convenient and rapid fitting in a range of installation positions. Optimized brackets enable the pre-heater to be mounted anywhere in the smallest possible space and can be attached quickly for ease of install.

Meritor revealed it has expanded the availability of its MFS Series lineup

of **front non-drive axles** to include a deep-drop axle option.

The new option, which includes deep axle drops of 4.76 and 5 inches, is ideal for auto-hauling and refuse applications where lower vehicle ride heights are needed, according to Meritor. The deep-drop axle, which includes a new universal knuckle compatible with Meritor EX+ air disc brakes and Q+ drum brakes, improves brake serviceability and vehicle packaging, according to the company.

The deep-drop MFS non-drive steer axle is available in standard and wide track with gross axle weight ratings (GAWR) of 13,000 to 14,600 and 18,000 to 22,800 lbs.

Luber-finer has announced its new Luber-finer University – an **interactive on-line training program** for distributors and point-of-sale associates who work in the heavy duty equipment industry. The training tool educates users about Luber-finer filters, the filters' competitive advantages and sheds light on the science behind filtration technologies.

Luber-finer says the university was designed to be approachable, engaging and interactive. The training modules: educate users about heavy duty filtration and Luber-finer's filtration solutions; teach users about the science of filtration; debunk industry myths; provide actionable sales tools; and feature interactive content presented in media-rich formats including videos, 3-D product viewers, "click-to-flip" presentations and more.

They are organized in short 15- to 30-minute units. For more information, visit www.luberfiner.com.

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The Adventures of NEWLAND TRANSPORT

By Edo Van Belkom

Later that morning, Vic stops a court officer in the hallway and asks when his cousin might be up to court. The officer tells him probably not til after lunch.

"When is lunch?" Vic asks.

"Between one and two o'clock."

Vic is not pleased. He had thought he might lose a few hours bailing his cousin out of jail, but now it looks like he'll likely miss an entire day of work. He calls his dispatcher to let him know he won't be able to do any driving at all today.

After lunch, Vic's cousin is brought into court in handcuffs.



After causing an accident with his truck, Vic's cousin is held overnight at the police detachment on Highway Traffic Act charges, including Driving Under the Influence and Careless Driving.

Vic arrives early at the courthouse, well before the time he was told to attend. Eventually he is interviewed by duty counsel, fills out some forms and waits... and waits.



Vic is not impressed by the sight. He had always considered drunk driving to be a terrible thing, even more so for a truck driver, but here was a message to his cousin and everyone else that driving under the influence of alcohol was serious business and not looked upon favorably by the Justice System.



Vic's cousin smiles and waves at Vic, but Vic gives him a glare.

As the allegations are read into the record, Vic learns that his cousin swerved to avoid a car pulled over onto the side of the highway and then lost control eventually putting his truck into a roadside ditch. No one was hurt in the accident, but that was only by pure luck that the people in the stalled car weren't seriously injured.

On the stand, Vic is asked all sorts of questions about his relationship with his cousin.

How do you know the accused?

What's your annual income?

What do you do for a living?

Does he listen to you?



Finally, the Crown asks, "If he doesn't follow your rules, or you find out he's been drinking and driving, what will you do?"

"I would call the police and remove myself as surety."

"You would call the police on your cousin?"



"Of course I will call the police. This is his **second chance**. After this, there will be no more."

The plan is to have Vic's cousin ride with Vic almost as if they are a team. Vic will do the driving and his cousin will ride with him until Vic can arrange for an inside trucking job, either shunt driving or on a loading dock somewhere. During that time, he will not be allowed to drink, and if he does drink, the cousin's wife has agreed to let him know. It all works out well for a while as Vic gets him a job shunt driving for the company Vic drives for.



But one night, Vic gets a call from his cousin's wife who tells Vic that the man has been drinking.

Vic goes to his cousin's house and finds him in his garage trying to start the family car with the wrong key.



Vic takes the key from his cousin and says, "This is the key to your house."

True to his word, Vic calls the police to report his cousin's breach of his bail conditions.



"I can't believe you did this to me," his cousin says.

"I can't believe you would do this to yourself," is Vic's answer.

Illustration by Glenn McEvoy



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UNIROYAL

Transcourt names new v.p.; Wabash Canada has a new president; and TransCore Link Logistics awards scholarships.

Transcourt Tank Leasing announced it has named **Carol Praught** the company's new vice-president of finance.

Praught has more than 25 years of experience in corporate and operations finance in the transportation industry. In her new role, she will be directing Transcourt's financial operations and management of all internal financial strategies. She will also be providing leadership and strategic vision for both the financial and the human resources functions of the business.

"We view Carol's appointment as a sign of our commitment to being the leading company in our industry," said Transcourt's president, Bruce Daccord. "Our continued expansion in North America and the increasing demand from our customers led us to look for an addition to our team who will fit with our motto of innovation and our constant effort to deliver exceptional service. Carol will play a key role in providing and implementing high-quality solutions for our customers."

Tamara Souter has been named vice-president of national growth and development for National Truck League (NTL). Souter joins NTL with more than 12 years of experience in various facets of insurance and has spent the past 10 years focusing on transportation and logistics. She holds several licences including general insurance, life, travel as well as accident and sickness in most provinces.

"I am thrilled to accept this appointment with NTL and look forward to developing even more innovative insurance solutions for the trucking industry," Souter said.

In her new position, Souter will be focusing her efforts on building customer relations.

Wabash Canada has appointed **Shawn Lacey** its new president.

Lacey joins Wabash from Cara Foods-branded restaurants, where he oversaw more than 250 employees.

He also brings to the position experience

in supply chain, logistics, warehousing, transport and finance roles.

"Shawn's experience and fit with our business model is unparalleled in our industry," said Brent Larson, managing director and CEO of Ty-Corra Group of Companies, which runs Wabash Canada. "Shawn further strengthens our leadership, allowing for greater focus on the growth of our business in all segments and regions. Our new innovations and the increasing demand for our products and services from our customers led us to look for an addition to our leadership team who fits our vision and values, and has the entrepreneurial and executive experience to guide our managed growth."

For the third year in a row, TransCore Link Logistics has awarded \$5,000 to two high school students as part of its LinkScholar Program. This year's recipients were **Jonathon Parlee** of Norton, N.B., and **Cassandra Fenlon** of Thunder Bay, Ont. Both are children of employees working in the Canadian trucking industry.

TransCore Link Logistics' scholarship winners were selected by an independent adjudicator and demonstrated the strongest combination of academic excellence, well-roundedness, leadership and benevolence, the company says.

"We are proud of these two recipients who are passionately making a civic impact in their communities while balancing excellence in academics," said Claudia Milicevic, senior director and general manager of TransCore Link Logistics. "The future is bright for these young leaders."

Stemco has appointed new area managers for Canada.

Steve Robinson will be supporting Eastern Canada and **Mike Codling** will oversee the Western Region, including Western Canada. Both assumed their positions over the past few weeks. ●

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Perfecting the art of trucks delivering trucks

The trucking industry is constantly reminding the public that if it weren't for trucks, store shelves would be empty, garbage would be piling up along the edge of our driveways and life as we know it wouldn't really exist.

But what about the trucks that are in charge of delivering those trucks?

The drive-away industry – responsible for delivering all sorts of vehicles from fire trucks to tractors – is an often forgotten segment in transportation, even though it is a billion-dollar industry.

Drive Star claims to be Canada's largest and only PIP and C-TPAT-certified drive-away company that delivers vehicles across North America. The business is headquartered in Hamilton, Ont. and is led by CEO and president Andrew Priest. Today, it moves more than 14,000 vehicles across the continent on an annual basis, most of which are Classes 7 and 8 trucks.

Currently, it has locations in Montreal, Mississauga and has recently opened a location in Edmonton. Across the border it has a facility in Niagara Falls, N.Y.. At its headquarters in Hamilton, Ont. it also operates a large holding yard and un-decking facility.

The company was started by Priest himself after he got out of college in 1991, though the company really came into its own after it was incorporated in 1993 and landed Laidlaw as a customer, moving its garbage trucks all over North America.

Since 1993 the business has grown into a premier drive-away service in North America and business is doing quite well, according to management.

Priest says that's due to a combination of the niche nature of the company itself and its execution in delivering its service promise with each and every transaction it does.

"One of the biggest strengths we have is the breadth of the services that we offer within the market we're in," he explained. "A majority of our competition are small mom-and-pop operations and they're very centrally focused. So we have competitors that will only operate

in Ontario or we have competitors that will only operate in Canada and not the US. And on the US side we have competitors that won't deliver to Canada, they'll just stay domestic. Because as soon as you cross the border the complexity of the transaction goes up greatly. We can move a truck on a local and long-haul basis, from Toronto to Scarborough or from Toronto to Vancouver. Conversely, we can move it from Toronto to Dallas whereas a lot of our competitors, they only do local, or long-haul and we do everything."

According to Priest, driver turnover couldn't really be better either. It boasts below average turnover rates while employing close to 100 drivers. Drivers stick around because Priest says Drive Star pays its drivers above-average wages and rules are put in place for their comfort.

"Our drivers don't have to wait at docks, they don't have to load, and they don't have to sleep in trucks," Priest said. "Every night our drivers are away from home, they sleep in a hotel where they have a comfortable bed, a TV and shower. They don't have to worry about finding parking or sleeping at truck stops. Not to mention work at Drive Star is very steady."

But that doesn't mean Drive Star drivers don't run into challenges on the road. Drive Star drivers don't drive the same truck every day, which Priest says forces them to stay focused on the road more than your average commercial driver.

Priest says this aspect of drive-away is good in that his drivers don't get complacent because their equipment is always changing. But he adds that it is a challenge for his drivers to learn and grow their skills on the road.

Additionally, Drive Star drivers have to deal with public transportation as sometimes they have to travel by plane to pick up the next vehicle they have to haul. And that can be stressful, said Priest.

With all the travel, it can be hard for drivers to feel connected with the company they work for. To combat this and unify Drive Star as one big family, it launched a photo contest – that has created a lot of internal buzz – where drivers can snap photos along their travels and



Andrew Priest

submit them to win prizes each quarter. After uploading their photos to an online portal, employees vote on the best picture each quarter and the three photos with the most votes are deemed the winners. There is grand prize presented to the top photo of the year at the company Christmas party where the winner walks away with \$2,500.

"The photo contest is a perfect example of how we try to create a sense of community, both with our drivers and with our customers," Priest said. "At the end of the day, we're all people. The business has got to get done but we want to engage with our employees and this was a fun way to reward them for participating. You're out there and you're working but you're seeing a lot of cool stuff – let's talk about it. It gets the drivers to be able to talk about different things, and not just the challenges they have on the road and it creates a discussion."

Drive Star puts a lot of focus on rewards programs as well. It has two rewards programs in place. The first is Starwards, a customer referral program which pays customers to help with customer acquisition. It also has Starmiles, where customers are rewarded for pushing as much as its business as they can to Drive Star.

Though it doesn't have much in terms of competition, Priest said that educating and warning the market and future customers against other drive-away carriers that offer low prices as their best selling

feature is its biggest challenge to date.

"We are in a very gypsy industry because the barrier to entry in this industry is low and customers are somewhat (misinformed) on what they should be buying to get what needs to be done," Priest said. "We are always trying to justify our prices and the challenge is to teach the consumer that uses these services there's more to it than price. Dropping prices is a one-way trip to the bottom. I've seen many competitors try to compete with his business by simply cutting the rate and eventually they go away and mess up the system when they do it."

Priest said he prides himself on Drive Star being the kind of company that puts a great focus on governance, training, safety and compliance even if that means it will have a higher cost base.

"The old adage 'cheap service is never good and good service is never cheap' is so true in our industry," Priest said.

Despite this, Drive Star isn't worried about business and is living up to its name by shining bright in the industry. It even has its eyes on expanding both in further into the US and in western Canada.

"The west has been dealt a blow in the last year and while people are vacating the market, we think it's a good time to get in so when it rebounds, we can ride that wave," Priest said. "And currently we are looking into acquisitions. We have two acquisitions on our radar right now and they're both in Ontario." ●



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