

TRUCK WEST

Western Canada's Trucking Newspaper Since 1989 • November 2013 Volume 24, Issue 11

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Rob Marshall of Home Hardware was named Grand Champion at the National Truck Driving Championships.



Reach us at our Western Canada news bureau

Contact Jim Bray at: jim@transportationmedia.ca or call 403-453-5558

Bringing home the hardware

First he lost his job. Then he got a new one. Now he's been named Canada's best. It has been a wild ride.

By Jim Bray

ABBOTSFORD, B.C. – A new Home Hardware driver beat all challengers at the 2013 National Professional Truck Driving Championships.

Ontario's Rob Marshall was a dual winner at the event, which was held on British Columbia's Lower Mainland on the weekend of Sept. 20-21. Marshall not only copped the Grand Champion trophy, he also scored the Rookie of the Year award. Yet he isn't really a rookie, as rookies are identified traditionally.

According to Shaun Garvey, chairman of the event's organizing committee, "as far as Rob is concerned, he had in fact won the right to come to the nationals in 2009, but (the event) was cancelled. And unfortunately that soured him a little bit and so he didn't compete for a couple years."

So since he hadn't actually competed in the Nationals before, he got to be a rookie again this year.

"With the event being in British Columbia

again," Garvey said, "he was looking forward to coming back and doing what he didn't have an opportunity to do in 2009, which was to compete."

And so he did. The rest, as they say, is history.

Garvey said the competition couldn't have come at a better time for Marshall.

"Just as he was about to compete in the event in Ontario," he said, "the company he was working for went out of business. So he ultimately entered the competition as a driver without a company and without representation."

As it turned out, his performance in the Ontario championships was not only a winning one, it was a heckuva resume enhancer as well.

"As soon as he won, at the awards banquet in Ontario, a couple of potential employers were there seeking his services," Garvey said. "Home Hardware won out and as a result they sponsored him coming to the national event."

Which of course was great publicity for

Continued on page 10

Diesel running dry again

Seemingly annual diesel shortage affecting Alberta

By Jim Bray

EDMONTON, Alta. – Diesel fuel was in shorter supply than normal across the west as September rolled over into October. And it looks as if the crunch may be an annual occurrence for diesel supplier Suncor and its Petro-Canada wing.

The shortage was reported initially by CTV News, which said the supply curtailment affected mainly Suncor's Petro-Pass commercial customers. Suncor spokesperson Nicole Fisher told *Truck West* that some Petro-Pass locations have, indeed, been impacted, and noted that retail stations should not be affected by the shortage.

Fisher also said the issue should be resolved presently, though she remained tight lipped about specifics other than to say that "as of (Oct. 3), several Petro-Pass locations which were impacted have now received delivery and are fully operational."

The Fall 2013 diesel dilemma may be a pain in the tank, but it's definitely not unique. Western Canada experienced similar shortages the past two Novembers as well, a fact that didn't go unnoticed by Don Wilson, executive director of the Alberta Motor Transport Association. "It's a little strange that it's happening again in the fall," he told *Truck West*.

The BCTA's Louise Yako, offered a theory as to why it happens each fall. "The fall is typically when they (Suncor) conduct their annual maintenance," she said. "But the problem is that, given the fact that they know they're going to be conducting annual maintenance, there should be some way for them to ensure that there's sufficient supply to cover that period."

Yako noted that the current shortage has been limited mostly to Alberta, with some spillover into Saskatchewan, but that doesn't mean B.C. carriers have gotten off scot-free.

"We still have carriers who operate into Alberta and unfortunately you can't always transport in all the fuel they need," she said.

And as much of a hassle this particular diesel crunch may be to some carriers, Yako pointed out that it isn't as serious as some others have been, that there have been major issues such as fires at refineries in the past that have wreaked far more havoc on the trucking industry than the autumn of 2013 slowdown. That doesn't

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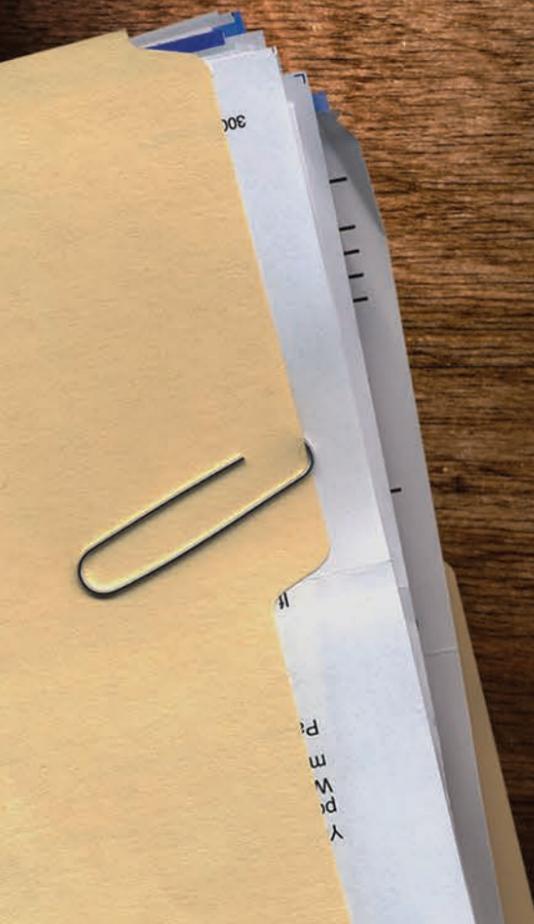
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CLASS 8 TRUCK SALES TRENDS

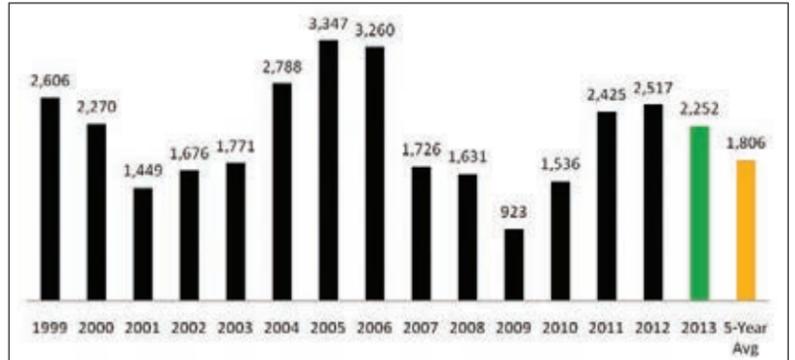
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The 2,252 trucks sold in August, although a strong total, were more than 250 behind last year's pace. That has been the trend for the entire year so far: good, but not as good as the previous year or on pace with the best years in truck sales. Every OEM, with the exception of Peterbilt and Volvo, posted lower figures than the previous year. Going back to 1999, there were only 7 years with better sales results in June. The sales total for the month is also more than 400 above the five-year average.

Monthly Class 8 Sales – Aug 13

OEM	This Month	Last Year
Freightliner	502	675
International	308	394
Kenworth	395	428
Mack	179	209
Peterbilt	366	335
Volvo	351	271
Western Star	151	205
TOTALS	2252	2517

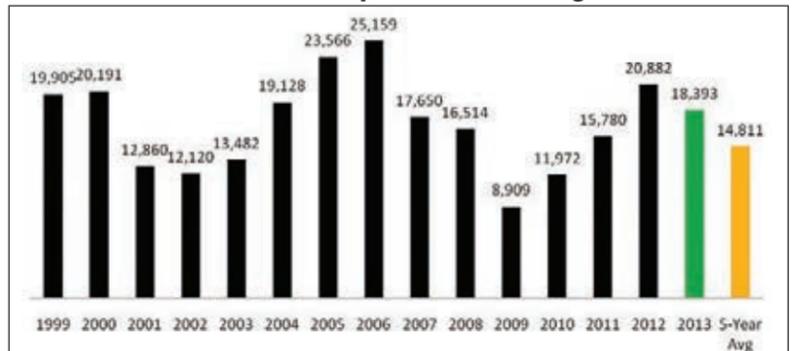
Historical Comparison – Aug 13 Sales



Class 8 Sales (YTD Aug 13) by Province and OEM

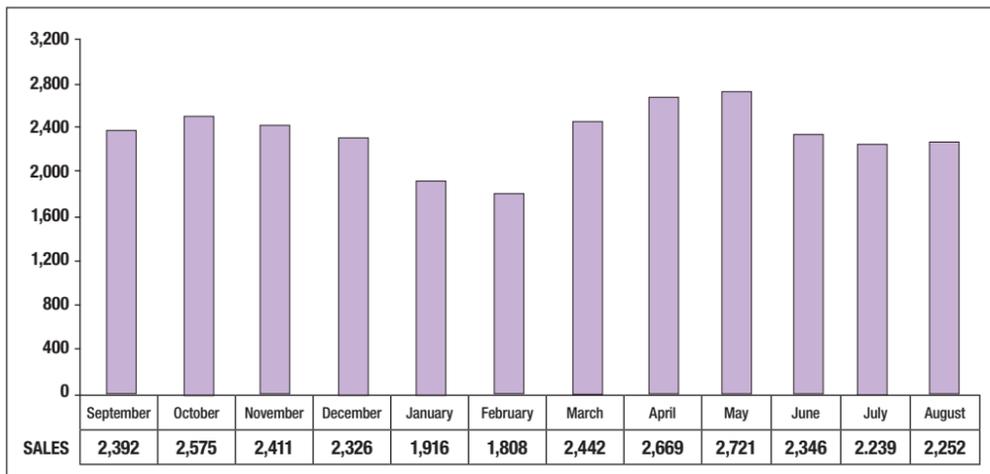
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	389	569	144	268	2,146	772	249	72	21	19	4,649
Kenworth	545	1,162	342	97	560	577	81	0	0	0	3,364
Mack	115	242	119	49	576	245	60	57	0	13	1,476
International	109	461	47	109	1,124	528	88	37	16	26	2,545
Peterbilt	370	884	202	157	418	377	122	46	0	0	2,576
Volvo	253	153	96	142	926	511	98	44	0	7	2,230
Western Star	237	503	53	45	273	306	35	78	4	19	1,553
TOTALS	2,018	3,974	1,003	867	6,023	3,316	733	334	41	84	18,393

Historical Comparison – YTD Aug 13



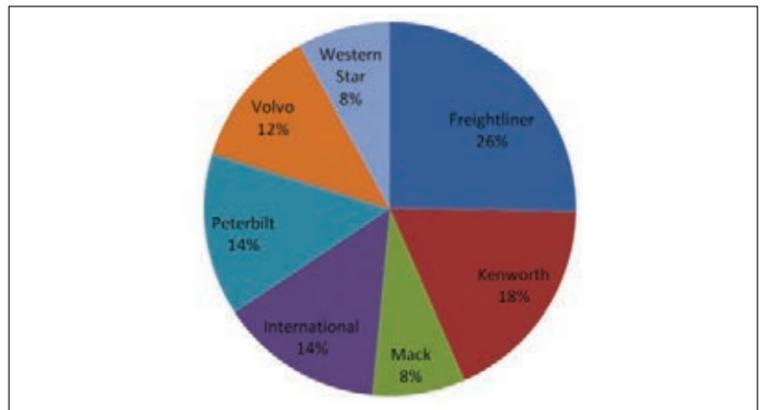
YTD Class 8 sales of 18,393 units places 2013 more than 2,000 trucks behind last year's pace but also more than 3,500 above the five-year average. So far this is the 7th best year in sales going back to 1999 but slippage is occurring. We don't expect a particularly strong second half of the year. Our revised estimate is for Class 8 sales to come in around 28,500 vehicles in 2013.

12-Month Sales Trends



Class 8 sales have come in above 2,000, reminiscent of the industry's capacity boom years of 2005 to 2007, for six straight months now. The three-month trend towards increased sales figures month over month came to an end in July but August showed improvement again. The big question was whether sales would hold up over the summer months and they have. Next question now is how they will hold up the rest of 2013.

Market Share Class 8 – Aug 13 YTD



Freightliner, last year's Canadian market leader, is solidly in control of the market share lead with more than a quarter of Canadian Class 8 truck sales. Kenworth finished 2012 in the number two spot for market share and there it still sits with an 18% market share. Navistar International finished the year with 15% market share and is now in a dead heat with Peterbilt with a 14% share of the Canadian Class 8 market. Volvo is the only other OE with a market share above 10%.

Source: Canadian Motor Vehicle Manufacturers Association

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The real deal

Editorial Comment

James Menzies



Fleets and owner/operators have had legitimate reason over the past few years to complain about a costly increase in unplanned downtime. Most of the problems can be traced back to the emissions systems installed on 2007 and later model year trucks. I believe these problems have been largely sorted out, but it's true that downtime has become a bigger issue since the advent of finicky exhaust aftertreatment systems. Complain all you want, but that's not going to do anything to solve the problem. Just as technology has brought about some costs to the industry in the form of additional downtime, it also promises to solve the problem.

I'm talking about remote diagnostics, which after a couple years in the field are proving to be highly effective at reducing unplanned downtime and all its associated costs. At a recent Daimler Trucks event, at which it announced the formation of its new Detroit Connect telematics division, officials there said the company's Virtual Technician has eliminated taking the truck out of service in 80% of incidents in which the Check Engine light appears on the dash. Previously, cautious truck operators would take a truck with a Check Engine light off the highway and check it into the nearest dealership. Quite often, this really wasn't necessary, as the prob-

lem that triggered the fault light could have been addressed when the truck returned to the shop or during its next scheduled service interval.

Think about that for a second: 80% of the time a truck was taken out of service for a Check Engine light, it could've continued on its way uninterrupted. If the problem does require an immediate fix, the operator is advised by phone or e-mail of the most appropriate course of action.

This is very useful technology, and a variation of remote diagnostics is now being offered on Detroit and Volvo engines, with Mack the latest to join the club. Mack earlier this month announced the release of GuardDog Connect, which monitors some 30 engine and aftertreatment fault codes, providing the truck owner or driver with useful advice when any one of these fault codes triggers a light on the dash.

The Mack and Volvo programs can even direct drivers to the closest location for service, based on the availability of parts and appointment times. Another benefit to these programs is that they can reduce the cost of diagnostics inspections; pull into the dealership and they'll already have received a file notifying them of what needs to be done to the vehicle to get it back on the road. That's a time and money saver, right there.

Remote diagnostics is the next frontier against unplanned downtime. I suspect there'll come a time before long when it's standard on all makes of heavy-duty truck engines.

I also look forward to the day when the automotive industry catches on to this technology. I've had two recent trips to the dealer lately resulting from a Check Engine light on the dash. (I'd have ignored it myself, but my Nervous Nelly wife insisted I take it in). In both cases, I shelled out \$125 for a diagnostics in-



spection. The first time the light was triggered by an emissions sensor that wouldn't impact the performance of the car and the second time an aging gas cap was to blame. Total cost of parts was \$50; hooking up to the computer to find out what it was cost five times that.

The advent of remote diagnostics in the heavy-duty industry offers a compelling reason to upgrade to the newest generation engines. **TW**

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Fuel surcharges: Is there a better way?

The view with Lou

Lou Smyrlis



Researching and writing about fuel prices and their impact on transportation costs since fuel prices initially started to spike back in the late 90s, I've come to realize – despite what some fuel experts will tell you – the only truly predictable thing about fuel pricing is its volatility and unpredictability.

And the resulting impact on transportation buyers and providers who don't take measures to protect themselves can be substantial.

Fuel surcharges have become a staple of the transportation industry but I'm hearing a lot of grumbling from both shippers and carriers about them.

Carriers complain about the added administrative burden that comes with surcharges and about shippers who refuse to accept the higher surcharge levels when prices hit a peak. Shippers show a fair bit of distrust of the surcharge formula mechanisms and how they are applied.

For example, a Shipper Pulse Survey conducted by the Canadian Industrial Transportation Association in partnership with us back in 2012 found that only 69% of shippers

agreed with the statement “Fuel surcharges are necessary as long as fuel costs continue to be highly volatile.” That should raise concerns among carriers who need surcharges to keep their fuel costs in check.

Of even greater concern should be the fact that only 46% of shippers believed that carriers were generally applying fuel surcharges correctly while 61% believed “fuel surcharges are a way for carriers to squeeze additional revenues from their customers and improve their profits.”

It makes me wonder, are fuel surcharge formulas understood as well as they should be? Is there a better way forward? To find out, I'm leading a panel discussion on the issue at the upcoming CITT Reposition National Conference in Toronto, Nov. 3-5 (the fuel surcharge session is on the 4th).

I've got a great bunch of industry experts on the panel: Ginnie Venslovaitis, CITT, director, transportation operations, Hudson's Bay

Company; Jeff Bryan, president and CEO, Jeff Bryan Transport Ltd., and chairman, Ontario Trucking Association; Mark Lerner, assistant vice president, domestic intermodal, CN; Richard Patenaude, director, client integration and development, Wheels Group; Roger McKnight, senior petroleum analyst, En-Pro International.

We are going to look at where diesel pricing is headed; explain how surcharges should work from both the carrier and shipper points of view; and debate what is the best way forward.

It's going to be an engaging and informative session and I hope to see you there.

And while you're considering this session, take a moment to look at all the other sessions planned for Reposition 2013. I think this is the most information (and fun) packed conference CITT has ever put together. All the information is available at www.citt.ca. **TW**

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Managing fatigue can improve driver health, extend lives, author says

By James Menzies

Drivers who understand the causes of fatigue and how to manage it will be safer, more productive workers and may even live longer. That according to Dr. Ronald Knipling, author of Safety for the Long Haul and the guest on a recent Webinar sponsored by Zonar. Knipling said professional drivers, as a whole, are an unhealthy lot, and much of that can be blamed on fatigue.

"The health problems associated with fatigue are as big as the safety problems," he said. "Commercial drivers are among the unhealthiest of Americans. About half are obese and another 20% are overweight, they smoke much more than the general population and most of them don't exercise regularly. On just about any index of health, they compare unfavourably to the general population. A lot of commercial drivers retire and die before the age of 60. I think by reducing fatigue, one of the benefits is improving the health and longevity of your drivers."

There are two general categories of fatigue, Knipling explained. Acute fatigue refers to day-to-day drowsiness, which is primarily affected by the previous night's sleep and the current day's activities. Chronic fatigue, meanwhile, could be caused by a sleep disorder or long-term sleep deprivation.

Most humans require about eight hours of sleep per night and experience drowsiness between 2-7 a.m. and again in the afternoon.

Various studies have sought to determine how many crashes are caused by driver fatigue, but there has been no definitive conclusion. Knipling said studies have looked at whether fatigue caused the crash, and also whether it was present at the time of the crash, though not necessarily to blame.

The most credible of those studies, he said, is the Large Truck Crash Causation Study, which found fatigue was present in 13% of truck crashes while it was to blame in 4% of all crashes. Another study by the National Traffic Safety Board examined fatal truck crashes in which the truck driver was killed, and determined 31% of those crashes were caused by fatigue. Knipling said the higher figure in that study was because fatigue is more likely to have been a factor in fatal truck crashes, where the truck often careens off the roadway.

There are two primary causes of fatigue: physiological factors (including the amount of sleep, time of day, how long the driver has been awake); and task-related factors (the type of work being done and how monotonous or complex the task is).

Another variable, said Knipling, is an individual's susceptibility to fatigue in the first place. He highlighted studies that showed some individuals are affected by fatigue to a greater extent than others. In fact, one study showed that 14% of the drivers contributed 54% of the drowsy periods.

"Fourteen per cent of the drivers are more than half the problem," said Knipling. "I'd say in your average fleet, that's probably going to be the case. If you have a fleet of 100 drivers, a large part of your problem is those high-risk drivers. The challenge is knowing who

they are, identifying them and helping them, or not hiring them to begin with, so that should be a big part of your focus."

In yet another study, four subjects were monitored for lapses in attention while tired. Subject A had 14 times more lapses as Subject B. "That's not unusual," Knipling said.

He also addressed hours-of-service, and opined that the current US rules are necessary and reasonable.

"My personal opinion is that they are reasonable rules," he said. "If I were King, would I change them? No, I don't think I'd change them much."

That said, he admitted the rules themselves don't effectively manage fatigue, because they don't do anything to control the physiological factors of fatigue, such as quality of sleep or the

time of day drivers drive.

"They don't address these individual differences in susceptibility," he added. "Hours-of-service compliance is a good thing, but you can still have a lot of fatigue going on in a fully compliant fleet."

The good news is that there are now more tools available to help educate fleet managers and drivers on the science of fatigue.

The widely praised North American Fatigue Management Program is now available free-of-charge online at www.nafmp.com. Knipling was one of the developers of the program and would like to see it well used by industry. The program includes instructional modules designed for safety managers, drivers and even drivers' families.

Among the information that's

revealed within the NAFMP are a list of dos and don'ts. Here are a few of them, as shared by Knipling during the Webinar:

Do: Value alertness and wellness; recognize sleep as a main ingredient; self-assess your fatigue level based on objective signs; try to go with, not against, your circadian rhythms; be aware of the fatigue factors affecting you at all times; seek sleep apnea testing if you have symptoms; and take breaks, especially with naps.

But don't: Ignore signs of fatigue; use caffeine excessively; use alcohol as a sleep aid; eat heavy meals before driving; exercise strenuously just before sleep periods; let a sleep debt worsen; set the alarm clock on weekends; rotate your daily work-rest schedule backwards. **TW**



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Truckers facing pain at the pump as diesel supply issues strike once again

Continued from page 1

mean she's excusing Suncor for not having its diesel ducks in a row this year, however. "Given the fact that this is scheduled," she reiterated, "you'd think that there something that could be done to manage the situation better than what is being done."

The situation appears to be creating a bit of a blowback from at least some in the trucking industry. Carl Rosenau, owner of Rosenau Transport, told *Truck West* on Oct. 4 that while his company hadn't been affected by the shortage, part of the reason was that "We don't use Petro-Can."

He noted that his supplier, Shell, "has not been affected as much, yet, but as Petro-Can runs out, their customers will switch to Shell and Esso," and promised that "once it starts to affect me, the world will know this time!"

To Rosenau, it's clearly a case of enough being enough.

"We have got to convince the government that the producers of this product from this province must maintain agreeable minimum inventories before they can export from the province," Rosenau said. "That is not being unreasonable."

The AMTA's Wilson agreed. "We need to put pressure on," he said, hinting that it's time to get governments - provincially at least - involved.

"I think maybe we need to poke the bear through the political side at this point," he said. "I don't know what (the government) can do, but at least we want to make it known that we're not happy at all."

Like Yako and Rosenau, Wilson thinks the suppliers should be building up an ample supply before turning off the taps, and he echoed Rosenau's thought that it might help to have some ground rules in place before crude can be pumped into pipelines for points below the 49th parallel.

"Maybe there should be a tank set up before they're allowed to export to the US," he said, promising to do all he can to let Suncor

know of the problem and to find out what, if anything, they're doing to have backup.

It may be an uphill battle, however; Wilson said the last time he tried dealing with the company he got "mostly lip service."

Yako said Suncor has been issuing a daily notification about where there may be diesel fuel shortages or where there may be modified operating hours as a consequence of diesel fuel shortages, but Suncor's Fisher wasn't very helpful about when there might be a light at the end of the tunnel.

"We understand that this is an inconvenience to our customers and we are working to minimize the impact," she said in an e-mail. "We are also continuing to source alternate supply." **TW**

18 Wheels food drive wheels into Western Canada

CALGARY, Alta. - In the two months before the holiday season, **18 Wheels of Christmas** is rallying to collect donations in support of local food banks.

The 11th season of **18 Wheels of Christmas** commenced its call for donations Oct. 1 and runs right up until Dec. 19, 2013.

Their goal is to fill a 53-foot trailer with non-perishable food items.

Collection boxes, at the request of business owners, will be dropped off and picked up at business in participating cities.

This year Calgary, Alta.; Edmonton, Alta.; Saskatoon, Sask.; Dawson Creek, B.C.; Fort St. John, B.C.; Sparwood, B.C. will participate in the annual food drive.

To date over \$1 million in food donations has been collected.

Rosenau Transport organizes the annual event and thanks all participating businesses and donors. **TW**



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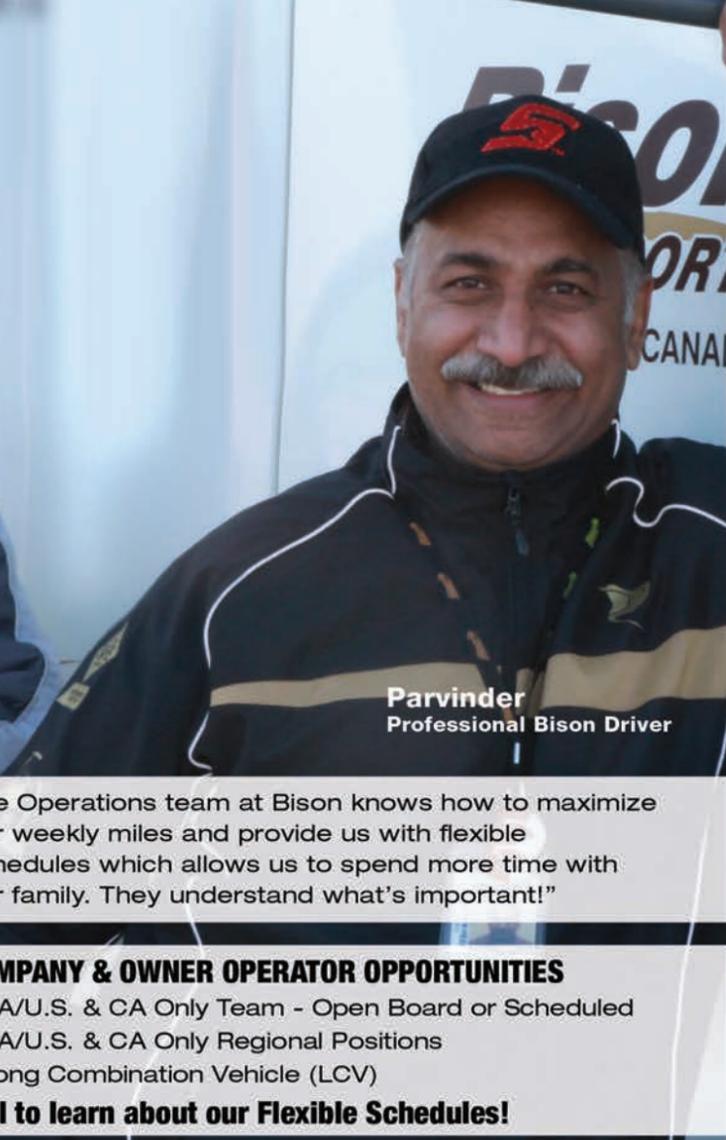
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Continued from page 1

both driver and company. Marshall's achievement even earned some high praise from the company's CEO.

"Home Hardware has always been a leader in the trucking industry, including the development of road safety policies for the hiring and training of drivers," said Paul Straus, president and CEO, Home Hardware Stores. "On behalf of dealer-owners of close to 1,100 stores across Canada, I would like to congratulate Rob on his incredible achievement. We are proud to have him driving for Home Hardware."

Marshall wasn't the only top driver who showed up in Abbotsford, of course. Garvey reported that a total of 33 contestants threw their hats into the ring, a tally that included full, five-

driver teams from all regions except Atlantic Canada and Saskatchewan, whose teams consisted of four drivers.

An enthusiastic audience basked in what was described as ideal end-of-summer weather at Abbotsford's Tradex Centre.

"It was absolutely perfect for our needs," Garvey said of the venue, which also hosts the biennial Truxpo exposition. "To have that kind of real estate out there as well as all of the amenities, the classrooms inside, and being able to perform the vehicle inspection inside on Friday, it was just ideal for us."

The banquet bash capped an event Garvey said took a little over a year to plan.

"A ton of work was done on behalf of the organizing committee and a couple of staff from the trucking association and lots of volunteers from all across the industry," he said.

As mentioned above, the last time the Nationals were scheduled for B.C., they succumbed to a kind of perfect storm made up of unfortunate conditions spurred by a sagging economy. Garvey noted that a couple of provinces weren't able to field teams back then and the slowdown also meant the event's organizers had a tough time getting sponsorships.

In the end, he said, "We sat down and looked at (the situation) and said 'How can we really legitimately call it a national event if all of our jurisdictions aren't represented?' And as a result, it kind of culminated in it having to be cancelled, which was unfortunate."

B.C.'s organizing committee relished their shot at redemption this year and the event went off splendidly.

With the event now in the history books, Garvey looked back on the National Professional Truck Driving Championship with satisfaction, calling it "An opportunity to celebrate the accomplishments of some of the best out there on the roads. And it really is an honour for us to do so, because of the work they do on a day-to-day basis."

Garvey also thanked the sponsors who he said "enabled us to put on this event and to celebrate the drivers that we certainly want to recognize for everything they've done for us."

So it's on to next year - and if you plan to be there, better brush up on your français: the 2014 Nationals will be hosted by Quebec. Here's a complete list of the winners:

Straight Truck, Grand Champion & Rookie of the Year: Rob Marshall, Ontario, Home Hardware;

Safety Award: Jason Novak, Manitoba, Canadian Freightways;

Team Trophy: Manitoba: Brian Hrabarchuk (Con-way Freight), Ken Wiebe (EDB Enterprises), Ronald Poirier (TST Overland Express), Jason Novak (Canadian Freightways) and Howard McAfee (H & T Trucking);

Single-Single: Clary Ward, Ontario, Con-Way Freight;

Single-Tandem: Ronald Poirier, Manitoba, TST Overland Express;

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A bright idea from Europe

My feelings on the emissions control systems on heavy trucks are no secret: I'm not a fan. Now don't get me wrong, the theory behind them is good. We all want to breathe cleaner air, especially those of us who spend all day sitting behind a diesel engine, as we have the most to gain from taming the emissions.

It is the execution that I have the problem with. The reliability of a truck has suffered as a result; for the most part it isn't the mechanics of the systems that cause the problems, but the electronics. Almost every time that little yellow light flashes up on the dash, it isn't a hardware

**You say tomato
I say tomahto**

Mark Lee



issue. The nuts and bolts don't break; it's almost always a glitch in a sensor or relay. I have read some research by a well-respected engine shop that suggests a lot of the issues come about as a result of a drop in voltage; even 11.99 volts can trip out a sensor. So even the tiniest drop in supply can trigger a check engine light that will stay lit until you visit the dealership to get the fault cleared.

The visit to the dealership will be inconvenient in itself, but sometimes the

truck will de-rate and you may need a service call to a truck stop, or more likely, the side of the road in the middle of nowhere. A statement I hear quite often, and one I'm guilty of using myself, is that technicians nowadays are little more than parts-changers that would be lost without their laptop. This is true to a degree, but it is more an indication of the problems that they are trying to fix, rather than their lack of ability.

Today's trucks don't need metal parts replacing or fixing, they don't wear out like they used to and a big reason for that is electronics, so although the check engine light has become a thing we see far too often, the fact that our truck has one likely means we don't have catastrophic failures of major components

anymore. So although that little yellow light is a pain in the you-know-where, it also means that your engine is protected against major failure.

Obviously the downside is that the little things in the electrical system are, to put it kindly, temperamental at times. This doesn't seem to be so much of a problem in Europe. Sure, they have issues of their own over there, but the frequency of failure is far less than we experience over here.

So why is that? The DD range of engines from Daimler, in Freightliner and Western Star, the MX series of engines from Paccar in Kenworth and Peterbilt and lastly the Volvo engines in Volvos and their Mack derivatives in Mack trucks are all 'world' engines. Only a few emissions-related differences separate them from their European cousins.

The only difference I can see is that the electrical systems on European trucks are 24-volt. Is this the thing that makes their electrical systems so much more reliable? Are the fluctuations in voltage minimized by increasing it? Not only that, but why do the manufacturers go to all the trouble of designing different systems for a world engine? Surely a commonality of parts would not only bring down production costs, it would also put more of the same product out there and make ironing out the bugs a far quicker process.

I know that emissions regulations are different around the world, but we are reaching a point where everyone is targeting the same things; most of the nasty stuff that exits a tailpipe has been eradicated on both sides of the Atlantic. Both continents are using the same alphabet soup of EGR, DPF and SCR to control emissions, so why are the manufacturers struggling with the EPA regulations more than their engines struggle with the respective Euro emissions controls?

Could it really be something as simple as a lack of voltage? Surely the vehicle light bulb industry doesn't have enough power to prevent the adoption of 24-volt electronics throughout the world. After all, that's the only thing that would need to be changed to switch over to 24 volts on North American trucks.

The short answer to all of that is no, if a sensor is so susceptible to a micro-drop in voltage, it will trip out no matter what voltage it runs at, but I see a simple solution to that problem and you won't need to swap out all your light bulbs to make it work.

If all these sensors need a constant amount of current passing through them to ensure their reliability, how about making them six or 10, or even 11 volts, put a rheostat or something clever inline to ensure that the 12 volts – or sometimes less – fed into the engine's electrical system can always supply a constant voltage to the parts that rely on it so much?

Maybe then that little yellow light will only appear in emergencies. Technicians can get back to fixing stuff using the contents of their hard-earned toolboxes, dispatchers and fleet owners can take breakdown assist off their speed dials and drivers can fire up their truck at the start of their shift, confident that they will spend the day putting miles under the bumper and not sitting on the shoulder with their head in their hands. **TW**

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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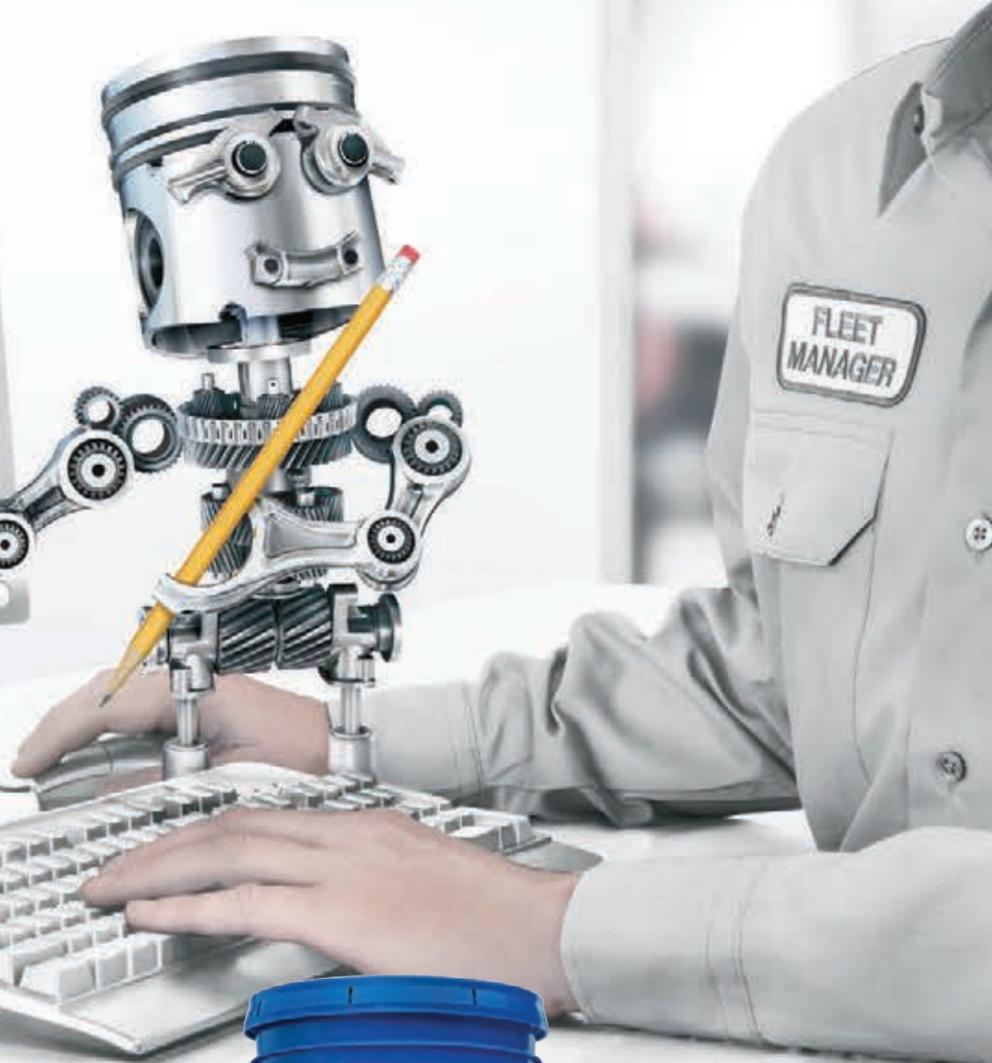
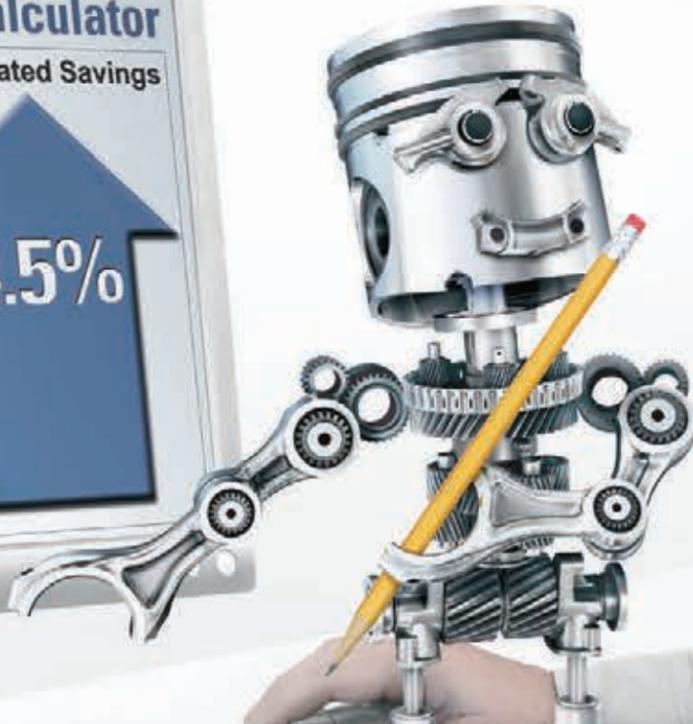
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Pre-trips: Not just the law

Here are a couple of questions for you drivers: How thorough is your pre-trip inspection? Do you feel it is a necessary and important part of your daily routine? Why or why not? Fifteen years ago when I was going through the process to get my commercial licence, the general attitude towards pre-trip inspections was: 'There is the Ministry way and then there is the industry way.'

In other words new drivers were led to believe they were learning skills to pass a test but those skills would not be practical for use on the job. I took the Ministry way/industry way advice with a grain of salt. It turned out, at least in my case, that after obtaining my licence, any training I was to receive regarding the 'industry way' was non-existent. Over the years, the school of hard knocks has taught me that a thorough pre-trip saves me time, aggravation, and provides me with peace of mind by improving my workplace safety and reducing my exposure to risk. Oh my, that sounds like a safety manager talking, doesn't it? The one thing that drives me a little bit crazy when we start discussing pre-trip inspections is that compliance with the law is so often cited as the reason they must be done.

All drivers have sat through the multitude of safety meetings listening to the safety lecture. The daily vehicle inspection report must be completed once in every 24-hour period, you can be cited if it is not filled out properly, you must log a 15-minute pre-trip, non-compliance affects our CVOR, blah, blah, blah. So it goes. Before you know it, everyone's eyes glaze over in the meeting and an opportunity to have a group of drivers with various levels of experience share some knowledge and learn something practical has passed.

The best place to bring drivers together to talk about how daily pre-trip inspections benefit them is in the yard. The central focus of the meeting should be a tractor and trailer that requires some attention. The meeting should not only be about identifying obvious air leaks, worn tires, loose hoses, and insecure freight. It should also be about identifying potential problems and preventing downtime out on the road.

It's amazing what you can learn to watch for when you get a group of drivers together discussing their experience with a piece of equipment specific to the company they work for.

It is easy to fall into the trap of simply going through the motions when performing a pre-trip. This is especially true if you drive for a company that does a top-notch job of caring for its equipment. When tractors and trailers are inspected every time they return to the yard and kept in like-new condition, it can lull you into a false sense of security.

This can lead to the 'hook-and-run' approach when you set off from your home terminal. Why not? The truck and trailer have just been in the shop. Everything is good to go, right? Why spend your time doing another inspec-



Over the road

Al Goodhall

tion after a licensed technician has just inspected the equipment?

You need to verify that for yourself. Sometimes a fault can arise when you hook a specific tractor to a specific trailer. This happened to me on my most recent trip. All of the running lights and signal lamps were functioning on the trailer but I didn't have any brake lights. It was simply a poor connection where the electrical cord plugs into the trailer and was

corrected in less than two minutes. A quick walk-around probably would not have caught that fault. Hook up, throw on your lights and four-ways, everything looks good, hit the road. In this instance that wasn't the case. Heading into Toronto traffic without brake lights may have resulted in a rear-end collision that could have cost me far more time and aggravation than a thorough pre-trip did.

Let's face it. It's not easy to get drivers excited about performing routine inspections. This is the challenge that all the good people in our safety departments face. As a driver, my advice to you as a safety professional is this: Stop talking about how important pre-trip inspections are to your

company's CVOR rating, your company's bottom line, and the fact that drivers must perform them because the law requires it. Instead, have your shop manager lead a discussion around one of your pieces of equipment highlighting common problems drivers have experienced on the road and potential problems to watch for. This will lead to some great discussions and a true learning experience that drivers will benefit from.

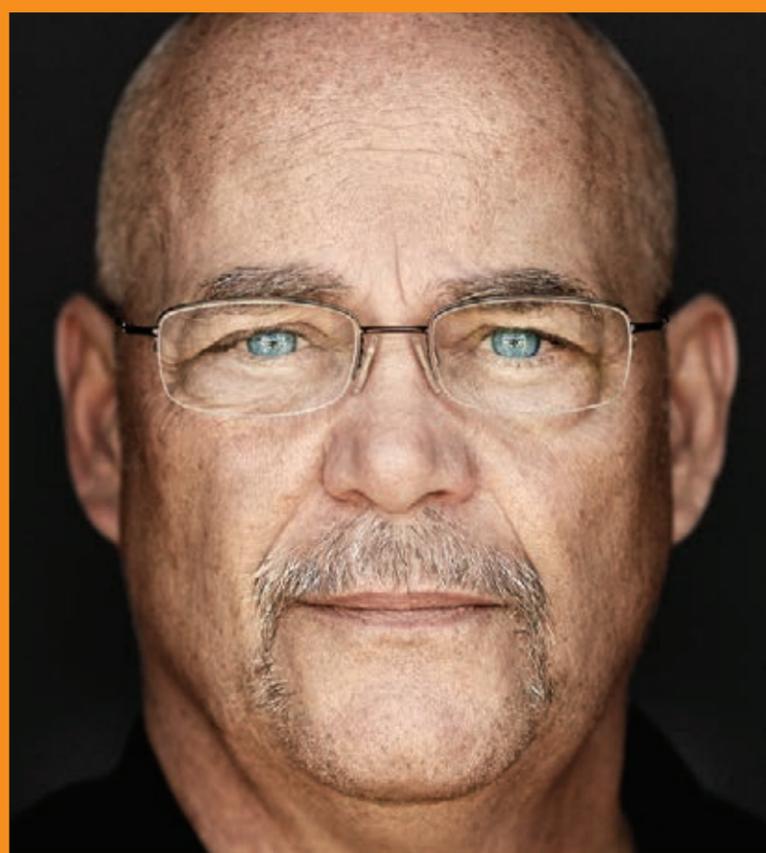
Drivers want to know 'What's in it for me?' Answer that question and you'll be pleased with the effect it will have on your company's CVOR rating and bottom line. **TW**

Al Goodhall has been a professional long-haul driver since 1998. He shares his experiences via his 'Over the Road' blog at <http://truckingacrosscanada.blogspot.com>. You can also follow him on Twitter at [Twitter.com/Al_Goodhall](https://twitter.com/Al_Goodhall).

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Steve Farris, VP Safety and Risk Management, International Truckload Services, Belleville, Ontario

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It's bad apple season

Within the first 10 days of October we had two clients call to say how they were almost scammed by someone falsely claiming to be from

Canada Revenue Agency.

One client received a phone call from someone who said he was from the CRA collections department. This "agent" told her she needed to pay her debt immediately or face jail time. Our client explained that if she owed any money, this was the first she'd heard of it. But the caller was relentless and she eventually gave in. She was told that she had 30

Tax Talk

Scott Taylor



minutes to get to a Petro-Canada station, buy 10 pre-paid cards worth \$250 each, and then provide the "agent" with the barcode numbers from the back of the cards. Thank goodness the craziness of this call gave her the confidence to hang up the phone.

Another client got an e-mail telling him that CRA needed more information in order to process a refund. He clicked

on a link in the e-mail which opened a legitimate-looking Web site with a form asking for his name, address, SIN, etc. It was a classic "phishing" scam, where a site looks official but has coding designed to steal your personal or financial information. Isn't it amazing what thieves can do today with technology at their disposal? Fortunately, our client realized something was wrong and closed up his browser before he pressed "send."

In a more low-tech scam making the rounds, thieves are mailing letters on CRA letterhead saying there is "insufficient information" on your tax return and an update is required before you can receive any "claims." The letter includes

a form specifically requesting details like your bank account and passport numbers. Tax agencies like CRA are perfect foils for scammers. Innocent people will give them whatever they ask for because no one wants the taxman on his back.

CRA knows this. The agency says it never uses e-mail or voice mail to ask for personal information and will not divulge information about you to another person unless you provide formal authorization.

If you receive something suspicious and want to make sure it's from CRA, call the agency yourself at 800-959-8281 for personal services or 800-959-5525 for business services. Agents will be able to confirm whether any CRA department is looking to contact you.

When in doubt, ask yourself whether the request is for information that you wouldn't otherwise include with your tax return, or that you know CRA already has on file. If the caller or e-mail needs to "verify" your social insurance, credit card, bank account, or passport numbers, it's not CRA.

There are bad apples among tax-return preparers, too. One ploy involves inflated receipts for charitable donations. The amount is increased by the gifting of supplies purchased with the actual donation to another organization. Typically, these involve computer or medical supplies.

These schemes may seem legitimate because a CRA Tax Shelter Identification Number is on the paperwork. But a tax shelter ID is no guarantee that you're entitled to the proposed tax benefits. If your tax preparer is promoting a charity donation with a greater-than-normal refund potential, he's on the take and getting a sales commission.

Some tax preparers will bend or break the rules even when calculating business expenses or losses to make themselves look like heroes. Others simply have no clue what they're doing (anyone can hang out a shingle and call themselves a tax return preparation service).

I met a very nice couple last month that will be having us do their accounting and tax filings from now on because their former guy has "written everything off," as the saying goes. Anything business or personal through the business account was expensed somewhere. Their personal tax returns were actually filed with zero income from the corporation. And now that they're having some bad times, no bank will loan them money. This couple said their tax guy never consulted with them about how he was getting their taxes to zero. He just went ahead and did it. Still, as harsh as this may sound, they signed their return. They're responsible for making sure the information is correct.

While there is always a cost for doing things the right way, doing things the wrong way almost always costs more. The cost of getting duped by someone you thought you could trust, however, can be devastating both personally and financially. The best way to protect yourself from fraud is to understand what you're signing and who you're dealing with. If you have questions, ask. If your gut tells you to seek a second opinion, trust it. **TW**

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.

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Steve Farris

Cummins to introduce 5.0L diesel engine

By James Menzies

COLUMBUS, Ind. – Cummins has announced it is launching a 5.0-litre V8 diesel engine, designed for pickup-and-delivery applications and other light- and medium-duty trucks.

The ISV5.0 will be assembled at Cummins' Columbus Engine Plant, which has received a makeover to accommodate production beginning in the fourth quarter of next year. The engine is already being tested, and a selection of vehicles with the new ISV5.0 were available for test drives at a recent press event here.

Vehicles equipped with the engine at the event included a walk-in van, school bus, RV and Freightliner medium-duty sport truck.

However, Jeff Jones, Cummins vice-

president, North American Engine Business, said the engine is not limited to those few vehicle types that were on display.

"There are hundreds of different types of applications we believe this product will eventually find its way into," he said. Cummins has long been a believer that there was room in the market for a smaller diesel engine.

Work on the 5.0L actually began about 13 years ago in partnership with Chrysler. But when Chrysler faced its financial difficulties during the recession, it abandoned the project and Cummins was left to forge ahead without an OEM partner.

"The dream was always, why doesn't Cummins build a smaller diesel?" Jones said. "When you look at the price of fuel, emissions, all those things that



Cummins will build its newest engine at its Columbus Engine Plant.

mattered in these more commercial markets, they matter to some degree down at the lower end of the market.

I think things are coming together – with our environmental needs, our economic needs and our energy independence needs – to where this market here is ready to go diesel. It's got to be the right diesel and it's got to be a cost-effective diesel...We think these markets are ready for the right diesel products."

And with a market primed to embrace a 5.0L diesel engine, Jones reasoned Cummins was the ideal company to give it to them.

"We believe we are ready with the right product," he said. "We've worked hard to try to understand what the market needs and what the market wants, and we're trying to do it in a way that only Cummins should be able to do it, with all our capabilities around turbochargers, fuel systems, after-treatment, combustion technologies. The recipes we use in all the markets where we compete around the world, we applied here. So it's not just another diesel engine, it's a Cummins diesel."

Cummins has done its homework, and found that many customers of heavy-duty pickups and other light- and medium-duty commercial vehicles are willing to make the switch from gasoline to diesel, should a viable option be available.

"Cummins ISV5.0 creates new opportunities for our OEM customers as a compact and lightweight engine that delivers best-in-class fuel efficiency and total cost of ownership," said Dave Crompton, Cummins vice-president and general manager, engine business. "Many of our customers have asked for a Cummins alternative for gasoline or other small displacement automotive diesel engines. The ISV5.0 represents the next dimension in fuel economy and performance as Cummins continues to broaden our on-highway product line."

The ISV5.0 represents the first Cummins engine to use a compacted graphite iron block, which reduces weight and engine noise. Aluminum components contribute further weight savings and improve efficiency.

Cummins officials said the new engine has been designed to easily fit where a comparable V8 or V10 gasoline engine was previously installed. It's not yet clear which vehicle manufacturers will be offering the engine, though Nissan earlier announced it would offer a 5.0L Cummins turbo-diesel engine in its next-generation Titan pickup. The launch date for that engine has not yet been disclosed.

The ISV5.0 features a Bosch high-

Continued on page 18



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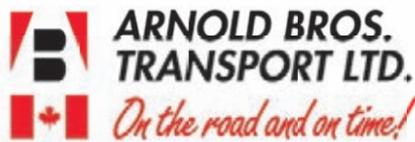
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A smaller diesel

Continued from page 16

pressure common rail fuel system and piezo fuel injectors for precise fuel control and optimum in-cylinder combustion, the company said. There will be four horsepower ratings (200, 220, 250 and 275 hp) available with torque up to 560 lb.-ft.

The engine uses ceramic glow plugs to reduce start time and limit electrical current draw in cold weather. The glow plugs are designed to last the life of the engine.

The fuel filter uses NanoNet media from Cummins filtration, which can trap more than 99% of all particles as small as four microns. The ISV5.0 also has a high-efficiency coalescing filter to eliminate crankcase hydrocarbon emissions and oil mist.

And the engine will be matched with Cummins' aftertreatment system, including a diesel particulate filter and selective catalytic reduction system.

"Cummins has integrated the latest technologies in the ISV5.0 to deliver performance, fuel efficiency and durability in a highly sociable package. Every day, drivers will appreciate the smooth, quiet operation of the ISV5.0," said Jim Katzenmeyer, executive engineer, V8 program. "In addition, the fuel savings offered by the ISV5.0 result in fewer greenhouse gas emissions - a

great environmental benefit."

While Cummins has yet to receive commitments from OEMs looking to offer the engine, Nissan aside, the company is confident opportunities will materialize.

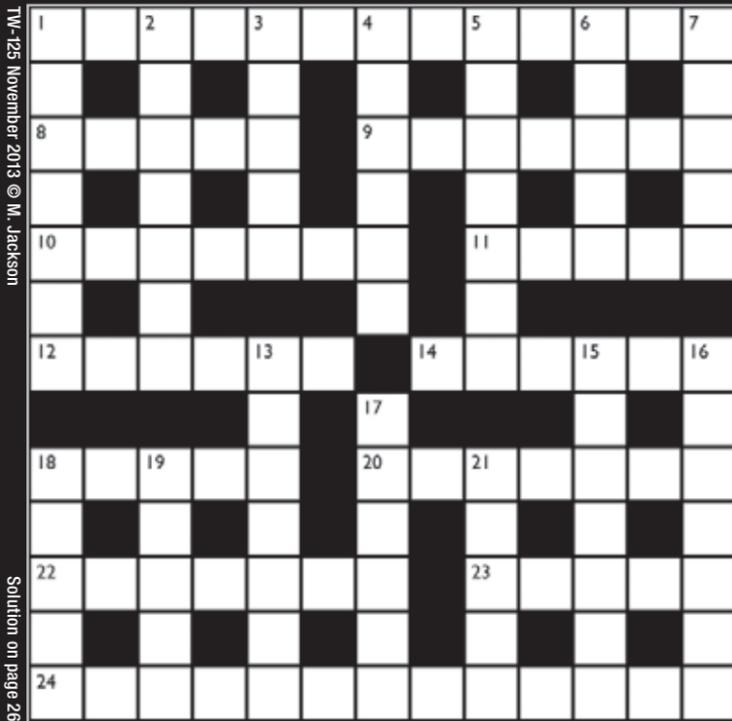
Customers today in the applications best suited for the ISV5.0 are often using the larger ISB engine and underutilizing its capabilities. Or, they're running gasoline engines in which case there's an opportunity to gain some significant efficiencies.

Bringing the engine to market after so many years has proved not just challenging, but also rewarding for the company.

"The ball is not across the goal line but it's first and goal on the six-inch line. We know we're going to get it across," Jones said, noting the investment made into the engine makes it one of its three largest engine programs over the past 20 years. It's not only a big deal for Cummins, but also for the region the company calls home. The engine will be built right there in Columbus.

"To have the opportunity to bring a high-volume, high-technology global product to a plant right here in Columbus, Ind., that was building Cummins diesels in the 1920s is a really big deal to this community and a really big deal to us," Jones said. **TW**

CROSSWORD PUZZLE



TW-125 November 2013 © M. Jackson

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Detroit connects

Daimler launches Detroit Connect telematics division, complete with new integrated tablet

By James Menzies

DETROIT, Mich. – Detroit Diesel Corp. has taken a huge leap forward with its telematics capabilities, launching Detroit Connect, bundling its existing telematics programs and bringing to market a fully-integrated tablet.

Detroit Connect combines the company's Virtual Technician remote diagnostics program, Visibility Fleet Software and a new rugged tablet with seven-inch display. The tablet is manufactured by Zonar and sits in a custom-made cradle on the dash. It will be offered beginning in January in the Freightliner Cascadia, with other Daimler truck models to follow.

Detroit Connect's Joe Saccio said the on-board tablet will come loaded with apps that provide: two-way messaging; truck-specific navigation; electronic hours-of-service logging; and inspection reports. With the exception of the navigation app and incoming text-to-voice messaging, all other functions are disabled while the truck is in motion,

to reduce the potential for distraction.

Because it's integrated into the truck, voice messages and GPS directions can be played through the truck's audio system. There are other benefits to being fully integrated as well, Saccio said.

"Our engineers have worked on the installation side of this," he said. "You're not cutting up wiring harnesses, there's no splicing involved. This thing is plug-and-play."

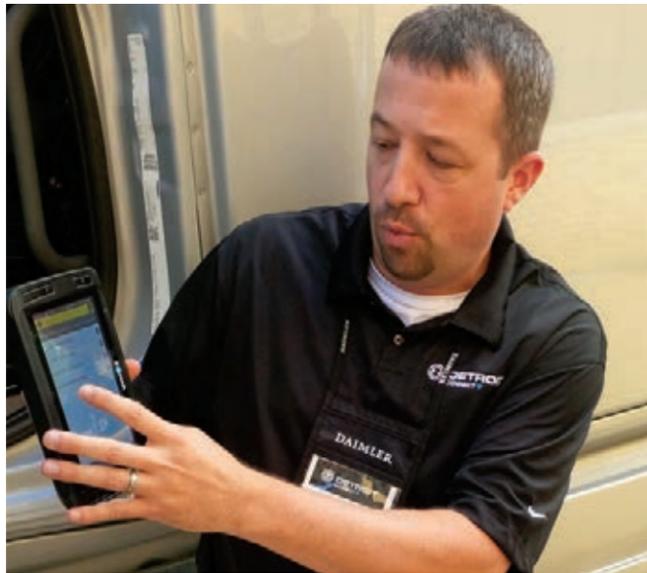
The tablet is an Android-based device, and eventually Detroit Connect will offer third-party apps that will be available from an app store powered by Zonar.

The touch screen can be navigated when wearing gloves

or while wet. It features a five-megapixel camera, a built-in flashlight and RFID readers.

An inspection app allows the fleet owner or maintenance manager to ensure proper pre-trip inspections are being done, by placing RFID tags at strategic locations on the vehicle.

The driver must then scan each of the tags with the tablet to reveal a checklist of items to inspect on that area of the truck. This allows fleet managers to determine how long the



Craig La Pinta demonstrates how the new Detroit tablet can be used to complete a pre-trip inspection.

pre-trip inspection took to complete.

If a defect is found, the driver can snap a photo and send it to dispatch or to the shop.

Saccio said it's the hours-of-service app that will "really drive this into the market." It's currently configured for the US rules, but the Canadian hours-of-service regs will be added before the tablet goes to market in January, Saccio said.

Drivers can easily remove the tablet from its cradle to show inspection officers their logs.

If a printout is required, they can be uploaded to a memory stick using the USB drive and then exported to an Excel spreadsheet or other format.

The GPS app allows a driver to input his load and equipment type and receive the best directions to his destination.

Detroit Connect will be bundling Virtual Technician, Visibility Fleet Software and the tablet and offering the service for a yet-to-be-determined subscription fee.

David Hames, general manager, marketing and strategy with Daimler Trucks North America, said pricing will be competitive with existing offerings that provide similar services.

"This is going to be the platform that enables us to move into a new space," said Hames.

Detroit has an exclusive deal with Zonar, and will be the only OEM offering the tablet via factory installation. However, Zonar's expected to sell the tablet as an all-makes retrofit at some point in the future. **TW**



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Paying it FORWARD

Canada's hardworking truckers give back

BY JAMES MENZIES

You'd think today's hardworking professional drivers and fleet owners would have enough on their plates. You know, keeping the wheels of commerce moving and all that. However, this industry does far more than deliver the goods and drive the nation's economy; it also gives back to the communities it serves in countless, often creative, ways.

To write an article about how the Canadian trucking industry gives back is a challenging assignment. Not because examples are difficult to find, but because it's impossible to recognize every initiative. Trucking companies and owner/operators have access to equipment that can be used to move product for – and also to raise the profile of – important causes that are as diverse as the industry itself. We sought out some of the more creative ways trucking companies and drivers have given back to their communities.

Fleets make a difference

One of the more unique ways a trucking company has given back to its community is the Temporary Homeless Relief Shelter project, launched by Shadow Lines Transportation Group and its president, Rob Reid. Reid converted a 40-ft. shipping container into a shelter with individual rooms able to house 16 homeless people overnight. It has a washroom with hot running water for their comfort as well.

"I see a lot of homeless people," Reid told us when the program was launched in 2010, "and I've always wanted to do something, like maybe give up Christmas dinner and cook for the poor, something along that line. Then I thought, why not just give them a warm, dry secure place to sleep at night? That would probably be something of more value than anything they could get other than food."

In addition to bunk beds and a washroom with running water, the shipping container-turned-homeless-shelter also offered bedside LED reading lamps. For security, Reid designed a fence that could be erected around the shelter in just 15 minutes. The idea was to partner with an existing charity to run the shelter, which would be cleaned and relocated by Shadow Lines each day.

The company spent about \$100,000 to build the shelter, and \$300-\$400 per day for cleaning and set-up costs while it was in operation. While the idea was unprecedented, and the initiative welcomed by organizations that assist the homeless, the project has since

been sidelined due to zoning issues and NIMBYism from area residents.

Also on the West Coast, a trucking company is being credited for diverting perfectly good food destined for landfill sites, and feeding local families instead. Jennifer Hawes, co-owner of Cold Star Freight Systems, won an award from the Minerva Foundation for B.C. Women for launching a program dubbed the Community Food Project.

As a transporter of refrigerated food products, Hawes noticed a lot of waste. Perfectly good food was often discarded, even if its packaging was just slightly damaged. Hawes began collecting this food and donating it to local charities. Before long, the program was expanded to accept food donations from customers and other area businesses.

"They don't give me their leftovers," Hawes said of one donor. "They donate fresh, Grade A produce every month because they believe in it so much."

Cold Star itself also chips in about \$1,000 in food each month.

"It's had a tremendous impact and it has fed a tremendous amount of people. And it has saved food from going to the landfill when it should be going to helping people who need it," Hawes said.

Next door in Alberta, the 18 Wheels of Christmas campaign is currently gearing up for its 11th season.

Colleen Nickel of Rosenau Transport figures it has collected more than \$1 million in food donations since its inception.

Rosenau calls on shippers and other trucking companies to gather food items during the Christmas season. The items are then collected via a specially-decorated 18 Wheels of Christmas trailer and delivered to food banks in the area where the food was collected. Rosenau donates the equipment, staff resources, and about \$3,200 on behalf of each of its terminals, but Nickel said it's an industry-wide effort. The program began in Calgary, and has since expanded to include Northern B.C. and Saskatchewan. It gets bigger each year, she added.

"Every penny we get and every piece of food we collect goes to the food bank in the community it was collected in," she said.

Trucking companies are often eager to give back



A specially-decorated 18 Wheels of Christmas trailer collects food bank donations.

to their communities, but often they're not sure how. To that end, longtime industry veteran Pete Dalmazzi launched the Trucks for Change network which pairs charities requiring transportation services with trucking companies that have excess capacity.

"It occurred to me there was a lot of charitable work, a lot of donations and services going on, but they were ad hoc. They weren't streamlined and the industry wasn't getting any credit for the work it was doing. There was no one adding it up and coordinating it," Dalmazzi explained.

Trucks for Change has a growing network of carriers willing to offer free or discounted transportation services to charities. The network currently has 44 member carriers representing more than 10,000 power units and 20,000 trailers across seven provinces, and it has been endorsed by several provincial trucking associations.

In the two years since it was founded, Dalmazzi said the program's members have hauled 3.2 million pounds of goods for charities, saving them about \$65,000 in transportation costs. Charities that have benefited include Habitat for Humanity, the Canadian Red Cross and Food Banks Canada.

While some fleets have donated transportation services to charities, others simply give them equipment. As Challenger Motor Freight refreshed its trailer fleet in 2010, CEO Dan Einwechter wanted to find a use for the trailers it was replacing, without seeing them rolling down the highway competing against his own business.

The company donated 90 used trailers to various charities, including the Canadian Diabetes Association. In its case, the trailers are used as warehouses for clothing and household items collected under the charity's Clothesline initiative.

Another notable effort to raise money – as well as the profile of the trucking industry – is the Trucking for Wishes charity, run by NAL Insurance. The specially deco-



Truckers in the World's Largest Truck Convoy for Special Olympics receive a hero's welcome.

rated Trucking for Wishes trailer has been a familiar sight at industry events since the program's inception in 2007. Trucking For Wishes holds numerous draws for all kinds of prizes to raise money.

Aaron Lindsay, who started the program, said it has raised more than \$300,000 for Make a Wish. As a result, dozens of sick children have had wishes granted, usually in the form of a family trip to Disney World.

NAL Insurance is now looking to work with the Heart and Stroke Foundation to spearhead health and wellness programs for professional drivers.

"We are still continuing to do Trucking for Wishes, but we've seen another need now within the industry and have started doing some work with the Heart and Stroke Foundation as well," Lindsay said.

Owner/operators and drivers pull their weight

Major trucking companies aren't the only organizations in the industry that are giving back to their communities. Many owner/operators, despite the strain on their time and resources, also contribute to causes that are important to them.

Take, for example, Michael 'Motor' Rosenau, nephew of Rosenau Transport owner Carl, and an owner/operator himself out of Edmonton, Alta., who hauls for the family business. Carl Rosenau had a trailer decorated to honour Canada's military heroes and then Michael had his tractor decaled to match.

Now, Motor spends much of his free time taking the

Forty-eight trucks participated in the convoy led by Scott Verbruggen of Jay Verbruggen Trucking, who earned the lead spot by raising about \$7,000. Verbruggen produced and sold truck show calendars to raise money.

Leonard Taylor of Challenger Motor Freight was taking part for the second year. He said it was the interaction with the Special Olympians that lured him back.

"When we get paired up (with an athlete), we bring them to the trucks and their eyes light up," he said. "It's a few hours that they have enjoyment, but it's a lifetime of memories. I will never forget doing this, I really enjoy it."

Ron Walsh, a driver with Drumbo Transport, was back for the fourth time at this year's convoy. He missed last year's, because he was in the hospital for an operation, but he was determined to return.

"It's such a great cause," he said.

Across Canada, other versions of the WLTC were also enjoying success in September. In Manitoba, a record 170 trucks took part in the convoy, raising more than \$55,000; in Saskatchewan, 63 trucks participated with an expected contribution of about \$40,000; and an Atlantic Canada leg of the WLTC was held Sept. 21 with the final tally yet to be reported.

The World's Largest Truck Convoy has spawned a whole series of other convoys, for equally important causes. One of these is the Trucking for a Cure Con-

There's plenty of pink on display at the Trucking for a Cure Convoy.



zie. "She died in 2008 and I wanted to do this for her." Despite the prominence of pink on display, the convoy is open to all drivers, regardless of gender.

"We don't turn anyone away. Even if you don't have a big rig, you are welcome to join the convoy," said Millen MacKenzie. "We have drivers in trucks of all sizes, dump trucks and other vehicles."

While the funds raised through this year's event are still being counted, more than 80 trucks took part and it was expected that the final tally would exceed well over \$50,000.

"We were thrilled with the turnout," Millen MacKenzie said of this year's event. Since its inception in 2010, the event raised more than \$136,000 heading into this year's event – and just as important, a lot of awareness about breast cancer.

"We want everyone to be a part of the celebration and work together for the cause," said Millen MacKenzie. "We also want to spread the message about breast health, early detection and living well."

Contributing to the same cause – breast cancer research and awareness – was the Alberta Convoy for a Cure, which ran Sept. 28. What's amazing about

all these events and initiatives is that trucking companies, owner/operators and drivers continue to find the time to give back, often while incurring some personal expense. This even though costs and the demands of the job show no signs of abating. Canada's trucking industry really does much more than just deliver the goods; it delivers dreams, hope and memories as well.



Michael 'Motor' Rosenau honours Canadian troops with this tractor-trailer.

military-themed tractor-trailer to events throughout Alberta, anywhere Canada's veterans are being honoured. When it's not appearing at military events, the trailer is used to haul goods in the western provinces, and to raise awareness about the important role the Canadian military plays.

"I guess I wanted to be a part of this because of the military background in our family," Michael Rosenau explained, noting he had many relatives who served in the military. His truck cab is adorned with a collage that includes the image of a childhood friend from Leduc, Alta., who was serving in Afghanistan when the tractor was designed. When Frank Lindegger arrived at his soldiers' homecoming in Edmonton, he was surprised to see his image gracing the side on Motor's truck cab.

"Frank didn't know about that decal, and that was a pretty big surprise for him," Motor recalled.

Seeing the tractor-trailer at ceremonies always strikes a cord with veterans, he added.

"They are very, very surprised and they're very appreciative of the support," Rosenau said.

And then there are the convoys that include participation from owner/operators, fleets and company drivers. There's a convoy for about every type of cause you can imagine, and for good reason. Few images evoke emotions like the sight of dozens of big rigs, parading slowly single-file down the highway, their drivers united behind a cause.

Perhaps the most high-profile truck convoy is the World's Largest Truck Convoy (WLTC) for Special Olympics. The WLTC was launched by Norm Schneiderhan, a corporal with the Orange County Sheriff's Department in Florida. He wanted to contribute to Special Olympics and did so through the Law Enforcement Torch Run. He took the event a step further and used his trucking connections to form the inaugural World's Largest Truck Convoy for Special Olympics in 2001. The convoy has since spread to include more than 37 states and provinces.

This year's convoy in Paris, Ont. Sept. 14 set a new record, with \$80,000 raised for the Special Olympics.

voy, held Oct. 5 in Woodstock, which raises funds for the Canadian Breast Cancer Foundation. There's plenty of pink on display at this event, which has become a year-round endeavour, with organizers visiting many industry events to raise awareness.

"My aunt Anna battled cancer three times, breast cancer twice," said organizer Joanne Millen MacKen-

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Meritor embraces “fast food-type” model for parts pilot project

By Jim Bray

EDMONTON, Alta. – It’s just like Domino’s Pizza: service within a certain window, or you get compensation. Except that it isn’t pizza being delivered, it’s remanufactured components such as differentials and drive shafts to get your trucks back on the road where they’re making money, rather than stuck on the roadside where they’re costing money.

The concept comes from Meritor, whose pilot Drivetrain Express outlet was launched officially in Edmonton last month before a group of invited media and guests. The Drivetrain Express name is kind of an umbrella brand for the company, which is working with affiliates to make the concept happen.

Meritor thinks the Edmonton pilot makes an ideal proof of concept, thanks not only to Alberta’s booming economy but also to the wide variety of related sectors it services, from oil and gas, to agriculture, general and long-haul trucking and more. And if the new outlet does, indeed, prove the concept, Meritor plans to put more Drivetrain Expresses across Canada – probably from Ontario westward – and then head south to the US, tailoring each outlet to its individual market’s needs.

According to Brad Begley, director, corporate accounts, for Meritor Aftermarket, “a truck operator who needs a component replacement simply cannot wait days for parts to be shipped –



Meritor is piloting a program in Edmonton that will see it provide four-hour delivery windows on replacement parts, or reward customers with gift cards.

it’s a ‘today’ business where every minute counts, and (Meritor’s) in-depth market knowledge – from new parts, to all-makes, to remanufactured units, enables us to expand our support and service to customers who need the right parts now.”

To that end, the Drivetrain Express branch keeps on hand a wide selection of inventory that includes Meritor’s own branded aftermarket components, though Terry Livingston, general manager, global product management and shared services, promised that it won’t just be an “all-Meritor” solution.

“What you see here, and I like it a lot, is not just our product in here,” he said while showing off the company’s new and well-packed Nissan NV3500 delivery truck. “This is an all-makes

(solution) so you’re going to see even our competitors because we’re here to fix all units that break down.”

Not all components are on hand in the outlet, of course, but there’s plenty from which to choose, including an all-makes suite of made-to-order Mascot driveshafts and driveline components such as U-joints, center bearings, shaft tubing and yokes. They also stock Euclid clutches as well as Meritor genuine and AllFit drive axle and transmission components. The Edmonton outlet, which opened initially in 1999 as a Mascot remanufacturing distribution centre, boasts thousands of square feet of stuff that can be used to remanufacture components on short notice.

As for the “Domino’s effect,” the new Drivetrain Express outlet claims to

offer a four-hour delivery or pick-up from the time an order is placed, to locations within 100 kilometres of the outlet.

Or what? Meritor folks said they’d offer gift cards if they are unable to meet their commitments.

“The renovated Edmonton outlet is another extension of our customer-focused solutions,” said Pedro Ferro, senior vice-president and president, aftermarket and trailer for Meritor. “We will continue to be innovative in the way we serve our customers and will consider adding more parts outlets in North America as market demand dictates.”

In other words, the Edmonton facility is a way for the Drivetrain Express concept to walk before it runs. That said, however, the company reps on hand for the official kickoff were pumped about the idea and think it’s going to go very well. The hope is that there’ll be more of them in operation by the time 2014 is rung out.

Drivetrain Express is actually kind of an outgrowth of a concept introduced this past January as Drivetrain Direct, a comprehensive, all-makes aftermarket drivetrain program Meritor says provides customers on both sides of the 49th parallel with drivetrain component expertise through the company’s Customer Care Centres. Drivetrain Direct offers all-makes drive axle and transmission parts, clutches, drivelines, and manual and automatic transmissions. **TW**

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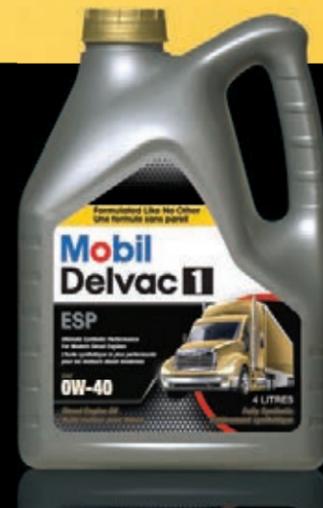
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GuardDog Connect unleashed by Mack

By James Menzies

ALLENTOWN, Penn. – Mack Trucks has announced the launch of GuardDog Connect, a new telematics program the company says will reduce downtime and streamline the repair process.

The system remotely monitors fault codes generated by the engine and emissions systems, then advises the fleet manager on the best course of action. In some cases, the truck will be able to continue on its route and have the issue repaired at its next scheduled service interval. When immediate repairs are necessary, GuardDog Connect advises the driver of the nearest service location that has the required parts on-hand.

Fleets will also benefit from not having to undergo a diagnostics inspection at the dealer, since OnGuard Connect will have already notified the dealer of what needs to be done.

“We at Mack are committed to having our customers’ backs,” said John Walsh, Mack vice-president of marketing. “Our new telematics-based solution, GuardDog Connect, clearly demonstrates our determination to ensure that our customers keep their trucks on the road where they should be.”

Messages are sent to the driver via the Mack Co-Pilot display on the dash. Fleet managers can be notified of the most appropriate course of action by e-mail or phone.

The GuardDog Connect system is built upon the Mack Assist service platform, so all communications and the vehicle’s service history are consolidated in a single online file.

Fault codes are monitored by a team at Mack’s 24/7 OneCall customer support centre. Mack chose to monitor about 30 fault codes, but has the ability to add further fault codes as necessary.

“Customers have enough on their minds today without having to worry about the time it takes to diagnose a problem with their vehicle, and get the situation addressed,” Walsh said. “GuardDog Connect simplifies the repair process for drivers and fleet managers, combining purposeful telematics technology with the know-how of the Mack support network to keep customers rolling.”

David Pardue, v.p., aftermarket business development with Mack, said GuardDog Connect brings a more proactive approach to truck repairs.

“It’s about being proactive, enhancing the decision process and it’s about driver peace of mind,” Pardue said. “In the past, the driver sees the code and doesn’t know what it represents, so they take the vehicle out of service and that may not have been necessary.”

GuardDog Connect will be offered standard on 2015 model year Mack trucks with Mack power (available beginning in January). It will be free of charge for the first two years and then offered as a subscription afterwards. **TW**

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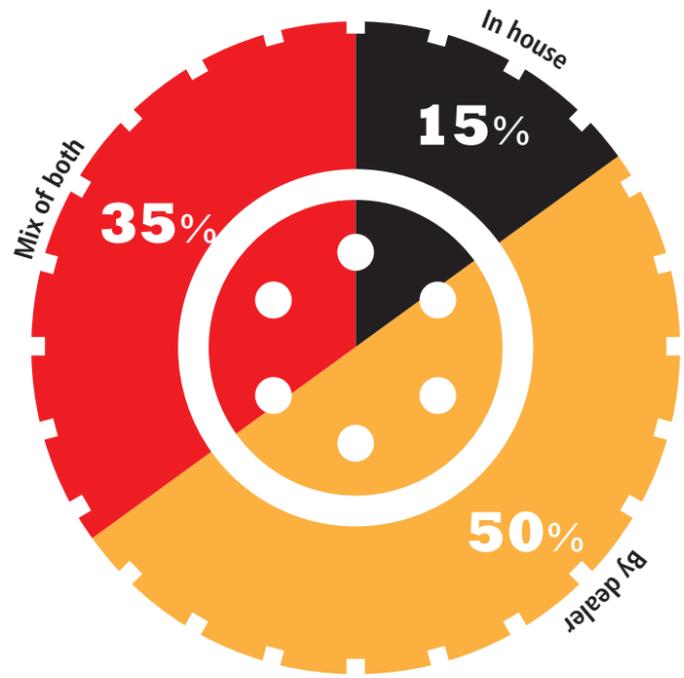
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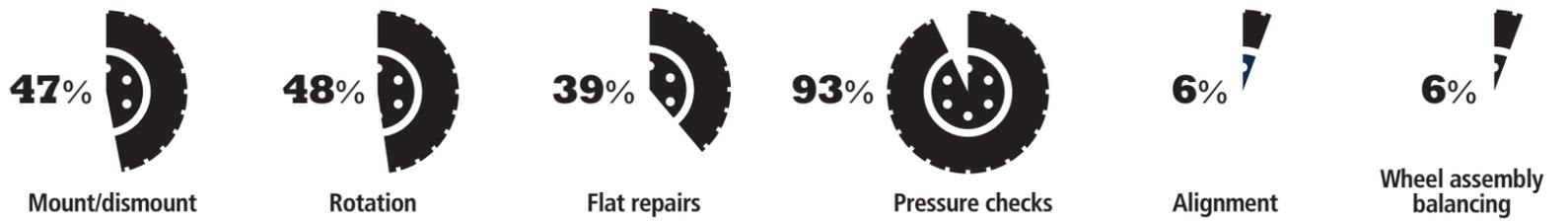
HOW WE ROLL

INSIDE WESTERN O/OS TIRE MAINTENANCE HABITS

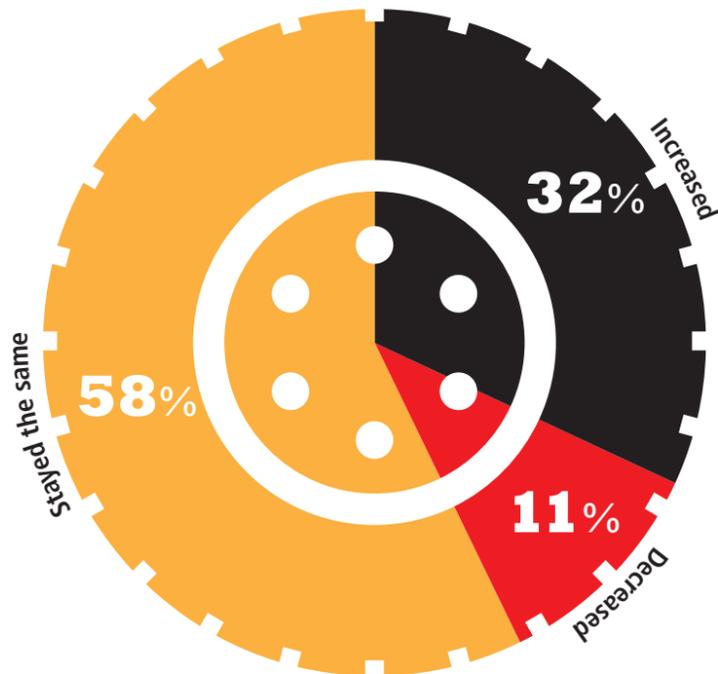
Where tire service is performed



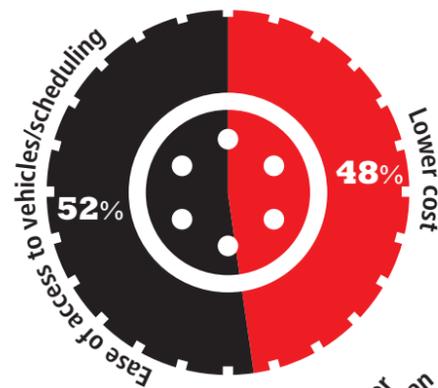
Services performed inhouse



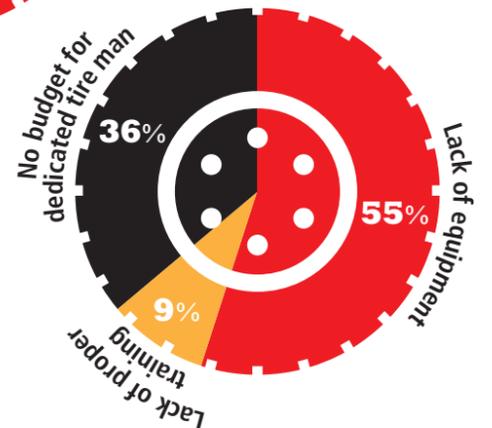
Changes in-house tire work past 5 years



Main reasons for doing tire work inhouse



Main reasons for having service dealer do tire work



Tires rank among the top three expenses for owner/operators. Staying on top of tire costs can be the difference in a successful year, particularly during difficult economic times. The recession and slow economic recovery has forced Western Canada owner/operators to make changes to their tire maintenance practices, our Annual Tire Buying Trends Survey, completed this October, indicates. While only 15% of Western Canada owner/operators handle tire servicing completely on their own (another 35% do a mix of inhouse

and dealer work), inhouse tire work is on the rise. Our survey found that almost a third of respondents have increased inhouse tire work over the past five years.

Ease of access to vehicles and scheduling is the main reason owner/operators give for doing the work themselves but lower costs is not far behind.

Pressure checks are by far the most common inhouse tire work done but mounting/dismounting, rotation and flat repairs are also common. Lack of equipment is the most common reason for having the service dealer perform the work. **TW**

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Detroit's Virtual Technician eliminates downtime in 80% of incidents

DETROIT, Mich. – Since introducing its Virtual Technician remote diagnostics program in 2011, Detroit has deployed 60,000 vehicles with the technology and logged more than two million incidents.

Eighty per cent of those incidents didn't pose an immediate risk and the drivers were able to keep rolling, deferring any necessary repairs to the next scheduled service interval. Virtual Technician sends fault codes to a Redford, Mich. call center for analysis. Technicians there investigate the problem remotely while the truck is still in service, and then advise the driver or fleet owner on the most appropriate course of action.

"Just one time you can prevent that truck from going out of service pays the incremental cost of Virtual Technician, so it's pretty easy math," said David Hames, general manager, marketing and strategy for Daimler Trucks North America.

Unlike other remote diagnostics programs, which create a "freeze frame" snapshot when an event occurs, Virtual Technician creates a data log that records all the operating parameters from 60 seconds prior to, and 15 seconds after, the moment the light appeared on the dash.

This log file is the "secret sauce," in Virtual Technician, said Marty Kubiak, manager, customer support center. He pointed out a condition usually occurs for about 30 seconds prior to the light appearing on the dash, so it's important to see what took place in the moments before the light came on.

The Virtual Technician call center employs 45 people, who work out of Detroit's Redford, Mich. plant, where they have access to engineers and product experts. The program analyzes about 200-250 events per day, Kubiak said. **TW**

Kenworth's T680 receives 10,000 orders

KIRKLAND, Wash. – Kenworth has announced its popular T680 has reached the 10,000-order mark since entering production 15 months ago.

"This has been one of the fastest Kenworth models to achieve the 10,000 truck order milestone in Kenworth's 90-year history," said Gary Moore, Kenworth general manager and Paccar vice-president. "It's a testament to the growing adoption of the Kenworth T680 by a wide range of customers operating in a variety of applications."

Kenworth says the orders have come from major fleets and individual owner/operators. The truck is designed for linehaul, pickup and delivery and regional haul applications. **TW**

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By Edo van Belkom

He'd been looking forward to it for months, and now it was finally here – Truxpo Can. It was a biannual trade show for the trucking industry in which every manufacturer and service provider in and around the edges of the business came together to show off their new products, get people familiar with their name, and hopefully drum up business for their companies.

Mark liked seeing what was new and – like every other owner/operator on the road – was interested in knowing about anything he could do or buy to improve his bottom line.

He also liked the show because he attended it for two days and those two days were like a mini-vacation for him, taking a relaxing look at new ideas and innovations and every once in a while meeting up with an old friend or two.

It wasn't unusual for him to meet someone at the show who he'd worked with or for, then head off to the licensed area to swap stories over a few beers for the rest of the show. The fact that he was sleeping in Mother Load and she was parked in the lot outside the convention centre made it easy for him to enjoy himself without any worries about drinking and driving.

But this show wasn't proving to be a reunion of old friends. Mark had been walking the show floor for some two hours and hadn't seen a single familiar face.

But all that was about to change. And not in a good way.

He ran into his first acquaintance, quite by accident. He was checking out the booth of a company that made and sold all manner of truck lighting, from headlights to turn signals, from interior lights to the kind of high-tech show lights that could cover your truck without the need of a second alternator and a bank of batteries.

The flash and glare from all the blinking lights reminded Mark of some disco or dance hall.

There was also a constant hum, click and clatter from the lights themselves as they shone brightly or blinked on and off.

But despite the din, Mark could still hear a man behind him telling a very animated story.

"So I'm driving east on the 401 and this Peterbilt is matching me kilometre for kilometre. Maybe some car cut him off, but I don't think so. The guy was probably asleep at the wheel – a real prick, you know what I mean?"

"Sure do!"

"Anyway, he cuts me off and I'm lucky to stay on the road and hang onto my load." A pause. "So I start following him, cuz you know, I need to talk to him and set him straight."

"Set him straight, yeah."

"But you know what the guy does, he tells the MTO officer at the next weigh station that I've been waving a gun around."

"No kidding."



The Truxpo Gambit

PART 1

Mark's eyes went wide. The man wasn't just talking about some guy, he was talking about him. Mark remembered that episode as if it were yesterday. He'd cut off the truck by accident, tried to apologize and tell the guy what had happened, but he never got the chance. The driver ended up stalking him and the only way he could get away was to hold his rig up at the weigh station. Telling officers that he had a gun on him might have been a bit much but it was the best he could come up with under the stress of the situation.

"If I ever meet up with that guy, man am I going to even the score."

Mark took a quick look around and saw there was no chance of getting away without walking right past the guy. He'd have to busy himself with some flashing lights for a while till the guy went away.

"That sounds an awful lot like the guy I had a problem with one time," said the other man.

"Peterbilt, calls it Mother Load."

"Yeah, that's it. I forgot his truck had a name. What'd he do to you?"

"The damn guy put dyed diesel in my tanks, then sic'd the RCMP on me."

Mark remembered that incident too, but the man's version of the story differed quite a bit from his own. Mark hadn't put diesel in the man's fuel tanks, but rather he'd put diesel into his own tanks

and then videotaped the man he called "bandit" siphoning fuel out of Mother Load.

Then he posted the footage on YouTube and notified the authorities that the bandit was travelling west across Canada.

After that, it was only a matter of time before the law caught up with the guy.

"He faked some video of me online stealing fuel from his tanks."

"That was you?"

"Exactly. I had no choice but to plead guilty if I wanted to stay out of jail. Then I had to get a haircut, new rig and try and find a new company to drive for."

Mark could feel his clothes beginning to dampen and stick to his skin. He wiped a sleeve across his brow and did his best to keep his back toward the two men.

Just then a salesman from the lighting company approached Mark and said, "Are you looking for anything in particular?"

"No, not really," Mark said under his breath, determined to be as inconspicuous as possible.

"Okay, then...maybe if you told me what kind of truck you drive I can show you some of the possible upgrades we have available."

"Mack," Mark said. "Mack Truck."

"Fantastic, we have a whole line of after-market Mack accessories."

The salesman moved Mark closer to where the two men were chatting.

"Too bad we don't know who he is," said the first man, the one Mark had said had a gun.

"But I do know," said the second.

"How's that?"

"It wasn't enough for the guy to get me in trouble with the cops...While the guy is passing by me as I'm being arrested, he rolls down his window and says, 'That's what you get when you steal from Mark Dalton!'"

"So his name's Mark Dalton, eh?" said the first man. "That's good to know. I'll keep my eyes open. Who knows? Maybe the guy's even at this show."

Mark turned to the salesman, feeling faint as the blood drained away from his face. "But I'm thinking of buying a Hino."

"Ah, we keep those on the other side of the booth."

Mark followed the salesman, awkwardly sidestepping his way across the carpet so he wouldn't have to turn around and reveal his face.

"This way sir."

Mark just nodded and kept walking sideways. **TW**

Mark Dalton will return next month in Part 2 of The Truxpo Gambit.

Did you know that there are two full-length novels featuring Mark Dalton?: Mark Dalton "SmartDriver" and Mark Dalton "Troubleload." For your free copy, register with ecoENERGY for Fleets (Fleet Smart) at fleetsmart.gc.ca.

Illustration by Glenn McEvoy



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License# _____ Prov/State issued _____ Type _____ Exp Date _____

Total Truck Driving Experience _____/yrs Has your license ever been suspended? Yes No

Last Employer _____

Name _____ Company City _____ Prov/State _____

Tel _____ Start/End Date _____

Job Description _____ Reason for Leaving _____

CERTIFICATION / TRAINING: Can you lift 50lbs? Yes No

Name of School _____ Doubles/Triples

Name of Course Completed _____ Air Brake Adjustment

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Welcome to Jim's Brayings, a quick look at some interesting community news items from across the west that we think will interest you. If you have some news you think will be a good match for this column, pop me off an e-mail at jim@transportationmedia.ca. We can't run everything, of course, but we'll try to get in as much as space permits...

There's a chill in the air around these parts, an ominous sign that we're heading toward the most challenging driving season of the year. Talk about waiting for a real snow job.

On the other hand, there are snow jobs happening all across the region now: civic politicians shaking babies and kissing hands, hoping to be allowed free reign with public purses. How they'll manage to screw up public and corporate life remains to be seen, but if recent history is any judge, it won't be pretty.

But as far as the approaching winter is concerned, it's a time of year that tests drivers' mettle regularly, especially in the more mountainous and curvy-road areas - not that a whiteout is pleasant even on flat land! Perhaps it's time to brush up on those winter driving skills before the flakes (and I don't mean the politicians) fly again.

Speaking of driving skills (how's that for a laboured segue?), congratulations to all of the drivers who showcased their excellence at the Nationals this year (see

story elsewhere in this issue). Okay, I do tend to harp on "the best of the best," but even though it's kind of preaching to the choir herein, it's important to recognize these people - and there's nothing wrong with trying to swim upstream of the mainstream media herd, showing the upside of the industry instead of just focusing on the few drivers who personify "the worst of the worst" and parroting police roadside inspection reports as evidence that we're all going to die at the hands of an idiot driver at the wheel of an unsafe truck.

No "nattering nabobs of negativity" here!

In-COR-igible

Congratulations to Hardeep Sarai for his appointment to the position of COR Advisor with the Trucking Safety Council of B.C.. Hardeep holds diplomas in Occupational Health and Safety, and Wood Products Manufacturing from the British Columbia Institute of Technology. He also boasts experience as an Environmental Health

and Safety Coordinator and has extensive background as a supervisor and manager in the hospitality, waste management (not to be confused with waist management!), and wood products industries. He has operated his own business, is a soccer enthusiast and coaches youth soccer (Hey, you have to get your kicks somewhere!).

Sarai will administer the Council's Certificate of Recognition program. Congratulations on the new gig, and good luck!

The Trucking Safety Council of BC bills itself as a not-for-profit organization that works to "strengthen safety performance, and reduce the number and severity of workplace injuries, illnesses, and fatalities." You can find out more about them at www.safetydriven.ca. Drop Hardeep Sarai a note while you're there!

PIC-ing more winners

Congratulations to Cierra Trucking and Tag Logistics, Alberta's newest PIC members who recently were wel-

comed officially to the growing fold of Alberta carriers who wear their commitment to safety and compliance via the bright yellow license plates PIC membership brings. Tag Logistics Corporation is based out of Acheson, while Cierra Trucking's corporate hat hangs in Spruce Grove. And look for some changes coming to the PIC gang; a little bird told me that longtime PIC personage Lorri Christensen has decided to move on and pursue greener pastures. I wish Lorri well and thank her for her help and kindness. To learn more about Partners in Compliance, visit the website at www.partnersincompliance.com. And if you want to fill Lorri's shoes (I think they're a size 350 - not that her feet are huge; just that it'll take a lot to replace her!), get in touch with the AMTA.

Greatwest also feeling the staff crunch

Thanks to Greatwest Kenworth for inviting me to the T880 travelling road show a couple of weeks back. The food was great and so was the company!

While I was speaking with Greatwest's Corey Prediger there, he told me their sector of the biz is having the same kind of difficulty finding bums for their seats as others in the industry are. He said it's "without question" one of their biggest issues.

But Greatwest came up with a neat strategy for snagging personnel from overseas, by looking right in Alberta. "We've recruited some folks from the U.K.," he said, noting that "we've got some guys who were part of the British military who were involved in heavy equipment down at (CFB) Suffield. So we got hooked up with the personnel outfit and brought some of those guys over, and they're fantastic."

It's an interesting solution that reminds me of how Rosenau Transport recruits from the Canadian military.

Prediger also said he finds it very odd that companies are being forced to recruit from overseas rather than from down south, where millions of people are out of work thanks to the Obama economy. "Down in the States, their unemployment rate is so high I struggle with the fact that we can't get folks from (there) to come up here," he said. "We've tried. And whether there's no appetite for those folks to move up here or there's no appetite for employment period, I don't know what the issue is. But it's terrible." Maybe it's the weather, or maybe Americans fear being required to learn to speak Canadian, "eh?" **TW**

That's it for this month. As always, if you have an item you think your industry peers should see, fire me off an email at jim@transportationmedia.ca. We try to include everything we get, but picking and choosing between them gives me such a Godlike feeling it's hard not to let absolute power corrupt absolutely...Cheers!

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