

TRUCK WEST

April 2009 Volume 20, Issue 4

Delivering daily news to Canada's trucking industry at www.trucknews.com

Disturbing report

Commercial trucks are now mode of choice for drug-runners

By Jan Westell

SURREY, B.C.—A major trend is emerging, with more drug traffickers favouring land ports of entry over the more traditional route through Toronto's Pearson International Airport, according to the Canada Border Services Agency (CBSA).

The CBSA analyzed a pattern of cocaine trafficking between Jan. 1, 2001 and June 30, 2007, and published a report on the findings entitled: *Cocaine Seizures, Pacific Region Perspective*.

In the 6.5-year period analyzed in the report, CBSA seized 8.2 tonnes of cocaine in Canada, considered to be worth more than \$1 billion dollars, at various land, air, marine and postal ports of entry across the country. While the traditional methods of cocaine importing had historically been via air and marine methods, over the last 19 months examined by the report, land-based movements have become the favoured method of importing cocaine into Canada, mainly via commercial trucks through "Pacific Region" ports of entry.

The majority of cocaine coming

Continued on page 8



HEAVY HAUL: US Customs officers empty a cattleliner of marijuana after intercepting the load at the border.

Photo courtesy US Customs and Border Protection

Volumes down on main NWT ice road

YELLOWKNIFE, NWT—Freight trucked over the Tibbitt to Contwoyto ice road in the NWT is down by about 45,000 tonnes compared to last year, says Erik Madsen, director of Joint Venture Management Committee, operators of the ice road.

The Tibbitt to Contwoyto winter road begins about 60 kilometres east of Yellowknife, and connects to three diamond mines. Most of the road is built over frozen lakes with connections via land portage. It is about 400 km long this year, compared to its normal length of almost 600 km, after Tahera's Jericho Diamond Mine shut down last year.

The ice road opened on Feb. 1, and is expected to close about March 31, according to Madsen, whose group manages the road for BHP Billiton Diamonds and Diavik Diamond Mines.

"Everything is on schedule and it's going really well," said Madsen. "The cold weather this year really helped to build the ice up, and the loads/the tonnages are there. We anticipated being done on schedule or even earlier."

Diesel fuel is the largest item being trucked north on the road, along with cement, tires, prill (ammonium nitrate) for explosives and various construction materials. However, Madsen admitted that the 45,000 tonne decline in projected volumes (to 200,000 tonnes) is being felt by some truckers.

Making matters worse, De Beers

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Small tweaks, big savings

See pg. 26



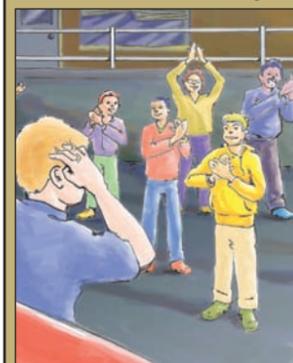
Reach us at our Western Canada news bureau

Call Jan Westell at 604-943-1170 or e-mail jan@transportationmedia.ca

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Mark Dalton O/O



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CLASS 8 TRUCK SALES TRENDS

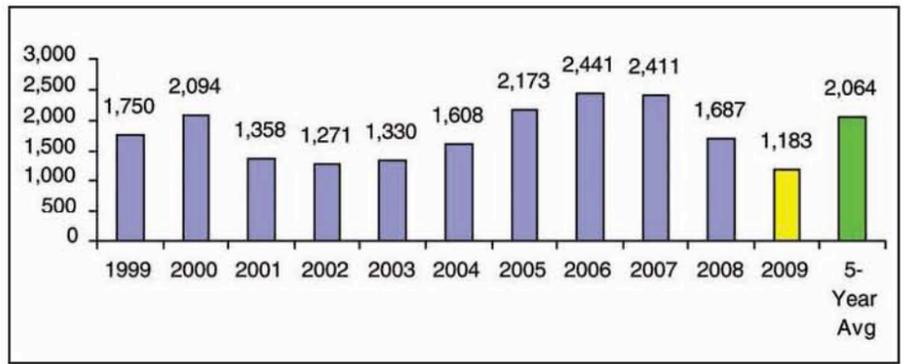
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The year has started with a very noticeable whimper. The 1,183 Class 8 trucks sold in Canada in January is the lowest total sold over the past decade. It was almost 1,000 trucks off the five-year average. (It should be noted that the five-year average includes the industry's peak years of 2004 to 2006.) There is a great deal of excess capacity in the market right now and the deterioration of the global economy also means that sales of used trucks to emerging markets such as China and Russia have slowed down considerably. Carriers will need to see evidence of an economic resurgence and the used truck inventory will have to be whittled down before Class 8 sales pick up again.

Monthly Class 8 Sales - Jan 09

OEM	This Month	Last Year
Freightliner	234	310
Kenworth	111	497
Mack	80	303
International	425	104
Peterbilt	46	219
Sterling	87	127
Volvo	98	128
Western Star	102	59
TOTALS	1,183	1,687

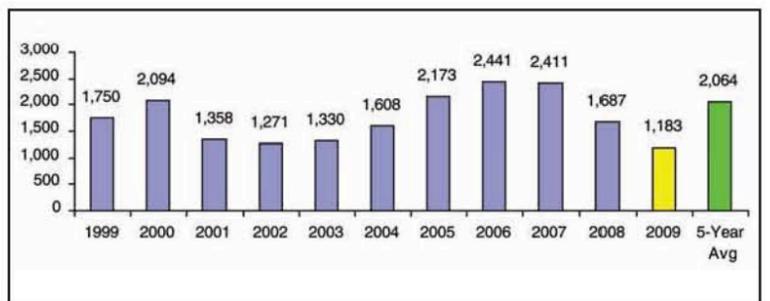
Historical Comparison - January 09 Sales



Class 8 Sales (YTD Jan 09) by Province and OEM

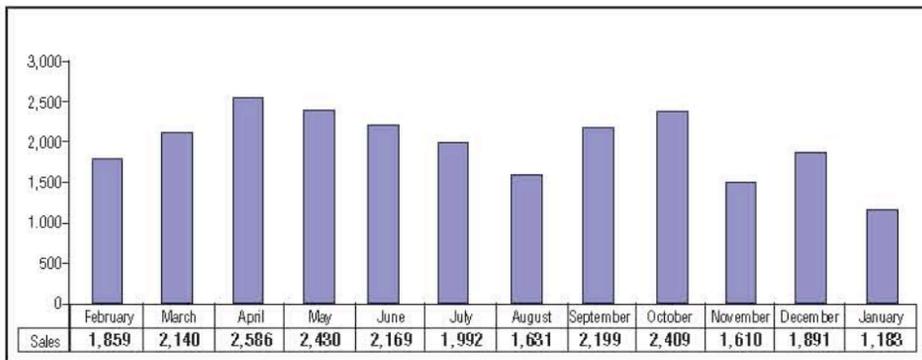
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	24	25	12	8	79	50	30	6	0	0	234
Kenworth	21	49	5	5	12	16	2	1	0	0	111
Mack	2	15	9	9	31	11	2	1	0	0	80
International	16	60	7	7	189	123	15	5	0	3	425
Peterbilt	2	9	5	1	18	7	1	3	0	0	46
Sterling	24	15	0	0	30	10	5	2	0	1	87
Volvo	5	14	2	9	52	7	4	5	0	0	98
Western Star	16	49	6	7	7	3	11	2	0	1	102
TOTALS	110	236	46	46	418	227	70	25	0	5	1,183

Historical Comparison - YTD



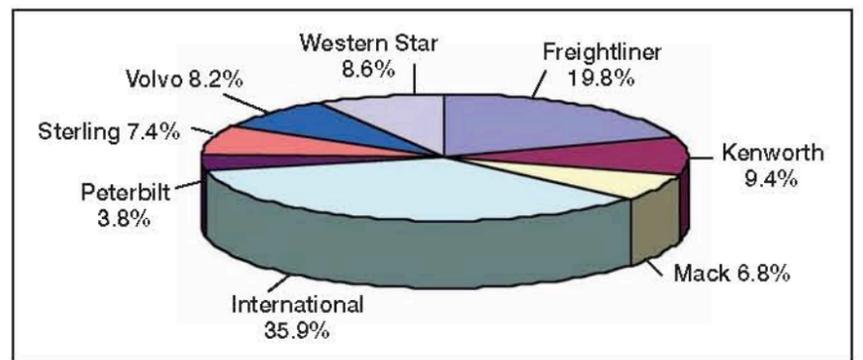
Total Class 8 truck sales for 2008 ended at 24,623, which was about 600 units off the previous year's admittedly slow pace and about 5,000 units off the five-year average for Canada. In total, 2008 ranked as the fourth worst sales year of the past decade. The pre-buy strategy employed by many fleets had its expected effect and the spent North American economy posed too high a hurdle for those hoping for any pickup in sales for the close of the fourth quarter. And judging by the extremely slow start in January and fears the recession will be as deep or deeper than the one that ravaged the North American economy in 1981-82, it looks like 2009 will be even worse than 2008.

12 - Month Sales Trends



The 1,183 Class 8 trucks sold in January made for not only the worst January in the last 10 years but also for the worst month of the past 12-month cycle. The 2,586 Class 8 trucks sold in April marked the strongest sales over the past 12-month period with May's 2,430 trucks sold the second best. The 2,409 trucks sold in October marked the third-best performance of the year but it has been a steep decline since then.

Market Share Class 8 YTD



International last year won the market share title for the second year in a row, once again beating out former perennial front runner Freightliner and the lead was by more than 6%. International jumped out of the starting blocks with a lead in the first quarter last year, capturing about 22% of sales. It appears to be following in the same tracks this year with an impressive 36% share of sales after the first month. Freightliner has almost 20% of the market but both Kenworth's and Peterbilt's first month market share is considerably below their performance from the previous year.

Source: Canadian Motor Vehicle Manufacturers Association

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12 Concorde Pl., Suite 800, Toronto, Ont., M3C 4J2
 Sales: 416-510-6892 / Editorial: 416-510-6896
 Fax: 416-510-5143

Truck West, USPS 017-178 is published monthly by Business Information Group, a division of BIG Magazines L.P., a leading Canadian information company with interests in daily and community newspapers and B-2-B information services. US office of publication: 2424 Niagara Falls Blvd, Niagara Falls, NY 14304-5709. Periodicals Postage Paid at Niagara Falls, NY. US postmaster: Send address changes to Truck West, PO Box 1118, Niagara Falls, NY 14304.

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 Circulation inquiries: 416-442-5600 ext. 3553
 Change of address: Please include subscription number from mailing label.

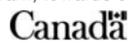
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PAP Registration No. 11065

We acknowledge the financial support of the Government of Canada, through the Canada Magazine Fund, towards our editorial costs.

We acknowledge the financial support of the Government of Canada, through the Publications Assistance Program, towards our mailing costs.



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Speed limiter protest fizzles as age battle ramps up

As far as protests go, it wasn't exactly the Million Man March. Despite expectations of some 200 or more trucks forming peaceful convoys from starting points in Cambridge and Bowmanville and converging at Queen's Park March 2, only a half dozen or so trucks actually took part. (You can read the story on pg. 18).

I counted a couple dozen professional drivers on the grounds, who were there to support protest organizer Scott Mooney.

Their cause, of course, was Bill 41 – Ontario's controversial law requiring all trucks in the province to be mechanically limited to 105 km/h.

If you're the glass half empty type, it's easy to write the demonstration off as an embarrassing flop. Some in the mainstream media have already done so.

If you're an optimist, on the other hand, you take solace in the fact that the handful of drivers who did participate had their moment in front of a full throng of mainstream media.

Pretty much every media outlet was represented and a news chopper circled persistently overhead, seemingly waiting all the while for the convoy to arrive.

At the end of the day, based on the few short clips that did make the news, the journalists that attended were either underwhelmed by the display, disinterested in the message or both.

Or maybe, like me, they were unable to keep their pens from freezing solid.

Mooney told me after the event that while he was disappointed in the turnout, he was grateful for the support of some key players – notably two Opposition MPPs, the Teamsters and OBAC.

He's still hopeful enforcement of Bill 41 will be suspended until the legislature can further review

Editorial Comment

James Menzies



all studies completed on the potential impacts of the law.

It's unlikely.

But kudos to him for representing himself with class, even in the face of major disappointment.

More than 700 people expressed their support for the demonstration on a Facebook page and dozens – if not hundreds – made verbal commitments to be there.

Those who did attend were, quite frankly, hung out to dry.

On another note, could it be that the issue of mandatory road tests for senior drivers in Ontario is every bit as contentious as the speed limiter law?

Based on the number of calls I received from senior drivers in response to last month's cover story and editorial, I'd say it's close.

(This too, is primarily an Ontario issue – but should be of interest to all professional drivers).

I appreciate every one of those calls. Most callers wanted to know what they could do to have the law changed, especially now that new

equipment requirements have created further inconveniences.

We've partnered with OBAC to create a page devoted to the issue on its Web site (www.obac.ca).

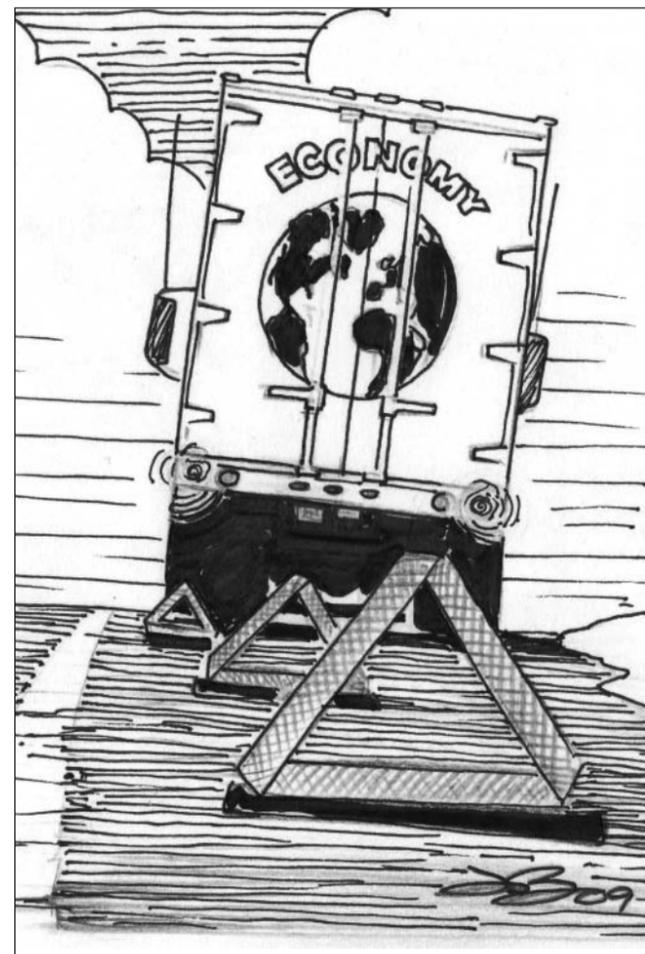
At the very least, you'll now have a place to direct uninformed MPPs for background on this issue.

Some insiders have voiced optimism that the road test requirements for senior drivers will in fact be lifted.

That's good news.

But in the meantime, let's help nudge along those who wield the power to get such things done. □

– James Menzies can be reached by phone at (416) 510-6896 or by e-mail at jmenzies@trucknews.com.



How bad can it really get?

This has been one long, cold winter for truck makers.

For many fleets and owner/operators on either side of the border there is just little reason to buy right now.

US truck tonnage did spike 3% in January but that's not saying much considering how weak December's numbers were.

Placed in proper perspective, January's tonnage "spike" is actually a 10.8% drop when compared to the previous January.

It was also the second lowest tonnage total since October 2002. Industry forecaster FTR Associates expects US trucking activity to continue its steady decline with loadings forecast to drop another 10% over the next several months and be off by more than 7% in 2009.

That represents more than a doubling of the drop-off forecasted just a couple of months ago.

There's not much better news this side of the border.

When the Ontario Trucking Association polled trucking companies at the start of the year it found 51% of fleets were pessimistic about overall industry

Viewpoint

Lou Smyrlis
 Editorial Director



prospects over the next three months, which was up sharply from the 34% who expressed pessimism in the same survey in the fourth quarter of 08.

Seventy-four per cent of respondents said they are experiencing declining freight volumes, compared to just 52% of respondents in the previous survey. Sixty-one per cent said loaded miles are decreasing, up from 36% in the fourth quarter.

On southbound lanes into the US, 82% of respondents said volume was down, compared to just 51% in the last survey.

The survey suggested the industry is expecting a freight recession to continue for at least into June.

The OTA survey suggests trucking companies are parking trucks to cope with decreased demand – 45% of respondents said

capacity has been reduced in their segment and 53% said they expect to see further capacity reductions over the next six months.

Sixty-seven per cent of respondents said they would not be adding tractors to their fleet and 23% said they'd reduce their fleet size.

South of the border, despite all the bankruptcies of the past year, FTR's forecast has capacity utilization staying below 70% through the third quarter of 2009.

With such dismal performances and expectations by North American carriers it's no surprise that net orders for all North American truck OEMs fell to 6,167 units in February – a further 21% decline from anemic January and a whopping 60% decline since last February. (The number includes orders in the US, Canada and Mexico as well as exports).

There should be hope the stimulus packages offered by the federal governments in both the US and Canada will help kick start the economy; if they fail, it will be time to break out the "worst case" scenarios. □

– Lou Smyrlis can be reached by phone at (416) 510-6881 or by e-mail at lou@TransportationMedia.ca.

In Brief

Slowing economy impacting northern diamond mines

Continued from page 1

Canada announced recently that its Snap Lake mine has experienced a production slowdown, with 128 employees being laid off.

"It's surprising that (the economic slowdown) is affecting the diamond mines as much as it is, because men still buy diamonds for their women," says Blair Weatherby, president of the NWT Motor Transport Association.

The Yellowknife fleet operator has managed to cope with the economic downturn by diversifying and subcontracting for the ice road industry. His company, Weatherby Trucking, normally specializes in transporting construction equipment and supplies or acting in a vehicle recovery capacity for breakdowns or other vehicle mishaps in the Yellowknife area.

This year, Weatherby has a total of three trucks hauling on the winter road, to supply the local diamond mines. One is a winch truck, which is currently hauling shacks on the ice road with a trombone trailer, and the other two are hauling various construction supplies along the same winter transport route.

"Mostly cement – bags of cement," said Weatherby. "They use it for backfilling (the mine) underground." □

Port peace in B.C.?

VANCOUVER, B.C. – Labour peace has been achieved between the B.C. Maritime Employers Association (BCMEA) and the International Longshore and Warehouse Union (ILWU) Local 514, after a tentative agreement reached last month was signed by both parties.

"Representatives from the BCMEA and ILWU Local 514 met (in early March), confirming their respective memberships have ratified the collective agreement in effect between Apr. 01, 2007 and March 31, 2010," said Greg Vurdela, vice-president marketing and information services, BCMEA.

The 450 ship and dock foremen with ILWU have been without a contract since March 31, 2007. There has been no comment by ILWU Local 514 during the negotiation process, or since the ratification vote.

According to BCMEA, the main issue has been the cost of the contract.

However, labour peace has not yet been fully realized at Vancouver ports. Unionized truckers who haul freight at the Port of Vancouver have been without a contract since Dec. 31, 2008, and negotiations have not been smooth.

Members of the Vancouver Container Truckers Association/Canadian Auto Workers 2006 (VCTA/CAW 2006) voted unanimously on Dec. 21, 2008 to hold a strike vote in late January, but that action has never occurred.

Negotiations from that point have been ongoing, but unsuccessful according to union representatives.

The union has recently announced that mediation is now being considered, but no further details have been offered.

The 750 truckers, which are predominantly owner/operators employed by 22 different companies, want stricter enforcement of established pay rates, as well as a moratorium on new port passes which allow drivers to enter the port.

The union has previously had issues with what it refers to as: "undercutting, wait times, and lack of work available as the result of the port issuing too many licences." □



B.C. truckers give provincial budget a green light

LANGLEY, B.C. – The 2009-2010 provincial budget has received the support of the B.C. Trucking Association (BCTA).

"The government is tightening its belt on discretionary spending, while simultaneously continuing an aggressive program of infrastructure improvements that will create jobs today, while supporting economic growth well into the future," says Paul Landry, president and CEO of the BCTA.

"BCTA is very pleased that investments in the Gateway Program, Kicking Horse Canyon, the Okanagan Corridor and the Cariboo Connector will continue. Including federal contributions, almost \$3.3 billion will be spent on key projects over the next three years."

While the BCTA would have preferred that the controversial carbon tax be frozen at 2008 levels, it endorses new provincial sales tax exemptions for idle reduction devices, such as auxiliary power units and cab heaters, as well as for a broader range of aerodynamic devices.

Landry added that "significant progress is being made on plans to develop a comprehensive program designed to reduce commercial vehicle fuel consumption and greenhouse gases." □

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B.C. border crossings targeted by drug importers: Report

Continued from page 1

to Canada and the US now travels through South America, Mexico and the US, according to the report. It is estimated by CBSA that 72% of the cocaine shipped to the US moves through a Central America-Mexico corridor, and then travels into the US through southwest border crossings. Once the cocaine enters the US, the report states that Mexican-based drug cartels operating in southern California distribute the cocaine to various points in the US and Canada.

A major west coast trucking route, Interstate 5, connects southern California to the Pacific Region and this provides what CBSA describes as a "simple and direct link to Vancouver and Western Canada." Intelligence reports and seizure data accessed by the CBSA indicate that almost all of the cocaine seized

at the "Pacific Highway District Ports," was staged either in Southern California or Washington State. The two most significant national trends in cocaine trafficking, observed by the CBSA, involve a change in where the seizures are occurring, as well as the mode of transport.

"The increase has been almost entirely due to an increase in the average size of seizures, which itself, is directly attributable to the mode of transport (actual number of seizures dropped in the same period). Whereas most cocaine used to be imported through Toronto airport, there has been an increase in land-based imports using commercial tractor-trailer units," reads the report.

While the amount of cocaine seized in the Pacific region has been steadily increasing since 2001, the

CBSA notes that this increase has accelerated since Dec. 1, 2005. For the time period analyzed by the study, CBSA in the Pacific Region had seized 1,672 kgs of cocaine.

"Of this total, four ports of entry in the Pacific Highway District have been responsible for 86% of this total. Combine these interdictions with seizures done by US law enforcement agencies (cocaine destined for Canada but seized in the US) and the increasing scope of the problem is even further accentuated."

In contrast, cocaine seizures at marine ports of entry decreased significantly during the same study period, with only two seizures totaling less than 10 kgs at the Vancouver cruise ship facility, and no Halifax marine seizures since 2004.

"Seizures in the air mode (Pearson International Airport in Toronto), are still at a high level, but the percentage of cocaine seized at airports in Canada has decreased from 70% of the Canadian total in 2002, to less than 25% in the first six months of 2007. Land-based cocaine seizures have increased substantially during this same time period," says the report.

Furthermore, the CBSA analysts state that the rapid rise in highway seizures in the Pacific Region since 2006, and the Windsor/St. Clair, Ont. region in 2007 "are directly connected in a number of ways."

The report notes that demand for cocaine in B.C. has remained "relatively stable," even as cocaine seizures have increased. Production of cocaine was also considered to be "relatively stable," which indicates to the CBSA that this increase in cocaine coming into B.C. is likely headed for destinations beyond B.C.

"Organized crime groups importing cocaine into B.C. are not only exporting cocaine to other areas in western Canada, but are including central and eastern Canada, as well as Australia, Asia and Europe. A seizure in Australia in September 2006 of 135 kgs of cocaine was the largest in Australian history, and

originated in Vancouver. Five individuals arrested were either residents or former residents of British Columbia," says the report.

The report further reveals that the significant increase in the amount of cocaine seized in the Pacific Region has been due to a large increase in the size of each individual shipment. While the total number of cocaine seizures has remained relatively constant, the size of each shipment has been increasing, and more than doubling, since 2004.

"US law enforcement seizures have also had an increase in cocaine seizures during this same time period, and to highlight the significance of these averages, since 2001 the six largest cocaine seizures in the Pacific Region have all occurred in the last 19 months, and all six seizures have been at highway ports of entry (on both sides of the Canadian/US border)."

Hidden and fabricated compartments are not necessarily a new trend in cocaine smuggling, according to the CBSA.

However, what has becoming apparent to CBSA inspectors is the high level of organization and sophistication that has increased with concealment methods which involve either fabricated false compartments, or the utilization of natural compartments inside the vehicle. Some smugglers are even more brazen.

"On occasion, the drugs are not concealed at all, and are simply sitting inside a cardboard box in the back of a truck," states the report.

The majority of concealment methods encountered by the CBSA since 2005 involve either fabricated false compartments or the utilization of natural compartments inside the vehicle. "These compartments are the concealment of choice in more than 56% of all cocaine seizures done by CBSA in the highway mode, and the fabricated compartments signify a growing level of sophistication in the smugglers and traffickers." □

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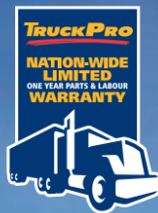
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Cattleliner bust is stinky business

SUMAS, Wash. – Drug runners will go to great lengths to hide a load of contraband.

US Customs and Border Protection (CBP) officers at the Sumas port of entry seized 1,746 lbs of high grade marijuana concealed within the manure-crusting floors of a cattle trailer on Feb. 17, and subsequently arrested a Langley, B.C. man. (See cover for photo).

The truck driver had arrived at the port with a load of beef cattle destined for Stanwood, Wash., when he was selected for an "intensive inspection," according to the CBP. The cattle were off-loaded and the trailer was examined, using a gamma X-ray imaging device, which discovered "inconsistencies" in the lower and upper decks of the trailer.

When entering the trailer, CBP officers state that they noticed a space discrepancy in the interior, indicating the possibility of a built-up compartment in the floor. The CBP officers then scraped off the "natural by-product" left by the cows, and unbolted false panels which concealed hundreds of plastic bags of marijuana beneath. It was a stinky investigation, according to the CBP.

"We will continue to be vigilant in our mission of protecting the homeland from terrorists and the criminal elements that would harm our society," said area port director Pat Hinchey. "And while it is not every day we discover drugs hidden under cow flop, it does have its own unique sweet smell of success."

Eventually all the marijuana was packaged into 69 large boxes which had to be placed back into the cow trailer for transportation to a secured repository vault. The cattle were sent back to the rancher that hired the livestock hauler, or what the CBP calls a "direct export." □

Safety

Unintentional acupuncture could result from dash-mounted toggle switches

Continued from page 9

power may actually draw as much as 1,600 watts at high power. Users of this equipment will need to remember to cook their supper at a lower setting.

Drivers will also need to remember to limit themselves to one device per outlet on the inverter.

In addition to that, they also need to realize that there is a distinct difference between a cigarette lighter and a power source. While the openings look the same,

the power source has a higher rating and the cigarette lighter is designed for intermittent use.

Many other safety-related enhancements can be made when the truck is first purchased. Visibility, for example, can be improved with the addition of a down-view mirror to protect against blind spots. Controls mounted on a steering wheel will help to ensure that eyes remain on the road. And cabinets that run from floor to ceiling will offer a welcome barrier between the

driver and any loose objects in the sleeper.

Any dashboard should also mount controls within easy reach, but fleets should also be careful about choosing designs that are simply too overwhelming to watch, Palencher adds.

Even when wearing restraints, a driver is also going to come in contact with the dashboard during a full frontal accident.

That means instrument panels should offer some protection for the knees. Palencher also ques-

tioned those who spec' toggle switches on the dash.

"If a driver hits that, it's going to sort of be like acupuncture," he says.

The impact may even be guaranteed. While those who wear seat belts are twice as likely to survive an accident, a mere 65% of truck drivers use the restraints, Tribett says. This compares to the 85% of car drivers who buckle up.

It proves that a commitment to safety involves everything from vehicle spec's to driver attitudes. □

Safe tech, safe trips

New technologies promise to have big impact on commercial vehicle safety

By John G. Smith

ORLANDO, Fla. – *We were obviously turning the corner too fast, but that was the point. Meritor Wabco's test driver headed into the "ramp" at 33 mph and cranked the wheel. The downrigger attached to the side of the trailer began to tilt towards the pavement like the training wheels on a bike.*

Once the wheels touched the surface of the runway-turned-test-track, the trailer had obviously passed the point of no return. It was a rollover.

The second trip into the curve offered a different experience when the roll stability system was engaged. The equipment automatically measured wheel speeds, lateral acceleration and pressure in the air suspension, and then applied the brakes to bring the trailer under control.

The downrigger never made contact with the ground.

undeniable impact on the safety of trucks that travel North America's highways. The addition of emerging systems such as Meritor Wabco's Roll Stability Support, for example, offer added stability for loads with a high centre of gravity. Lane Departure Warning Systems sound their warnings as drivers stray over the painted line. And various sensors can be used to measure following distances.

The equipment can also offer a relatively quick payback to the fleets that install it.

"There's very promising data – particularly return on investment data," says Dan Murray, the American Transportation Research Institute's vice-president, research. Using some conservative figures, researchers have shown that buyers can certainly recover their costs.

Granted, the returns can vary widely depending on the exposure to heavy traffic and the value of insurance deductibles. But a Lane



SECOND CHANCE: There are no training wheels in real life. The Meritor Wabco RSS stability system is turned off in the top picture and is activated in the bottom.

Departure Warning System returns between \$1.37 and \$6.55 on every dollar invested into the equipment, according to research by the American Transportation Research Institute.

Roll Stability Control offers a payback of \$1.66 to \$9.36. And a Forward Collision Warning System offers a return on investment between \$1.33 and \$7.22. (All figures are US dollars).

These figures consider everything from crash costs to insurance rates and pending changes to safety ratings.

There is no question that this equipment can work. Field tests

are proving that. But researchers are now trying to determine if they can build a safer truck by integrating several of the equipment options.

The major field test of these Integrated Vehicle Based Safety Systems (IVBSS) began this February under the watch of the University of Michigan Transport Research Institute. It is looking at the combination of a Lane Change/Merge System, Forward Crash Warning System and Lane Departure Warning System.

It is part of a 54-month, \$32.2-million evaluation that is considering systems for light and heavy

Technology promises to have an

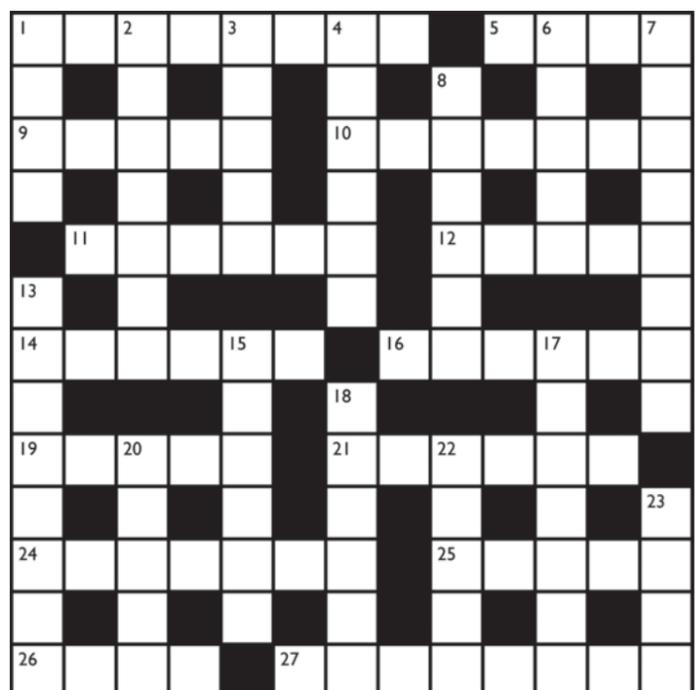
THIS MONTH'S CROSSWORD PUZZLE

Across

1. Police station, slangily (4,4)
5. Unwanted particles in engine oil
9. Monster Truck competition venue
10. Freight-terminal activity
11. Historic-vehicle display venue
12. A Shell truck-transmission oil
14. Tire's basic structure
16. The ____ State, NY plate slogan
19. The St. Lawrence, for example
21. Forklift-truck brand
24. A transmission name
25. Leaf spring and axle connector (1,4)
26. Vehicle-related urban-air issue
27. Took on a load of diesel (6,2)

Down

1. Boston, MA, a.k.a. ____ Town
2. Certain city thoroughfares
3. Snowmobile shipping container
4. Truck-stereo control
6. Mississauga bus-building company
6. It's pictured on Saskatchewan plates
7. Certain drive-train components (3,5)
8. Axle adjective, sometimes
13. Winter-driving hazard (3,5)
15. Comforting used-truck-ad words (2,4)
17. Seasonal arctic highway (3,4)
18. Canadian songstress Twain
20. Truckmaker headquartered in Sweden
22. Remarkably redolent roadkill
23. Octagonal-sign order



Answers on page 29

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vehicles alike, with Eaton, International Trucks, Conway and Battelle included in the truck research.

The latest step is a 10-month Field Operational Test that will gather enough data from 10 trucks to simulate eight years on the road.

"We're familiar with these technologies independent of each other. We never tested them together," says Bob Petrancosta, vice-president, safety at ConWay Freight, which is involved in the tests. "One of the reasons we've never tested all three together is, quite frankly, it's cost-prohibitive."

In the test vehicles, the Lane Change/Merge Systems flash a yellow light if there is an obstacle in the truck's blind spot, show a red light if the driver activates the turn signal in that direction, and sound an alarm if a turn begins.

A Forward Crash Warning System, meanwhile, displays a warning if the truck is within two seconds of an object, and sounds an alarm if it anticipates a collision. The Lane Departure Warning System sounds the alarm if the vehicle strays over the painted line.

Petrancosta saw the value of a Lane Departure Warning System when he watched the videotape of one of Conway's drivers who was nodding off behind the wheel.

The alarm sounded, the driver corrected the steering and there was no other event during the remainder of the trip.

A "lot of effort" has gone into eliminating false alarms, adds Dr. Zhijun (Zwick) Tang, an Eaton engineer involved in the product. That's why there is no audible alarm when a turn signal is activated before a turn actually begins. Meanwhile, Lane Departure Warning Systems are accounting for various lane markings in construction zones.

Some jobs seem like they are earned by drawing a short straw. Consider the Meritor Wabco employee who stood on the brakes of his rental car in front of a moving tractor-trailer.

As the distance between the vehicles began to close, the warnings in the cab began to sound.

Then the prototype Autonomous Emergency Braking System automatically began to apply the engine brake and foundation brakes.

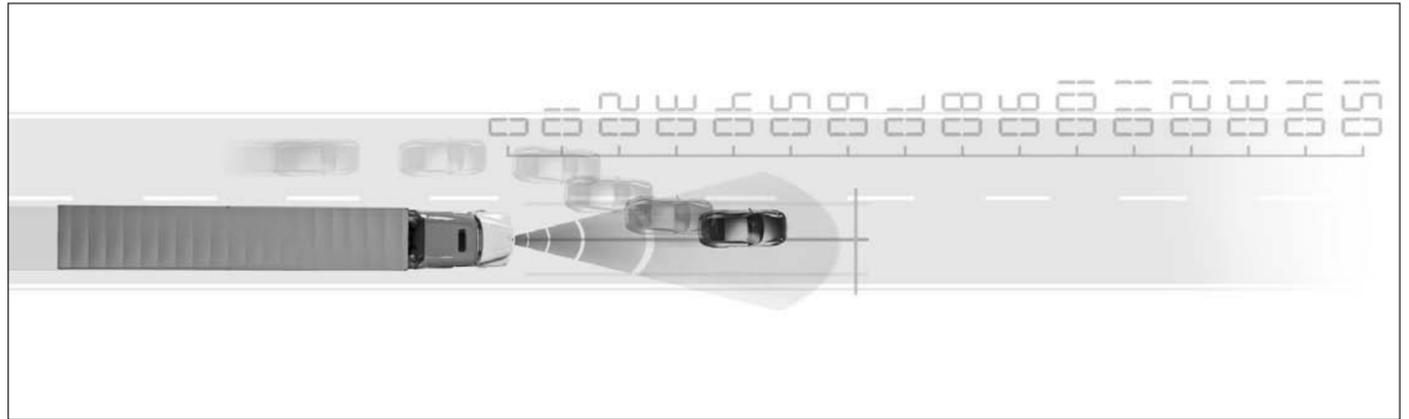
The tractor-trailer came to a safe stop without any intervention by the driver.

The systems also continue to be refined. The combination of a video camera and radar on a Forward Crash Warning System, for example, will detect parked vehicles as well as those that change speeds.

Don't expect traditional mirrors to disappear any time soon, says Chris Flanigan of the FMCSA's office of analysis, research and technology.

But some of the new technology could still be mandated as well.

The National Highway Traffic Safety Administration is already



STANDING ON-GUARD: Meritor Wabco's OnGuard system has the capability of determining when a tractor-trailer is following a vehicle too closely and then intervening by applying the engine and foundation brakes to avoid a collision.

requiring Roll Stability Systems on passenger cars by 2010.

There are other signs that the US federal government may offer further financial support for those who want to install the new safety systems on trucks.

The real push may come with the introduction of a Bill in the US Congress, which suggested

incentives to offset the cost of such equipment.

With 23 authors, it is expected to have some traction in the year to come.

Now picture a system that ties stability controls into a Global Positioning System (GPS) unit, muses Alan Korn of Meritor Wabco.

If a driver heads into a 30 mph curve at twice that speed, the vehicle will roll over.

But imagine a system that identifies the curve before it emerges and begins to slow the vehicle before it even faces the threat.

"It seems far-fetched," he says of the future possibilities, "but when you think about it, it's not." □

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 f) Public Utility (electric, gas, telephone)
 g) Construction / Mining / Sand & Gravel
 h) Petroleum / Dry Bulk / Chemicals / Tank
 i) Manufacturing / Processing
 j) Retail
 k) Wholesale
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Opinion

Shock value?

It's time to fight back over misleading headlines

Nothing gets me more wound up than a shocking headline that misrepresents our industry. We're already fighting mistaken public perception and negative stereotypes, but when the media sacrifices truth for a punchy headline, it's time to fight back.

Here's an example of the crap I'm talking about. The headline from a recent story in the *Newark Star-Ledger* reads: "Shirtless man is killed by truck on turnpike."

The opening sentence states that "a 28-year-old man wandering shirtless on the New Jersey Turnpike in South Brunswick was killed after he was struck by a bus and tractor-trailer Friday night..."

The victim, it turns out, was first hit by a bus. Furthermore, according to authorities, he may have already been dead when he was struck again by a tractor-trailer.

So, why the "killer truck" headline when the guy was clearly first struck by a bus? It's inaccurate, it's misleading, and it makes me sick.

And here's another example of a headline that sacrifices truth for sensationalism, this time from a television news report on TV10 News in Sacramento, Calif. "One dead in Highway 12 big rig crash."

The story reports that one person was killed and three others injured in a three-vehicle accident "involv-

Voice of the O/O

Joanne Ritchie



ing a big rig." Investigators believe that the 19-year-old victim "allowed his vehicle to drift into oncoming traffic and hit another car, causing the trailing big rig to swerve to avoid the collision before running into a ditch and blocking the road."

After describing the dead and injured, the reporter quotes a highway patrol spokesperson as saying "the uninjured driver of the big rig was able to pull (the victim) from his car just as the vehicle burst into flames..."

That story could easily have been about a heroic driver who ditched his truck to avoid complicating an already tragic situation, and then returned to the burning wreck to save the life of the wretch who – allegedly – caused the crash.

The truck driver's name isn't even mentioned – but it's duly noted that he's blocking the road with his ditched truck.

And our own media do a pretty good job of twisting the facts as well. When the driver of a *pickup* truck struck and killed six members of a

wedding party in Abbotsford, B.C. a couple of summers ago, headlines from one end of Canada to the other screamed: "Six dead after truck hits wedding parade," and "Truck mows down B.C. wedding party guests."

And this is not just me feeling put out by media coverage of trucking. Last year, a study by Transport Canada revealed that the media sensationalizes truck collision reporting regularly.

The report, which focused primarily on advertising in the automotive industry, also contained a section analyzing motor vehicle collision reporting in Canadian media.

Findings showed that close to 60% of reported collisions involved fatalities, and over 80% of reports included either deaths or serious injuries. The research also showed that "larger sized vehicles being involved in a collision also appears to be linked to increased likelihood of fatality and newsworthiness; this becomes particularly apparent when smaller vehicles collide with large transport trucks."

Big trucks are involved in a disproportionate number of stories that make the news because they're more likely to be travelling on highways, and about half the accidents reported in the media occur on highways.

Bigger roads, more traffic, and higher speeds mean increased likelihood of fatality, which in turn means a higher level of newsworthiness. In other words, if it bleeds, it leads.

But while the involvement of trucks in crashes appears to be rampant, statistics tell a much different

story. Trucks are actually involved in a small percentage of all on-road collisions. In Ontario for example, the most recent road safety numbers show that trucks were involved in less than *one half of one per cent* of all personal injury and property damage collisions, and in less than 10% of all fatal collisions.

If you compare these numbers to the Transport Canada research on accident reporting, the mainstream media over-reports collisions involving trucks by a margin of at least three to one.

For headline readers, as roughly six out of 10 people are, the "killer truck" caption alone can do the damage.

Details that exonerate the truck, if they're present at all, often get buried deep within the story, where two-thirds of readers never go. So public angst is fueled, motorists remain terrified of big trucks, and you're the loser.

Help expose this kind of reporting by writing to editors and publishers of media outlets that exploit truckers, or pass the information on to OBAC and we'll do it for you through Truck Writers of North American (TWNA).

Most of the truck writers you know are part of TWNA, and one of our goals is to ensure that the industry is portrayed in a balanced, accurate manner in the mass media. We've got a long way to go. □

– Joanne Ritchie is executive director of OBAC. Ready to make headlines? E-mail her at jritchie@obac.ca or call toll free 888-794-9990.

Industry

When the going gets tough, the tough get good advice

The best fleet managers are always looking for opportunities to discuss new ideas or get advice for their fleet operations, but in difficult times it becomes even more critical to find out what successful fleets are doing. The agenda for the annual conference of the Private Motor Truck Council of Canada has been designed to answer one topical question: How can fleet managers control or reduce costs in recessionary times? It is a question that every fleet manager has or will face, because companies are looking for an edge, a way to keep costs in line, and private fleets are not immune from the pressures of cost control.

The dates are June 18-19, and we are returning to Queen's Landing in the heart of Niagara-on-the-Lake, Ont. This beautiful hotel with the feel of a southern mansion has received rave reviews from past conference attendees. Combine such an informative conference in a venue with access to many of wine country's attractions and you have a great get-away. This conference has become the best opportunity for those involved with private trucking to join their peers and industry suppliers in a relaxing forum where they can participate in educational and instructive seminars on current issues. The seminars cover a wide range of topics, such as:

Hybrid technology

Manufacturers will explain the tech-

Private Links

Bruce Richards



nology and operators of hybrid fleets will describe their practical experience.

Empowering for productivity

Roy Craigen of Transcom Fleet Services and past chair of the Canadian Trucking Human Resources Council will lead this seminar on getting the most from your drivers – a proven source of savings.

Strategies for recessionary times Part 1 - Conserving fuel

A panel of industry professionals, fleet managers and suppliers will discuss specific steps they have taken, along with products and strategies they have implemented to reduce fuel consumption and emissions.

Annual legal update

Christopher Andree, who specializes in labour law and Dean Saul a well-respected transportation lawyer, both of Gowling Lafleur Henderson will update and review changes in labour and transportation law that affect the way our fleets operate.

Strategies for recessionary times Part 2 - What fleet managers are doing

We've assembled a panel of fleet managers who have implemented some interesting and innovative ideas for containing costs. You'll hear from your peers about real strategies that work.

Let me preview a little of what you can expect to learn: We've all heard something about hybrid technology but few of us know enough to determine whether it would have an application in our particular business. This seminar will explain the technology and then we'll hear from users of hybrid vehicles about their actual experience.

Roy Craigen is an expert communicator and trainer. He is a sought-after speaker and consultant for fleets that are seeking ways to improve productivity and team-building within the fleet. Roy will be describing how you can get your drivers to want to contribute to improving productivity, and turn them into even more valuable resources for your fleet.

Think you know all the ways to improve fuel economy? Our panel will be discussing some innovative ways that work. Fleet operators and suppliers join this panel to offer ideas and actual results from steps they've taken.

During our Friday morning breakfast we'll receive a legal up-

date with commentary on labour and transportation law.

And in Recession Strategies Part 2, our panel of fleet managers and safety experts will describe actual cost-control initiatives and safety management strategies that have worked for them.

And of course we'll mix in a little social time at the Chairman's Reception and Dinner Evening where we will experience an evening of great food and entertainment featuring stand-up comedy.

A highlight of the conference is always the Annual Awards Luncheon. It is during this event that we celebrate some of the best that trucking has to offer. The Private Fleet Safety Awards, sponsored by Zurich, recognize some of the safest private fleets in Canada. We continue celebrating excellence with the induction of professionals into the Hall of Fame for Professional Drivers, sponsored by Huron Services Group. The Hall of Fame resides on the PMTC Web site (www.pmtc.ca).

And of course the Vehicle Graphics Design Awards, sponsored by 3M Canada are always a crowd favourite. Conference registration information is available on our Web site (www.pmtc.ca) or by calling the office (905-827-0587). □

– The PMTC is the only national association dedicated to the private trucking community. Your comments can be sent to trucks@pmtc.ca.

Tips for filing your tax return

Filing a tax return in Canada is a job most people dread, and I can see why. First, it's up to each individual taxpayer to accurately report his annual income and calculate whether he owes tax or should receive a refund. Second, the tax codes are incredibly complex. What we have is an honesty policy – with potentially serious consequences for a mistake.

Canada Revenue Agency (CRA) knows that the vast majority of taxpayers want to comply with the rules but at least need better instructions. With April upon us, I want to take some of the mystery out of how CRA handles tax returns and point out some things to think about as you prepare to file next year (or this year, if you're still getting organized).

Compliance reviews

Most of the 25 million returns filed each year are processed within two to six weeks. The CRA processes most returns without reviewing the information filed so it can send out Notices of Assessment (NOA) as quickly as possible. However, all returns are screened by the agency's computer system when the returns are filed and may be subject to review at a later date. The selection process for reviewing returns is the same whether the return is filed on paper or electronically. This means any tax return may be selected for review. There are three basic types:

Pre-assessment reviews happen before your NOA is issued. CRA randomly selects tax returns and reviews various deductions and credits. The peak period for this type of review is February to July.

Processing reviews take place after your NOA has been issued. Once again certain types of deductions or tax credits are targeted each year. The peak period for this type of review is June to November.

Matching reviews also happen after the NOA has been sent. This is where CRA compares the information you supplied on your tax return to information provided by third parties – income shown on T4 slips that your employer filed, or investment income shown on T5s. The peak period for this type of review is September to March.

Five mistakes to avoid

CRA tends to see the same types of errors each year. Here are some of the most common:

No reply: If CRA doesn't receive a response to a request for information within the time specified, it will deny your deduction and issue a Notice of Re-assessment, which means you will probably owe them money. It will take a long time for CRA to accept your re-submission of the deduction so don't miss this deadline.

Late filing: Missing T4s or other slips is no reason to miss a deadline. If you can't get the missing slip by the due date, use any stubs you have to estimate your income and related deductions and credits.

RRSP deduction: If you're filing a paper return, include your official

Tax Talk

Scott Taylor



receipts for all amounts you contributed from March 1, 2008 to March 1, 2009, including those you're not deducting on your return for 2008.

Union, professional, or other dues: Your employer may have shown the dues withheld from your annual pay on your T4 slip. The association or organization also may have issued you a receipt for the same dues they received for the same year. Don't claim the same amount twice.

Moving expenses: Expenses must be the result of moving at least 40

kms closer to your new place of work than your previous home. Amounts are deductible against employment or self-employment income earned at the new location (which usually must be in Canada).

If you have a student in your family who moves to take full-time courses at the post-secondary level, his moving expenses may be deductible from his income. Expenses must be the result of moving at least 40 kms closer to the educational institution than your previous home.

Examples of costs which are not deductible as moving expenses: Canada Post mail-forwarding costs; expenses for work done to make your old home more saleable; any loss from the sale of your old home; or expenses for house-hunting or

job-hunting trips before you move.

Of course, once people get started with deductions, they think they can write off all kinds of things – funeral expenses, loans to family members, a loss on the sale of a home – and the red flags at CRA start to fly.

Talk to your accountant about the types of expenses you can deduct, what you need in order to validate those expenses and any important changes to federal and provincial tax rules. If you find yourself crossing your fingers as you file your return, working with a professional can take some of the uncertainty out of the filing process. □

– Scott Taylor is vice-president of TFS Group, a Waterloo, Ont., company that provides accounting, fuel tax reporting, and other business services for truck fleets and owner/operators. For information, visit www.tfsgroup.com or call 800-461-5970.

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Understanding the math

A quick glance at a fleet's financial statement can illustrate why some managers consider safety programs to be an "expense." There are certainly fees associated with training programs. Equipment upgrades such as additional mirrors have price tags of their own.

But safety initiatives should be recognized as investments that offer a measurable financial return.

It is an important mindset. By looking at safety programs in the context of an investment, safety departments will be able to identify the initiatives that make the most business sense.

Managers may even be surprised to learn they are overlooking the types of crashes that cause the most financial pain.

A lot can be learned by compar-

Ask the Expert

Rick Geller



ing the impact of high-cost crashes (such as rollovers, jackknife situations and intersection collisions) to the lower-cost crashes that take place at slow speeds and involve stationary objects or backing situations.

Even though the "high-cost" crashes account for a higher initial price, they may account for a small fraction of the fleet's overall collision costs.

The first step in an analysis like this is to ensure that every direct cost is measured. For example,

some collision-related repairs such as a damaged trailer panel may be absorbed by an overall maintenance budget.

It will need to be identified by maintenance departments as a collision-related expense.

Direct costs such as the price to repair damaged equipment can then be applied to a simple calculation that determines indirect costs like loss of productivity, the need to train replacement workers, and damage to a fleet's reputation.

We know that some of the indirect costs do not change regardless of the size of the collision.

A replacement worker that is paid \$25 per hour, for example, will need to be paid the same amount whether they were filling in for someone who is off work because of a major collision or a minor incident.

This means that we need to incorporate a series of "multipliers"

to reflect that reality.

Industry experience shows us that when direct costs are under \$3,000, the indirect costs can be estimated by multiplying the figure by 4.5.

When direct costs are between \$3,000 and \$5,000, the figures should be multiplied by 1.6.

From \$5,000 to \$10,000, the multiplier is 1.2.

And when direct costs are above \$10,000, the indirect costs can be calculated by multiplying the figures by 1.1.

Then it is a matter of comparing the different types of crashes, generating the figures that can be used as the foundation of a cost-benefit analysis.

Consider a fleet that discovers it is facing a high frequency of sideswipe collisions which cost an average of \$5,500 each.

Problems such as this can usually be addressed with a minor equipment upgrade such as the addition of fender mirrors.

If a fleet of 40 trucks is losing \$32,000 a year because of this type of incident, it is reasonable to expect that half of the cost could be eliminated by introducing a new form of corrective action.

The \$1,200 invested into the mirrors could produce savings of \$16,000.

Once the initial cost of the equipment is factored into the equation, safety managers will be able to point to a 1,233% return on the investment.

The same approach could be used to justify the investments to address high-cost collisions.

If crashes such as rollovers cost the same fleet \$24,000 a year, it is reasonable to believe that half of these costs could be eliminated by introducing a defensive driving course.

If the selected course is delivered at a fee of \$250 per driver, the overall investment of \$10,000 would still pay for itself within the first year.

As long as there is a measurable return on the investment, the safety department is actually making the fleet money.

The approach does not have to be limited to the costs of equipment damage, either.

Workers' compensation boards offer a wealth of information concerning the cost of personal injuries.

In addition to offering details about injuries within your own fleet, they can often provide information about the experience in other workplaces.

And before you dismiss \$5,000 in damage or indirect expenses, remember what that really costs. A fleet that makes a profit of 3% would need to collect another \$167,000 in revenue to recover that \$5,000 that was lost.

It shows that a well-constructed safety program makes financial sense. It is simply a matter of doing the math. □

- This month's expert is Rick Geller, director of safety and training services for Markel Insurance Company of Canada. Send your questions, feedback and comments about this column to info@markel.ca.

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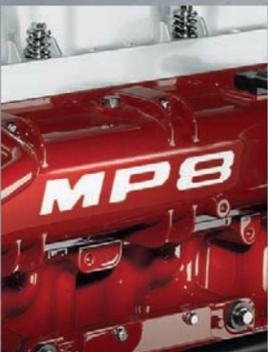
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PERFORMANCE DRIVEN

Industry

EOBRs are coming

Get over it and get on with it

In case you missed it, there's a new sheriff in town in Washington, DC. Barack Obama was elected on the promise of change. On a recent fact-finding trip to the US capital, CTA got a first-hand glimpse of how revolutionary that change will be for the transportation sector, and trucking in particular. With a Democratic majority in both the Senate and in the House of Representatives, the Obama administration should face few roadblocks in terms of getting its way. While it is early days yet, have no doubt that when it comes to tackling climate change, highway financing and safety regulation, these guys intend to make change.

Nowhere is this more apparent than with respect to Electronic On-

Industry Issues

David Bradley



Board Recorders (EOBRs). You will recall that the Federal Motor Carrier Safety Administration (FMCSA) tabled a notice of proposed rule-making on EOBRs in January 2007. For the most part, the rule was considered somewhat weak insofar as it would have required only a relatively small number of habitually bad actors to install EOBR technology.

It became increasingly clear over the past years that the FMCSA was coming under increasing pressure from groups like the National Transportation Safety Board (NTSB) and the Commercial Vehicle Safety Alliance (CVSA) to introduce a universal mandate. At a December 2008 EOBR conference in Minneapolis, FMCSA's then chief administrator (a political appointee) said that the final rule would expand the scope of the NPRM and that it would likely be a precursor to a universal mandate. In January 2009, with the installation of the Obama administration, the FMCSA withdrew its rule for further review.

During our recent Washington foray, we were fortunate to obtain meetings with some high-ranking Democratic officials who will be responsible for setting the direction for the new FMCSA administrator. To be honest, we did not expect to learn much, given the secrecy that surrounds the US rulemaking process. We expected more political chat than anything else. But, what we got – and in the strongest, bluntest way possible – was the clear message that the new administration fully intends to introduce a universal EOBR mandate.

We were told that the previous NPRM was a “sham” and the level of non-compliance with the hours-of-service regulations (which they characterized as a downside of deregulation) that has been tolerated for so long is “outrageous.”

We were told that government will never have enough enforcement people to police things and will have to use technology and that an EOBR mandate is the only meaningful way to enforce the hours-of-service rules. This will take some time, but once the Democrats have a new FMCSA administrator in place, they will get to work. And, since the Democrats have a majority in the selection process for the new administrator, they will install someone who will make this happen.

For some time now, it has been CTA's view that a universal EOBR mandate was inevitable and rather than fighting change by opposing

EOBRs, we believe our efforts would be more productively spent trying to make an EOBR mandate for North America work.

We also believe that it would be a useful measure to level the compliance playing field and that the current paper-based system is archaic and outdated. CTA first called upon the Canadian federal and provincial governments to work with us to develop an EOBR mandate in 2004. After two years wherein virtually no progress was made, Transport Canada engaged a consultant to prepare a discussion paper (issued in August 2006) to assist governments in deciding how to handle this issue. That paper concluded there were no insurmountable challenges to introducing an EOBR mandate in Canada. It said: An array of EOBR technology was readily available, evolving rapidly and becoming less costly; a relatively high percentage of drivers do tend to falsify their logs; EOBRs can contribute to road safety improvements; an effective EOBR program would improve compliance with the hours-of-service regulations and represent an improvement over a paper log system; privacy concerns are a non-issue; and, EOBRs will help level the playing field.

No one, least of all CTA, discounts the amount of consultation and work that would be required to establish a national EOBR mandate in Canada, but rather than commence work, the Canadian governments, wrongly in our view, decided to put off having to deal with this matter – despite all of the arguments in favour of an EOBR mandate – by waiting to see what the Americans were going to do.

It was suggested that Canada should wait six months to see how things evolved in the US. CTA agrees entirely that we should seek consistent and compatible regulation between Canada and the US wherever possible. However, we disagreed then and continue to disagree with the notion that the best approach for Canada is to wait and simply follow whatever it is the Americans are doing.

Regardless, almost three years have passed since the decision to wait. In light of what we learned in Washington, the issue should not be *if* there will be a mandate in Canada, but *when* and *how*. The key is a smooth, orderly transition and implementation that allows industry and government the time to adjust and puts in place mechanisms and policies to deal effectively with legitimate concerns over costs, enforcement policy, etc.

We do not underestimate the significant challenges this presents to industry and to government. But pushing the work and the tough decisions off to another day or letting another country decide what is best for Canada is not an acceptable response. We believe that an EOBR policy in Canada should be a standard under the National Safety Code and should be regulated by the Government of Canada in order to achieve national harmonization, at the same time as we pursue North American harmonization. □

– David Bradley is chief executive officer of the Canadian Trucking Alliance.

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BIG dog

Mack's Titan delivers the finishing touches

ORLANDO, Fla. – Mack was obviously trying to make a point when it decided to call its latest truck the Titan. This is a name that evokes thoughts of power. And in a line of trucks identified by a bulldog, it will need to prove itself as one of the strongest members of the pack.

This is the tractor that will pull lowboys with GCVWs approaching 140,000 lbs, and be put to work in severe service applications such as “light mining,” logging and the rubber railroads that are Michigan trains.

The truck hardly disappoints. The TD 713 that was recently made available for a test ride in central Florida highlights the aggressive look that will attract many buyers, complete with the finishing touches that will enhance strength and serviceability.

The state's terrain limited the opportunity to truly push this truck to its limits.

The biggest hill in Florida is no higher than a landfill site, after all, and the Gross Combination Weight reached a mere 71,340 lbs with the payload of a politically-correct Volvo bulldozer.

But it is easy to tell that there was plenty of power in reserve as the 605-hp Maxicruise engine (offering 2,060 lb.-ft. of torque at 1,200 RPM) cruised along at 55 mph without breaking much of a sweat.

This is not all about power, however. The Titan has also maintained a comfortable ride for those who will call the truck their workplace.

The bark of the Mack engine brake was reduced to little more than a whimper inside the well-insulated air ride cab.

There has been a lot of attention to the visibility from the driver's seat as well.

While Mack has maintained an aggressive-looking hood profile, it

Technical Correspondent

John G. Smith



has been able to refine the shape enough to offer a clear look at the road below. The visor over the windshield offers some welcome protection from the Florida sun without being so big that it is a distraction.

And the windows in the doors also drop down far enough to offer an unobstructed view of the Bulldog stylized, powered and lighted mirrors.

One of the few criticisms is that some drivers may find this cab to be a little high, even for an ink-stained wrench like this writer who measures in at 6'5".

Then again, the interior is worth the climb. The test vehicle may have been equipped with the entry-level interior rather than the upscale Rawhide options, but there was still plenty of attention to detail. Rather than using fasteners with traditional Phillips heads, there are hex heads, and gauges are framed in a brushed metal. By including a floor mat with deep shoulders, Mack has even developed an interior that should be easy to wash, keeping the embossed dog prints free of any dirt.

The upgraded bumper and driving lights certainly offer some attractive finishing touches for those who want to enhance the appearance of the truck.

The air intakes mounted outside the engine compartment – officially known as “growlers” – add to the distinctive appearance, with an aggressive squared design that is quite different than the round cylinders found on Paccar models.

Back inside, a couple of Big Gulp-

sized drink holders are mounted by the floor, the head liner has been reinforced to support a CB, and the basic gauge cluster is well filled.

The controls and gauges have also been well designed for easy access. The only real exception here seems to be the HVAC controls, which require drivers to reach around the gearshift.

A larger driver information display may also be available, but the standard screen that is viewed through the spokes of the steering wheel offers a clear view of all the information that the engine can provide.

The simple controls offer a quick look at everything from pending maintenance needs to fuel economy.

One of the smartest additions has been a simple “pizza slice” panel that sits on top of the dashboard, ready to be pulled off by loosening no more than three fasteners with hex heads. That will offer service teams some welcome access when installing controls for auxiliary equipment.

Since this is a work truck, storage is obviously important, and there is plenty of it in the header and the back of the cab.

Even the space behind the cup holder has been left open to serve in the role of a tall storage compartment, although it will likely be too shallow to hold much more than a pair of work gloves.

Heading outside the truck, the well-balanced hood can be easily opened with one hand, and the layout of the engine compartment has



FINE STYLING: The air intakes (growlers) mounted to the outside of the engine compartment contribute to the Titan's bold look.

done a good job at ensuring easy access to the vital fluids.

The air cleaner mounted under the cab can also be easily accessed, while cooling is supported by everything from the multi-speed Borg Warner fan right to the clear passage for air under the cab.

The appearance of reinforcement brackets, thick flange and a substantial web help to reinforce the idea that the Titan is designed for severe service, complete with a single element frame that is lined with huck bolts.

This bulldog is obviously ready for duty. Severe-duty. It should serve Mack owners well. □



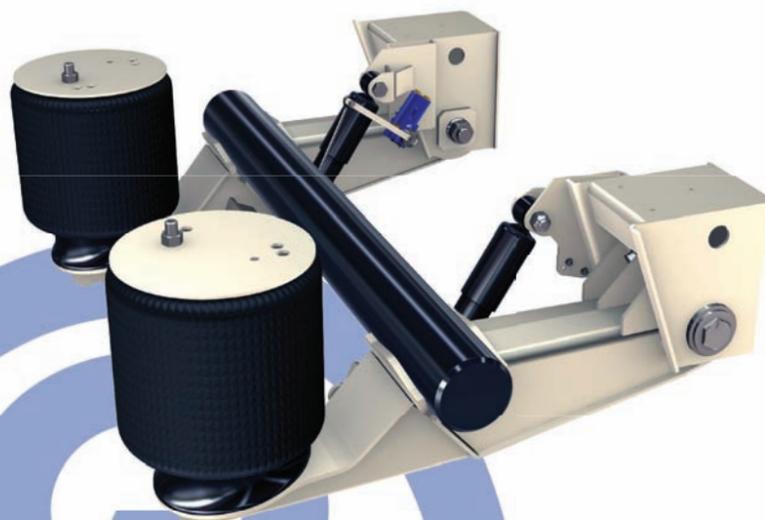
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Taking it to the Park: Truckers protest Bill 41

By James Menzies

TORONTO, Ont. – It could hardly be described as a convoy, but if the goal was to expose the mainstream media to truckers' concerns about Ontario's speed limiter law, then a March 2 gathering at Queen's Park could be dubbed a success.

Fewer than 10 trucks travelled from starting points in Cambridge and Bowmanville, converging at Queen's Park where they were greeted by a full throng of media. A couple dozen professional drivers, many arriving in their passenger vehicles, were also on-hand to lend support and sign a petition which will be hand-delivered to the Legislative Assembly of Ontario by Conservative MPP John O'Toole of Durham Region.

The grassroots protest was organized by professional driver Scott Mooney of Cambridge, Ont. and supported by more than 700 members of a Facebook group. As many as 200 trucks were expected to participate in the rolling protest, but the support failed to materialize on the day of the convoy. Despite the poor turnout, Mooney told *Truck West* he felt the event was worthwhile.

"I think it was a very successful day," he said after speeches concluded. "The numbers weren't there, but the message came through very strong."

He said the ultimate goal is for "the legislature to suspend enforcement of this law, take a look at it and take a *close* look at just how dangerous this law is to Ontario motorists."

Speakers at the event included: Mooney; NDP MPP Gilles Bisson; Owner-Operators' Business Association (OBAC) executive director Joanne Ritchie and technical advisor Jim Park; Bud McAulay of Teamsters Canada; Conservative MPP O'Toole; and professional driver Jack Logan, who led the Bowmanville contingent.

Truck West caught up with Logan at the Fifth Wheel Truck Stop in Bowmanville hours before the gathering at Queen's Park, where he was still expecting some 25-50 trucks to show up.

The self-described 'professional freight relocation specialist' said "the ultimate goal is to bring awareness to the public that this law is detrimental to the travelling public."

The company driver says his Peterbilt Model 389 will not be governed to 105 km/h and that his company has a lawyer on retainer and is awaiting its day in court, should he be charged under Bill 41.

"We're ready to go to court," he said.

At Queen's Park, the theatrical Logan tossed several pairs of white gloves at the feet of the media and declared "The white gloves are off. I've had enough – I'm not going to listen to this political gargon anymore."

NDP Transport Critic Bisson, said he was concerned that Ontario-based truckers would be



TOO LITTLE, TOO LATE?: A protest at Queen's Park March 2 attracted a small but vocal group of drivers that are opposed to Ontario's Bill 41.

Photo by Adam Ledlow

at a competitive disadvantage when operating in the US and that the split speeds would lead to more accidents.

He said he favours increased enforcement of existing laws on the province's roads.

"One, we don't have the resources on our highways to enforce current legislation, so why are we doing this?" he asked. "And two, our trucking industry is going to be put at competitive disadvantage when it comes to other jurisdictions outside Ontario."

OBAC's Ritchie reiterated her group's concerns about the law and appealed to the media to understand that "if a truck engine is governed at 105 km/h, it does not make it a safer truck and it does not make its driver more responsible."

"We need you people to take this message to the people of Ontario," Ritchie told the large gathering of mainstream media types. She then turned the mic over to Park, OBAC's advisor of compliance and regulatory affairs. Park spoke of several studies that have been commissioned on behalf of Transport Canada which he said failed to quantify the province's claims that speed limiters will improve highway safety.

"The reports are there, the studies are there, all the background's been done – by Transport Canada no less, a very respectable organization," he told the media. "They couldn't come up with anything that really quantified the safety benefits of speed limiters."

The Teamsters' McAulay also claimed Bill 41 creates hazards for road users.

"We feel that having two different speed limits on the one highway is going to cause aggressive lane changes, irate drivers, tailgating and several other infractions from the motorists and it's going to put everybody in jeopardy," he

said. Back online after the event, participants and observers shared mixed emotions on the Facebook site, which can also be found at www.nospeedlimiter.ca.

Some felt the media focused on the poor turnout rather than the issues at hand, while others felt protesters succeeded in commu-

nicating their concerns to the public.

While the province hasn't indicated it will budge from its July 1 full enforcement date, Mooney said he's still hopeful enforcement will be suspended until lawmakers have time to explore truckers' concerns in greater detail. □

Teamsters, western provinces not keen on limiters

TORONTO, Ont. – The Teamsters Canada union, which represents thousands of Canadian truckers, says it is not a fan of Ontario's speed limiter law. The union says Bill 41, which mechanically caps truck speeds at 105 km/h, will only burden drivers with costly adjustments to their rigs.

The Teamsters issued a release recently opposing the law, and pointing out it costs between \$75 and \$150 to have the speed limiter set or adjusted at a dealership or shop.

"I applaud the efforts made to reduce greenhouse gas emissions," said Robert (Bud) McAulay, national freight and tank haul director for Teamsters Canada.

"But other considerations need to be made on environmental issues that don't affect highway safety for motorists. How do you expect to have a safe highway when the Ministry of Transportation is allowing two different speed limits? It doesn't take a rocket scientist to figure out what the result of trucks being regulated at 105 km/h and cars travelling at 120 km/h and higher will create; a lot of angry tailgating motorists waiting for their chance to pass, which will result in aggressive driving not to mention the increase in lane changes."

The union also complained that Transport Minister Jim Bradley "chose not to hear what the truckers, represented by Teamsters Canada, had to say on this very important issue."

(The Teamsters were not present at the public hearings on Bill 41 at Queen's Park last June).

Meanwhile, officials in Alberta and Manitoba have recently assured the trucking industry they are in no rush to implement speed limiter requirements of their own.

"Most of the traffic already goes well above 110...to limit trucks to even less than that and to impede traffic more would probably be a safety problem," Jerry Bellikka, spokesman for the Alberta Ministry of Transportation was recently quoted as saying by the *Canadian Press*. "If truckers feel that it's going to save them gas or fuel, then by all means go ahead and put (speed limiters) in. But the government is not about to tell people or companies they have to do it."

Manitoba was more receptive to the idea of mandating the use of speed limiters, however it said it's unlikely to move unless all other provinces do so first.

"Most of the provinces, as far as I know, have said 'no,' other than Ontario and Quebec," John Spacek, assistant deputy minister with Manitoba's Department of Infrastructure and Transportation told the *Canadian Press*. □

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Survival of the fittest

How to steer your fleet through the recession, and be ready to take advantage of opportunities when it turns back around.



KNOW WHEN TO PARK'EM: Sometimes, it may make sense to park trucks. But don't do it just because the fleet down the road is parking power units, Goodwill advises.

By James Menzies

CAMBRIDGE, Ont. – The 2009 Driving for Profit seminar series kicked off Feb. 3, with a refreshingly optimistic overview of the recession's impact on the trucking industry as seen by Dan Goodwill, president of transportation consulting firm Dan Goodwill and Associates.

While Goodwill didn't sugarcoat the severe economic crisis facing motor carriers, he did say it could be a lot worse.

He noted the 'Misery Index' (the combined unemployment and inflation rates) may reach as high as 10% shortly, but that's well below the 20-25% range experienced in the last big recession in the early-80s.

"If there's any consolation, it's bad the way things are right now but it's not as bad as it could be and it's not as serious as some folks suggest," Goodwill told the gathering of fleet managers. In fact, Goodwill said the current environment has also created some opportunities for carriers.

"The key issue is, we need to survive – we need to ride out this recession. But it's not just about cost-cutting or staying low to the ground, because in these times, opportunities are presenting themselves," he explained.

"Think offensively as well as defensively, because opportunities are presenting themselves that you may never see again."

Goodwill suggested the current

recession may be at its worst this quarter, and a slow recovery will begin next quarter or in late 2009 as consumer confidence is restored.

"The bottom line is that freight volumes are going to return when confidence returns, but until people feel confident they can go out and buy a car or a new house or a refrigerator, it's going to be slow," he admitted.

"As we turn around later this year, which I suspect will be slow with more upturn next year, demand for Canadian goods will start to increase in line with the economic recovery."

Those fleets that can weather the storm, noted Goodwill, will be well-positioned to capitalize on tightening capacity.

"There is significant truck capacity leaving the North American market," Goodwill pointed out. "There are numerous companies that have gone. I suspect we'll see several other (bankruptcy) announcements over the

next few months, big and small. As we come out of this recession, there'll be good news. The companies left will be much stronger, better managed, more solid financially and positioned for growth. It's very likely that rates will start to increase and we should get back to running much more profitable trucking businesses."

In the meantime, Goodwill admitted just getting to that bright spot on the horizon will remain a challenge for fleets.

He offered some tips on how to get through the current downturn, beginning with remaining true to your company's core values.

"Look at the core values of your company; what do you stand for? What is your commitment to service? What do you teach your people? If a customer needs you to drop trailers in their yard or do a Saturday delivery, will you do that? It's that core set of values that drives your actions," Goodwill explained.

During a tough operating envi-

ronment, Goodwill said management needs to step up and take a leadership role, while communicating a positive message.

"You can't be invisible to your team, that sends a bad message," he advised. "You have to project positive energy."

If job cuts are necessary, Goodwill suggested acting quickly and decisively. Staggering layoffs over an extended period will lead to poor morale in the workplace, with everyone looking over their shoulder.

"Don't acupuncture your company to death with 2,000 little cuts," he said. "Do what you have to do; be bold, smart and aggressive."

In working with fleets as they cope with recessionary challenges, Goodwill has noticed three management philosophies that tend to emerge.

The Ostrich Approach: "We're in a recession but we've been there before and it's going to pass and we'll be okay, so we've just got to tough it out and keep the status quo," was how Goodwill summed up this approach.

"It sounds pretty good – there's no disruption and everybody's happy, but there's something fundamentally wrong with that reaction," he explained. "Your company services customers that are going through changes. You need to know where they're at in order to fine-tune where your company's going."

The Bull in the China Shop: With this approach, management begins to "slash and burn" to reel in costs. They may announce a 5% workforce reduction right across the board.

However, Goodwill warned management should be more strategic and look for creative alternatives to arbitrarily cutting positions.

"There are various ways to skin a cat," he pointed out, suggesting alternatives such as shorter work weeks and salary rollbacks as an alternative to permanent job cuts. He also warned against dropping customers without considering the impact that may have downstream.

The Methodical Approach: Not surprisingly, this is the approach favoured by Goodwill.

He said it involves: thinking of what you're doing; looking at the entire picture; carefully crafting a plan that will lead your company out of crisis; and executing that game plan. (See story on the following page for details on how to develop a plan).

The Feb. 3 seminar was the first in this year's Driving for Profit series. The seminars are hosted by KRTS Transportation Specialists and NAL Insurance and sponsored by SelecTrucks. For more info, visit www.drivingforprofit.com.

– For more on this topic, see pages 30-31 and watch for segments of this presentation in an upcoming episode of our WebTV show, *Transportation Matters*, airing on Trucknews.com.

'Think offensively as well as defensively, because opportunities are presenting themselves that you may never see again.'

Dan Goodwill

By James Menzies
CAMBRIDGE, Ont. – Citing the age-old expression “If you’re failing to plan, you’re planning to fail,” Dan Goodwill, president of transportation consulting firm Dan Goodwill and Associates, laid out the steps to surviving the recession at a recent Driving for Profit seminar.

The seminar, hosted by NAL Insurance and KRTS Transportation Specialists and sponsored by SelecTrucks, focused on how to survive the recession and emerge ready to capitalize on the recovery. Goodwill and fellow transportation consultant Barry McKee described how to put together a seven-step plan to ensure success.

Customers

“The first thing I suggest during recessionary times is that you’ve got to stay more connected to your customers than ever before,” advised Goodwill. “Many of your customers are going through very tough times – you want to know where they’re at and how that’s going to impact your business.”

Goodwill said a recession creates opportunities to become a core carrier for shippers that may currently rely on your company as a fringe provider.

“Here’s an opportunity to maybe move in for the kill,” he pointed out. “Your competitor may be making cutbacks and now’s an opportunity for you to pick up business you didn’t have before.”

Goodwill has a unique perspective on the industry, splitting his time between consulting with carriers and working with shippers in soliciting freight bids. When he’s sitting on the shipper’s side of the table, he said the carriers that act decisively are the ones that usually win the freight. Salespeople who need time to think about every decision are often dismissed, he admitted.

“In the year 2009, I don’t think that works anymore,” he said of salespeople who request more time to decide if they can meet a shipper’s requirements. “I think we’re living in a different era. You have to know what you’re able to do and you’ve got to be able to close deals and get the business.”

In many cases, Goodwill said shippers are willing to pay a premium for a quality, reliable carrier, so he urged fleet managers to resist the temptation to cut rates. “The shippers know who their good carriers are,” he said.

In a recession, Goodwill said it may be worth taking a look at using commissioned sales agents to develop new business and to build partnerships with companies that can fill holes in your own service offerings.

Employees

During a recession, it’s critical to know who your top-performing employees are and to ensure they’re taken care of, said Goodwill.

“Make sure you think very carefully about how to keep key employees,” he said.

When hiring, target the best people for every position and of-

7 Steps to creating a survival plan

‘Cause if you’re failing to plan, you’re planning to fail’

fer them realistic goals so they can be successful, he added.

If job cuts are necessary, Goodwill warned against making decisions based on seniority or loyalty rather than performance.

“It’s not just about seniority, it’s about running your company,” he said. Goodwill also advised against cutting incentive pay. “Some people are very motivated by that, they base their livelihood on that,” he said. “Why take that away and bring them to the same level as your poor performers? Keep your top performers happy and motivated.”

Capacity

McKee said that a recession makes it necessary to re-evaluate the size of your fleet and the equipment it’s comprised of. If you have 10 tractors and 15 trailers, do you have the flexibility to drop a trailer at a customer’s yard and still meet the rest of your obligations?

McKee suggested reconsidering the tractor to trailer ratio and ensuring it is ideal for current demand as well as future growth.

He also said carriers should consider dropping unnecessary operating authorities in a recession, if they aren’t being well-used.

“Those operating authorities cost money,” he pointed out. “If you’re not there often enough, do you really have to be there and

have that operating authority?”

Dropping an authority to run litigious states such as California or New York can also result in insurance savings, McKee added.

When evaluating capacity during a recession, McKee also said it’s important to weigh the pros and cons of parking vehicles.

“Every operator goes through this dilemma at least once a year,” he said. “Should I park some equipment because it costs money to run it? If I do park it, does it make sense to take the registration and insurance off? Maybe. But, if that happens and an opportunity presents itself because a competitor let somebody down, can you get there on time to seize that opportunity and get the business?”

Costs

Review your PNL statements carefully and look for fixed costs that can be combined or eliminated, advised McKee. Can an accountant help with dispatch? Can the office manager take care of purchasing rather than having a dedicated purchasing agent?

McKee pointed out the federal budget each year is constructed from scratch through a process known as “zero-based budgeting.” Many companies simply take the previous year’s budget and alter the numbers slightly, but McKee warned that “going strictly on

what you did last year will inevitably cause you to be chasing up and down.”

The return on investment for any capital purchases should be carefully measured and suppliers should be consolidated when possible, he advised.

“Consolidate suppliers and look for cost concessions,” he said. “If you’re buying fuel from one supplier and grease from another supplier, it makes sense to talk to the fuel supplier and see if you can strike a better arrangement if you buy all fuel and lubes from the one supplier.”

McKee urged fleet managers to keep on top of receivables and improve collections.

“If accounts receivables are moving over to the 45- or 60-day column, be on top of it right away,” he said. McKee said fleets should minimize their exposure by closely monitoring their customers and following up with them promptly if a payment is missed.

“Stay on top of them,” he said. “If they make a commitment to pay on a certain day and they do not, follow up.”

Measurement

Use dashboards to measure progress and focus on the critical few key performance indicators (KPIs) that mean the most to the business, suggested Goodwill. In his blog on Trucknews.com, Goodwill said “the short list probably includes employee productivity, sales performance, contribution management, capacity utilization and cash flow management.”

Accountability

Everybody in the company should have clear objectives and KPIs, according to Goodwill.

“To stay on track, you have to monitor your results,” he said.

Weekly conference calls with all staff involved in operations should be conducted and everyone should be held accountable for meeting their KPIs.

Results

Finally, make sure the plan is delivering the results it was intended to achieve, noted Goodwill. If the results are lacking, determine if it’s the plan that’s flawed or the people behind it.

“If the plan is not achieving the results you want, is it the people or the plan? Figure out what the problem is and then deal with it,” he suggested. “If the plan is not right, go back and fix it. And if it’s the people side of it, you’ve got to deal with those people issues quickly and effectively.”

Eliminate the “whiners,” advised Goodwill, and send the message that as a leader you’re totally committed to the plan. □

– Goodwill and McKee will be presenting on this and other topics on surviving in difficult times during a transportation workshop sponsored by Motortruck Fleet Executive in Toronto on Apr. 15. To view the complete agenda and to register, visit: www.trucknews.com/workshop/default.asp.



Honest mistake proves costly for fleet

Bendix warns about dangers of counterfeits

ELYRIA, Ohio – Bendix is reiterating the importance of using only genuine parts, after a US-based fleet experienced \$10,000 in damages from using an air dryer containing a counterfeit cartridge.

The company says the fleet owner believed he was purchasing a genuine remanufactured Bendix air dryer last March.

However, the Bendix AD-9 air dryer contained a counterfeit dryer cartridge that wasn't up to standards.

Within three months, the cartridge failed, the desiccant inside turned to powder causing it to leak from the cartridge, clogging and contaminating brake system components and automatic transmission valves, according to Bendix.

The truck's owner had to replace a variety of components to get the truck back on the road. When the owner submitted a warranty claim with Bendix, the company's engineers discovered the cartridge was counterfeit.

"Counterfeit, knock-off, and poorly rebuilt parts threaten the safety of everyone on the highway since these products are not held to the same stringent standards as genuine Bendix new and remanufactured parts," said Andy Cifranic, Bendix brand manager.

"It's unfortunate that the customer received a counterfeit car-

tridge – a component that couldn't be seen without taking apart the air dryer.

"While the customer initially saved about \$30 by purchasing a non-genuine Bendix product, he ended up spending almost \$10,000 in repairs to just one truck. The cartridge clearly wasn't made to Bendix spec's, compromising the safety of the driver and others on the road."

Bendix has led the charge to crack down on the rampant distribution of counterfeit and knock-off components.

The company warns that many knock-offs look identical to genuine Bendix parts, to the untrained eye.

Often, counterfeits are reverse-engineered to look like Bendix parts, but are not subjected to the testing standards faced by genuine parts.

"When you purchase remanufactured products, you don't always know what you are getting," Cifranic said.

"This customer wanted a Bendix product...but what he received was not what he asked for. This led to issues with the reliability and durability of the component. When purchasing remanufactured product, who remanufactures the product is just as important as who originally produced it." □

February truck sales reach six-year low

NASHVILLE, Tenn. – Industry forecaster FTR Associates has released its preliminary February truck sales figures, which show the lowest numbers in more than six years.

Net orders for all North American OEMs fell to 6,167 units in February, according to the company. That includes orders in the US, Canada and Mexico as well as exports.

The February figures show a 21% decline from January and a 60% decline since February of 2008.

"We have been anticipating this slowdown in order activity for some time now and expect orders to drop to 5,000 units or below over the next several months," said Eric Starks, president of FTR Associates.

The low February truck sales figures reflect "weak fundamentals" in the market, according to the forecaster.

For more info, visit www.ftrassociates.net. □

Yokohama promotes eco-friendly tires

LANGLEY, B.C. – A cross-Canada program for Yokohama heavy truck tire dealers and fleet customers is intended to showcase the eco-benefits available to truckers.

The Yokohama Zen Road Show is a combined trade show and information session that is being promoted to highlight the company's new Zenvironment tire manufacturing process, and its contribution to fuel economy, improved tire life, and other environmental benefits, the company has announced.

The meetings and displays are being staged for dealers and fleet customers in 11 locations from Vancouver to Quebec City, beginning March 3, and illustrate the new Zenvironment manufacturing technology, states the company.

Special offers for dealers and fleet

customers will provide savings on the premium line. While the cost savings are appealing to buyers, the environmental benefits inherent in the new line provide a selling advantage that operators can use with their customers, according to Jonathon Karelse, manager of marketing for Yokohama Tire.

"Many companies are looking through their entire supply chain to ensure they are meeting high standards of environmental performance, and that includes transportation," Karelse says.

The theme of environmental responsibility pervades the entire road show, Karelse adds.

"Even the ballpoint pens are made of a corn-derivative product. Put them in your potted plant and they dissolve." □

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TMTV

Detroit Diesel unveils SCR equipment, projects improved fuel economy

By John G. Smith

ORLANDO, Fla. – Detroit Diesel has unveiled equipment that will leverage Diesel Exhaust Fluid (DEF) to meet the next round of exhaust emission standards – complete with a claim that it will improve fuel economy in the process.

The new BlueTec system, based on technology that is already being used in Europe, will comply with the US Environmental Protection Agency's 2010 emission standards and introduce truckers to a new tank that needs to be filled with a pre-mixed solution of two-thirds water and one-third urea.

In addition to the 23-gallon tank, the 382 lbs of equipment includes a doser, a catalyst, and an Aftertreatment Control Module to help limit the output of smog-forming nitrogen oxide (NOx). Drivers will be able to monitor the fluid levels with a simple series of lights at the bottom of the fuel gauge.

Before the red warning light appears, they will need to top off the tank that is identified by a bright blue cap.

Otherwise, the engine's power will be automatically "de-rated" by about 25%, says Rakesh Aneja, EPA 2010 program manager.

A restrictor has also been introduced at the mouth of the tank to prevent drivers from mistakenly inserting the nozzle from a diesel fuel island. And the related labels are expected to discourage people from mistakenly adding jugs of other common fluids such as



SNEAK PEAK: Trucking journalists got their first look at this Detroit Diesel EPA2010-compliant SCR system at a recent press event.

coolant or windshield washer fluid.

"Based on what we've seen among truck drivers running SCR trucks in Europe, and what we hear from our customer fleets, no-one expects topping off with Diesel Exhaust Fluid to be a problem – especially when you only have to do it every 5,000 to 7,000 miles," said Michael Jackson, general manager, marketing, Daimler Trucks North America.

"In some longhaul applications with BlueTec SCR, a customer could travel up to four tankloads of diesel fuel before having to refill a 23-gallon DEF tank."

"Some non-SCR proponents

have stated publicly that you can't trust a truck driver to fill Diesel Exhaust Fluid tanks. This seems odd, because we clearly trust drivers to put fuel in tanks and Diesel Exhaust Fluid will become just as routine," he added.

An unexpected key to the announcement is that Detroit Diesel expects the technology to improve fuel economy by up to 5%, with net savings reaching up to 3% once the new fluid is included in the calculations. In a linehaul application, that could save about 800 US gallons of fuel per year, while consuming about 300 gallons of the new mixture of urea and water.

The average regeneration interval for a Diesel Particulate Filter, introduced during the last round of emission standards, will extend to more than 2,000 miles, using about two gallons of the fluid each time.

The systems will be offered in a single-box design, which will be used by most customers, or will be included in two boxes that split the SCR aftertreatment equipment from the Diesel Oxidation Catalyst and the Diesel Particulate Filter. The latter designs will be needed to accommodate applications such as twin-steer equipment.

The single-box designs are expected to offer the best fuel economy because they produce lower back pressures than their two-box counterparts.

Related changes to the timing of the fuel injection is also expected to lower heat rejection and the related stress on the cooling system, since the exhaust treatment will occur outside of the engine compartment.

BlueTec will be included on the DD13, the big bore DD15 and the upcoming DD16, in the Freightliner Cascadia and a soon-to-be launched new generation of classic and vocational trucks. Western Star trucks will also be equipped with the system.

By 2010, the company expects it will have recorded 25 million miles of testing. BlueTec has already been used in Europe since 2005, while EGR has been used by Detroit Diesel since 2000. □

Truck writers give nod to Detroit Diesel as winner of Technical Achievement Award

ORLANDO, Fla. – Detroit Diesel's use of turbo compounding on its DD15 engine has earned it the 2008 Truck Writers of North America (TWNA) Technical Achievement Award.

The award presentation was made at the annual Technology and Maintenance Council (TMC) meetings.

David Siler, director of marketing for Detroit Diesel, accepted the award on behalf of the company.

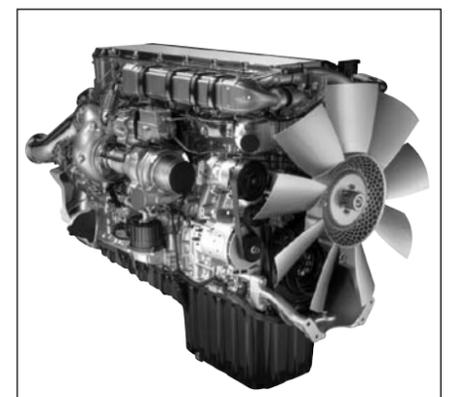
TWNA is a professional organization whose membership is composed of writers, editors, public relations specialists, marketing personnel and others involved in the business of creating or producing information related to the world of trucking.

The organization has been presenting its Technical Achievement Award since 1991. Complete vehicles are not eligible, but systems and components are.

Detroit Diesel's turbo compounding system employs a second exhaust turbine downstream of the standard turbo.

In addition to providing a more efficient source of exhaust back-pressure for the engine's EGR system, the secondary turbine's output is hydronamically coupled to the engine's drive gears.

"The committee was impressed by the DD15's use of turbo compounding, which captures previ-



ously-wasted energy and converts it into productive power, improving fuel efficiency and performance. With diesel prices reaching unprecedented heights in 2008, we felt it was a technological advancement worthy of the award," said committee chair, James Menzies of *Truck News*.

Press members of TWNA nominated products introduced in 2008 and a list of eight finalists was short-listed.

Finalists included: Bendix's Adaptive Cruise Control; Cummins Westport's ISL G Natural Gas Engine; Detroit Diesel's DD15 Engine with Turbo Compounding; Eaton's Hybrid-Electric System and Hydraulic Launch Assist System; Goodyear's DuraSeal Trailer Tire; Great Dane's CorroGuard Undercoating; and Meritor Wabco's OnGuard Collision Avoidance System. □



BIGGER AND BETTER: Thunder Bay Truck Centre's service shop was razed by fire (inset) just over a year ago. But the replacement is better than the original.

Back in business

THUNDER BAY, Ont. – Good news stories have been in short supply lately, but the re-opening of Thunder Bay Truck Centre's service centre would certainly qualify.

On Feb. 21, 2008 in the early morning hours, the service department of the Peterbilt dealership was completely gutted by fire. As a full-service location specializing in engine, powertrain and accident repairs, the dealership scrambled to find a new temporary location so it could continue serving its customers.

"Through the efforts of our employees, a rental location was found and within seven days the tempo-

rary shop was set up and service work continued," recalled Dave Mack, general manager of Thunder Bay Truck Centre.

Almost a year to the day, the dealership re-opened its service department, which is now bigger and better than before, said Mack. The reconstructed service centre is located at 1145 Commerce St. in Thunder Bay. It has been expanded to include an extra 1,800 sq.-ft. of shop floor, 1,900 sq.-ft. of warehouse and storage space, 920 sq.-ft. of office space as well as a 330 sq.-ft. customer lounge with shower area. In total, the facility now encompasses 21,000 sq.-ft. □

Diesel Exhaust Fluid (DEF) facts unveiled at TMC

By John G. Smith

ORLANDO, Fla. – Members of a Technology and Maintenance Council task force studying Diesel Exhaust Fluid (DEF) have unveiled answers to some key questions concerning the storage and use of the trucking industry's newest fluid.

The material is key to the technology that most engine manufacturers plan to adopt to meet the US Environmental Protection Agency's tighter standards on truck exhaust, to be introduced on new vehicles beginning in 2010. The DEF will be introduced into the exhaust stream just above a catalyst in a process known as Selective Catalytic Reduction (SCR), converting NOx into harmless gases.

What is Diesel Exhaust Fluid made from?

Diesel Exhaust Fluid, also known as Diesel Emission Fluid, is largely a pure form of agricultural fertilizer, consisting of 2/3 water and 1/3 urea. It is not listed as a

hazardous material.

How long will a supply of DEF last?

Since DEF has a shelf life of about 18 months, every jug will come with a date stamp and an API symbol to ensure that it meets the required standards. Those who store bulk supplies will be able to monitor the condition of the fluid with nothing more than a refractometer.

At what temperatures should it be stored?

Under ideal situations, it will be stored at temperatures between -11.5 and 30 Celsius. At colder temperatures, it tends to turn into a slushy mixture, but it is not supposed to degrade once it thaws. It would need to be stored for extended periods of time above 30 Celsius before the shelf life would be affected. Suppliers such as Terra Environmental Technologies in Courtright, Ont. have also unveiled special storage sheds for bulk containers.

How much fluid will a truck need to carry?

The fluid will last about 330 miles per US Gallon (.78 litres per 100 kilometres), and the US Environmental Protection Agency mandates that each truck will need to carry enough fluid for two fill-ups of diesel fuel. So far, manufacturers seem to be leaning toward one of three sizes of tanks on their vehicles – six gallons (22.7 litres) to last about 2,900 km; 13 gallons (49 litres) to last 6,275 km; and 23 gallons (87 litres) to last 11,000 km.

How much does it weigh?

Each US gallon (3.785 litres) of the fluid will weigh 9.2 lbs (4.17 kilograms).

What will happen if a truck runs out of urea?

New warning lights attached to the fuel gauge will help drivers to monitor the levels of fluid in their tanks. Once the tanks drop to the final 5-10% of their volume, a yellow warning lamp will appear. Below 5%, a flashing red lamp will appear

and the engine will de-rate, setting the top speed at 55 mph (88.5 km/h) in the process. And once the de-rated truck comes to a stop, the top speed will drop to 5 mph (8 km/h). The de-rated engines and 55 mph speeds will last a maximum of 1,000 miles (1,600 km) or 20 hours. Ironically, the SCR-equipped trucks used in Europe do not have this de-rating feature.

What if the tank is filled with something other than DEF, such as water?

Levels of NOx will be measured as gases enter and exit the system, so the equipment will be able to determine if the tank was filled with a bad fluid or water. If the levels of NOx are not dropping, the de-rating will occur.

How much will it cost?

Purchase prices have not been set, but suppliers at the Technology and Maintenance Council's trade show suggest that the cost will probably be around \$5 or \$6 per US gallon. □

Detroit Diesel attacks SCR 'myths'

By John G. Smith

ORLANDO, Fla. – Officials with Detroit Diesel have openly attacked critics of SCR technology – and the use of Diesel Exhaust Fluid to treat vehicle exhaust – suggesting that the claims are little more than “myths.”

Presentations made here during the spring meeting of the Technology and Maintenance Council were hardly a veiled attack on Navistar, which is insisting that the next round of emission standards should be met by refining the combustion process.

While claims have been circulating that the new Diesel Exhaust Fluid becomes toxic at temperatures above 118 Fahrenheit, Detroit Diesel countered that this argument was “extremely exaggerated,” and quoted a report by James Spooner of the Colonial Chemical Company to prove its point.

“Urea is a non-hazardous material that does not become toxic at any temperature,” he said.

Claims of steep prices for the fluid were also countered.

“We can't predict what prices will be for DEF or even diesel fuel,” admitted Mark Lampert,

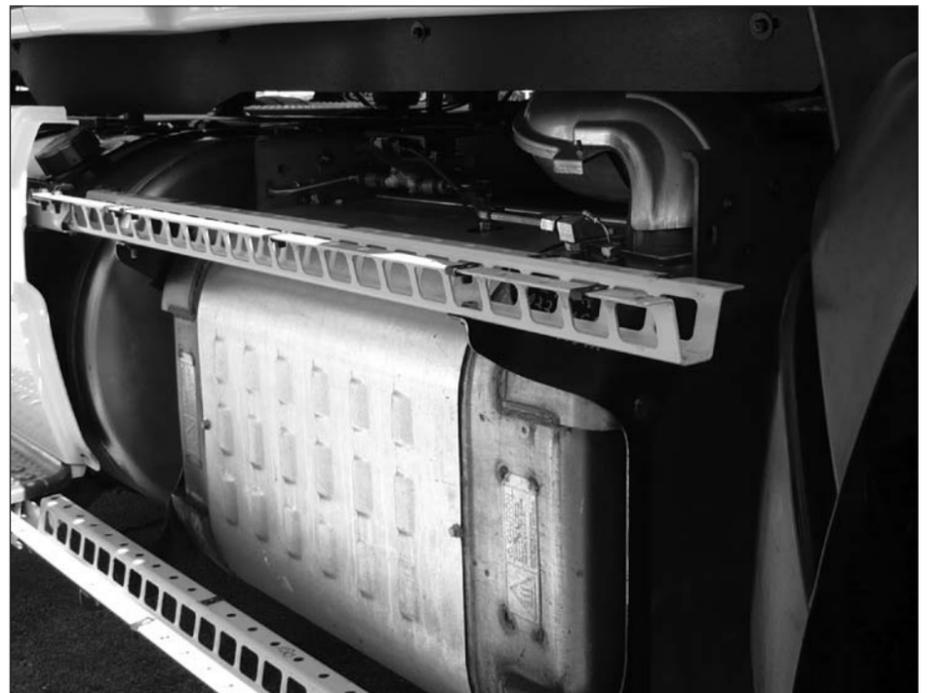
senior vice-president, sales for Daimler Trucks North America. “(But) DEF prices will not be the problem that one competitor will have you believe.”

He also questioned claims that SCR forces fleets to bear the cost of compliance when it comes to the new emission standards. New in-cylinder technology and the higher fuel consumption that comes with it will also carry a cost, he said.

Detroit Diesel also made a point of stressing that it will meet the coming emission standards with “no credits, no compromises,” in an obvious attack on manufacturers that will need to rely on so-called “emission credits” for specific engines that do not meet the standards as of January.

“While sanctioned by the EPA as a bridging step toward 2010 compliance, they actually result in unnecessary levels of higher emissions during the interim – especially when more desirable near-zero emissions levels can be achieved with the use of SCR technology,” said Lampert.

Worries that the new fluid will freeze at 11 Fahrenheit were also countered with the fact that the



FACTS AND FICTION: Detroit Diesel officials addressed what they claim are the many 'myths' surrounding SCR and DEF at a recent press briefing.

tanks will be warmed by immersion heaters, while the EPA will allow a truck to operate while the Diesel Exhaust Fluid is thawing. Questions about whether the fluid was flammable were discounted, along with a note that it only tended to evaporate when stored in desert conditions beyond its 18-month shelf life.

The company also seemed to stress the growing importance of

options that integrate truck and engine together.

“Ten years ago, the choice of engines was wide open. Integration with the chassis was not complex, you could get any engine with virtually any truck, there was much less vertical integration across the industry,” said Dr. Elmar Boeckenhoff, senior vice-president, engineering and technology. □

Volvo announces SCR pricing

GREENSBORO, N.C. – For the first time an official price has been attached to EPA2010-compliant trucks with selective catalytic reduction (SCR). Volvo Trucks North America has announced it will be adding a US\$9,600 emissions surcharge to heavy-duty trucks, beginning Jan. 1, 2010.

“Our emissions reduction technology for 2010 will bring immediate benefits for the air we breathe without using emissions credits, while at the same time significantly improving fuel economy for our customers,” said Scott Kress, senior vice-president, sales and marketing.

“Volvo Trucks will achieve near-zero emissions of NOx with selective catalytic reduction (SCR). We have made substantial investments in research and development to accomplish these extraordinary goals.”

The surcharge will apply to all heavy-duty Volvo trucks, which will be available with Volvo's D11, D13 and D16 engines as well as the Cummins ISX. □

Colonial claims its DEF first to be certified

TABERNACLE, N.J. – Colonial Chemical Company says it's the first Diesel Exhaust Fluid (DEF) producer to gain American Petroleum Institute (API) certification.

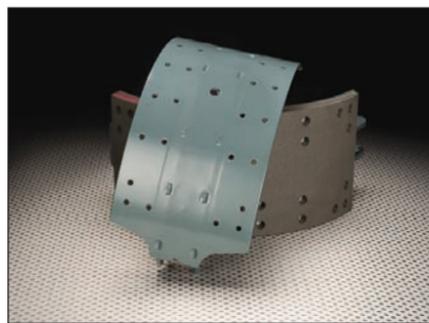
The API licence certifies the materials used and fluid produced and marketed by Colonial meet international standards for automotive-grade urea, the company announced. DEF will be required by most heavy-duty truck engines in 2010.

It's expected that diesel engine manufacturers using selective catalytic reduction (SCR) will recommend API-certified DEF be used.

The API certification program is still in its infancy. Colonial Chemical Company has been producing urea solutions for stationary SCR systems for more than 10 years, the company claims.

It has been offering DEF since 2006 and it's currently available in bulk and packaged forms. □

New Products



ArvinMeritor has unveiled a line of **remanufactured brake shoes** with a coating designed to prevent rust jacking – a process that occurs when rust forms on the bare shoe, causing the lining to lift and crack. The remanufactured shoes covered in a PlatinumShield coating will come with a three-year, 300,000-mile warranty against the issue. The coating was developed to resist the “micro-abrasion” caused by the movement of the brake lining against the shoe table during regular use, the company says. Beginning this May, the remanufactured shoes with PlatinumShield coating will be standard on all of the company’s remanufactured production shoes with a MA or R prefix; Meritor MG1, MG2L, MG2, CG and MET OEM aftermarket shoes; and FrasLe F550, F555, F577, F560, F587, F787T and Combo shoes.

Detroit Diesel and ESOC Commercial Truck have developed an **environmentally-friendly fuel filter change system** for the DD15 and DD13 engines. The ESOC 350 is able to prime the fuel system after a high-pressure pump replacement occurs, the companies say. It can also be used to prime the fuel system after a fuel filter change, using fuel from the engine. Since fuel does not have to be added, there’s less risk of spills and it’s safer for technicians and the environment, according to the companies.

Carrier Transicold has announced

its **ClearSky diesel particulate filter (DPF)** for its ComfortPro APU is now CARB-certified for use in California. Now companies that run into California can comply with the state’s stringent emissions restrictions when using 2007 or newer engines coupled with Carrier APUs with the ClearSky DPF. Carrier Transicold says its new DPF reduces particulate emissions by at least 85%. For more info, visit www.trucktrailer.carrier.com.



Toyo Tire has introduced two new sizes of its **M154 regional highway tire**. It’s now available in 265/75R22.5 and 245/75R22.5 sizes, both in load range G, according to the company. The tire features Toyo’s ‘e-balance’ design technology which the company says contributes to endurance and resistance to irregular wear. It’s intended for steer applications but can also be used in other positions, and Toyo says the tire is optimized for fuel economy. For info, go to www.toyotires.ca.

Webb Wheel is offering a new **wheel torque specification wall chart** which shows the proper torque requirements of truck and trailer wheel ends. The recommended torque spec’s are shown for 6-stud and 10-stud ball seat-mounted and 8-stud and 10-stud pilot-mounted disc wheel hubs; 3-spoke, 5-spoke and 6-spoke wheels; and brake drum and rotor assemblies, the company says.

The wall chart can be obtained by calling 800-633-3256 or visiting www.webbwheel.com/aftermarket/orderliterature.html.

Meritor Wabco has expanded its air disc brake family with the introduction of the **PAN 22 single-piston air disc brake** designed for North American commercial trailers with 22.5-inch wheels and axles rated to 22,000 lbs. The new disc brake is available as a trailer OEM option and boasts a compact design and low weight, according to the company. Meritor Wabco says its PAN 22 offers excellent braking torque output coupled with low weight and long pad life. It’s touting the new brake family as one of the most cost-effective air disc brake ranges available. For more info, contact your ArvinMeritor dealer or visit www.arvinmeritor.com.



TransCore has launched a new **Web site** especially for operators of commercial trucks. The company says the site provides industry-specific market and product information. It’s located at www.transcoretracking.com.

Shaw Tracking has launched a program that allows its fleet customers to pool their resources to better serve customers. **Shaw Alliance** is a new offering that’s comprised of Canadian-based carriers that sub-

scribe to Shaw Tracking’s in-cab tracking and communications platform. Participating carriers are able to view the available fleet of other members in real-time, so they can coordinate to meet customers’ demands. When participating carriers broker loads to each other, Shaw’s tracking system allows both partners to track the delivery in real-time. Already, Shaw says its new alliance has over 2,500 units of capacity including cargo vans, straight trucks and semis. Only subscribers that meet specific fleet standards, including ethical and quality standards are allowed to participate in the program, according to the company. For details, visit www.shawtracking.ca.



Shaw Tracking has announced the availability of **in-cab scanning** through its OmniVision Transportation suite of services. The new service allows drivers to scan and transmit documents such as trip and mileage reports, bills of lading, timesheets, receipts and other information from their cab. Shaw Tracking says the new service helps increase the pace of the business cycle for carriers, who will be able to receive payment earlier. It also leads to improved driver productivity, since drivers will no longer need to seek out and stop at truck stops with fax capabilities. For more info, visit www.shawtracking.ca.

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Weight: 140 lbs.
Eye Colour: Blue
Hair Colour: Blonde

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New aero package offers double-digit fuel economy gains: Peterbilt

By James Menzies

DENTON, Texas – Peterbilt has introduced a new aero package it says can improve the fuel efficiency of its Models 386 and 384 by up to 12%.

Already a fuel-efficient truck in its own right, the EPA SmartWay-certified Model 386 is 24% more aerodynamic when dressed up with Peterbilt's new aerodynamic package, the company announced during an unveiling at its plant.

"We would say that this is the number one aerodynamic product in the marketplace," Landon Sproull, Peterbilt's chief engineer, said of the Model 386 with the new aerodynamic package. "We're confident in our numbers; we've done our third-party testing."

Five-hundred of the super-aero Model 386s have been in real-world service with Wal-Mart since late last year, and Sproull said on-track, wind-tunnel and computational fluid dynamics (CFD) testing have validated the company's fuel efficiency claims.

Aero savings

Sproull pointed out that the aero package can save a typical operator US\$5,600 per truck each year based on today's fuel prices. The aero package is also available for the Model 384 (which is still awaiting EPA SmartWay certification) and also as a 'Fuel Efficiency' package for the traditional-styled Models 388 and 389. Similar fuel savings will be achieved with each of those vehicles when fitted with the new components, Peterbilt claims.

"For fleets and owner/operators who prefer classic styling, the fuel efficiency package offers fuel savings and uncompromised style and performance," said Bill Jackson, Peterbilt general manager and Paccar vice-president.

The aero kit is also available

through Paccar Parts for retrofit on each of those models.

The aerodynamic kit includes: a roof fairing and trim tabs to help direct the air over the cab and trailer; a new sleeper roof transition to improve air flow between the cab and sleeper roof lines; re-contoured chassis fairings with a kicked-out flair design that directs air around the rear tires and wheels; an aerodynamic battery box/toolbox; a composite sun visor that provides less aerodynamic drag; a 3-inch rubber sleeper extender to direct air over and around the trailer; and new aerodynamic mirrors.

In addition to being more aerodynamic, the new mirrors now feature four-way adjustability allowing for both horizontal and vertical adjustments, improving visibility.

Peterbilt has retained its two-piece windshield on the Model 386, making it easier and less expensive to replace broken panes.

It doesn't look as aerodynamic as the curved, one-piece windshield found on the Model 387, but surprisingly when it comes to aerodynamics the windshield is a "dead spot" according to Sproull. The new composite sun visor with a subtle gurney strip helps pass the air away from the windshield and over the cab and sleeper.

All this is combined with the Model 386's lightweight aluminum cab and Peterbilt's proprietary lightweight front air leaf suspension, the company points out.

New interior

The Peterbilt Model 386 boasts some interior enhancements as well, which it shares with the Models 384, 388, 389, 387 and 365. Most notable is a new dash, which features an "in-mold" process that embeds the colour directly into the dash material, protecting it from colour



AERO KING?: Peterbilt says its Model 386 is tops in fuel efficiency when equipped with a new aero package it claims will improve fuel mileage by up to 12%.



NEW DASH: Peterbilt unveils a new dash with molded-in colour that's resistant to scrapes and chips.

degradation.

The surface is resistant to fading, peeling and chipping, the company points out.

The new charcoal dash has a contemporary look and is now standard on all interior packages.

If you're partial to the old-school wood-style finish, Paccar Parts offers an aftermarket panel that can be affixed to the dash.

To compliment the new dash, Peterbilt has redesigned its seats with coordinated colours and new fabric patterns. The new seats are optional on Platinum, Prestige and ProBilt interiors, the company announced.

Better cooling

Also new to Peterbilt is an upgraded HVAC system the company says provides 20% better air-conditioning as well as enhanced defrosting capabilities.

The new HVAC system features: a smaller, lighter aluminum evaporator; a molded door design to provide better sealing; the addition of a third door to the HVAC unit to isolate the heater core from the chilled air; a new fresh air intake drain design to provide better condensate drainage on steep grades; and a redesigned large air filter for easier access, removal and installation. □

Fontaine offers 'Revolution' in flatbed trailer design

ORLANDO, Fla. – Fontaine Trailers has unveiled a new aluminum flatbed trailer that promises lighter weights, higher strengths and a stiffer construction than competing models. And the multi-axle designs that are more popular in Canada are expected in the near future, says Buck Buchanan, vice-president, marketing.

The secret to the new trailer known as the Revolution is found in the floor. The unitized design fuses together a series of aluminum channels using a process known as "friction stir" welding. A spinning tool simply softens the aluminum and mixes the material together. There are never any breaks in the weld.

There has been an undeniable reduction in parts in the process. A traditional flatbed trailer includes 3,700 parts, including 1,400 screws, 44 I-beams, eight wing braces and the wood flooring. The Revolution, currently offered in a spread tandem configuration, will be made with 1,500 parts. And the stiffer design is also expected to reduce the lateral bending known



LIGHTER, STRONGER: Fontaine Trailers says its new flatbed design offers more strength and less weight.

as trailer wracking which can cause tires to scrub away prematurely. While a traditional flatbed would weigh 10,200 lbs, the aluminum Revolution will weigh 8,000 lbs. The Revolution Hybrid that incorporates some steel will weigh 9,000 lbs.

As tractor weights increase with the introduction of new exhaust treating equipment, the trailer weights will become important for those who need to haul loads of coiled steel weighing 48,000 to 50,000 lbs.

But the trailer's design also offers a number of enhanced load securement tools.

The side rail and rub rail are made with a single piece of extruded aluminum. There are no welded pipe spools or rub rails to be found. Stake pockets are simply cut out of the rail, and increase their related strength by a factor of 12. A simple hook found underneath the rail will also hold the flat hook from a DoT strap in place while drivers secure their loads.

Moveable chain ties can be repositioned in a series of channels, and later stored into an integrated toolbox.

Even Grote's integrated lighting system is radically different. Traditional stop and turn lamps have been replaced by a series of three LED strips that are set into an aluminum channel. The number of parts and connections has been reduced by 60%. Everything comes together with just four connections that are located at the centre of the trailer, inboard of the tires.

In addition to protecting the lights from damage, the extruded aluminum also acts like a reflector and brightens the appearance of the lights, says Buchanan.

All the air and electrical lines are also fed down a centre channel that is simply bolted into place.

The aerodynamic enhancements that come with the reduction in cross members and wing braces are expected to improve fuel economy. And a yet-to-be-unveiled toolbox will serve double duty as a fairing. □

Nissan rolls into Canadian commercial vehicle market

Truck maker hints at future offerings in North American commercial vehicle market

By James Menzies

TORONTO, Ont. – Nissan has leapt into the Canadian commercial vehicle market, with a full-sized van it says will inject life into the traditionally “boring” segment.

The NV2500 concept van, available in GVWRs up to Class 5, was introduced to *Truck West* in advance of the Canadian International Auto Show where it was unveiled to the public for the first time.

“We’re trying to show that commercial vehicles need not be boring boxes on wheels, they can be enhanced considerably in design and functionality with a lot of aesthetics to give it emotional as well as rational appeal,” Syed Ahmed, corporate manager, light commercial vehicles with Nissan Canada told *Truck West*.

“We want to take the boring concept of a box on wheels commercial vehicle to the next level and allow professionals – which may include building site operators and small business owners – a new level of versatility.”

The NV2500 features three zones: the driver/passenger zone; the workspace; and the cargo zone. An ideal application for the new vehicle is to serve as a mobile

workstation at job sites, Ahmed explained.

The NV2500 on display at the auto show was designed as a workstation for Habitat for Humanity.

It was a concept vehicle, with many upgrades you won’t find in a traditional commercial vehicle, including a laser beam that projects a keyboard onto a wood panel so a worker with dirty hands can enter data without gunking up a computer keyboard. Once he’s done, the wooden panel can simply be wiped clean.

Solar panels on the roof of the vehicle power interior equipment such as lights and accessories.

The NV2500’s large doors swing open to reveal a spacious interior that allows for excellent visibility of a job site and easy access to cargo and tools while also serving as a mobile office.

North America’s commercial vehicle market represents the “final frontier” for Nissan, which is already a player in 73% of global markets, according to Ahmed.

But one must ask: why enter the North American market in the midst of a deep recession that has brought commercial vehicle sales screeching to a halt?

“We hope that by the time we



MOBILE OFFICE: The Nissan NV2500 can serve as a mobile office at job sites.

enter the market in 2010 things will have rebounded, business confidence will have improved considerably and we feel we’ll be in the market at the right time with the right product to leverage the huge opportunities offered by the commercial vehicle segment,” Ahmed said.

He also hinted Nissan will be pursuing other segments of the North American commercial vehicle market in the future.

“The commercial vehicle market is huge and it has a lot of segments in it. At the outset, we’ll be entering up to Class 5 GVWR ratings with vans, trucks and cab and chassis,” explained Ahmed. “Nissan has experience in medium-duty and heavy-duty commer-

cial vehicles as well. Once we feel we have established ourselves with the light commercial vehicle segment, maybe we will look at new segments in the future.”

The NV2500 is built on the Nissan Titan frame and has a 147.6-inch wheelbase and measures 19.5-ft. bumper-to-bumper. Objects up to 10.5-ft. long can be transported and the raised roof can accommodate taller items such as an upright refrigerator. It will be powered by a V8 engine with a five-speed automatic transmission.

To see the vehicle up close, check out our WebTV show *Transportation Matters* in the Multimedia Centre on Trucknews.com. □

FCC introduces hydraulic hybrid

CHICAGO, Ill. – Freightliner Custom Chassis (FCC) has a hydraulic hybrid walk-in van chassis at the National Truck Equipment Association (NTEA) Work Truck Show. Boasting improved fuel economy and less brake wear thanks to regenerative braking, FCC announced the hydraulic hybrid chassis is designed and engineered in partnership with Parker Hannifin to address environmental and cost-savings concerns.

“The hydraulic hybrid chassis not only offers a reduction in operating costs, it also decreases exhaust emissions, providing a substantial environmental benefit,” said Jonathan Randall, director of sales and marketing for FCC. “As the first chassis manufacturer to launch hybrids into the walk-in van market, we are very proud to continue that tradition by introducing our hydraulic hybrid as another option for customers.”

The new hydraulic hybrid can improve fuel economy 50-70%, over traditional diesel-powered vehicles with automatic transmissions in stop-and-go applications, according to the company. The hydraulic hybrid is designed to improve fuel economy in three ways: by recovering braking energy; improving engine efficiency; and by powering off the engine when stopped.

Built on the FCCC MT-55 chassis, the hydraulic hybrid system stores energy during the braking process in an accumulator, the company ex-

plained. The energy stored in the accumulator is then used to accelerate the vehicle during the next launch. Upon re-acceleration, the vehicle utilizes the energy stored in the accumulator and once depleted, the engine is restarted.

“The hydraulic hybrid is able to recover and re-use about 70% of the energy that otherwise would have been wasted during the braking process,” said Rich Kimpel, engineering manager for the Parker Hydraulic Group Technology and Commercialization Support Team. “On the other hand, typical electric hybrids can only recapture about 25% of the brake energy.”

Another feature of the hydraulic system is that the engine is not connected to the rear wheels of the vehicle, allowing it to run more efficiently as it doesn’t need to track road speed, adds the chassis manufacturer. FCC adds the advanced engine-off feature is designed to allow the engine to turn off while idling at a stop. The engine only restarts when the energy stored in the accumulator is not enough to meet demands.

“The hydraulic hybrid differs from a hybrid-electric vehicle because the accumulators recharge much faster than batteries while the overall hydraulic system offers nearly 10 times the power density of electric hybrids,” Kimpel said. “This factor also contributes to improved fuel economy by allowing the capture of more brake energy.” □

Book Review: *Peterbilt: Long-Haul Legend*

By James Menzies

TORONTO, Ont. – Whether you need some new reading material to tide you over until truck show season or you’re just a fan of hard-working Peterbilt trucks, the new coffee table book *Peterbilt: Long-Haul Legend* may be of interest.

Written by trucking journalist James Beach, the book pays tribute to the rich history of Peterbilt.

Its pages describe all models ranging from the very first Pete built by lumber man T.A. Peterman in 1939 right up to today’s sleek aerodynamic designs.

Even the most devout Peterbilt fan will learn a thing or two about their favourite brand in this book, and the pictures will appeal to truck lovers of all stripes. (There are 150 colour photos and 50 black and white pictures packed into the book’s 160 pages).

Special sections of the book are dedicated to subjects such as the wide range of modified Peterbilt logos you’ll find on show trucks and the art of restoring old trucks.

Truck restorers will be especially interested in the section on truck restoration, which focuses on Courtland Truck Works.

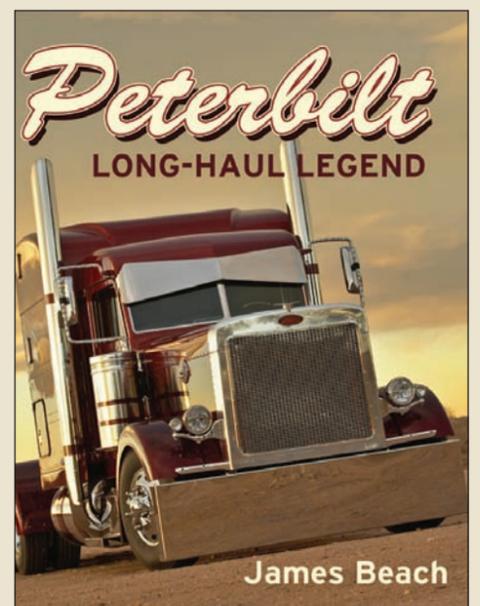
You may want to look them up next time you need to find that elusive part.

Some of the show trucks featured in the book are simply stunning, notably the 1949 Peterbilt 350 with an oversized custom sleeper (pg. 29) and the lime green Pete 379 with extra tall double stacks attached to an equally distinctive trailer (pg. 74).

If you prefer pictures of working trucks in their natural environment, there are plenty of those as well.

Whether you’re a Peterbilt aficionado or simply have an appreciation for trucks in general, you’ll likely enjoy *Peterbilt: Long-Haul Legend*.

Published by Motorbooks, the book can be ordered online at www.motorbooks.com or through retailers such as Amazon and Chapters/Indigo. □





By Edo van Belkom

The story so far...

Mark is driving a load of roof trusses to a new ski resort in Northern Quebec when he sees the car in front of him swerve across the road. Thinking the driver's drunk, or he's having a fight with his passenger, Mark prepares to call the police, but the car suddenly stops on the side of the road. The man driving jumps out and flags Mark down. His wife in the back seat is about to have a baby. Mark makes a 911 call and learns that emergency personnel won't be on the scene for another half-hour or more. In no time at all Mark is assisting with the baby's birth, relaying information from the operator to the mother, and back again. Before Mark knows it, the baby is ready to enter the world.

The baby's delivery continues and Mark grows more comfortable and confident with each passing minute. Finally, the newborn arrives – a big baby boy – and the ordeal is over. The parents are joyful, Mark is relieved. Mother and child are taken away in the ambulance. The firemen congratulate Mark then leave too, leaving Mark by the side of the road...alone.

Mark continued on his way north toward Ste. Veronique. The smile on his face was ear-to-ear and his entire body felt light and happy, as if his day was charmed and he could do no wrong. And so, he pulled into the first truck stop he saw, filled up with fuel and bought six Lotto quick-picks and another half-dozen "Scratch and win" tickets.

When he reached the counter, Mark had trouble getting the clerk's attention because the man was intent on listening to the radio which was reporting some late breaking news...in French.

"What's that about?" Mark asked.

The man smiled. "They're saying some guy just helped deliver a baby on the side of the highway about 10 kilometres down the road from here. It was a boy."

Mark looked around the shop to see if anyone else had been listening in. "That was me," he said.

"What was you?" asked the clerk.

"That was me," Mark repeated. "I'm the guy who delivered the baby."

"Non."

"Yeah." Mark wondered what proof he had that he was in fact the one, but it turned out he didn't need any. The clerk believed him just by looking at him.

"Hey Marcel," the clerk called out. "The guy who delivered the baby...he's here in the shop."

A man – Marcel – appeared from the back room and shook Mark's hand. "Let me get you a coffee," Marcel said. "You can tell me all about it."

Mark checked his watch. There was plenty of time to get to Ste. Veronique and besides that, he'd been dying to tell someone – anyone – about what had happened and if they turned out to be the store clerk, Marcel, and three other people who'd already gathered round, then so be it.

"Well," he began. "I was following this car and it started swerving back and

forth across the road..."

More people entered the store. No one left until Mark was done.

Mark was back on the road 45 minutes later when his cell phone rang.

"Hello?"

"May I speak to Dr. Dalton, please?"

It was Bud calling. Mark wondered how he'd already heard about what had happened. "How do you know?"

"Mark," Bud said. "Or should I say, Dr. Dalton, you don't run over a nail without me knowing about it."

"It was amazing Bud," Mark began. "I didn't think about what was happening – I mean, really think about it – until it was over. And even then it seemed like a dream. Like it had happened to somebody else."

"These things only happen to you, Mark."

"Yeah, I guess they do."

Bud was silent a moment, then said, "Now I know you're a hot shot superstar truck driver who delivers babies on the side of the road in his spare time, but I want to make sure you're still on track to deliver my load, you know what I mean?"

"I'll be there with plenty of time to spare."

"That's what I like to hear," Bud said.

"Because I have a feeling there are going to be a lot of people wanting a piece of your time over the next couple of days."

Bud was right.

Before he even reached Ste. Veronique, Mark had been contacted by two newspapers and a radio station, each one wanting to do an interview with him. How these people had gotten his number, Mark had no idea, but he had a sneaking suspicion that Bud had had something to do with it.

"So, what does it feel like to be a hero?" the woman from the radio station asked him.

"What?" was all Mark could say. He felt good, not heroic.

He hadn't stopped by the roadside thinking someone in peril needed his help, he'd just stopped to see what was going on and was suddenly sucked into a situation that demanded he become involved before he could even think about turning his back. And so, despite his desire to sound fresh and different in his radio interview, he said what everyone else who finds themselves in similar circumstances says...

"I'm not a hero," he said, being honest rather than humble. "I was just doing what I could to help."

"What did you do after the baby was born?"

That was an easy one. "I got back in my truck and started driving again."

"To make another delivery?"

"Yeah, I guess so. Roof trusses for a

new ski lodge in Ste. Veronique."

"Ah, so you're making two deliveries on this trip, eh?"

There, thought Mark. She's boiled it down to a single sentence that made the whole episode seem cute and cliched. This interview was going nowhere and Mark couldn't wait for it to be over. "Yes, that's exactly right."

The interview lasted another minute, and then mercifully it ended. Mark turned off his phone for a while so he could drive in peace. When he finally reached the building site at Ste. Veronique, there was a crowd of workers gathered to greet him. Then, after he'd backed his trailer into position and shut down Mother Load, he climbed out of the cab to a round of applause.

Mark waved to the crowd wondering if he could get used to all this attention.

The free coffee and donuts the workers gave him were a definite plus, but having the receiver treat him like he was more than just another truck driver felt wrong, somehow.

Mark told the story of the delivery three times before the trusses had been unloaded and he could be on his way. Back on the road, Mark was happy to be headed

south again and planned to drive straight through to Ottawa to return the trailer. He turned on his phone again to ask Bud about a load out west, but before he could dial Bud's number the phone rang.

This time it was a local television station wondering if he could stop by the hospital in Mont Tremblant to see the baby and have his picture taken with the mother and father. Mark wasn't crazy about the picture part, but he did want to see the baby. It would also be nice to see the parents again, but this time in somewhat calmer circumstances.

"I'd like that," he said.

"Good," said the woman on the phone. "They have a surprise for you." She gave him directions to the hospital.

Mark was intrigued. What kind of surprise, he wondered. Twins, maybe. Or perhaps a "Thank You" card. That'd be nice.

When Mark arrived at the hospital in Sainte-Agathe-Des-Monts, a scrum of reporters was waiting for him in the

parking lot.

"What's your name?"

"How good were these reporters?" Mark wondered.

"What's it feel like to be a hero?"

There was that question again.

"Do you have any kids of your own?"

Now that was a good one.

But before he could answer a man grabbed his arm and introduced himself. "I'm the public relations manager for the hospital, we've set up a press conference in the mother's room. This way please."

Mark was whisked away.

The media followed.

'This is it,' thought Mark. 'My 15 minutes of fame.'

When he reached the hospital room, things happened fast. They put the baby in his arms and snapped some pictures.



Then they gave the baby back to the mother and pictures were taken of all four of them together.

In all the confusion Mark snuck a peek at the baby and was happy to see he was beautiful and healthy. And the mother, Elise, was smiling and happy, a nice change from the last time he'd seen her. Even the father looked good, proud that his first-born son had caused such a stir.

"And now it's time for the big surprise," said the public relations man.

Mark looked around wondering what it could be?

"Georges and Elise have decided to name their son in your honour."

A din rose up from those gathered in the room, and then applause.

Mark nodded and waved appreciatively thinking Mark was a fine name for a son. Even Dalton had a nice ring to it.

Georges looked at Mark and cleared his throat. "We have decided to name him...Peterbilt."

Mark's grin was ear-to-ear. He was never so glad he didn't drive a Volvo. □



The continuing adventures of Mark Dalton: Owner/Operator
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Opinion

Putting things in perspective

What a difference a year makes. For many, retirement plans have been put on hold. Anyone invested in the stock market has witnessed their net worth decrease by 40% or more, company retirement plans are experiencing burn rates at an alarming pace and for many, just paying the mortgage is a monthly challenge. For sure, it's hard to keep a positive attitude. Things will turn around but just try telling that to someone with a family of five who has just been laid off. I was moaning about the market conditions to my dad the other day. He has a business background (prior to retiring, he man-

Publisher's Comment

Rob Wilkins



aged a local manufacturing plant employing just over 200 people. It was an established business that consumed his entire working career. In fact, it was the first job he applied for after returning from the war) so I like to bounce business problems and scenarios off him, hoping for feedback. After rambling on about the current state of trucking affairs

(it was indeed a long rant) he stopped me abruptly. "Robert John (I knew he meant business when he used my second name) this is not the depression that I lived through (I was waiting for the "I used to walk four miles to school, every day, uphill, both ways, in raging snowstorms") so don't let me hear you whine. They were bad times and we were on our own. There were no government bail-out packages being handed out." Fair enough, he had been through the worst of the worst. He was one of four brothers. In order for his family to make ends meet, all of them had to find part-time jobs and donated their earnings to the common good of the family. From what I understand, it was

the norm back then. Family finances came first. I wonder how many kids these days would be willing (without a granddaddy of a fight) to forfeit their part-time wages to help pay for their family's food and rent? I'm curious. We will work our way out of this mess and the economy will recover. Whatever you are doing to minimize the effect this downturn is having on your business, do so with this in mind. No doubt, one day we'll be the ones talking about the four-mile walks to school, every day, uphill, both ways, during raging snowstorms. And around she goes... □
- Rob Wilkins is the publisher of Truck West and he can be reached at 416-510-5123.

Fleet News

Canada's publicly-traded fleets weathering storm

Vitran suffered a US\$3.2 million loss in the fourth quarter but finished the 2008 fiscal year in the black with a net income of US\$4.6 million. That's down, however, from a net income of \$13.7 million in 2007. Revenue increased 8.3% in 2008, including a 4.5% increase in LTL.

Fourth quarter revenue was down 11.5% compared the same quarter in 07, the company reported.

"Although we are disappointed with the financial results, the fourth quarter of 2008 marked another period of significant achievements for Vitran in the face of an unmistakable retraction in the entire North American economy and transportation industry," said Vitran president and CEO, Rick Gaetz. "We are very pleased to have completed the final steps of our US LTL operating integration with the amalgamation of redundant workforces and facilities in the overlap legacy PJAX and Vitran Express operating regions."

Contrans Income Fund has wrapped up what its chairman and CEO Stan Dunford referred to as "its best financial performance ever, given the bleak and deteriorating business environment in which it operated throughout the year."

The company concluded 2008 with net earnings of \$29.5 million, up from \$26.2 million in 2007. Not sur-

prisingly, net earnings slid in the fourth quarter to \$3 million compared to \$7.5 million in the fourth quarter of 2007, the company reported. Despite the solid performance in 08, the company admitted it has been impacted by the recession. Freight shipments in Contrans' van operations were down, with the segment generating \$21.6 million less revenue in 2008 than in 07.

Part of the decline was due to the closure of a major customer, the company reported.

"The current recession is global in scale and is affecting every aspect of the North American economy," added Dunford. "In spite of Contrans' diverse customer base, service offerings and geographic spheres of operations, it is not immune to the effects of this recession. Management's top priority will be a continued focus on maintaining the financial strength of Contrans particularly if the current recession becomes even more severe or prolonged."

Key acquisitions helped pave the way to a more profitable 2008 and fourth quarter for **Mullen Group Income Fund**. The company generated record consolidated revenues of \$1.3 billion last year - a 17.4% increase over 2007 revenues. The company attributed the growth to: the

acquisition of the transport services of Essential Energy Services Trust, R.E. Line Trucking, and Pro North Oilfield Services; the strong performance of the trucking/logistics segment; strong demand for the transportation of fluids; and efforts to control costs.

In the fourth quarter, Mullen generated revenue of \$354.8 million and a profit of \$7.1 million.

Global financial market woes

drove **Clarke Inc.** to a \$124.1 million loss in 2008, but its freight transportation business remained profitable. Clarke's freight transportation segment earned \$14.8 million before taxes in 2008, up \$5.5 million over 2007, the company reported. For the fourth quarter of 2008, Clarke's freight transportation segment earned \$2.5 million in income before taxes which was on par with Q4 2007 earnings. □

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CALL FOR A QUOTE TODAY

BOWMANVILLE, Ont. – Truck drivers across the country may have yet another universal mandate coming on the heels of the Jan. 1 speed limiter law – that is if the Obama Administration’s influence finds its way north.

The young US president has moved swiftly to produce the “change” that his history-making campaign was built upon, and it looks as though the trucking industry will be feeling the effects of this change sooner than later. What may be on its way? Electronic On-Board Recorders, devices which gather and process data much like black boxes in airplanes.

EOBRs could be used for safety purposes to monitor things like speed, hard braking and hours-of-service, and if the new Administration has its way, they’ll be mandatory on heavy-duty trucks in the future.

And if Canadian Trucking Alliance CEO David Bradley’s



Truck Stop Question

Adam Ledlow
Managing Editor

Should EOBRs be mandatory on all trucks?

predictions are correct, it won’t be long until the Canadian trucking industry follows suit (*see his column on the subject on pg. 16*).

So what do drivers think of the looming possibility of EOBRs? *Truck West* went to the Fifth Wheel Truck Stop in Bowmanville, Ont. to find out.

Steve Murphy’s response to the question was short and sweet.

“I don’t agree with the black box. It is an invasion of privacy,” said the driver for Guelph, Ont.-based Fortress Trucking.



Rob O’Neil

Rob O’Neil, a part-time driver from Colborne, Ont., says he’s

never heard of EOBRs before, but he likes the idea.

“I agree in principle, but I’d have to find out more of the details. But ultimately if it ends up saving lives and making drivers more accountable for what they’re doing, then I agree 100% with it.”



Laurie Arsenault

Laurie Arsenault, a 50-year veteran of the road, says he doesn’t think EOBRs would make a difference in safety or decrease the number of accidents.

“I think they’re gone crazy with this trucking industry. Fifty years ago when I started, there were truck accidents on the road. There always were truck accidents; there will always be truck accidents. Lady drivers, young drivers, old drivers...they all get in truck accidents one time or another. The box is not going to make one bit of difference one way or another,” said the driver for Warren Transport in Rexton, N.B.

“If they come, I retired five years ago...I’m retiring again in another month and I’ll leave all the trucks to the younger drivers and hopefully they can keep it between the lines.”



Mike Lobreau

Mike Lobreau, a driver for Titan Transport based in Saskatoon, Sask., thinks there are too many regulations for truck drivers already and the government should turn its attention to car drivers instead.

“There’s people pulling amazing things out there and they’re not even on the map of being checked. I can understand the safety factor (for introducing EOBRs), there are some people who push the limits, but I think part of the rules right now are pushing the drivers to push those limits,” he says.

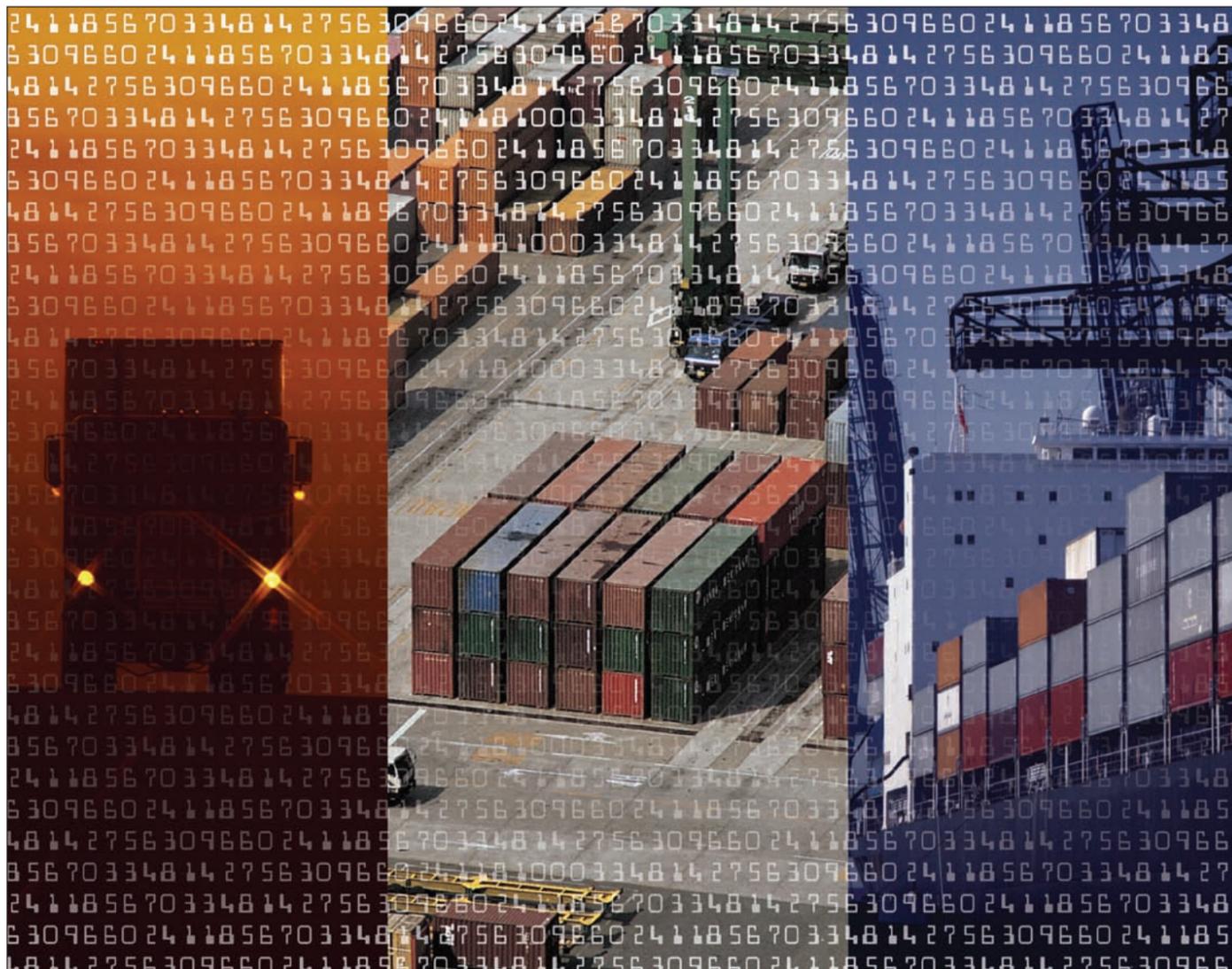
“There’s probably a couple of things that are good (about EOBRs) but right now we have to survive on this regulated 105 km/h thing, so what is next?” □

Have your say

Do you have a suggestion for a future Truck Stop Question?

We’d love to hear it! E-mail your suggestions to Adam Ledlow at aledlow@transportationmedia.ca.

We just may use your question in a future issue. □



When the going gets tough, the tough get smarter

If there was ever a time to find ways to run your business more efficiently, now is the time.

So, where do you find accurate information about industry trends and future estimates for shipment volumes, rates and surcharges, so that you can plan your operation accordingly?

Where can you find stats that allow you to compare your trucking operation to others, so that you can identify potential problems and opportunities for your business?

Look no further, *Truck News* and *Truck West* are about to publish a comprehensive guide for trucking and transportation professionals, called “Inside the Numbers” – a snapshot of expectations

for shipment volumes, rates, surcharges and capacity concerns based on detailed research of shippers operating in several industries.

- What can your trucking operation expect in 2009?
- What are the business trends that are changing your industry?
- What are the strategies shippers will be using to stay the course in 2009?

This timely report will provide you with a wealth of knowledge that you can use to guide you through the difficult year ahead.

If you’d like to reserve your copy of the “Inside the Numbers” report, send an email to krattray@ctl.ca.



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