

# TRUCK WEST

November 2010 Volume 21, Issue 11

Delivering daily news to Canada's trucking industry at [www.trucknews.com](http://www.trucknews.com)



**GLEANNING KNOWLEDGE:** It was wet, cold and blustery during the RCMP's test sessions in Hanna, but officials said the results were worth the discomfort.

## RCMP takes to the track to test truck accident dynamics

By Jim Bray

**HANNA, Alta.** – Talk about getting cold, hard data.

It was an unseasonably chilly and stormy week in rural Alberta when representatives from police services, government and the transporta-

tion industry converged on an isolated test track to put a selection of big rigs through their paces in the interest of science and safety.

The miserable weather didn't dampen the enthusiasm of the participants, however, who came from a variety of

locations in Canada and the US to either help with or observe a series of tests designed mostly to glean data that can be used in collision reconstruction.

That's how the sessions were envisioned by the RCMP officers who spearheaded the tests and, according

to Sgt. Sam Hewson, the RCMP's Edmonton-based collision reconstruction program manager for K Division, it went very well. "We're very happy," he says. "We conducted 49 skid tests and also did timed

**Continued on page 7**

## Industry creates reward funds for information on B.C. trucker beating

By James Menzies

**LANGLEY, B.C.** – The trucking industry is rallying to bring justice to the perpetrators of a stunning, seemingly unprovoked attack on a truck driver who says he was simply trying to help a fellow motorist.

Monarch Transport driver Alex Fraser, 67, stopped his truck Sept. 24 on

the Yellowhead Highway just north of Blue River, B.C., when a motorist flagged him down for help.

According to media reports, the Good Samaritan truck driver was then ambushed and badly beaten by several men, one of whom reportedly said: "You truckers are all alike."

Fraser was left for dead, but man-

aged to eventually get himself to safety. He has since undergone reconstructive surgery and has told media his trucking days are over. As Fraser recovers at his B.C. home, trucking groups are raising money in hopes of bringing his attackers to justice and helping ease Fraser's transition to an unplanned retirement.

The B.C. Trucking Association (BCTA) has offered a \$10,000 reward for information leading to the arrest of the attackers and the Canadian Trucking Alliance (CTA) said it would match the offer.

"I have never, in the 16 years I've been with BCTA, heard of anything

**Continued on page 7**

## Wide-base tires go mainstream



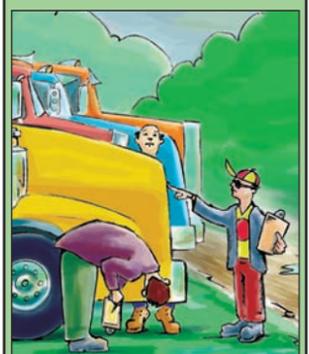
Michelin celebrates the production of its one millionth X One

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## Inside This Issue...

- **Tipping the scales:** Truck drivers waved into the Balzac scales on a cold September day were in for a pleasant surprise – a free lunch courtesy the AMTA. Page 12
- **Look who's 40:** GreatWest Kenworth celebrated its 40th anniversary recently. We catch up with Paul Storwick to discuss the dealer's past and future. Page 16
- **It's a convoy:** Manitoba, Saskatchewan and Ontario recently held versions of the World's Largest Truck Convoy. Page 20
- **Exec view:** We talk to Cummins' Jeff Jones about future engine technologies. Page 21

## Mark Dalton O/O



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# CLASS 8 TRUCK SALES TRENDS

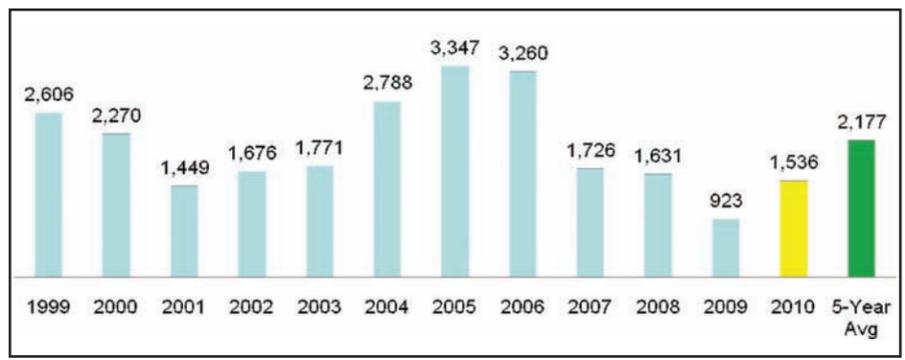
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There were 1,536 Class 8 trucks sold in August this year, continuing the pattern of considerable sales increases over the previous year. The sales total was also higher than the August total back in 2001. Looking at Canadian truck sales over the entire decade, it's becoming clear that the Class 8 market is rebounding slowly. The sales numbers from this August were only better than those posted in 2009 and 2001 and still far below the five-year average. It's also interesting that both Freightliner and Kenworth posted higher sales this month than market leader International.

## Monthly Class 8 Sales - Aug 10

OEM	This Month	Last Year
Freightliner	369	125
International	314	273
Kenworth	327	154
Mack	99	60
Peterbilt	167	114
Sterling	0	40
Volvo	172	76
Western Star	88	81
<b>TOTALS</b>	<b>1536</b>	<b>923</b>

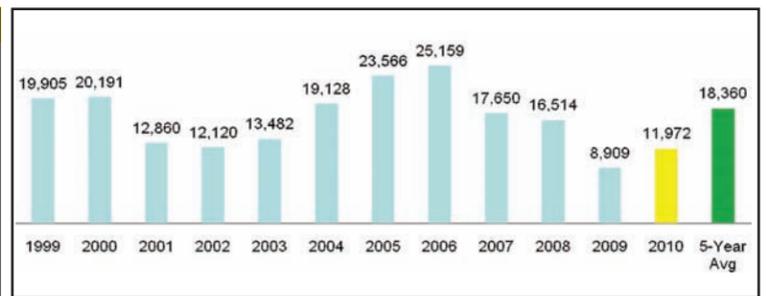
## Historical Comparison - Aug 10 Sales



## Class 8 Sales (YTD Aug 10) by Province and OEM

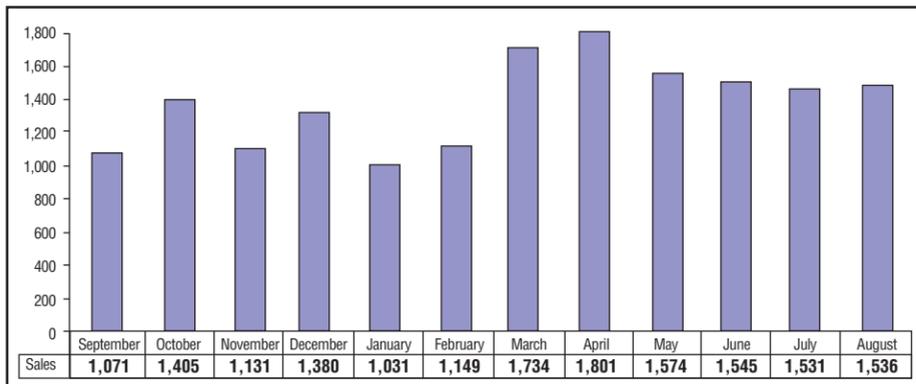
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	165	254	145	103	1,015	409	178	104	6	9	2,388
Kenworth	217	684	111	152	488	684	83	0	0	0	2,419
Mack	36	49	51	46	342	121	40	17	0	0	702
International	154	316	44	156	1,374	767	136	86	10	57	3,100
Peterbilt	105	343	99	130	198	372	75	36	0	0	1,358
Sterling	23	42	15	2	8	42	0	0	0	0	132
Volvo	46	58	37	67	548	228	59	38	0	10	1,091
Western Star	116	196	34	20	166	128	50	65	0	7	782
<b>TOTALS</b>	<b>862</b>	<b>1,942</b>	<b>536</b>	<b>676</b>	<b>4,139</b>	<b>2,751</b>	<b>621</b>	<b>346</b>	<b>16</b>	<b>83</b>	<b>11,972</b>

## Historical Comparison - YTD Aug 10



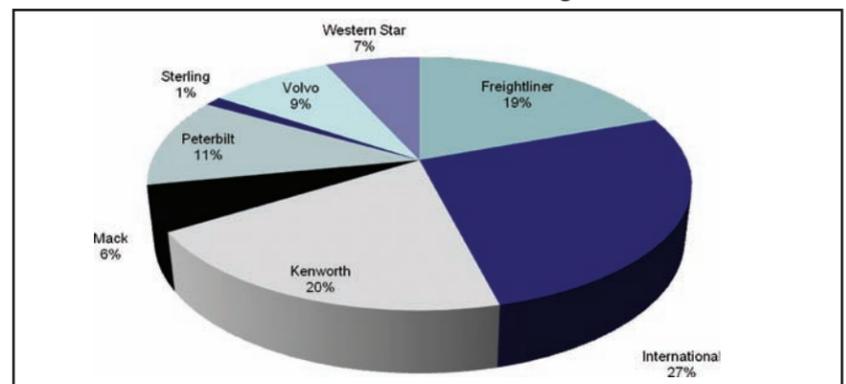
During the first eight months of 2010, there were 11,972 trucks sold in the Canadian market. That's a considerable improvement over last year and higher than the 26% increase in production forecast by ACT Research for this year. Growing freight volumes and improved rates in the TL sector are being cited as the main reason for motor carriers' resumed interest in buying new trucks. Yet, to place things in perspective once again, current sales remain more than 6,000 units below the five-year average and are only better than last year's totals, having now slipped below the low YTD totals in 2001 and 2002.

## 12 - Month Sales Trends



After dropping for three consecutive months, Class 8 sales rebounded by ever so slight a margin in August with sales for the month coming in just a handful of units above the sales posted in July. There are many reasons motor carriers remain reticent to purchase new trucks. Despite close to 1,000 Canadian carrier bankruptcies and fleet size reductions during the recession, there are still too many trucks chasing too little freight, at least in the LTL sector. Although indications are that freight volumes are growing, growth remains tentative. Pricing for trade-ins remains less than appealing and access to capital for new truck purchases remains limited. Fears the economy may be slowing and perhaps headed for a double-dip recession are also contributing to hesitation to purchase.

## Market Share Class 8 - Aug YTD

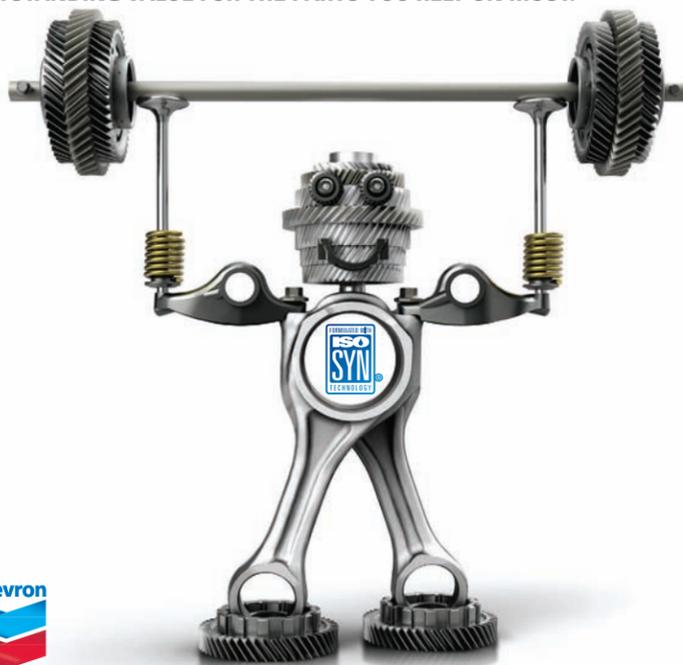


If International stands to lose market share due to its decision to not adopt SCR engine technology, truck sales to date do not indicate such a likelihood, at least not to a great degree, although as noted earlier both Freightliner and Kenworth posted higher sales for August. International captured the market share crown in the Canadian Class 8 market in 2009, ending up with a commanding 29% share of the market. It remains the market leader this year with a 27% share. Kenworth has been the story of the year so far in 2010 and now enjoys a 20% market share, tied for second place with Freightliner.

Source: Canadian Motor Vehicle Manufacturers Association

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# The trucking industry has a lot to be proud of

It's fall in Canada, or should I say, it's Convoy Season. Canadian drivers have been organizing convoys for various causes in recent years and it seems most of them take place in September and October.

The biggest of these events is the North America-wide World's Largest Truck Convoy for Special Olympics.

This year, WLTC events were staged in Manitoba, Saskatchewan and Ontario. Collectively, the three events raised nearly \$100,000 for the Special Olympics. In five years, the Ontario event alone has raised nearly a quarter million dollars for the cause.

What's even more incredible than the money raised, however, is that Special Olympians themselves get to participate in the event. They ride shotgun in many of the trucks and then lay a lickin' on the truck drivers during a friendly baseball game.

The WLTC is driver-driven, and you won't find a single participant who doesn't feel strongly about the cause. In the day preceding the event, I asked *Truck News/Truck West* Owner/Operator of the Year Howard Brouwer what made the convoy so dear to his heart.

"We can see the benefits with the Special Olympians while sitting in the room with us," he said. "We can see how it affects their lives. To me, it was a great charity to get involved with because we see where the money's going."

Just weeks after the World's Largest Truck Convoys came and went, on the East Coast a convoy of another type was taking shape. The New Brunswick leg of the all-female Convoy for a Cure was held Oct. 9. You can read a first-hand account of the event from Joanne

## Editorial Comment

JAMES MENZIES



Ritchie on pg. 11.

This, too, is a driver-driven event. It was the brainchild of professional driver Rachele Champagne and has since grown to include events in Alberta, Texas, a second in Ontario and the aforementioned version in New Brunswick.

Between them, they've also raised nearly a quarter million dollars for breast cancer research.

The trucking industry's generosity does not end there.

As you'll see on this month's cover story, nearly \$25,000 has been committed to a reward fund to find the thugs who attacked 67-year-old driver Alex Fraser on a stretch of B.C. blacktop.

It's nice to see the industry, through corporate and personal donations alike, rallying to help one of its own.

And in Alberta, the 18 Wheels of Christmas campaign is rolling once again. This is a cause we at *Truck News* and *Truck West* have endorsed since its first year in 2003.

Rosenau Transport has donated a specially-designed trailer that travels Western Canada ac-

cepting food donations collected by transport companies. They are then delivered to local food banks in the regions where they were collected.

I could go on all day about how the trucking industry gives back. If you haven't seen my biweekly newsletter *Hooked Up*, you should sign up at [www.trucknews.com/hookedup](http://www.trucknews.com/hookedup).

It includes a Community section that highlights good deeds by those in the industry – and I've never been short of material for that particular section.

As an industry, it's important to acknowledge these initiatives. Now, if you'll excuse me, I've got a convoy to catch! □

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# There's no valid argument against EOBRs

I find the consistent and loud opposition to electronic on-board recorders (EOBRs) coming from the Owner-Operator Independent Drivers Association (OOIDA) puzzling, if not irresponsible. This summer OOIDA went so far as to file a legal challenge of an EOBR regulation by the Federal Motor Carrier Safety Administration (FMCSA) that will mandate the use of the devices for motor carriers with a record of chronic non-compliance with hours-of-service regulations.

According to Todd Spencer, OOIDA's executive vice-president, "the burdensome cost, the violation of privacy and lack of relevant safety verification make any mandate unjustified."

He's also apparently concerned that information gathered by EOBRs "could be used against drivers that has nothing to do with hours-of-service, and that is beyond the authority of trucking safety regulators."

Okay, give me a break.

What is it with owner/operator associations on both sides of the border these days and their fixation with government conspiracy theories? No sooner are we done with the greatly exaggerated concerns over speed limiters (hey, what happened to all the traffic mayhem that was supposed to happen anyway?) that the associations have rallied to the banner against EOBRs.

The FMCSA is looking to first target motor carriers with a *chron-*

## The view with Lou

LOU SMYRLIS  
 Editorial Director



ic record of non-compliance when it comes to respecting hours-of-service. Trucking companies found to have a 10% hours-of-service violation rate or worse during compliance reviews will be required to monitor hours-of-service using EOBRs. Nearly 5,700 interstate carriers will require EOBRs after just one year of the new rule's implementation, the FMCSA predicts.

Such motor carriers are not only endangering the public and the industry's reputation with their disregard for hours-of-service rules, they are putting the lives of their drivers and owner/operators at risk by strong arming them into running illegal hours.

To be fair, OOIDA bases its opposition to EOBRs, in part, on a belief there is no evidence these devices would increase highway safety. I'll buy in to that argument but only to a point.

True, EOBRs can't address such things as a driver who has the right number of off-duty hours but spent them tossing and turning in his bunk unable to sleep; the low periods in our natural circadian rhythms or the individual differences among drivers when it comes to fatigue susceptibility. But

EOBRs will make it much more difficult (unless someone is a software hacking expert) to "game" the system to mask illegal driving time. And keeping HoS records electronically should be much more efficient and less costly over the long run for carriers and much more efficient to audit for the enforcement agencies.

So that leaves OOIDA's concerns about "burdensome costs and violation of privacy" it claims are involved in mandating EOBRs. There's not much I can say about the violation of privacy concern – my experience is that people stuck on believing that Big Brother is out to get them, can rarely be convinced otherwise. As for the "burdensome cost," let's get real here folks.

That argument is used *every time* a new technology is mandated, whether its EOBRs or new engine standards. The industry should have been dead many times over if we bought into it. And if there really are companies out there that in 2010 still can't afford to invest in computerized record keeping, perhaps they should not be in business. There really are no valid arguments against EOBRs. □

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## IN BRIEF

## BCTA chief Paul Landry to step down next year

LANGLEY, B.C. – Paul Landry, long-time president of the B.C. Trucking Association (BCTA), will be stepping down from his position no later than June 30, 2011, the association has announced.

Landry has headed the BCTA since May, 1994.

Under his watch, the BCTA doubled its motor carrier membership and it developed strategic alliances enabling it to speak on behalf of 800 motor carriers, the association says.

Murray Scadeng, chairman of the BCTA board of directors, announced the decision via a news release.

“Paul’s contribution to the ongoing success of BCTA is well known to all of our members,” Scadeng said. “When Paul was recruited to become the BCTA president in 1994, he was asked to broaden BCTA’s carrier base,

provide leadership on a broad range of policy issues, establish BCTA as a credible and respected advocate for the industry with government, the media and the public and to secure BCTA’s financial future. I am pleased to say that, in every way, he’s delivered.”

Scadeng said the long lead-time is designed to allow plenty of time to find a suitable replacement. Landry will remain on-hand to help bring the new hire up to speed.

“These are exciting and challenging times and BCTA has a lot on its plate over the coming months,” Landry said.

“I will continue to work with the Board until a new CEO is appointed. The experience of charting BCTA’s route over the past 16 years and more has been exceptional, and I look forward to applying what I’ve learned to new opportunities that may arise.” □

## 18 Wheels of Christmas rolling again

CALGARY, Alta. – The 18 Wheels of Christmas campaign is one again in motion.

The campaign, coordinated by Rosenau Transport staff, aims to fill a 53-ft. trailer with donated food items that are then delivered to the Calgary Food Bank.

The final delivery will be made Dec. 17.

In the meantime, organizers are asking transport companies in Western Canada to collect donations, which will be picked up in the specially-designed trailer.

To arrange a pick-up, call Dale, Colleen or Shirley at 403-279-4204 or e-mail 18wheels\_xmas@rosenau.org. □

## Shell, HDDC offer technician scholarships

CALGARY, Alta. – Shell Canada and the Heavy-Duty Distributor Council of Canada (HDDC) have once again teamed up to reward some of the brightest young future heavy-duty equipment technicians.

The organizations have launched the Rotella & HDDC Heavy-Duty Technician Scholarship program, which will reward six Canadian students enrolled in a transport-related technician program each with a \$2,500 scholarship.

The scholarships will be presented to aspiring technicians in six regions.

To qualify, students must be enrolled full-time and in their last year in a program or an apprentice related to the field of heavy-duty equipment, focusing on road transport.

Recipients will be chosen based on academic merit, financial need

and their reply to an essay question as well as their commitment to contributing to the future success of the trucking industry.

The regions are divided up as follows: B.C.; Alberta/NWT/Yukon; Ontario; Quebec; Saskatchewan/Manitoba; and the Atlantic provinces.

The deadline to apply is Nov. 30, organizers say.

“Shell is helping today’s students keep tomorrow’s fleets on the road,” said Ainsley Hebert, direct marketing manager fleets, Shell Canada. “The scholarship is the only one of its kind in the Canadian transport industry, and we are excited that the amount awarded has increased this year to \$2,500 to assist in offsetting the financial challenge faced by students pursuing a career in road transport.”

For more information, visit [www.shell.ca/rotella](http://www.shell.ca/rotella). □

## National driving champs crowned

WINNIPEG, Man. – After a one-year hiatus, the National Professional Truck Driving Championships marked a successful return this year, crowning the best of the best Sept. 18 in Winnipeg.

Friday, Sept. 17 included written and defect identification tests and then drivers in six classes took to the course at Winnipeg’s Canad Inns Stadium on Sept. 18 for the driving challenge.

An awards dinner was held that evening, at which the top three drivers in each category were honoured.

The champs included: Step van, Randy Smith, Alberta, Canadian Freightways; Straight Truck, John Klassen, Manitoba, VM Dyck & Sons; Single-Single, Evan Hirst, B.C., Canadian Freightways; Single-Tandem, Jeff Maclean, Ontario, SLH Transport; Tandem-Tandem, Dean Grant, B.C., Agrifoods International Co-op; and Super B-Train, Ken Wiebe, Manitoba, EBD Enterprise.

Rookie of the Year honours went to Robert Archambault of Bison Transport in Manitoba, who competed in the Step Van class. B.C. took the Team Award, which was shared by Grant, Hirst, Dale Scott, Tony Gomez, Adam Besse, Shaun Garvey and Dave Dressler.

And Grand Champion was Agrifoods’ Grant, who won the Tandem-Tandem category.

“It was a great effort by all competitors,” said national committee chair, Darcy Olson. “To see the best drivers in Canada all competing together and one day and be recognized was really a great experience and something myself and the whole organizing committee was proud to be a part of.” □

## Manitoba goes GREEN...again

WINNIPEG, Man. – Manitoba fleets and owner/operators will once again be able to tap into funding for fuel-saving technologies under the province’s resurrected GrEEEn (Economically and Environmentally Efficient) Trucking incentive program.

The program is run by Manitoba Infrastructure and Transportation, the Manitoba Trucking Association and the University of Manitoba Transport Institute.

To receive funding, fleets or owner/operators must invest at least \$2,000 into approved fuel-saving technologies. They can then receive 15-25% of the value of the capital investment, up to a maximum of \$2,500 per unit.

The deadline for applications is Nov. 30, but coordinators warn the program will be cut short once the funds are used up.

For more information, visit [www.greentrucking.ca](http://www.greentrucking.ca) (note the three Es). □

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# Wanted

Continued from page 1

like this," said Paul Landry, BCTA's president and CEO. "BCTA is committed to all forms of safety in trucking, whether that means road safety or safety for truck drivers. We want to help bring the perpetrators to justice."

The trucking association has teamed with Crime Stoppers so anyone with information can provide tips while remaining anonymous.

In addition to the BCTA and CTA awards, Crime Stoppers itself pays up to \$2,000 for information leading to an arrest.

"By involving Crime Stoppers, we're also guaranteeing an avenue for individuals who want to do the right thing, but have their own fears about safety," Landry said. "Truck drivers are known for helping others on the road. I'd hate to be in a world where they can no longer choose to be Good Samaritans. I hope that others who feel the same way will come forward."

Any donations the BCTA receives above and beyond the \$10,000 will be given to Fraser himself to assist with his premature retirement, the association has said.

Drivers and owner/operators are also organizing their own fundraising campaign, spearheaded by Larry Hall, an owner/operator and founder of The North American Truckers Guild (NATG). Hall was somewhat put off by the BCTA's effort, since he said it wrongly caps the amount that will go towards the reward. Hall, who says he approached BCTA about launching a coordinated fundraising effort before the group announced its campaign, feels all money raised should go towards the reward.

"The only problem with (the BCTA campaign) is now we essentially have a cap on the reward fund," Hall told *Truck West*. He feels that because so little is known about the attackers, the reward fund will have to be substantial in order to be effective.

"The people I'm asking for money, they want to see these guys caught. We need to get this pot large enough that one of the (attackers) turns in the others," Hall said.

Hall said he had already raised about \$3,500 by the time the BCTA announced its own efforts and the NATG will continue to accept donations, which will be used to "set up our own reward fund and push the bar much higher."

Hard feelings aside, everyone involved is eager to help Fraser and to see justice served. And they're also fearful for their own safety and that of other drivers.

Hall suspects the perpetrators "have a vendetta against truck drivers," since there seems to be no other motive for the attack. To support the BCTA initiative, call 604-888-5319 or 800-565-2282. To donate via the NATG, visit its Web site at [www.thetruckersguild.com](http://www.thetruckersguild.com), but keep in mind an official tax receipt may not be issued, Hall noted. (Hall said if the NATG's reward fund goes unclaimed after one year, the entire amount will be given to Fraser).

Most importantly, if you have information about this attack, contact: the Valemont RCMP by phone (250-566-4466) or fax (250-566-9964); your local RCMP detachment; or, if anonymity is preferred, B.C. Crime Stoppers at 800-222-8477. □

## Lift-axles, wide-base tires put to the test by RCMP

Continued from page 1

acceleration tests." Hewson describes the latter tests as measurements from a truck's starting point to a second point 50 metres down the track.

"One of the guys was there with a stop watch and he timed how long it took them to get to the 50 metre point," he says of the measurements, which were designed to get a general idea about acceleration rates.

Unlike a drag race, however, he says, "It wasn't like they were generally jumping on the accelerator, they'd just start out and drive forward."

Perhaps it was only to the drivers involved that the acceleration tests seemed like a drag, then...

The multi-day event also saw some tests involving more mainstream vehicles.

"We conducted a couple of skid tests with a pick-up truck to get baseline co-

efficient of friction for the track surface," Hewson reports. "Which gives us the slowing rate for a passenger vehicle or a pick-up truck and we'd compare that to what a rig does. It's a benchmark, essentially."

The RCMP, which was joined by members of city police services from Calgary and Winnipeg, wanted the data because one of the things they do after a collision involving a rig is to make a note of the braking tire marks left at the scene. Using that information, Hewson says, investigators can determine a minimum speed loss over the braking distance, "so we can say, for example, that the trailer unit lost 50 km/h over the distance it was braking."

When you lock up a rig's brakes on pavement and slide to a stop, the RCMP sergeant reports, you'll typically get 65% of a car's braking efficiency on the same surface.

"That's a starting point," he says. It

helps them determine factors such as speed at impact. "If all the brakes appear to be working," Hewson says, "it's a panic stop situation and we'll give them a percentage of braking efficiency versus the direct factor of the coefficient of friction of the road surface."

Hewson says they also did friction testing of various tire setups, standard trailers versus mixed axle groups and new versus worn tires. They also looked at dual wheel configurations compared with ones running the Michelin X One single tires.

Like a prize fight, the tests were preceded by a weigh-in.

"We weighed the trailers, measured their dimensions, wheel bases, and the like," says Hewson. "And then we conducted braking tests with units loaded and unloaded, air in the suspension, no air in the suspension system."

Hewson says the idea for the test

Continued on page 9

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**ALBERTA**

# Test organizers plan to share their findings once the results are finalized

**Continued from page 7**

sessions began with Lethbridge's Corporal Barry Rediron, RCMP forensic collisions reconstructionist for Southern Alberta. Rediron wanted to roll some semi-trailers to figure out their rollover value.

"We were thinking the rollover thing might be hard to do," Hewson says. "But after one of the members from Calgary mentioned he goes to collisions involving mixed axle group trailers, lift-axles, and so on, we decided to go that route."

The concept of testing lift-axle trailers for braking efficiencies came about, Hewson says, "because we didn't know of any other data out there. So we found owners who were willing to provide us with trailers and Michelin to provide the tires - because we'd be wrecking a lot of tires - and it went forward from there."

The tests used four different trailers in three tandem Super-B configurations from two different manufacturers.

"We'd skid them to see what they have," Hewson says. "And then lift up the axles and skid them again." Hewson acknowledges that he doesn't expect people will run raised lift-axles loaded, like they did in the test, but they did it anyway and discovered that it definitely increased the stopping distance.

Braking distances were calculated in part by using "shot markers," devices mounted on the front of the trucks that would fire a .22 calibre power load, similar to what would be used for driving concrete nails, when the brakes were applied.

"You break off a piece of chalk into the cylinder and it fires that chalk into the ground at the point where you apply the brakes to give you the starting point for the braking," Hewson explains.

That starting point can depend on a variety of factors, including the shot marker's height from the ground and the speed the truck is travelling, but for the purposes of these tests, Hewson says, it was close enough.

From that point, "If they skid to a

stop and stay stopped," Hewson says (noting that sometimes the driver would forget to stay put and start to drive away, wrecking that particular attempt), "we'd measure the distance from the chalk mark to the device that fired it at the point at which it finally stopped - and that's your braking distance."

They used radar to gauge the speed of the vehicle at the time the brakes were applied and plugged that into a simple formula to determine braking efficiency.

"This is grade 11 physics," Hewson says. he admits the tests may not be unique, but says it doesn't matter.

"The more testing you can do the more value you get out of it," he says. "We look at this as a start. Forty-nine tests is a lot, so we got a lot done, but when you're dealing with data you want more numbers, a larger volume of test data to make your numbers solid, to make sure the data is consistent."

While the foul weather that added so much tribulation to this September's trials gave insight into how the vehicles performed under one particular set of conditions, plenty of other parameters could be changed in subsequent test sessions, including the surface condition of the track and different braking systems for the trucks and trailers.

"We didn't compare ABS with conventional braking, for example," Hewson says.

The big advantage with ABS is that it stops straight.

"When you're talking about a B-train," Hewson says, "such an articulated vehicle has two bend points, and if you push it from behind it's going to accordion on you like a snake."

Since ABS brakes let you brake in a straight line, however, with no risk of the jackknifing that's possible with conventional brakes, the driver maintains steering control.

While the weather chose not to co-

operate, the track did its job well.

"It's a good facility," Hewson says of the 3.5-km oval. He notes that its isolation was a double-edged sword, though. "You don't have issues with interference from traffic," he says, "but it's harder to get to. For what we did it was great, though. We weren't on a public road so it was safe, and we didn't have to dodge traffic or block off a road - let alone get permission to close down a road - so it was awesome."

It's also very narrow, laid out as a single lane for most of its circumference, but that didn't hurt these particular tests.

"We're not doing anything that involves width," Hewson says. "So for our purposes it works very well."

The next step is to take the raw data and present it in a way that people who weren't there can understand.

"There's some talk about producing

**Continued on page 10**

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ALBERTA

# RCMP testing

Continued from page 9

a paper for the Society of Automotive Engineers," Hewson says, "and I know a lot of the industry people are interested in it because it affects how their systems work, how efficient they are."

Hewson tips his Mountie hat to all of the people who braved the conditions to take part. "There were a lot of people from the trucking industry who came out and gave us a huge hand," he says. "We couldn't have done it without the volunteers, rigs, the tires, the drivers."

While the results are in, it's going to take time before the inevitable reports can be written.

"We have not properly analyzed the data yet," Hewson says, "but the braking distances of the properly set up and functioning lift-axle trailers we tested appear consistent with what we expect to see on our roads."

Hewson says they've also shared the preliminary compilation of data with Alberta Transportation and with Transport Canada and will be sharing all the data with them once it is organized.

How did Michelin's X One tires work out? "Good," Hewson says. "We haven't crunched the numbers yet but I don't see any huge differences there. It's too early for any conclusions, though."

It's Hewson's hope the industry can use the information to make improvements to their products or techniques, or just to be assured that what they're doing works. "We aren't treating this as proprietary." □

# Behind the scenes: A look at the Hanna Test Centre

**HANNA, Alta.** – "What's a nice oval like you doing in a place like this?" That was the question on this writer's mind upon driving through miserable weather from Calgary to the Hanna Test Centre, a 3.5-km circuit large enough to qualify as a super speedway if one were to run Nascar or IndyCars on it.

You wouldn't want to run such series on it, though; it's only a single lane wide for the most part, which would make passing extremely difficult if not impossible. It has no grandstand, either, and no pit area large enough to facilitate a series of racing cars, let alone Big Rig racers.

In fact, if it weren't for the nondescript and bumpy dirt road that, during the RCMP's recent truck and trailer tests, was more like a bog than a road, you might never know it was there at all.

Hardly the stuff of track legend, this is. Yet there it lies in all its glory, about a half-hour southeast of Hanna, waiting patiently for customers.

It's kind of like "Field of Dreams" in that they built it, and now they're hoping people will come. And though there won't be a lot of competitive racing there anytime soon, the folk behind the track see a lot of potential for what they say is the only oval test vehicle facility in western Canada. And it seems as if word is starting to get out.

"We were approached by the RCMP for this particular testing because they wanted a place where they could do it safely and in a controlled environment," says Vladimir Panlilio of SA-

MAC Engineering, one of the track's movers and shakers, "and where they can also demonstrate to the media and the industry the different types of systems in the trailers that are now plying the highways."

Panlilio says he hopes the event will help the trucking industry realize the facility is there and that they can use it for training their drivers, testing rigs' stability or doing fuel economy testing. "We built the facility for this purpose," he says. We can provide a service whether it's in compliance testing or reconstruction of vehicle rollovers – and isn't strictly for trucks, it's also available for cars, for reconstructionists who need to do a real-world recreation of an incident."

And there are other applications. Panlilio says the track has been used by the University of Calgary solar car team to test their sun-powered car after they installed a new solar panel onto it.

He also sees the potential for government use for checking out road surfaces themselves. "We are hoping that if Alberta Transportation and Infrastructure wanted to do life-cycle research of aggregates they can purchase a section of the track and pave it with a particular aggregate the performance of which they may want to see."

The track would be ideal for such research, he says, because the traffic to which the track will be subjected during the life-cycle testing can be controlled. Panlilio notes the concept is being used already by an oval facility in Alabama, "where stakehold-

ers pave various sections of the oval track with whatever aggregate they want tested and then run a standardized rig around the track to see how well the aggregate works."

Panlilio says the Hanna Test Centre's oval was completed about a year ago. "We had a hard time getting contractors to come in during the boom times," he says, "because they weren't interested in doing only 3.5 kilometres of roadway."

The anchor client, Panlilio says, is Innovative Vehicle Testing, the principal of which is also involved in the track itself.

"It's one of a few companies that can do the compliance testing of service rigs in the oil and gas industry," he says, "and there's an area where they can do noise testing because the rigs have to comply with sound level guidelines about how much noise people can be subjected to."

Another potential use for the facility, Panlilio says, is for importers of foreign vehicles – from China or other emerging countries that are now producing vehicles – to do barrier testing.

"We have equipment for doing actual crash testing of vehicles using a moveable barrier," he says, "and soon we hope to have a rigid barrier testing as well."

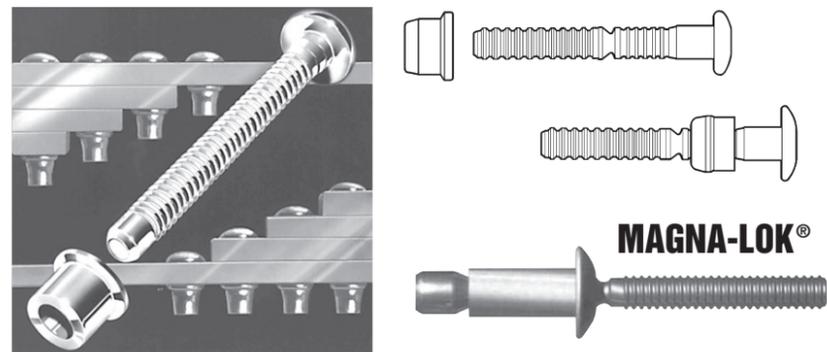
Isolated or not, the Hanna Test Facility is definitely open for business, and Panlilio hopes the recent RCMP tests will help get the message out that the virtually flat oval is ready to go.

"We're looking for business," he says. □



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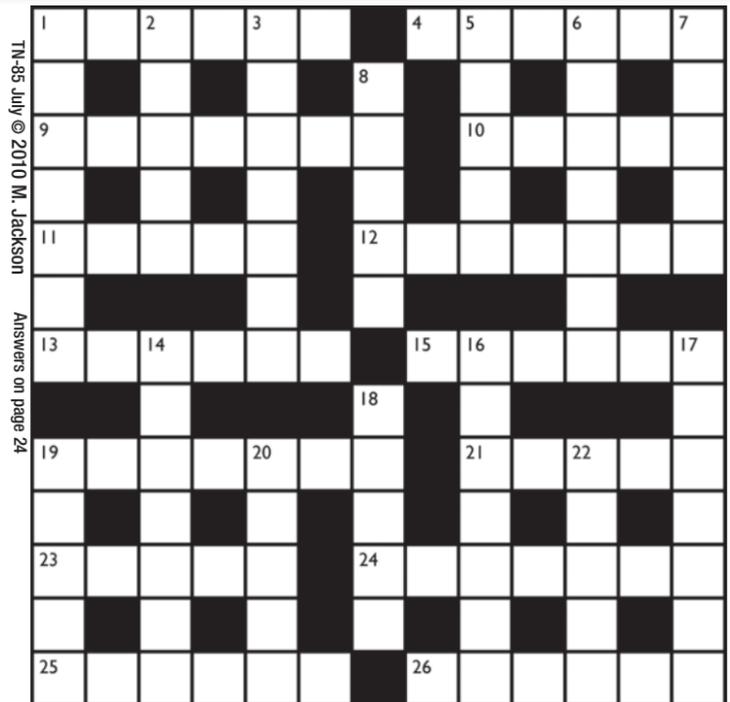
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**Across**

1. Tim Hortons double-double purchase
4. Prescott, ON-based carrier
9. Interstate-patrolling state cop
10. Cop fuel, allegedly
11. Taxi ticker
12. West Coast-type items
13. Clean the chrome
15. Accompaniment for 1-Across, perhaps
19. Monthly truck-owner obligation
21. Common, tapered fastener
23. A "pop" fastener
24. Home of "Grand Canyon State" plates
25. Emergency-vehicles' warnings
26. Unexpected engine stoppages

**Down**

1. Local-courier's reference (4,3)
2. Winter cab-window coating
3. Goods trucked to the USA
5. Weapon for 9-Across smokey
6. Hole in four-wheeler's top
7. Certain transmissions, briefly
8. Brake-system components
14. Rest interval between trips
16. Select a higher gear
17. Auto-hauler's load (3,4)
18. Cargo-restraint type
19. Items on truck-repair invoice
20. Drivetrain-components brand
22. Lube again, in a way

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## OPINION

# Just give'er

Like most Maritimers, I have a few vocabulary quirks that require some explanation. Like "give'er," for example, which is a useful turn of phrase when you're encouraging herring-chokers to git'er done. And if you want to see "give'er" in action, just ask a group of women to organize a series of convoys that combine celebration, education, and fundraising.

From one convoy in 2008, Convoy for a Cure has captured the imagination of truck drivers everywhere, and this year, four all-women truck convoys rolled across Canada in Ontario, Alberta, and New Brunswick. In three short years, these events have contributed the better part of one quarter of a million dollars to breast cancer research and awareness.

Women are organizing these convoys largely from behind the wheels of their trucks, with their families and friends pitching in thousands of volunteer hours to make the events efficient and effective fundraisers and impressive celebrations of women in trucking.

While united in their goals and objectives, each convoy is unique, depending on its location, who the organizers are, and what resources they have at hand. But in all cases, local businesses and industry suppliers have been generous in their financial support of the convoys, so that every penny raised by the drivers through pledges and donations goes to support breast cancer awareness programs and

## Voice of the O/O

JOANNE RITCHIE



help fund research that is bringing us closer to a future without breast cancer

Breast cancer is an obvious cause for women to champion – this heart-breaking disease continues to be the most common cancer among Canadian women. This year, an estimated 23,200 women and 180 men will be diagnosed with breast cancer and of those, 5,300 women and 50 men will die from the disease. On the upside, there has been a significant improvement in survival rates over the past decade, due in part to advances in screening techniques and treatment.

As with many types of cancer and other life-threatening diseases and conditions, early detection and treatment greatly increase chances of survival. More importantly, we know that good preventive maintenance, and lifestyle choices that improve overall health, can reduce the risk of becoming ill in the first place.

The way I see it, one of the most significant positive "side effects" of the pinked-out Convoy for a Cure events is that they're helping focus attention on wellness issues all drivers – women and men alike – face out on the road, from scheduling doctors' and screen-

ing appointments, to eating well and getting proper rest and exercise.

One of our members (male) approached me during the convoy celebrations in New Brunswick to tell me that after last year's convoy, he made a point of scheduling an appointment for a comprehensive physical – something he hadn't done for years. He was diagnosed with colorectal cancer, but luckily, with early detection, a good surgeon, and a successful recovery period, he's back on the road and doing fine. "That breast cancer convoy may just have saved my life," he told me.

The fact that we were even having that discussion, and that my friend was encouraging the other men who were listening to get themselves checked out, was somewhat unique. I mean, when's the last time you were at truck stop and overheard a group of men and women truck drivers unabashedly discussing breast and colon health?

Another devastating disease that drivers are talking more about these days is diabetes. While it's always been on the radar screen because diagnosis and treatment of diabetes are closely scrutinized by commercial vehicle licensing authorities, drivers are becoming better educated about the lifestyle factors that may trigger Type 2 diabetes, a prevalent condition among commercial drivers. According to the Canadian Diabetes Association, the growth of diabetes in Canada is at epidemic levels. Numbers released by the association in September show that in Ontario alone, 1.2 million people are currently diagnosed with the disease.

While I haven't found any studies that show a disproportionate number

of truck drivers are diabetic, just looking at the risk factors – which include high blood pressure, high cholesterol, and obesity – gives you some idea of where truck drivers might fit on the continuum. While there is no cure for diabetes, the good news is that people with diabetes can lead active, productive lives and even prevent complications if they are seriously committed to managing their condition. On top of that, many of the risk factors, like those mentioned above, can be controlled or eliminated.

Since November is National Diabetes Month, it might a good time to go to the Web site of the Canadian Diabetes Association ([www.diabetes.ca](http://www.diabetes.ca)) and check out their Healthy Living Series, a number of interactive learning modules that are chock-full of information on health and wellness. There's a nutrition section that would interest anyone living on the road – it includes tips for tasty and healthy menus and a guide for eating away from home.

Last month I wrote about the growing number of truck drivers who are making their own health and well-being a priority, and driver wellness is pretty high on OBAC's agenda, too. But drivers are only part of the equation. Carriers, as well as policy makers and regulators, are going to have to come to the table to ensure that our driving force is well enough to face the future. It's going to take all of us working together to git'er done. □

– Joanne Ritchie is executive director of OBAC. Are you ready to give'er? E-mail her at [jritchie@obac.ca](mailto:jritchie@obac.ca) or call toll free 888-794-9990.

## SAFETY

## Winter roads present plenty of seasonal challenges

There is no question that the risk of collisions will begin to rise as soon as the temperatures begin to drop. A tractor-trailer needs 12 times more stopping room on an ice-covered road than it does when travelling on warm and dry pavement. Even a bare highway will be more slippery in cold weather.

The only way for a driver to remain safe in these seasonal conditions is to remain committed to managing speed and space alike.

It is simply a fact that weather conditions can change quite rapidly, especially in the coming weeks. A dry road at the bottom of a mountain may transform into snowy conditions at higher elevations.

Those travelling highways near the Great Lakes may suddenly find visibility obscured by a streamer of snow. Meanwhile, bridges and overpasses will tend to ice up at a moment's notice.

During my own driving career, I remember picking up equipment in the pouring rain in Hamilton, Ont., only to encounter freezing rain as I approached Highway 400, and then blinding snow once I reached Parry Sound. That trip takes just a few hours!

The challenges of a snow-covered road are not limited to traction, either. A bridge with a posted clearance of 13 feet may offer an opening that is just 12.5-feet high thanks to the layers of snow that accumulate below. The tire ruts

## Ask the Expert

SCOTT CREIGHTON



that do exist can also compromise control at the steering wheel.

Luckily, it is possible to identify the signs of bad weather ahead. A driver can expect to encounter poor conditions if oncoming traffic is suddenly covered in thick layers of ice and snow. The regular reports on the radio or CB will offer some insight as well.

But the changing conditions are not always as obvious as a layer of snow. Black ice may go unnoticed unless drivers are watching for a wet-looking road surface that is not accompanied by any spray, or the white or grey road surfaces that offer a silent warning of their own.

As important as these road conditions will be, there are other seasonal factors that can have their own impact on highway safety.

Fatigue, for example, will likely become a bigger challenge at this time of year. As the number of daylight hours begins to dwindle, many drivers will begin to suffer the influence of Seasonal Affective Disorder (SAD), often referred to as the "winter blues." By some estimates, anywhere from 1.5-9% of adults have this disorder, and they will struggle to get

enough sleep, have little energy and may even feel depressed. To compound matters, those who are travelling through bad weather are more likely to experience the "adrenaline fatigue" that can come with a tense drive, while everyone will need to share the road with intimidated drivers who are more likely to make mistakes behind the wheel.

There is a chance for every driver to prepare for the unexpected, however. The beginning of each journey presents the opportunity to clear off lights, windshields, peeper windows and mirrors alike. And personal safety can be protected with a simple emergency kit that includes extra blankets, dry clothes, a tool kit, and antifreeze for the air lines. Something as simple as a candle and some matches can become a life-saving supply of heat if someone is stranded for an extended period of time.

When a facility is equipped with the proper tools, there is even a chance to clear away any of the snow that may be sitting on the roof of a trailer, protecting fellow motorists from the threat of falling debris. And a general awareness of frozen straps will lead drivers to inspect their loads more frequently than usual, since these load securement devices can loosen up as they are exposed to the thawing power of friction. That will protect fellow motorists from another type of falling debris entirely.

Drivers can protect themselves from falls of their own by watching their footing when conducting circle checks, and then taking the time to use a three-point entry every time they climb in and out of the cab. And, of course, they will maintain more control once they pull onto a slick highway if they avoid using driving aids such as engine brakes or cruise control.

A commitment to safe driving is a matter of maintaining control, regardless of the conditions that Mother Nature delivers. □

– This month's expert is Scott Creighton. Scott joined Markel as an advisor in the safety and training services department in 2007. Scott has brought with him more than 20 years of experience as a driver and a safety supervisor including 18 years working for an over-dimensional carrier. Markel Safety and Training Services, a division of Markel Insurance Company of Canada, offers specialized courses, seminars and consulting to fleet owners, safety managers, trainers and drivers. Markel is the country's largest trucking insurer providing more than 50 years of continuous service to the transportation industry. Send your questions, feedback and comments about this column to [info@markel.ca](mailto:info@markel.ca). To read about more industry hot topics, visit Markel's website at [www.markel.ca](http://www.markel.ca) and click on the Articles & Essays section.

## ALBERTA

# AMTA, enforcement officers honour drivers with free lunch

By Jim Bray

**BALZAC, Alta.** – Who says there's no such thing as a free lunch? There was certainly a free lunch happening on a miserably rainy and cold September day at the Balzac scale just north of Calgary. It was a day that saw truckers being red-lighted into the scale located just off the north-bound lanes – not to be judged this time, but to be rewarded instead with a free barbecue courtesy of the Alberta Motor Transport Association (AMTA) and assorted friends.

The event was the second such lunch to be organized by the AMTA in 2010, following on the success of one near Leduc at the end of June. To the AMTA, it's a way to give a little bit back in honour of the men and women who toil the province's highways day in and day out.

"It's not often we get to say thank-you to these ladies and gentlemen who operate these big rigs up and down our roads," said the AMTA's Lane Kranenburg who, when he isn't emceeding events such as the Balzac lunch is the director of the AMTA's Partners in Compliance program. Kranenburg spent much of the session regaling attendees from a Calgary Stampede events trailer, hollering out the names of drivers and companies as they passed by, adding a bit of hoopla to the proceedings.

"We do enough enforcement but we don't do enough recognition, saying 'these are the good guys,'" he said. "This is a small way of us saying 'thank-you'."

Speaking of enforcement, the event was not only conceived of as a free lunch for drivers; it was also an opportunity to meet, in a kind of social setting, some of the people with whom drivers' normal interactions might not be as pleasant: police and commercial vehicle enforcement officers.



**SURPRISE:** Drivers directed into the Balzac scales were in for a treat on a cold September day – a free lunch with enforcement officers. *Photo by Jim Bray*

"It's great having (the enforcement side) here to talk to the drivers," Kranenburg said, "so the drivers are more at ease when they go by these scales, rather than always thinking they're the bad guys. They're not: they're out there to keep our road safe."

This interaction between different sides of the transportation coin was gravy, however, over and above the original concept of paying tribute to the truckers.

"When you think about it," Kranenburg said, "these units carry everything we use. Everything we eat, everything we wear, has been on a truck at one time or another and people don't recognize that. These ladies and gentlemen do one of the toughest jobs out there and they are indeed professionals and they keep our highways safe."

Also on display for the event were the Lawson Roll-Over Simulator (billed as the first of its type in Canada) and the AMTA's "No-Zone trailer," the latter of which

serves as a reminder to drivers and, especially, the general public about where the blind spots are around a tractor-trailer unit, the areas from which four-wheelers should stay away.

Getting truckers to attend the lunch was partly a matter of shooting fish in a barrel, since the hosts used the warning lights on Hwy. 2 to flag down trucks – basically forcing them off the highway and in to the scale. Kranenburg admits that was a tad freaky for some drivers, who were surprised at being hauled in there and then.

"They start looking for their paperwork," he said, with a chuckle, "but we're not looking for that today. We're pulling them in at random."

The AMTA did some promotion for the event, advertising at the scale and with member companies but, noting the number of drivers who expressed surprise at being pulled in, Kranenburg complained "drivers are never kept in the loop. Companies do not concentrate on the most important part of their operation, and that's the guy behind the wheel. None of us would have a job without these professionals."

Being hauled in didn't mean the drivers were forced to shut down their rigs to partake of the burgers and other fare being offered, though.

"If they're in a hurry we just wave them through," Kranenburg said. "We don't want to hold them up if they're on a tight schedule – but a lot of them are stopping."

One of the "victims" of their random stopping of trucks was

hauling pigs, Kranenburg noted, laughing. "We wish we hadn't stopped him," he said.

Kranenburg, who had a previous life as a fleet owner, is big on treating drivers with respect. "Those fellows earn their money," he said. "If you treat them well and pay them what they deserve they'll make you nothing but money. But people forget that."

The PIC director says that fact of transportation life – that many owners take their drivers for granted – is a shame, because those are the companies that will be in trouble in the not-too-distant future.

"There's a severe shortage of good drivers just around the corner," he said. "The average age of a driver right now is in the late 50s. So look at another five years max and you'll see a lot of them retiring and that's going to leave a void."

The point he's stressing is that the qualified drivers remaining will be more inclined to work for companies that treat them right.

As wet and cold as the free lunch day may have been, it also appears to have been a success. According to Bud Rice, the AMTA's manager of compliance and regulatory affairs, they cooked up about 350 lunches that day.

"It was down a bit from last time," he admitted, "but the weather was definitely a factor."

Rice said the reaction to the gesture was really good.

"Some of the guys that went through said it was a great idea and we should do it more, and we're going to," he said, noting the AMTA is going to add another date next year at Coutts, near the border crossing between Alberta and Montana.

Rice, like Kranenburg, also stressed the point that the lunch was a fun way for drivers to get to know the enforcement side, to put human faces to them, and maybe even learn something.

"The drivers get to ask questions of the enforcement guys," he said, "and they'll walk out of there with first-hand information as well as having made a friend."

As for the compliance and enforcement folk who turned up, Rice said it was also a good experience for them.

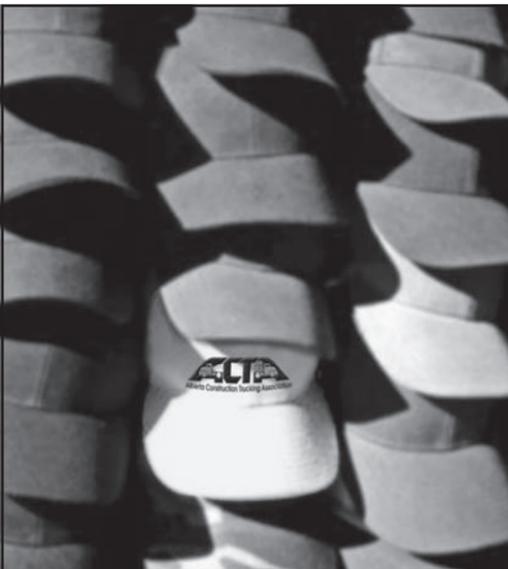
"The CVSA guys love it," he said. "They come from all different scale areas, as far away as Whitecourt and Lethbridge, and even guys from B.C. came out to be part of it." □



**A FESTIVE EVENT:** The Stampede trailer was on display at the AMTA lunch.

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OPINION

# Preparing your trucks and trailers for winter

It's hard to believe fall is nearly over and winter will soon be setting in. It's time to prepare ourselves and our equipment for a season that is sure to bring cold temperatures and plenty of snow.

## Constructive Dialogue

RON SINGER



**The engine:** Test the antifreeze strength and make sure it's good to temperatures of -50 C. Pressure-test your cooling system to ensure there are no leaks. You should inspect and tighten all hoses, clamps and belts. Check all your fluid levels and inspect your filters, replacing them if required.

You should also test your oil pan and engine block heaters and inspect the turbo. Also check and inspect all engine sensors, wiring and connectors.

Test your Jake brake and other engine components as well as all gauges and toggle switches.

Don't forget to test your thermostat fan.

**Electrical system:** Moving on to the electrical system, load test the alternator, batteries, starter, lights, heater, defrost and wipers. Clean the battery terminals and cables and check the fluid levels in the batteries.

Inspect all electrical cables, wires, harnesses, connectors and sensors and also check all in-cab toggle switches. Test your CB and VHF radio antennas.

**Air system:** You should also test the air compressor pressure build-up time and make sure it builds up to 110 psi within the specified time.

Inspect all belts, filters, air lines and connections, the air tank and drain valves. Pressure up the air system to detect any leaks.

**Air intake system:** Inspect your air filter and change it if required. Check and inspect the air cleaner canister and bonnet-top seal as well as air cleaner nuts and bolts to ensure a proper seal.

Inspect all the air cleaner intake ducting and ensure all clamps are tight and that the full system is sealed properly with no leaks. Pressure test the air-to-air system to ensure there are no leaks and that the full system is sealed.

**Fuel system:** Test the injectors and check the fuel lines for leaks. You should also check the fuel tanks for leaks, test the fuel equalizer valve and replace the fuel filter if necessary.

Pressure test the complete fuel system, including the fuel tanks, to ensure there are no leaks.

**Brakes:** Pressure test the entire system to ensure there are no air leaks. Check to ensure brakes are properly adjusted and inspect the brake shoe linings and drum thickness to ensure they are compliant and within spec.

Inspect slack adjusters and pads and test for any leaks with the brakes applied. Inspect all air valves to ensure they are working properly and there are no leaks.

Inspect all air lines and connectors and fittings to ensure there are no leaks and if there are any signs of wear or chaffing, replace them accordingly.

**Tires and rims:** Check your tire tread depth with a tire tread depth gauge and inspect tires for cuts and irregular wear.

Your tires should have no more than 20% wear.

If they are worn by more than 20%, your tires may not make it through the winter without needing replacement.

Check the tire manufacturer's recommended tire pressure. (This will vary depending on the manufacturer).

Test the tire pressure with a calibrated tire pressure gauge.

If the temperature is above zero degrees celcius, do your pressure test cold.

If the temperature is below -5 C, check the tire pressure after at least 20 miles so the tires are warm.

Make sure you are using the right tires for your application and the region where you are running. Check your tires for screws, bolts, nails and other foreign objects.

Remove any objects and then check for leaks. I use a spray bottle with a 20/80 mix of detergent to water. Just spray the area where you removed the object and if bubbles appear, you will have to repair the tire.

Inspect wheels for cracks and damage and check the wheel nut holes to ensure they have not come loose. Make sure all holes are round – not oblong. If they have been run with loose nuts, the area behind the wheel nut will have a freshly scratched-up surface.

Torque all wheel nuts to recommended spec's.

**Tire chains:** Put your tire chains on your tires to ensure they fit properly and no repairs are required. Practice putting them on and taking them off until you can do them up efficiently.

Hang them on your chain hangers and secure them with tarp straps to keep them from flopping around. If you do all this before you need them, you will know they are in good order and you won't look like an idiot struggling to chain up on the hill!

Now you're ready to hit the road. Next month, I'll share some tips on how to safely operate your equipment in winter weather. □

– Ron Singer is owner of Ron Singer Truck Lines and president of the Alberta Construction Trucking Association. He can be reached at 403-244-4487 or by e-mail at ronsing@telus.net. ACTA's Web site is www.myacta.ca.

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## COMPANY PROFILE

# Alberta Kenworth dealer turns 40



**ROOM TO GROW:** GreatWest Kenworth owns several adjacent buildings so it can expand as needed to keep up with future demand, co-owner Paul Storwick says.

**By Jim Bray**  
**CALGARY, Alta.** – It may have been billed as just a birthday party, but as it turned out GreatWest Kenworth's 40th anniversary bash went beyond a mere celebration, featuring demonstrations, presentations, and even some prognostications as well.

The well-attended event, held

at GreatWest's southeast Calgary digs on Sept. 9, saw friends, customers and Paccar reps chow down with management and staff of last year's Kenworth Silver Award Winner for Dealer Excellence. Also on-hand were non-human guests such as Kenworth's new T700, the Paccar MX engine display trailer and an assortment of other demonstra-

tions and trucks both modern and vintage.

GreatWest, a family-owned business with five locations across Alberta currently, was started by the late Jack Street in 1970, and is now operated by his grandsons Paul and Jeff Storwick. Paul Storwick, who has been involved with GreatWest for most of those 40 years, says he's seen a lot of changes during that time, including the evolution of the company from a multi-brand dealership to one that focuses solely on trucks Kenworth and Paccar.

"At one time we were a Hino dealer," says Storwick, "and were very successful and very happy with that. But we've pretty much recognized that being a single source dealer is a real advantage and I don't think we're going to do anything else."

The 40th anniversary party gave GreatWest the opportunity to show off its Calgary renovations, which Storwick says were finished only a few weeks before the bash.

"We put in a lot of great new things," he says, "including parts shuttle lifts that are really impressive, 38-foot high."

He likens them to "a big vending machine, so when a guy comes in and orders a part they punch in a number and the machine spits out a tray and there's your part, all marked and ready to go."

The new system, he says, is a real time and hassle saver.

"Before, we used to say 'Well, we think it's in warehouse three under section five, aisle four and I'll be back in an hour with your part' – but now it's right at your fingertips. So the efficiencies are greatly improved with the shop and the front counter service being able to just grab the parts."

The installation of the towers was the heart of the Calgary store's renovation, Storwick says. "We punched a hole in the roof, essentially, and put these new lifts up. And then we just kind of went on and continued revamping the whole front end. It's been impressive to see."

Storwick was 13 when he started

at GreatWest.

"I started cutting the grass, sweeping the yard, washing trucks," he says. "And then I went into the shop and turned wrenches for a while." Later, he earned his trucking licence and drove for a time before going into sales.

"I've kind of been through the whole program," he says, "so I've kind of seen this business evolve and grow."

That growth included two GreatWest outlets in Medicine Hat, at different times, and a sojourn in Peace River.

"We pulled out of the Hat in 1983 when the last recession period hit, but now we're back again," Storwick says in a nod to a business climate that seems to be rebounding somewhat from the challenges of the past few years.

The company's growth has also seen "pretty much all of our stores rebuilt at this point," Storwick says. "We've probably put upwards of \$25 million dollars into new buildings in the last seven years or so." During that time, he says, GreatWest opened a new store in Lethbridge and refurbished the Red Deer and Grande Prairie operations, the latter of which was also moved to a new location in nearby Clairmont.

One thing Storwick says isn't about to change going forward is the Calgary location's, er, location, which has remained the same since they first got into the business.

"It's the only central truck dealership in Calgary," Storwick points out. "Most of (the others) are out in the Foothills area, in the southeast, and while ours isn't necessarily the most convenient location, many of our customers tell us it's great because we're right off Deerfoot Trail (Highway 2) and it's easy to get to."

Still, a growing business generally needs increasing elbow room, but Storwick says that, rather than building a new operation somewhere else in the Calgary area, they're going to grow outward from where they are now.

"We have three or four buildings behind us that we own," he says, likening the situation to a kind of a campus environment. "We have another shop directly behind and another warehouse directly behind it and we own the building beside us as well, which we currently lease out, so we've got lots of opportunity to grow and expand."

Storwick hopes some of that eventual expansion will be in conjunction with the success of Paccar's new MX engine.

"We're really excited about the MX," he says, acknowledging that Paccar's in-house engine has been a long time coming. "When Paccar does something they take their time and do it right and make sure they've got the best they can produce," he says.

The GreatWest co-president says he hopes the MX will account for up to 70% of the company's engine sales within the next five years. "At this point, Cummins is still our number one supplier and probably will be for the next little while," Storwick says, "but that will change as Paccar's MX engine catches on."

Perhaps not surprisingly, Storwick thinks the MX will be a tremendous product.

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“The test cases on the engine right now are proving to be very good,” he says. “People are recording up to 9 mpg in the flats – they’ve got a thousand test engines out there and so they’re launching the MX with very good confidence. It’s a great engine; everyone that drives one has been very impressed.”

As for the new Kenworth T700 that was on display at the 40th anniversary bash, Storwick has nothing but praise.

“It’s a state-of-the-art truck,” he says. “The test results so far have been fabulous; the aerodynamics, the MX engine, the fuel efficiencies. I had a chat with the driver earlier today and he absolutely loves it. It’s comfortable, quiet, maneuverable – it’s a tremendous answer to the fleet truck and the on-road business. I think it’s going to have great success.”

Another high-tech innovation GreatWest is promoting is its new, Internet-based parts ordering service.

“We’re one of the first dealers to offer it in this industry,” Storwick says. “And I’m really excited about the launch. Our customers can go online confidently, order a part and we’ll ship it to them just like any on-line business does.”

Downtime being such a critical factor to the industry, Storwick says, he thinks it’s time for such an on-line solution and despite the fact that users could be closer to other Kenworth dealers when they break down, doesn’t see the potential for it to cause any territorial conflicts.

“It’s not a discount parts program,” he says, “it’s just a convenience and availability thing. Say the driver breaks down in the bush north of Thunder Bay. He’s got an online source where they already have an account that will ship it there and make it happen.”

The new service also includes an online chat feature that lets customers communicate right from the Web site.

“We’ll be monitoring the guy while he’s ordering,” Storwick says. “You could be online ordering something and we’re at this end watching and can say ‘Hey, I see you’re looking at (whatever); how can I help you?’ It’s very intuitive and interactive. We’re pretty excited about it.”

While Storwick sees GreatWest continuing to advance, he doesn’t see a lot of major changes happening in the near future to the overall industry itself.

“It’s a very mature business,” he says. “We certainly could see improvements in fuel efficiencies and possibly the types of fuel we’re using in the engines themselves, but I don’t believe the configurations of trucks are going to change very much.”

Storwick does anticipate a push to have greater weight load limits on roads in the US, which will allow more double and triple trailers, and perhaps a greater acceptance of hybrids as well.

“I think there’s a specific market for hybrids, certainly in the inner city,” he says, “but right now the hybrids are expensive beasts and I don’t think the economies of scale are there yet. But soon.” He sees hybrids as being just another alternate fuel choice, like LNG or CNG. “If

we could get these things to run on water,” he says, “we would.”

The GreatWest boss’s crystal ball also sees technological innovation helping to create some almost science fiction-sounding innovations that could someday make the highways safer and more efficient for everyone.

“I’m kind of a futurist,” Storwick admits, “and I think we might be heading right toward the Jetsons.”

The world Storwick envisions could see a driver take his vehicle onto a grid, punch in his destination and be whisked along automatically at a pre-selected speed and with a predetermined gap between vehicles, “totally automated, like a train on the highways,” he says. “You just get on the grid and go.” He claims such a scenario would be safer, if only because everyone would be travelling at the same speed and there’d be less passing because of that.

Storwick sees such automated roadways as being great for ma-

yor, long-distance thoroughfares, but imagines drivers would retain manual control of their vehicles on urban or secondary roads.

Such a scenario could be not too far off, either, what with GPS and computerized systems such as adaptive cruise control and the like.

Whether visionary or pie in the sky, technological innovations such as those envisioned by Storwick are definitely coming, perhaps sometime in the next 40 years. For now, however, Storwick and GreatWest are content to concentrate on what he says is their bread and butter: the oilfield business.

“Our product has been successful in the oilfield for a long time, so that’s what we focus on,” he says. “Probably 60% of our business is related to the oilfield business and our market share is often up to 50% in certain categories – and most of our sales staff are experts and well-regarded in that field. They understand the product, they understand the oilfield service business.”

GreatWest employs about 120 people in Calgary currently, about a third less than it did before the recession, but Storwick says things are turning around.

“The last few months have been steadily increasing,” he says. “There’s some optimism out there again on the oilfield services side. People are buying.”

He doesn’t think the boom times will be coming back anytime soon, though. Rather, he anticipates some ups and downs as the industry experiences slow, steady growth over the next few years. “Growth will be nowhere near what we saw in the previous decade,” he says, “and we’ll just have to adjust for that.”

One area in which Storwick sees growth coming is in the medium-duty marketplace, thanks to the evolution of Kenworth’s medium-duty trucks.

“From Class 5 to Class 7, the products have really found a home in our market thanks to their quality and durability,” he says. □

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## OVER THE ROAD

# Us against them?

## Bridging the gap between key decision-makers and the front line

Roadside inspections and monthly log audits are examples of routine procedures I face on a regular basis that can affect my driver record, my professional certification and my income.

The 'safety through enforcement' approach often leaves me feeling guilty until proven innocent. On one side, I have my carrier's safety department, on the other side I have enforcement officials, both practicing due diligence as they enforce the rules.

It is not unusual for me to feel as though I am stuck between a rock and a hard place as I carry



Over the Road

AL GOODHALL

out my duties each day. Because of the punitive nature of how the rules are enforced, it is not unusual to have the feeling that someone is ready to pounce on every little mistake I make as I go about my daily business.

Written driver tests every five years, driver physicals every three years (or more), random drug and

alcohol testing, CSA 2010, speed limiters, EOBRs, hours-of-service rules and the specter of sleep apnea testing are just some of the major issues that govern a driver's conduct. Our industry is constructed on a foundation that pits us, the drivers, against them, safety and enforcement. Generating a feeling of us against them may not be the intent behind the rules, but it is often the result.

Are we getting the big picture of the trucking industry from the view we have from our cab or is our point of view too narrow? Is it us against them? Are drivers being unfairly targeted of late? Are there too many rules being introduced of late? Are added laws and legislation limiting a driver's ability to do the job and to earn a decent living?

I can't answer those questions for anyone other than myself. But I can relate a couple of experiences that helped me to see the bigger picture and open up my mind to a view be-

yond the confines of the wheelhouse that we all spend our days in.

This past August I had the opportunity to present a driver's position regarding electronic on-board recorders. I attended a meeting with the senior managers of my company and a representative from the Carrier Safety and Enforcement Branch of the Ontario Ministry of Transportation. It was a frank discussion and I was able to present some of the major issues I was facing with the live implementation of an EOBR in my truck.

What impressed me the most about this meeting was learning how little feedback decision-makers receive from individuals on the front line. The users most affected provide the least input into how this new technology affects their daily routine. Think about this: So often we react to decisions that are made and systems that are put into place *after* the fact. We need to participate more in the process and have more of an influence on decision-makers.

When I think about the numerous experiences I have had with enforcement officers throughout North America at various government scales, I have not had a really bad experience.

I have had some equipment issues at a couple of those inspections but have always been treated in a professional manner and I have never had the feeling that anyone is out to get me. I also spent a day observing inspections at an Ontario scale during the annual CVSA spring blitz a couple of years ago and was impressed with the latitude inspectors gave to drivers.

I noted a number of drivers that day that had not received the adequate training or information they needed to do the job to the best of their ability. Inspectors gave these drivers a good bit of leeway and assistance so as not to punish them unfairly.

Over this past month, my own company has recognized that I would benefit from a more structured routine and has put together a program for me that gives me more home time.

This came about as a result of changes with the EOBR. It's time to adapt and change in a positive way. We can't continue to do things the same old way with new technologies and systems in place.

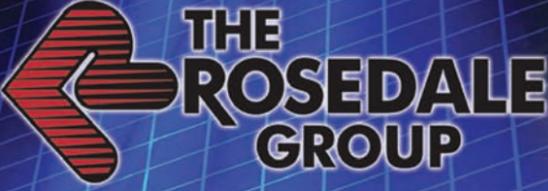
So it's not us against them after all. At least, not in my case. This job confines you to your cab for long periods of time. That confinement can result in a narrow point of view on our part. There are many excellent people in this industry with nothing but good intentions.

Those good intentions need information from the front lines to have the greatest impact. More than ever, we need to share our experience and insight with the decision-makers in this industry. It's easier than it has ever been to share information. It builds bridges and your own morale. □

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

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CANADA

# Ain't she a beautiful sight?

## Truckers once again raise money for Special Olympians

By Adam Ledlow

PARIS, Ont. – While setting up my camera equipment on the small patch of grass where the gated entrance of the Paris Fairgrounds meets the road, Joanne Ritchie leaned over the railing and asked if I'd ever been present for the "homecoming" we were about to witness. In the previous five years that the World's Largest Truck Convoy has descended upon the small southern Ontario town, I admitted that I hadn't.

"It's incredible. You won't forget it," said the executive director of the Owner-Operators Business Association of Canada, a long-time supporter of the convoy, which was honoured with sponsorship of the lead truck at this year's event, having raised the most pledges for the convoy's charity of choice: the Special Olympics.

And as the flashing lights of the police escort first became visible on the horizon, leading the convoy of more than 50 trucks back from their two-hour journey, and the crowd, a mix of family, friends, and industry supporters took their places lining the entranceway, waving their signs and shouting words of encouragement, I knew that Ritchie would



**TRAFFIC JAM:** Nobody was complaining about this truck line-up, knowing it was for a good cause and showing the world that truckers have big hearts.

Photo by Adam Ledlow

be right.

With the blasts of truck horns mingling with cheers from the crowd as drivers eased back into the fairground parking lot, Special Olympics athletes could be spotted waving excitedly from the trucks' passenger seats.

Amidst all the commotion, it was easy to tell why folks like Dale Hadland, a driver with International Freight Systems, keep coming back year after year.

"It's my charity of choice, basically. It's all for a good cause. There's nothing political about it.

The money all goes to the kids. There's no real competition between the drivers other than who can raise the most funds. And it's not about one-upmanship. It's all for the kids," he explained.

"I believe the special athletes need our help and to show the public that us truckers aren't a bunch of non-caring drivers," added Brian Hilton, a driver with MacKinnon Transport, and a former lead truck driver at a previous Convoy event. "Just the smiles and the laughter and the pride that the athletes get by seeing us coming in and out of the fairgrounds. Also we end up playing baseball against them and it's a great day overall."

The event, held Sept. 18, also included a raffle, luncheon and awards show, and by the end of the day, participants at the southern Ontario instalment were able to raise \$40,000 with support from the Ontario Provincial Police and the Ministry of Transportation.

"So far, our drivers have raised \$230,000 in proceeds over five years. They do a terrific job bringing in pledge money, registration money, banging on doors, talking to sponsors. It's just terrific, the effort that's made by these folks," says event coordinator for the southern Ontario convoy, Tammy Blackwell. "I've been in this industry for 30 years and I've always tried to dovetail my effort to also give back to the trucking industry. I believe that the ability to profile our industry at its best is here in this convoy effort every year. I see drivers give up runs, polish their trucks. It's a terrific feel-good day and if you've never been, you've got to come."

Other Canadian provinces to hold the event this year included Saskatchewan and Manitoba, where drivers were able to raise \$35,000 and \$20,000, respectively.

For the Manitoba chapter, it was the most money ever raised, with the highest number of truckers involved (52) as well, which was music to the ears of supporters of the Special Olympics.

Since the World's Largest Convoy got its start back in 2001, truckers in Canada and the US have raised more than \$2 million in support of the Special Olympics. To learn more about being a part of the event in Ontario, visit [www.sosoconvoy.com](http://www.sosoconvoy.com). □



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**A SPECIAL CONVOY:** More than 50 trucks took part in the Ontario version of the World's Largest Truck Convoy for Special Olympians. Photo by Adam Ledlow

## EXECUTIVE VIEW

**DALLAS, Texas** – As an independent engine manufacturer, Cummins faces the unique challenge of competing against its most important customers – the truck manufacturers who also offer their own engines.

How does the company plan to stay competitive? And what's in store in terms of future engine technology now that EPA2010 engines have been rolled out? Executive editor James Menzies caught up with Jeff Jones, vice-president of sales and marketing communications with Cummins during the recent Commercial Vehicle Outlook Conference to discuss those issues and others.

**TW:** Cummins recently announced it has shipped more than 20,000 EPA2010-compliant engines with selective catalytic reduction (SCR). How are those engines being received in the marketplace?

**Jones:** The performance of those engines has been received very well. There has been almost universally positive feedback on the impression that they've left with drivers in terms of throttle response, noise levels, power and torque. Several of our OEM partners and their dealers have put demo trucks out, and at this conference a couple dealers have remarked how well the demos have gone. And there's nothing obvious about the performance that would cause the customer to have any negative reaction to SCR; it's a non-event when it comes to the driver.

The other thing that has been really good is that diesel exhaust fluid (DEF) availability is not an issue. It's available in a lot of places. Some of the customers, the big ones I've talked to, seem to be able to get DEF at less than the price of diesel fuel, somewhere in the \$2.50 per gallon range if they buy it in any kind of bulk at all. We believed that would happen, but I thought it might take a year. The suppliers of the fluid are out there getting product out on the shelves and people are able to get it in totes as well.

We have built 26,000 SCR engines by the end of August, about 60% of those are medium-duty engines and 40% are heavy-duty. A lot of those aren't in service yet, but I'd guess a third of those are out there now and some of the showstoppers we were worried about like DEF availability haven't been an issue.

**TW:** How about reliability?

**Jones:** It's really too early to comment on reliability but we track every warranty claim, we investigate it, analyze it and try to determine what the issue might have been, and the rate of warranty incidences is dramatically lower than we saw on the 07 and 02 product launches at this stage of the game and there are no broad issues; no major systemic problems. It's all been pretty minor stuff so far.

The thing that's really tough to tell – because its seasonal and doesn't show itself accurately until you get 40,000-50,000 miles – but we think we're leaving a good impression on fuel economy.

We think a 5-6% improvement is there. The engine testing says that

## In conversation with...

Jeff Jones, vice-president of sales and marketing communications with Cummins, discusses new products, future engine technologies and the realities of competing against your biggest customers

it's there, some customers think they're getting better than that and others can't see it yet, but we believe it will prove itself especially as (fleets) get more than one or two trucks in service and are able to do before and after comparisons.

**TW:** Paccar has been promoting its own MX engine quite aggressively. How much of a threat is that engine to Cummins?

**Jones:** The reality for Cummins is that, at least in the North American truck market, among the global OEMs, anyone that offers a Cummins engine in their truck also offers their own engine.

So that's the world we live in and that's the world we compete in. In the case of Paccar, they're our largest customer and I believe we're their largest supplier partner and we team up with them on advanced engineering of future truck and engine technologies, so there's a long-term partnership with Paccar.

We believe the opportunity for Cummins to complement the Paccar MX engine, which is aimed at the 13-litre market, with the Cummins 15-litre product, the 11.9-litre product and the Paccar-branded PX-6 and PX-8 Cummins products is a win-win opportunity. The 13-litre market is important to them and it was primarily a Cat market in the past for Paccar, so the MX, in some ways, is more of a replacement for the Cat C13 than it is a threat to Cummins. We will complement the Paccar engine strategy with the Cummins products that allow them to offer a full line of engines.

**TW:** Earlier this year, Cummins said that fuel economy will be the next battleground for engine manufacturers. Are waste heat recovery systems the next frontier and if so, how far are those systems from being developed?

**Jones:** I think the advanced technologies that are practical solutions, and waste heat recovery fits into that category, will be (available) in the second half of this decade, probably around 2017.

They're developed enough, proven enough technologies that we are starting with the product development phase of that implementation. It's no longer a technology that isn't proven, we now have to develop it for real-world applications.

I think there'll be ongoing improvements to engines. If you want to put things in two buckets and think about this decade, the second half of the decade will see the introduction of significant new technologies like waste heat recovery.

I think the first step though, in the first half of this decade, is the introduction of 2010 products. Because even though we were driven towards much lower emissions, the technologies are enabling us to de-



JEFF JONES

liver better fuel efficiency in 2010.

So that trend where lower emissions meant higher fuel consumption will swing in the other direction. In the next few years, say 2013-2015, we'll continue to optimize the technology that's on the engine today. SCR systems will get more precise in their ability to control NOx, combustion technology will continue to advance, variable geometry turbos will continue to advance. Divide the decade into two halves and think of it that way.

**TW:** There's been more talk lately of natural gas as a viable fuel in Class 8 applications. Do you expect that to continue?

**Jones:** All the trends would say we're going to see a significant increase in interest in natural gas engines. The ISL G 9-litre gas version of the ISL diesel has been in production now for four or five years and it's been well received in the bus market and in non-attainment areas. I'm guessing we have close to 10,000 ISL Gs in service around the world, many here in North America.

What's happening today, is gas is now being looked at not just as a way to meet environmental regulations in regional areas, but it's being considered as a viable alternative to diesel because of economics. When you look at the price of gas versus the price of diesel, there is a significant spread there right now and it's pretty easy to do the math. For a long-haul truck consuming 15,000-20,000 gallons of fuel per year at \$3 per gallon, if you could consume gas at \$1-\$2 per gallon, it's not emissions-driven, there's a good payback.

There are some non-starters like availability of the fuel and range issues but I think many of those things are going to get addressed. We view gas as a key part of our product line and we're looking hard at where to expand our gas products.

**TW:** What's your overall outlook for the North American Class 8 market for the next year?

**Jones:** I think we saw a lot of information here over the last two days that I would agree with. I

think the economy is driving more freight and I believe truckers are starting to use up their available capacity.

I think there's enough uncertainty in the economy that people generally are very cautious about spending their capital on equipment right now and are continuing to run their older trucks longer, and that'll continue for a while.

But there are enough things going right, like improving used truck values and in some cases financing becoming more available and I think the risk people perceived with the 2010 products will diminish.

Some of the numbers we saw this week, somewhere next year in the 180,000 to 210,000 range in terms of Class 8 production, that's where most of the industry believes it will be. That barely keeps up with replacement demand.

**TW:** With Navistar continuing to challenge the effectiveness of SCR and trying to shift focus from fuel economy to total fluid economy, how confident are you that SCR is here to stay?

**Jones:** Cummins always considers all the technologies, we have to, and we are absolutely convinced that the SCR system we introduced in 2010 will continue to be our cornerstone for the next decade.

There's no better way to control NOx emissions at the levels we need to control them at than with SCR and I think that as much as it is an emissions control system, I like to talk about it as a fuel economy improvement system.

The other thing I'd say about the fuel economy of an SCR engine is that whatever the improvement is in fuel economy, the 5-6% or wherever it goes moving forward, the other thing that's likely in that mathematical equation is the price of fuel is going to go up and the cost of DEF is going to go down.

The math is a lot different if fuel is \$4 per gallon and DEF is \$1.50, so the value of SCR is not really static, it depends on the cost of DEF versus the cost of fuel and we believe that over time, supply and demand and the cost of producing DEF will cause those two fluids to separate even more than today.

**TW:** Finally, the rising cost of new trucks and engines has been difficult for fleets and owner/operators to absorb. When is it going to end? We can't keep adding thousands of dollars to the cost of new trucks, can we?

**Jones:** When there are relatively modest technical advances, as will probably be the case in 2013 and 2014 – there's probably not going to be any new major emissions systems like EGR, DPFs or SCR – I would say that increases should be modest with a good ROI for the customer.

I think as you get out into advanced technologies, the challenge we're going to face is to make sure the truck and engine technologies that deliver the significant improvements in fuel economy that we all want to achieve, really do have a good ROI for the trucker. We think the technologies are there to do that, but we've got a ways to go. □

## Volvo showcases trio of technologies for customers

By Adam Ledlow

**WATERLOO, Ont.** – Volvo Trucks Canada took to the testing track in early September to showcase a group of technologies designed to boost fuel economy, safety and driver productivity.

The three Volvo systems, Volvo Enhanced Stability Technology (VEST) by Bendix, Volvo Enhanced Cruise (VEC) by Bendix and the I-Shift automated transmission, were available on display and to test first-hand during a special customer event at the Waterloo Regional Emergency Services Training and Research Complex Sept. 9-10.

Representatives from both Volvo and Bendix were on-hand to showcase the three systems and also offer a rollover simulation experience and a ride-and-drive opportunity.

As a standard feature on all Volvo trucks, VEST is designed to make emergency braking more efficient, while reducing the likelihood of a rollover, jackknife or loss of control. VEST sensors detect dangerous driving situations and respond by automatically reducing the engine torque and activating the necessary brakes, according to Volvo officials.

“By automatically compensating for driver error, miscalculation or rapidly changing road conditions, VEST helps the driver keep the vehicle under

control even on wet or snowy roads, black ice and exit ramps,” said Carol Girard, marketing manager for Volvo Trucks Canada. “We’ve been offering the technology for three years and we believe it’s the kind of safety feature that no driver should be without.”

Volvo Enhanced Cruise is designed to work with a truck’s cruise control to maintain a safe following distance between vehicles. Using a radar sensor, VEC monitors vehicles moving in front of and to the side of the Volvo truck. Officials say the system has the ability to detect up to 32 metallic objects within 500 feet of the front of the truck, will alert the driver to potential danger and, when in cruise control, even automatically slow the truck to avoid a collision.

The I-Shift is a 12-speed, two-pedal automated transmission that Volvo officials say saves fuel while boosting productivity, safety and driver satisfaction.

Using microprocessor technology, I-Shift is designed to continuously monitor changes in grade, vehicle speed, acceleration, torque demand, weight and air resistance, and uses that information to automatically select the best gear for the engine.

“I-Shift is far superior to any other automated manual transmission on the market,” Girard said. “With the advantage of an intelligent transmis-



**FASTER RESPONSE TIME:** A brave soul demonstrates confidence in Volvo’s VEC, which identifies potential rear-end collisions and intervenes to slow the truck, when cruise control is active.

sion, drivers can shift like a fuel-efficiency expert, reducing costs and putting less stress on the driveline. When combined with Volvo’s new EPA2010 engines, customers will see even more significant fuel savings.”

Officials say the I-Shift also improves safety by reducing driver fatigue.

“The driver can focus on the road, making turns, avoiding other traffic, without worrying about being in the right gear on the right grade at the right time,” the company said in a statement.

“Volvo’s commitment to innovation

has not wavered, even during difficult economic times,” said Brent Weary, vice-president of sales and marketing for Volvo Trucks Canada.

“We continue to bring unmatched value to our fleets and drivers, which ultimately will make a difference to the public in terms of improved safety, a cleaner environment and a reduction in the use of fuel.”

As part of the event, *Truck West’s* weekly WebTV show *Transportation Matters* was on hand to film the products in action. To view the episode as well as the show’s archives, visit [www.trucknews.com/videos](http://www.trucknews.com/videos). □

## Shell promotes safety during its first National Truck Safety Week

By James Menzies

**BURLINGTON, Ont.** – How can a lubricant company improve truck safety? The answer, at first, may not be obvious. But Shell took steps to raise awareness of truck highway safety with the trucking industry and the travelling public alike during its first annual National Truck Safety Week last month.

The event was marked in a number of ways. The company reached out to the drivers of passenger vehicles through several TV spots that have been shown on local television stations, providing tips on how to safely share the roads with big rigs.

The messages are no doubt familiar to commercial truck drivers, things like: leave more space for trucks; stay out of the ‘no zone’; wear your seatbelt; and ensure your car is properly maintained. Some of the TV spots, featuring former cop turned broadcaster Cam Woolley, have been aired on the popular local all-news network CP24 in the Toronto area.

Mark Reed, Shell Rotella global brand manager says “The hope is that Truck Safety Week will help drivers better understand how to share the roads to reduce collisions and injuries.”

Safety, Reed says, is an important part of Shell’s corporate culture. He told *Truck West* that the company banned its employees from using cell phones while driving before the law did. The company also pushes 11 “life-saving rules” to employees such as wearing seatbelts.

“We do take it very seriously,” Reed says. “If you choose to break these rules, you choose not to work for Shell.”

The company is also taking steps to help its fleet customers improve safety in their own operations. It has developed a Rotella Moment of Safety card that it encourages drivers to keep in their cab or personal vehicle. It can be customized with a picture of a driver’s loved ones and Shell suggests drivers glance at it before setting out on the road as a reminder they have a good reason to travel safely. The Moment of Safety program was developed internally and is now being rolled out to the industry. Reed himself keeps one in his personal vehicle. The cards are available free of charge to any driver or fleet that’s interested.

Shell also offers site assessments for fleets, which identify potential workplace hazards and offers solutions.

“We’re about engine oil, but we’re also about business solutions,” Reed says. Shell also promotes safety by educating truck operators on the importance of good vehicle maintenance practices and safe driving tips. As winter approaches, the company’s message to professional drivers includes: keeping your distance; driving defensively, not aggressively; being aware of the ‘no zone’; properly maintaining your truck; and wearing your seatbelt.

More information on the programs, including details on how to arrange a site assessment, is available at [www.shell.ca/rotella](http://www.shell.ca/rotella). □

## Navistar making 2010 deliveries, touting benefits of 13-litre power

**WARRENVILLE, Ill.** – Navistar International says it is receiving strong interest in its EPA2010-compliant trucks and has delivered more than 7,000 units to date.

“Full production of our EPA2010 products has been underway since June and we’ve shipped more than 7,000 of these units in total, and more than 4,700 in the past month,” said Jack Allen, president of Navistar’s North American truck group. “We’re now well into delivery mode and as stated previously, we are on track to deliver more than 17,000 total vehicles to US and Canadian customers by the end of the quarter.”

The company says it is building more than 380 engines per day, 85 of which are MaxxFace 13s. It also says it has received more than 23,000 orders for 2010 vehicles, including buses but not including long-term, multi-year contracts.

“Consistent with our ‘buy-early, buy-late’ strategy and confirmed by a number of pending deals in the works, we expect a significant increase in orders from October through December as fleets continue moving to 13-litre power and our MaxxFace Advanced EGR engine continues to resonate with customers,” Allen added.

Navistar says it has implemented a “build and hold” quality control initiative which sees the company build trucks and then hold them until extensive field testing has been completed.

“As we cycle through our build-and-hold processes, we’ll continue to deliver thousands of vehicles in the weeks ahead as we draw down inventory of completed 2010 vehicles at our manufacturing plants,” Allen added. “Our 2010 trucks are making their way into service and we’re getting great feedback on their performance and fuel economy.”

Navistar officials also said they are successfully convincing customer to downsize to 13-litre engines where applicable.

“We’ve been successful shifting the focus from solely a displacement preference to where we’re demonstrating to customers how they can get the same or better performance in horsepower and torque from our lower displacement, lighter weight and more fuel-efficient MaxxFace 13,” Allen said. “In some limited applications, there will continue to be customers that require 15-litre power and we’ll provide that as we introduce our MaxxFace 15, which is currently running in six fleets. However, as we’re seeing, and arguably many of our competitors are seeing as well, many fleets can’t deny the economic advantages of a lower displacement engine that delivers the same power, performance and durability characteristics required for their operations.” □

# Kenworth T700, Paccar MX Road Tour draws crowds

By James Menzies

**CONCORD, Ont.** – It's not unusual for a truck maker to introduce a new model to customers via a comprehensive North America-wide road trip. What was unusual, however, about the Canadian leg of the Kenworth T700/Paccar MX Road Tour was that the truck being showcased was a fleet-owned unit, piloted by a company driver.

The Kenworth T700 that stopped at about a dozen Canadian Kenworth dealers in recent weeks was decked out in Challenger Motor Freight livery and driven by long-time Challenger driver John Greathead.

While it was refreshing to speak to an objective driver about his impressions of the truck and engine, he was no less enthusiastic about the new products than had he been working for Kenworth itself. In fact, he joked that he may have sold a few T700s just in speaking to drivers along the way.

"It's the quietest truck I've ever driven," he told *Truck West*. "As far as torque and engine braking go, it works great."

Greathead was called upon to take the T700 on its inaugural run from Toronto to Richmond, B.C., pulling a load weighing about 30,000 lbs. Greathead said he averaged 8.1 US mpg on that journey.

"It gets consistently excellent fuel mileage," he said. "I've driven just about everything that's ever been

developed for an engine and this thing works just great. It has lots of torque, the engine brake works fine and I've never gotten the fuel economy that I've gotten with this right out of the box."

Greathead often takes the longest of long hauls that Challenger offers, staying on the road for two to three weeks at a time, so it's little wonder he appreciated the spacious interior of the T700.

"It's quite large inside," he said. "You can't reach the passenger seat from a sitting position. There's lots of room and lots of storage. Teams, I think, would love this truck."

Unless Challenger has more T700s on order, its teams may have to wait a while. Greathead said he has been promised the new T700 will be his dedicated ride for the foreseeable future.

"That was part of the deal," he said. "I gave up a truck I really liked, so they said I could keep it. Somebody had to drive it, right?"

*Truck West* caught up with Greathead at the Concord stop on the T700/Paccar MX tour at Toronto Kenworth in September. You can see video of the truck in the Oct. 6 edition of our WebTV show *Transportation Matters* on Trucknews.com.

According to company officials, the truck and engine were well-received everywhere they went.

The Canadian tour began at



**T700 ON TOUR:** The Kenworth T700 taken on the Canadian leg of the road tour was owned by Challenger Motor Freight and driven by its long-time driver, John Greathead.

Photo by James Menzies

Inland Kenworth in Langley, B.C., where sales manager Ray Cotton said "More than 100 customers came to our open house and there was a good feeling in the air about both these new products."

In Calgary, GreatWest Kenworth showcased the T700 during a tour date that coincided with the dealer's 40th anniversary celebrations.

"We had close to 300 customers

on-hand and we dovetailed the tour with a vendor fair and anniversary celebration luncheon," said Jeff Storwick, co-president of GreatWest Kenworth.

At Edmonton Kenworth – Northside, about 250 customers came out to see the T700 and Paccar MX.

"Our market area is in an upswing and the T700 is really going to give us a push in the wide cab market," said Vance Klepper, truck sales manager. □

## Lions Gate, Provincial Trailer Rentals work some branding magic

**MISSISSAUGA, Ont.** – Lions Gate Trailer Rentals and Provincial Trailer Rentals have taken on a new name: Trailer Wizards.

The new name and branding for the combined entities sets the stage for some expanded coverage, the company announced, including a greater presence in Manitoba and New Brunswick.

"Our business strategy over the last several years was to take the steps necessary to become a national provider of semi-trailer solutions without losing the regional strengths that created our initial success," said Doug Vanderspek, Trailer Wizards president.

"We've spent the first half of 2010 bringing our 25 locations, 300 employees and coast-to-coast network together in preparation for this brand repositioning. Although we've taken a lighter tone with our branding, we're dead serious about our mandate to perform to a level that positions us as wizards at semi-trailer rentals, storage and maintenance throughout Canada."

Trailer Wizards bills itself as the largest semi-trailer rental provider in Canada. It includes the former assets of GE Trailer Fleet Services, formerly known as TIP. The company says new branding was required to avoid confusion in the market as the company broadens its scope.

It now operates 25 locations across Canada and offers programs including: trailer rental and leasing, full-service maintenance programs, 24/7 roadside assistance as well as a "green initiatives" program.

For more info, check out the new Web site at [www.trailerwizards.com](http://www.trailerwizards.com). □

## Kenworth offering extended warranty for Canadian Class 8 customers

**KIRKLAND, Wash.** – Paccar Financial is now offering an extended warranty program for Canadian customers who purchase new 2010 Kenworth Class 8 factory trucks that meet eligibility requirements.

Customers may receive a three-year/480,000-km basic vehicle extended warranty by choosing Paccar Financial to finance purchases of new Kenworth Class 8 trucks with a standard highway warranty.

"Under this program, Kenworth and Paccar Financial are offering an additional two years and 480,000 kilometres of warranty coverage valued at more than US\$5,700 per eligible truck," said Gary Moore, Kenworth assistant general manager for marketing and sales.

The offer is available on Kenworth trucks ordered on or after Sept. 16 and financed through Paccar Financial no later than Dec. 31. For more information, call 800-777-8525 or visit [www.kenworth.com](http://www.kenworth.com). □

## 'Quiet Giant' Peterson Mfg. turns 65 years old

**GRANDVIEW, Mo.** – Peterson Manufacturing Company, known locally as the "Quiet Giant" in the Kansas City suburb of Grandview, is celebrating its 65th year of business.

Starting out as a tiny, retail-oriented manufacturer in 1945, Peterson has evolved into a quarter-billion-dollar corporation servicing millions of customers with its safety lighting products worldwide.

Today, the family-owned company is headquartered on a 44-acre corporate campus in a 670,000-sq.-ft. facility housing all departments of Peterson's operations.

"We're proud to be celebrating our 65th anniversary," said Peterson president and CEO, Don Armacost, Jr.

"While much has changed here, one thing that hasn't is a tradition of square dealing that my father established in the early days. It's brought this company a long way, and will continue to guide our relations with customers, suppliers and employees as we move ahead."

As one of the top three safety lighting manufacturers in the US, Peterson currently offers a line of more than 2,200 lighting-related products.

For more info, visit its Web site at [www.pmlights.com](http://www.pmlights.com). □



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OEM/DEALER NEWS



**ROLL TEST:** In a visual demonstration of rolling resistance, a truck equipped with X Ones coasted about 800 feet (14%) further than an identically-spec'd tractor-trailer on duals.

# Thanks a million

## Michelin celebrates production of its millionth X One wide-base tire

**By James Menzies**  
**GREENVILLE, S.C.** – Those of you who have been around for a while may have seen a 1977 edition of the long-defunct *Canadian Road Knight* magazine, which featured an article on the “fat tire.” At the time, Michelin was experimenting with what essentially amounted to a wide-base single tire, which was being tested by Cambridge, Ont.-based AngelStone on the drive and steer axles of a 1977 Kenworth and the trailer positions as well.

Fleet supervisor Dennis Pickard told the magazine that the tires were getting one-third longer life than duals and a half-mile per gallon improvement in fuel economy. The magazine boldly proclaimed: “There is no doubt the fat tire is

coming and the dual wheel will go the way of the hard rubber tire, but cost undoubtedly will be the deciding factor as to when.”

Fast-forward 33 years, and it appears wide-base single tires have finally burst into the mainstream. Michelin recently sold its one millionth X One wide-base single tire since its introduction in 2000, and with X One sales up 50% year-to-date, the company promises it won't take another decade to reach the two million mark.

During a recent unveiling of the one millionth X One tire produced by Michelin, company officials reminisced about some of the challenges faced when the tire was first launched. For one, they were designing a tire that was a ma-

ajor departure from the traditional mind set on vision alone – not a proven design.

“We had to change our processes, our materials, the equipment, the mind set and the training of our employees,” recalled Ted Becker, vice-president of marketing with Michelin Americas Truck Tires. “To make it even more special, it was all done on a vision – not a product that was in the market at the time with a huge demand for it.”

That vision stemmed from a fairly simple observation. About 35% – one of every three tanks – of fuel consumed by a truck is lost to the rolling resistance of the tires. Much of that energy was lost in the form of heat that escaped through the sidewalls. Since energy was being lost through the sidewalls, Michelin engineers concluded having two sidewalls was better than four.

The wide footprint of wide-base singles created some challenges as well. For one, Becker said the casing tended to expand at high speeds. Michelin overcame that challenge by developing Infinicoil; a quarter-mile long steel cable that retains the integrity of the casing.

“That was the breakthrough technology that made the X One possible and gave it the performance and stability you see today,” Becker said.

Michelin officials recounted that with the invention of Infinicoil, they knew they had a game-changer on their hands. But it wouldn't be possible to roll out to industry without some OE partners that shared their vision. Freightliner, Alcoa and Utility all aligned themselves with the X One, and the tire was unveiled amid much fanfare at the 2000 version of the Great American Trucking Show. Becker recalled that virtually every Freightliner at the show was fitted with X Ones and “there was no turning back.”

The next challenge was gaining the acceptance of fleets and drivers, something that still proves difficult today. Several of the earliest fleets to deploy the X One were represented at Michelin's celebration, including Robert Transport and Challenger Motor Freight from Canada.

“The fleet customers are the real pioneers who embraced this technology and made it a reality in the marketplace,” Becker said.

Challenger, which like true ‘fat tire’ pioneer AngelStone, is headquartered in Cambridge, Ont., recently ordered 600 new trailers all fitted with X Ones. CEO Dan Einwechter said the company is now considering equipping its waste division trucks and trailers with the tire as well.

“With our new seven-axle trailers with 41 metric tonnes of payload, we may put super-singles on all those positions,” he said. “We think this should work. These tires ride higher in the landfill than the duals, so we think there's great promise there.”

And while he admitted there was some initial “reticence” among drivers, he said that has given way to confidence in the product as they gain more experience with the tire.

Einwechter's experience with some initial driver resistance was not uncommon, according to other fleet executives in attendance. However, fleets that use the X One seem to have overcome those challenges. Con-way Truckload's Bruce Stockton said “Every one of our tractors today has it on the drive positions and 75% of our trailers

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are now equipped (with X Ones). By the end of 2011, 100% of our trailers will be (on X Ones), so it'll be a 10-wheeler instead of an 18-wheeler and someone will have to write a new song about that."

Since launching the X One in 2000, Michelin figures its customers have collectively saved 63 million gallons of diesel and eliminated 639,000 metric tonnes of CO2 emissions. That's equal to removing about 127,800 cars from the road. Michelin says fuel savings of 4-10% are typical and replacing duals with wide-base tires also shaves 700 lbs from the weight of a tractor-trailer.

"Each time you weigh out before you cube out, you can add additional payload," said Michelin's chief operating officer, Francois Corbin. But the savings are not exclusive to big fleets.

In a one-on-one interview with *Truck West*, Corbin said, "large fleets are more visible but a lot of owner/operators have moved or are thinking of moving to X Ones. It's not focused on the large fleets. If you save 4-10% fuel, it's as relevant to an owner/operator as it is to a fleet with 10,000 trucks."

Regulators in Canada, at one time a major impediment to the widespread adoption of wide-base tires, also appear to have come around. Every province now allows US-legal weights on singles and Ontario and Quebec now allow full Canadian loads to run on wide-base tires.

To demonstrate the fuel-saving potential of the X One, Michelin performed a visual demonstration of the tire's rolling resistance supremacy. It spec'd two identical Freightliner Cascadias: one fitted with X One XDA Energy singles on the drive and X One XTAs on the trailer and the second truck equipped with Michelin's ultra high mileage but not so fuel-efficient XDA 5 duals on the drive and XT-1s on the trailer. Both trucks were equipped with XZA 3 steer tires.

The trucks were driven on the same three-mile course and kicked out of gear at the same location at the same speed (40 mph).

The truck and trailer fitted with X Ones coasted 800 feet (about 14%) further, which would normally translate to about a 4.75% fuel savings. While visually impressive, field engineer Ty Cobb admitted it wasn't a scientifically sound measurement of fuel consumption.

"This is just a demonstration," he said. "If we were really measuring fuel, we'd be out doing an SAE J1376 fuel test."

That said, Cobb noted the real-world fuel savings are consistent with what was demonstrated.

"This truck does not have as much friction on the road," he reasoned, gesturing to the X One-equipped Cascadia. "Rolling further means it takes less energy to turn the tire. And less energy to turn the tire means it's going to save fuel – the fuel stays in the fuel tank."

Stability is another of the X One's strong points, and that was demonstrated on a wet, tight oval track at fairly high speeds, replicating what might occur if a driver takes a corner or ramp too quick-



**MILESTONE:** The one millionth X One produced by Michelin is unveiled.

ly. Professional test drivers took editors on a spin in two similarly-spec'd and loaded straight trucks.

Make no mistake, you can still lose control of a truck fitted with X Ones. However, the truck with

X One rubber was noticeably easier to regain control of while the driver of the truck on duals had his hand full trying to save a partially sideways truck. (It should go without saying, this is not a maneuver

you want to try yourself on public roads).

Michelin, it's fair to say, has pursued the wide-base tire market more aggressively than any other tire manufacturer. As a result, it enjoys a healthy market share advantage in this segment, which Corbin says it will defend vigorously as competitors – notably Bridgestone and Continental – attempt to eat into Michelin's share with wide-base singles of their own.

"We like competition," he said. "Competition is good for customers and it's good for us. But we've clearly created a gap with the competition and our intention is to at least keep the gap and perhaps to increase it."

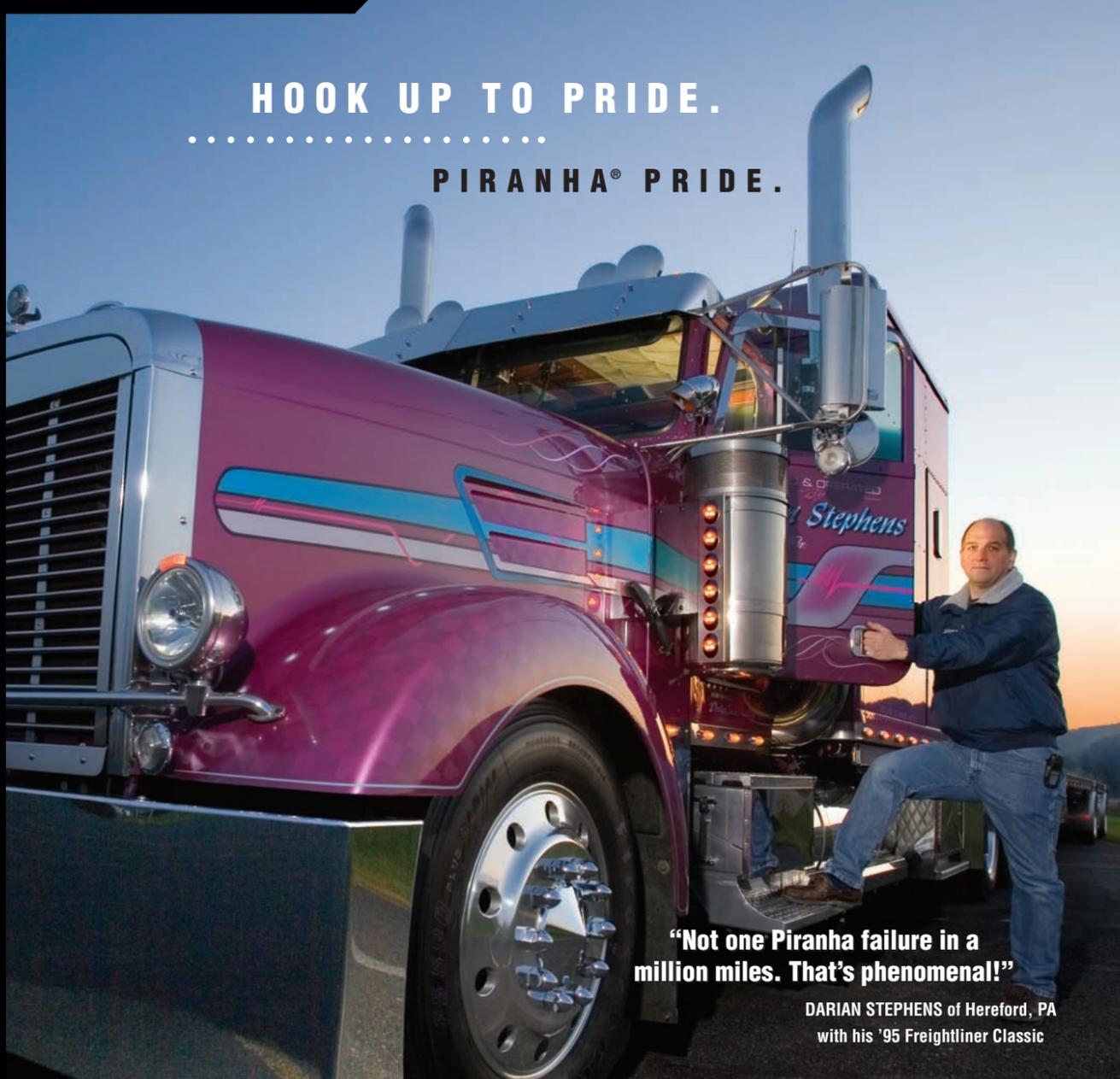
Getting back to the article in the 1977 edition of *Canadian Road Knight*, a photo caption read: "In the future, the looks of the wide single tire will be accepted as normal."

The future, it appears, is now. □

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# Challenger Motor Freight donates used trailers to charities

## Canadian Diabetes Association to deploy trailers across Canada for storage

By James Menzies

**CAMBRIDGE, Ont.** – Challenger Motor Freight CEO Dan Einwechter is sick of seeing his used trailers being placed in service by competitors. So one sleepless night, he had an idea: Why not donate the used trailers to charity, contributing to the communities in which Challenger operates while also keeping the retired trailers – which were still in good condition – out of the hands of competitors?

Einwechter did just that in September, donating 90 used trailers to charity, 84 of which were presented to the Canadian Diabetes Association.

“I found that when I would sell a secondary-use trailer, we were also helping our competitors because they were buying my used trailers, which were better than they deserved to have, so why not give them to somebody who could use them?” Einwechter quipped during a hand-off ceremony at Challenger headquarters Sept. 17.

Einwechter says Challenger over-spec’s its new trailers, so even after 10-13 years of use they are still in good condition.

“When we bought them, we over-spec’d them with stronger cross-members and lots of extra spec’s that extend the life of the equip-

ment,” Einwechter said. “So, our trailers at 10 years old may be like somebody else’s that are seven (years old). They last a long time.”

Einwechter predicts the trailers would fetch about \$5,000 each on the used equipment market, bringing the total value of the donation to about \$450,000.

Romeo Callegaro, senior manager – logistics, business operations with the Canadian Diabetes Association, was extremely grateful for the donations. The organization will use the trailers to store clothing and household items collected through its Clothesline program. Those items are then sold, with proceeds going towards diabetes-related programs. Callegaro said the Clothesline program raised more than \$33 million last year alone, which goes towards the pursuit of a cure for diabetes. The Canadian Diabetes Association has about 100 trucks across Canada dedicated to picking up donations. It then stores the product in trailers parked at its 28 locations across the country. Currently, the Canadian Diabetes Association leases its trailers, which is obviously quite costly.

“These trailers will last forever and take a significant amount of costs out of their base, because right now they’re renting trailers every



**WIN-WIN:** Challenger CEO Dan Einwechter (right) is joined by Canadian Diabetes Association manager Romeo Callegaro for a special hand-off ceremony at Challenger headquarters Sept. 17. Photo by James Menzies

month,” Einwechter said.

“The association is very grateful for the opportunity that’s been given to us,” added Callegaro. “The association has been leasing trailers – that’s our storage system. It’s the least expensive way to store product across the country, so this is removing a huge expense for us. This is going to provide us with a great opportunity to continue our savings and contribute to the cause of trying to find a solution to diabetes.”

He pointed out that nine million Canadians suffer from diabetes or pre-diabetes conditions. For Challenger, this may mark the beginning of an ongoing relationship with the

association and other charities. The company has already donated several trailers to local church groups and Einwechter sees no reason not to continue.

“If we look over the past 12 months, we have donated over 100,” he said. “I would suggest that even going forward, every year we may look at donating some to different organizations.”

It’s a win-win situation, he added.

“We are always wondering about finding a secondary home for our equipment and this satisfies our need to give back to the community and helps us refresh our fleet at the same time.” □

## Hi-Way 9 buys pair of LTL businesses

**DRUMHELLER, Alta.** – Hi-Way 9 Group of Companies has purchased the assets and business of Westlock Pony Express, adding the Westlock, Barrhead and Mayerthorpe areas to its service network.

Hi-Way 9 has also purchased Drayton Valley Transport, a company with more than 70 years in the LTL business.

While Hi-Way 9 previously serviced this area, company officials say the acquisition will strengthen its position and service in the



**LTL SHOPPING:** Hi-Way 9 is growing, following two recent acquisitions.

Drayton Valley area.

Group president Dean Kohut says the purchases are part of Hi-Way 9’s strategic mission to strengthen its position in the Alberta marketplace. □

## Contrans acquires waste collection biz

**EDMONTON, Alta.** – Contrans Group is getting into the waste collection business with the acquisition of Edmonton-based ProWex Disposal.

ProWex provides industrial, commercial and residential waste collection services in the Edmonton area. It operates 15 vehicles and uses about 1,500 collection bins of various sizes and configurations, the company says.

“Contrans has long been known for providing specialized transportation services – either through specialized equipment or service offerings to our customers,” announced Stan Dunford, CEO of Contrans. “As a result, our growth has been focused on businesses with sustainable and recession-proof margins. ProWex is a business that has produced significant organic growth in the market over the last four years, and is positioned to continue to grow.”

Dunford added: “We have identified waste collection as a business segment with strong margins and sustainable cash flows, two factors which Contrans and its shareholders have always valued. We believe the entry into this market will open the door for greater future potential and it is our intention to continue to pursue opportunities in this segment.” □

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Bridgestone Bandag Tire Solutions has redesigned its [www.trucktires.com](http://www.trucktires.com) Web site. The company says it will offer tires solutions and advice, helping fleet customers increase tire life and reduce cost per mile. Fleets will be able to find the right tire and re-tread for their application, locate a local dealer and access emergency road service, the company says. Load/inflation tables, tire care videos and links to government and industry Web sites are also included. For more info, visit the site at [www.trucktires.com](http://www.trucktires.com).



Spectra Products says its **Zafety Lug Log** can help prevent lug nut loosening, wheel damage and wheel-offs. It secures two adjacent wheel nuts together, minimizing their ability to rotate and loosen, the company claims. The use of strong thermoplastic resins makes them durable enough for rugged conditions and provides a high strength-to-weight ratio that allows it to maintain its flexibility, the company says. For more info, visit [www.spectraproducts.ca](http://www.spectraproducts.ca).

**Tracking**

PeopleNet has announced it is integrating its PeopleNet Fleet Manager with TMT Fleet Maintenance to automate inspection ticket creation

and workflow. The companies are working on **eDVIR (electronic driver vehicle inspection report)** to automate the creation of inspection tickets. TMT Fleet Maintenance will poll PeopleNet's message history and create a work order when it detects a vehicle defect identified by a driver in an eDVIR form message, the companies explained. The system will automatically red-tag safety-related issues for highest priority maintenance. When the vehicle repair is completed, the system sends a message through PeopleNet Fleet Manager to dispatch and the vehicle's driver, letting them know the defect has been fixed. For more details, visit [www.peoplenetonline.com](http://www.peoplenetonline.com).

Xata Turnpike says it is now offering its flagship **RouteTracker** product to Canadian customers via the Rogers Communications nationwide network. The RouteTracker EOBR transmits GPS and vehicle data to a truck driver's handheld device and sends it to the Xata Turnpike database, where it can be viewed by customers. They can also generate reports and manage compliance of hours-of-service logs, speed management and CSA 2010 risk scorecards as well as fuel management and driver productivity data. For more info, visit [www.xataturndpike.com](http://www.xataturndpike.com).

WebTech Wireless has announced it is integrating Maptuit's **truck-specific navigation capabilities** into its Quadrant In-Cab MDT3100 Mobile Data Terminal. The MDT3100, introduced earlier this year, is an in-vehicle navigation, dispatch and fleet management device designed specifically for the trucking industry. The Maptuit NaviGo system is a real-time hybrid (combination of on-board and server-based technologies) in-cab navigation service that provides truck drivers with interactive maps and information to improve routing efficiency, the companies announced. For more information, visit the Web site: [www.webtechwireless.com](http://www.webtechwireless.com).

**Trucks**



Kenworth has come out with a new **front engine power take-off** option for its T800. The FEPTO is well-suited for municipal and vocational fleets that require a front engine power take-off for snowplow, dump, mixer, refuse, crane and other applications. The T800 with FEPTO comes with a new hood to optimize cooling without raising cab height. The grille is mounted to the 1,440-sq.-in. rad in a fixed position, allowing the hood to be tilted for daily under-hood inspections. For more info, visit a Kenworth dealer.

**Accessories**

Air-Weigh has come out with a new **in-cab display** option for its Load-Maxx series of truck and tractor scales. The display includes all of Air-Weigh's features in a small, rect-



angular package that's 1.8"x3.3" – about the size of a credit card. It can be mounted on any flat surface with adhesive tape, the company says. The new display is ideal for quick retrofits or vehicles where mounting the original round gauge in the dash isn't practical. For more details, visit [www.air-weigh.com](http://www.air-weigh.com).



TRP Aftermarket Parts has introduced a new line of glass for all makes of Classes 6-8 trucks and tractors. The **windshields** can be installed by authorized TRP retailers, including Kenworth and Peterbilt dealers. The windshields can be purchased from Kenworth and Peterbilt dealers as can a range of other related products including wiper blades and butyl installation tape, the company says. □

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**MISSING**

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5636-V**



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**Missing since:** October 8, 2009  
**Missing from:** Ottawa, Ontario  
**Height:** 5' 4"  
**Weight:** 110 lbs.  
**Eyes:** Brown  
**Hair:** Light Brown

**Characteristics:** Justin Rutter is believed to frequent the Market/Lowertown/Overbrook areas of Ottawa. When last seen, he was wearing a brown/white patterned hooded coat (seen in photo), dark blue jeans, brown t-shirt and white/black Adidas running shoes.

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Mark Dalton: Owner/Operator

**Show, shine'n...shrug**

By Edo van Belkom

*The story so far...*

After several weeks on the road, Mark decides to give Mother Load a thorough cleaning, inside and out, top to bottom. He's so pleased with the outcome, he decides to enter the truck in the Fergus shown'n'shine that weekend.

Mark does his best to get his truck really clean, but he can't compete with the driver of a Freightliner parked next to him whose whole family is constantly polishing and shining their truck. Mark comes up with a plan and offers some boys at the show a way to make some money.

Mark offers money to the boys to throw eggs at the Freightliner, but they get paid more to throw eggs at Mother Load. Mark ends up cleaning his truck in the middle of the night, but just as he finishes, it starts to rain...

It was still raining when Mark woke up at eight the next morning. He climbed into the driver's seat and took a look around. There were puddles in the grass all around his truck and the dirt road that ran in front of the line of trucks was muddy with big dirty pools forming all along it.

Every time a vehicle drove down the road, muddy water sloshed and sprayed up on either side of it. "That can't be good for my truck," he said under his breath as a huge 4x4 lumbered down the road, its oversized tires sending drops of dirty water flying in all directions.

Mark changed clothes and got out of his truck to inspect the havoc the rain and mud was inflicting. As he suspected, the front bumper, fenders and tires were all covered by a brownish film. Higher up on the truck the film thinned out into random spots and speckles. Yesterday, Mother Load had been clean, but today it looked as if it had spent several days exposed to the elements, not just one night.

He checked his watch and saw there was little more than an hour before the judges would start making their rounds. The rain had stopped and looked as if it might hold off for a while, so there was no time to lose. He gathered up all his cleaners and clean rags and set upon Mother Load, wiping down the bumper and fenders and climbing up onto the cowl to wipe away the rain and get the windshield back to the way it looked the previous afternoon.

As Mark worked, he resisted the

temptation to look over at the Freightliner, but he couldn't hold off for long. He glanced over his shoulder and saw the man standing out in front of his truck in his usual t-shirt and shorts, holding a coffee cup in his hand. He was also barking orders like some General, making sure his crew didn't miss a thing.

Mark stopped what he was doing for a moment and watched. The family was amazing, climbing all over the Freightliner as if it were some playground apparatus, spritzing and wiping, spritzing and wiping, until the whole thing gleamed.

But that wasn't the end of it. Each time a vehicle drove by, the General would order his troops back onto the truck to make sure no new dirty droplets had landed on his machine.

Mark looked at the wet rag in his left hand and the bottle of window cleaner in his right and wondered how in the world could he compete?

The truth was, he couldn't.

He gave the windshield a few more wipes with the rag and then climbed down from off Mother Load. He'd done his best to keep the truck clean, but he was only one man. Whatever happened now was in the hands of the judges.

The judges came by a half-hour later. He could see them working their way down the line of trucks and from the way they circled and inspected each vehicle, they seemed to know what they were doing...or at least what they were looking for.

Mark knew from previous show'n'shines that judging teams were made up of people who knew and worked in the trucking industry, from dispatchers to mechanics, owner/operators to trainees. Some drivers, usually those who didn't win, claimed that judging was political and that judges could be swayed by the company name painted on the door of a truck. Mark didn't believe that, but he could picture the Freightliner guy blowing a gasket if some miracle occurred and Mark ended up winning the class.

The thought of that put a smile on his face.

But the smile didn't last long once the judges started in on Mother Load.

"You got a grease smudge here," said one of the judges.

"Found a stone chip," said another.

One of the younger judges rolled onto his back and made his way un-



der the truck. "There's rust under here."

'You don't say,' Mark thought. With all the kilometres he'd driven across North America, in all kinds of weather, with ice and slush clinging to his undercarriage and chassis for months at a time, what did the judge expect to find under there?

Mark could feel himself seething as the judges picked apart his truck. It was like someone was insulting his mother, and in a way they were.

"Not bad," one of the judges said as they finished their inspection. "One of the better trucks I've seen with that many miles on it."

"Really?"

"Yeah, for the year and the amount you're driving, it's a really good effort."

Mark beamed. "You think I have a chance at winning something?"

The judge shook his head. "No. It looks to me like you've spent the past couple of days cleaning your truck. There are guys in your class that keep their truck spotless 24/7. Your truck's clean, but it's not the cleanest."

"Thanks," Mark said.

The judges moved onto the Volvo on the other side of him, leaving Mark standing alone in front of Mother Load. He looked at her a long, long time, proud not only of how clean he'd gotten her but also of all the adventures they'd been through together.

"At least we gave it a try, didn't we Mother?" Mark said.

Mark knew it was impossible, but from the way the sunlight broke through the clouds and reflected off Mother Load's front bumper and grille, it looked as if she were smiling.

After breakfast and a walk around the show, Mark returned to Mother Load to drop off some of the stuff he'd picked up at the booths. The sun had come out now and he couldn't help but notice the large trophy positioned proudly in front of the Freightliner.

Mark sighed.

"Best in show," the man called over to Mark. "And top spot in all five classes I entered."

"You've done well," Mark said.

The man turned his attention from Mark to some of the admiring show attendees who had stopped in front of the Freightliner to admire it and congratulate him on the win.

"It was a lot of hard work," he said to one of them. "But it's all worth it in the end."

Mark shook his head.

The man's wife and two of his children were sitting on lawn chairs in front of the truck, but he still had one of the kids circling the truck and wiping away rain drops wherever he found them.

He looked over at Mother Load. There was no trophy in front of her, no admiring crowds, just a clean, hard-working truck that was more at home on the road than on display in some beauty contest.

"We don't really belong here, do we Mother?" Mark said aloud.

There was no reply, but in Mark's mind he knew she agreed.

Mark reached down, scooped up a handful of mud and threw it at his truck. The dirt landed with a hard splat on the windshield, sending dirty lines streaking out in all directions.

"That's better," Mark said.

He turned and walked away, ready to enjoy the show for the first time since he arrived. □

— Mark Dalton returns next month in another adventure.

Did you know that there are two full-length novels featuring Mark Dalton? Mark Dalton "SmartDriver" and Mark Dalton "Troubleload." For your free copy register with ecoENERGY for Fleets (Fleet Smart) at [fleetsmart.gc.ca](http://fleetsmart.gc.ca). Both are also available in audio book format.

The continuing adventures of *Mark Dalton: Owner/Operator*

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OPINION

# Karma will catch up with thugs

I just spent three wonderful days in beautiful B.C. attending the bi-annual Truxpo show. It truly is God's country and we were lucky enough to have fabulous weather. To everyone who dropped by our booth, thank-you! Kathy, Jim and I appreciated the kind words and warm hospitality that was offered up.

I was shocked to hear about the attack of Monarch driver Alex Fraser. It didn't take long for word to travel at the show.

We were all sickened. In case you've been locked away in a closet (or just too busy to read the papers or Web sites), Alex was attacked while stopping to help what appeared to be a motorist in trouble recently on the Yellowhead Highway just north of Blue River. When he got out of his cab, he was attacked by three men, beaten to a pulp, and basically left for dead.

I can't understand for the life of me how someone can inflict unprovoked pain on another. I know there are some very scary people in this

## Publisher's Comment

ROB WILKINS



world. Thankfully, I don't know any of them or if I do, they are very good at hiding the evil within.

What these idiots don't know is that every trucker from one end of this country to the other will be looking for them.

These people will slip up, they will get caught and they will do time. Can you imagine if the people who find them happen to be truckers? It would be a real shame if the police were delayed in getting to that call. Oh boy.

Anyway, enough of that, my blood is starting to boil. Speaking of boiling blood, Kathy Penner and myself had the unfortunate task of flying home on the red-eye last Saturday night from Abbotsford.

Never again. I forgot what a ter-

rible flight that was. I suppose that if the airline gave us a 40-50% discount it would be worth the aggravation, but we paid full pop. Lesson learned.

The other bit of news that came out of the show was that Paul Landry, BCTA's long-standing president, has decided to retire. Although I haven't had many dealings with Paul, I still remember when I first met the man.

It was my first Truxpo show and he stopped by our booth to introduce himself and welcome me to the show (and industry). It may have only been a brief conversation, but it's one I haven't forgotten. The staff of *Truck News* and *Truck West* wish Paul all the best in his retirement. □

— Rob Wilkins is the publisher of *Truck West* and can be reached at 416-510-5123.

## PEOPLE

Trailer manufacturer Arne's Welding has announced **Gerald (Butch) Bouchard** has been named president. Bouchard replaces Bob Munro, who recently retired. Bouchard spent 25 years at Midland Manufacturing. In 2001, he was promoted to the position of general manager at Midland and handled the day-to-

day operations of the company.

Bison Transport's **Aprim Shemoun**, a Vaughan, Ont.-based owner/operator, has reached 16 consecutive accident-free driving years with the carrier. He will be formally recognized at Bison's annual awards banquet on Nov. 27 in Toronto. □

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 Local  Lease Purchase  Driver Trainer  Moving  Other \_\_\_\_\_

Owner Operator? Manufacturer \_\_\_\_\_ Year/Model \_\_\_\_\_ Engine/Size \_\_\_\_\_

Preferred Trailer Type (check all that apply):  Flatbed  Heavy Hauling/Specialized  Moving Van  
 Tanker  Straight Truck  Super B  Reefer  
 Van  Other \_\_\_\_\_

Trailer Type Experience (check all that apply):  Flatbed  Heavy Hauling/Specialized  Moving Van  
 Tanker  Straight Truck  Super B  Reefer  
 Van  Other \_\_\_\_\_

Current Drivers License: Do you have a Commercial License?  Yes  No

License # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Prov/State Issued \_\_\_\_\_ Type \_\_\_\_\_

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

Last Employer \_\_\_\_\_

Name \_\_\_\_\_ Company City \_\_\_\_\_ Prov/State \_\_\_\_\_

Tel \_\_\_\_\_ Start/End Date \_\_\_\_\_

Job Description \_\_\_\_\_ Reason for Leaving \_\_\_\_\_

Certification/Training:  Doubles/Triples  Air Brake Adjustment  Over-Size Loads  Hazmat  Air Brake (Drive)  Tankers

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City \_\_\_\_\_ Prov/State \_\_\_\_\_ Start/End Date \_\_\_\_\_

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TSQ

**BOWMANVILLE, Ont.** – Both travellers and truckers weary of the mass closures of service centres across Hwy 401 in Ontario were relieved (perhaps literally) to find seven new locations open as of Oct. 1. The event marked the end of Phase 1 of the months-long project that will see the redevelopment of 23 service centres across Highways 401 and 400.

But according to frequent *Truck West* contributor and truck driver, Harry Rudolfs, the remodeling process has been a “debacle” from the start, with many truckers struggling to find a place to pull over in the initial months of the project, and according to Rudolfs’ recent survey of some of the new locations, not much has changed (*Ontario rest stops still a joke*, www.trucknews.com).

So just how important are adequate service centres to truck drivers? We went to the Fifth Wheel Truck Stop in Bowmanville, Ont. to find out.



**Truck Stop Question** *How important are service centres to your job?*

ADAM LEDLOW



Gerry Weeks

**Gerry Weeks**, a driver with Allied Systems out of Lambeth, Ont., said the sheer size of big rigs makes service centres vital to a trucker’s day.

“There is no place to put these things off the road. You can’t just get them in anywhere, so safety is the biggest thing,” he told *Truck West*.

“Our stops are a lot less frequent (since the redevelopment project began) because there is nowhere to pull over. You run four to five hours steady and you can’t get anywhere to pull over. Cars are in the same boat; they are looking for fuels stops and stuff like that. Some of the service centres put fuel up, but there is nothing set up for that now.”

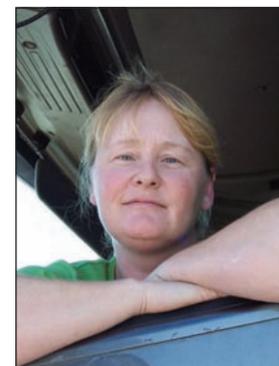
**John Webster**, a driver with ATS out of Brockville, Ont., says that



John Webster

when it comes to service centres, “For us guys, it is nice to have them to pull in and grab a coffee; take a quick break and then back out again.”

While he says that adding more parking to existing centres would be a bonus, he also noted that he had been by the new stop in Trenton the day of the interview and admitted that he liked it.



Jennifer Salam

**Jennifer Salam**, a driver for Wilburn Archer Trucking in Norwood, Ont., said that with the recent changes to logbooks, service centres have become more important than ever for truckers.

“When we are tired, we need a place to pull over, and there are not a whole lot of truck stops, and a whole lot of towns don’t like us there,” she says. “You have got a lot more tired truck drivers on the road now with that 14-hour rule that came in – a lot more. I will still have room on my log to go and I might be tired, but there is no place to stop.”

Her suggestion for a rest stop feature for the redesigns? A drive-thru Tim Hortons for trucks.



Manford Wiltman

**Manford Wiltman**, an owner/operator with Echo, calls service centres “absolutely necessary” for truckers, noting that, “(we) need a place to rest and shower, even a motel.”

In light of the lack of rest stops over the past few months, Wiltman has resorted to using his GPS to find parking lots from some of the bigger chains like Wal-Mart or Home Depot instead.

Wiltman’s plans for an ideal service centre would include a swimming pool and sauna “so you can relax your muscles.” Next time they’re planning a redesign, maybe they should give Salam and Wiltman a call. □

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Partners in Project Green	February 8 '11	Toronto (Airport)	Visit <a href="http://www.partnersinprojectgreen.com">www.partnersinprojectgreen.com</a>
Humber College – Woodbine Campus	October 23 '10	Toronto	Call 416-675-5005 or email <a href="mailto:truck.info@humber.ca">truck.info@humber.ca</a>
Ontario Trucking Association	October 23 '10 November 13 '10	North Bay Toronto	Email <a href="mailto:events@ontruck.org">events@ontruck.org</a>
Alberta Motor Transport Association	October 28 '10	Calgary	Visit <a href="http://www.amta.ca">www.amta.ca</a> or call 1-800-267-1003
British Columbia Trucking Association	November 3 '10 January 19 '10 March 23 '10	Langley Kamloops Langley	Email <a href="mailto:BCTA@BCTrucking.com">BCTA@BCTrucking.com</a>

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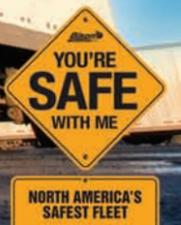


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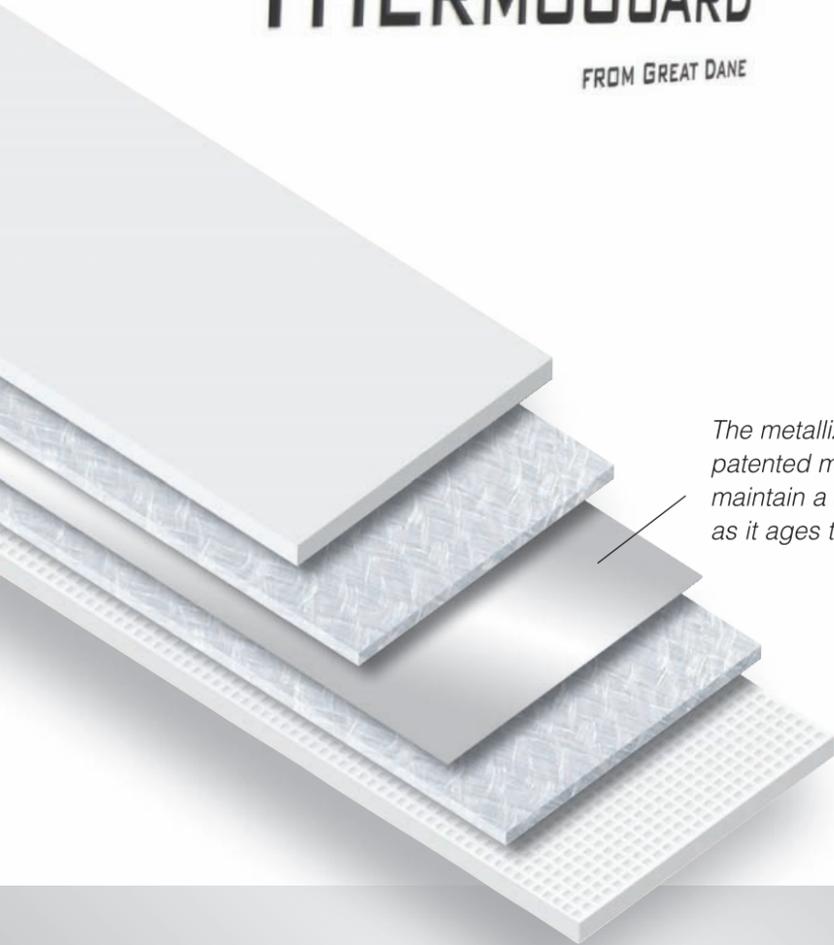
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