

# TRUCK NEWS

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**Page 14**

**A look ahead**

Volvo's top tech guru provides some insight into the future of trucking.

**Page 19**

**A special convoy**

The World's Largest Convoy for Special Olympics rolled down Ontario highways.

**Page 20**

**It's a wrap**

Comprehensive coverage of the first ever North American Commercial Vehicle show.

**Page 40**

**Creature comforts**

How sleeper designs are evolving to provide a more comfortable living environment.

## Bullish outlook

Stronger economy, "logical" NAFTA outcome in store: STS

By James Menzies

**MISSISSAUGA, ONTARIO**

The economy should continue to grow in Canada, the U.S., and globally, and logic should prevail during the renegotiation of NAFTA.

Those were some of the key messages from leading economists, analysts, and a motor carrier executive speaking at the Surface Transportation Summit on Oct. 11. Carlos Gomes, senior economist with Scotiabank, said the global economy should accelerate to 3.6% growth in 2018, slightly better than the 3.5% growth it will show this year.

Strong consumer activity is now being joined by improving business investment to drive this growth. The recovery of the oil and gas industry means business development spending is on the rise in Canada, as well as globally. Here, the energy sector accounts for 24% of overall business development – nearly four times as much as in the U.S.

*Continued on page 7*

Careers: 27-39

Ad Index: 49



The new Mack Anthem was rolled out before dealers and industry press Sept. 13.

## Mack introduces Anthem highway model

New model strikes balance between traditional Mack styling, aerodynamics

By James Menzies

**ALLENTOWN, PENNSYLVANIA**

In designing its new Anthem highway tractor, Mack Trucks set out to challenge the idea that an efficient truck has to be shaped like a "jelly bean."

And the Anthem, to be sure, will throw a different shadow on the ground than any of its competitors. The Anthem, according to Mack, will produce 3% better fuel economy than the Pinnacle in a 70-inch sleeper configuration, and a 1.5% improvement as a day cab. This despite its large square headlights, many sharp edges, and bold, angular design.

The much-anticipated truck was shown to dealers and truck press for the first time at an unveiling here Sept. 13. It looks nothing like the new models bro-brand Volvo introduced earlier this year, and has managed to capture the distinct styling befitting a Mack, in a package that the company says will be competitive in terms of fuel economy.

"Our main goal was to design something that looks like a Mack," said Stu Russoli, on-highway product manager with Mack Trucks. "It's gotta be bold, it's gotta look like a Mack."

The company spent five years designing the new Anthem, beginning the process with visits to truck stops, where designers traded meal vouchers for truck tours, to see exactly how drivers were living in and utilizing their trucks, regardless of make.

"We asked if we could go into their truck, look around, see how they lived," Russoli recalled. "We needed to make it look like a Mack, that was our request to designers. It also needs to be aerodynamic, and then we go into driver comfort."

Russoli noted the strong vertical and horizontal lines on the front end of the truck, designed to be "structural." A bold MACK across the grille has been dubbed the bridge. "It's very structural, very strong, very Mack," explained Russoli.

But despite the departure from the traditional slippery truck design, Mack says the new truck is also fuel

*Continued on page 30*



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## Contents



## Feature Stories

### It's a wrap

The first North American Commercial Vehicle Show has wrapped up. Check out our comprehensive coverage for a full recap, including new products announced at the show. **20-23**

### In-cab comforts

Don't call it a bunk. Today's sleeper cabs are designed to offer comfort for the longhaul, and can be decked out with every luxury found in a studio apartment. **40**

### 5 Editorial

The number one threat regarding ELDs isn't what you think it is.

### 7-19 Business

Volvo's tech guru shares insights into the future of trucking. Navistar is bullish about the year ahead, and Canada's top fleet employers are recognized.

### 24-31 Equipment

Shell outlines details for the introduction of its Starship truck, Mack Pinnacle and Granite get an update, and Upper Canada Truck Sales expands its operations.

### 32-33 Al Goodhall - Opinion

Al Goodhall recalls some of the best driving advice he's ever received - just in time for winter.

### 34 Karen Bowen - Health

Before you start blasting your truck's heater, think about how to protect your eyes.

### 35 Joanne Ritchie - Opinion

Are you being driven to distraction by the increasing amount of technology making its way into the cab?

### 36-37 Scott Taylor - Tax Talk

Your electronic logging device is also a tax document. Make sure you protect your data.

### 38 Mike Millian - Opinion

The industry needs more truck parking. Hopefully two new studies will bring about solutions.

## In Every Issue

Marketplace ..... 41-47

Announcements ..... 49

Ad Index ..... 49

Mark Dalton ..... 50

Newland Transport ..... 52

### 39 Telematics

Trailers are the next frontier for telematics, according to a trailer symposium organized by Utility.

### 51 Products

We highlight some of the new product introductions that took place at the North American Commercial Vehicle Show.

### 53 Fleet News

It was a month of acquisitions, as several growing fleets closed major deals.



# Re-investing in their future

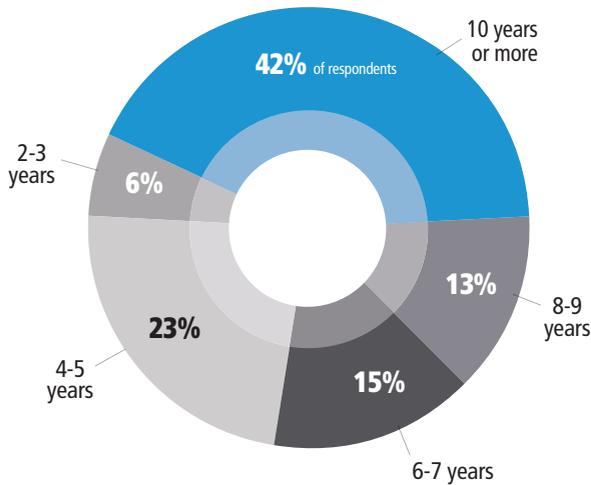
*Eastern Canada's owner/operators slowly returning to updating their trucks*

More than a quarter of Eastern Canada's owner/operators are looking to replace their heavy duty vehicles by the end of this year and more than a third plan to do so next year, according to results from our recently completed annual Equipment Buying Trends Survey. Improving expectations for the Canadian economy and rising freight volumes are likely making owner/operators feel safer about investing in new equipment.

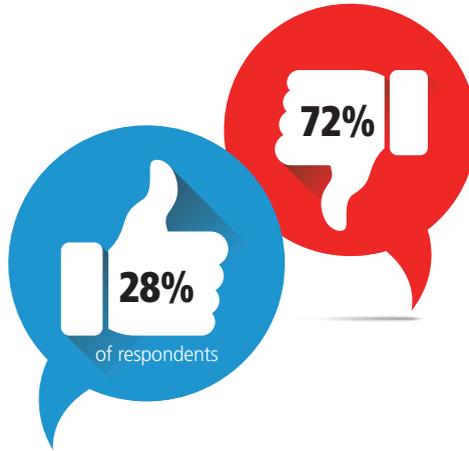


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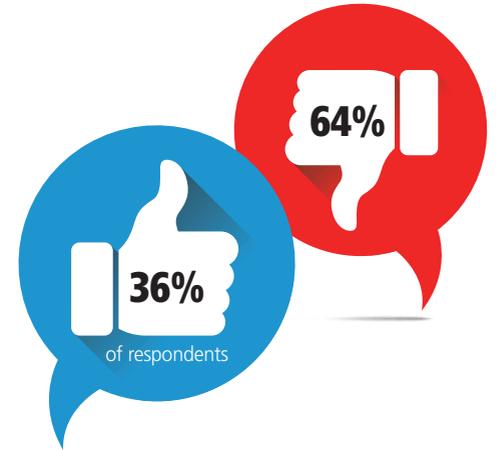
**Current trade-in cycle for heavy duty vehicles**



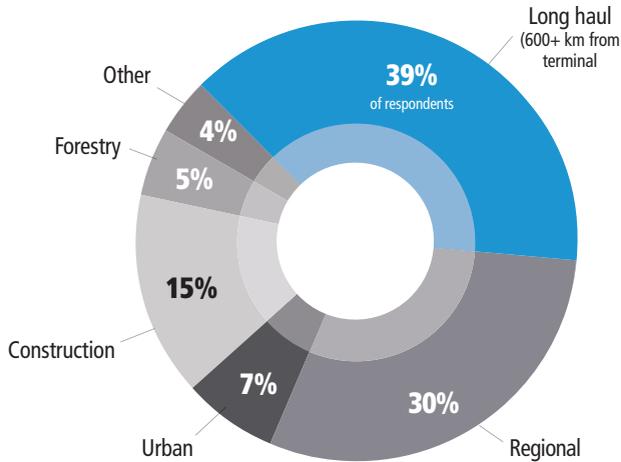
**Plan to replace heavy duty vehicle(s) by end of 2017**



**Plan to replace heavy duty vehicle(s) in 2018**



**Sector**



**Main brand of heavy duty truck currently in fleet**

|               |                    |
|---------------|--------------------|
| Freightliner  | 16% of respondents |
| International | 15%                |
| Kenworth      | 13%                |
| Mack          | 6%                 |
| Peterbilt     | 22%                |
| Sterling      | 2%                 |
| Volvo         | 12%                |
| Western Star  | 8%                 |
| NA            | 6%                 |

**Brand of heavy duty truck most likely to purchase**

|               |                    |
|---------------|--------------------|
| Freightliner  | 12% of respondents |
| International | 7%                 |
| Kenworth      | 23%                |
| Mack          | 5%                 |
| Peterbilt     | 20%                |
| Volvo         | 13%                |
| Western Star  | 9%                 |
| NA            | 12%                |

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# The biggest risk of the ELD mandate isn't what you think it is

"Day two of ELD use. I'm done... Sooo frustrating. Not planning on using it again until someone can tell me more on how this thing works. One video two days before I get my unit operational and I'm supposed to figure this out?"

The above was a post on a trucking Facebook page I follow. It resonated with me, because it highlights a major potential pitfall as the industry transitions to electronic logging devices (ELDs) to conform with the U.S. requirement coming this December. And this potential pitfall – drivers leaving the industry out of frustration – isn't going to happen for the reasons that have most often been cited, such as an inability to make a living, or to get home before the clock runs out.

Most drivers who use ELDs, do come to like them. They reduce paperwork, require less time to complete, and make dispatchers, shippers, and fleet managers better value a driver's drive time. From a driver's perspective, there's a lot to like about ELDs. I don't anticipate longtime drivers exiting the industry en masse because they can't adapt to an ELD environment.

However, there's a caveat, alluded to in the above quote. If drivers aren't given the proper training on ELDs and are expected to fig-

ure them out on their own, there could be disastrous consequences. And with the clock quickly counting down to the December deadline for implementation in the U.S., it's alarming how many fleets have yet to comply.

Stephen Laskowski, president of the Canadian Trucking Alliance, said during our Surface Transportation Summit Oct. 11, that only an estimated 30-40% of carriers are now running ELDs. That's a lot that aren't, and with just two months remaining to comply if they plan to haul into the U.S.

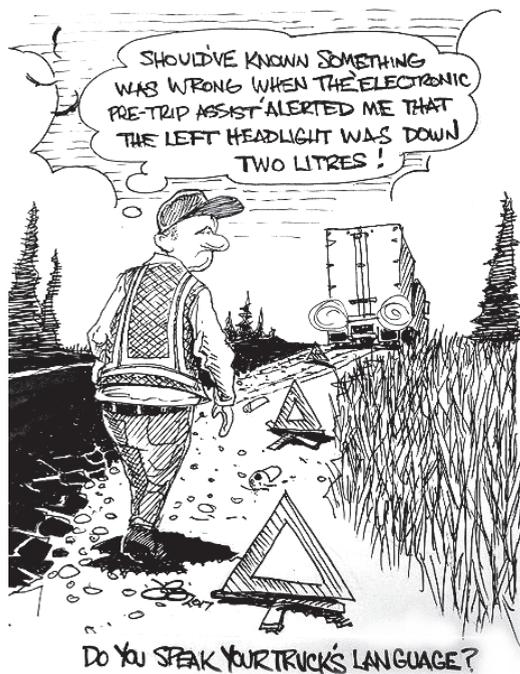
Laskowski also noted there is a 12- to 18-month "transition period" fleets experience when they make the switch. That would include training – the type of training our frustrated driver above clearly did not receive.

## Reputable ELD providers will be eager to help with the deployment of the devices, including training drivers on how to use them.

There's a lot to like about transitioning to ELDs. You won't have to deal with cheaters who are egregiously violating hours-of-service rules in order to compete. Audit-

ing logs will be simpler. Drivers will have more free time. And you'll have concrete data to show shippers and receivers who waste drivers' time.

But if fleets don't roll this out properly and provide drivers with sufficient training, there will be frustration. There'll be resignations. There'll be fines for non-compliance.



Sitting back and waiting till the eve of the regulation to source a vendor and flip the switch is a recipe for disaster. Assuming regulation-loathing Donald Trump will ride in at the 11<sup>th</sup> hour and delay or cancel this rule is an equally flawed strategy.

Fleets need to be working now to implement ELDs – and when they do so, to ensure drivers are given the training they need to make the adjustment. Reputable ELD providers will be eager to help with the deployment of the devices, including training drivers on how to use them. Don't be afraid to get them involved. **TN**



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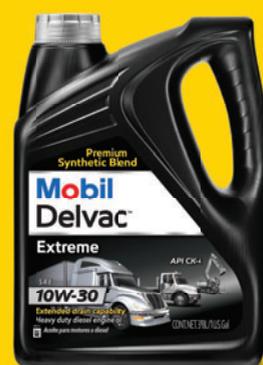
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## Optimistic outlook

Continued from page 1

“That is beginning to recover, we are seeing business development in both Canada and the U.S. improve by around 3.5% this year, and somewhere around 3% next year,” said Gomes.

U.S. economic fundamentals remain strong, Gomes noted, with leading economic indicators continuing to strengthen and consumer spending and debt at healthy levels. In Canada, Gomes cited the housing market as a bit of a concern, especially in Ontario.

Asked about the impact the Donald Trump administration could have on Canada, and trade, Gomes said he expects logic to prevail. If it does not, there could be a major impact on Canada – especially the auto industry – as the automotive supply chains within North America are so highly intertwined.

“If Trump does want to improve or help the auto industry, the best thing he can do is avoid screwing it up,” Gomes said. “If he does screw it up, it’s going to impact them significantly, because the industry has become so integrated.”

Walter Spracklin, equity research analyst with RBC Capital Markets, shared Gomes’ optimistic outlook for the economy in 2018. He’s expecting to see greater truck freight volumes in 2018, but he said a stronger Canadian dollar could have a negative impact on cross-border activity. He also predicted tighter capacity next year, driven by further consolidation and the implementation of electronic logging devices (ELDs) in the U.S.

Spracklin said truck pricing remains weak, but could improve as capacity tightens.

“I’ve heard a lot about the driver shortage, but I haven’t seen a lot of tangible effects of the driver shortage,” said Spracklin. “Part of the problem is the demand isn’t there. Once that demand comes on where you have to look at your roster and pull some drivers in and find they’re not there, we’re going to get some pricing increases.”

As an analyst, he noted the most profitable trucking companies are those that treat every truck like a business, and track the profit-and-loss of each unit rather than the fleet as a whole.

“They key to profitability is to price your business appropriately,” he advised. “Focus on the return on capital.”

Spracklin also predicted carriers will be more selective when making acquisitions. Spracklin agreed with Gomes that NAFTA renegotiations shouldn’t end in disaster, if logic prevails.

“I agree with Carlos that it’s too important to mess up,” Spracklin said of NAFTA. “It’s too integrated and it doesn’t serve anyone well to mess up a good thing. However, logic doesn’t always prevail in pol-

itics, especially the politics we see going on right now. So, prepare for the worst and hope for the best. You have to be mindful that maybe logic doesn’t prevail and we do see some irrational activity. If a major restructuring of NAFTA occurs and he messes things up, in my view things can get ugly. But I think logic at the end of the day will prevail.”

John Larkin, head of transportation capital markets research, Stifel Financial Corp., said recent spot market price increases bode well for truckers, but that it’s difficult to quantify the effect the impending ELD mandate will have on rates and capacity.

“Those who were late in installing ELDs or have not to date, may have been thinking they’d just go out of business at the end of the year,” Larkin said. “With a 25% spike in rates,

it’s possible they can make money if they follow the rules, which had not been the case for the last number of years now.”

Larkin said there are still trucking companies out there that regularly exceed hours-of-service rules to compete with better run carriers, which benefit from economies of scale on expenses such as fuel, and can more frequently update their equipment to gain better fuel economy.

Larkin said 1-2% of total capacity could exit the industry when the ELD mandate goes into effect at the end of the year. He’s projecting U.S. truckload rates to increase 5-10% in 2018, and LTL rates to go up 4-6%.

“It’s a terrific opportunity for carriers to take prices up,” Larkin said.

But Doug Munro, president and owner of Maritime-Ontario Freight Lines, is not as bullish on

the year ahead. While he said 2017 has been a “pretty good year for most carriers,” and his company has invested in adding capacity and facilities, he said he has many concerns about 2018. Topping the list is the overheated housing market and the impact rising interest rates could have on homeowners. He’s also concerned about the monetary fiscal policies of governments around the world that have in recent years conspired to keep interest rates low.

“I’m being cautious, not knowing what the future holds,” Munro said. “You can make a lot of quick decisions but if you make one big one that’s wrong, you’re in a lot of trouble.”

That said, Munro said Maritime-Ontario is continuing to invest in new equipment on regular cycles. **TN**

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# Trucking execs weigh in on hot industry topics

By **Sonia Straface**

## CHARLOTTETOWN, P.E.I.

Electronic logging devices (ELDs), marijuana legalization, and the driver shortage are hot-button industry issues that are here to stay for the longhaul.

So, it was only natural that a panel at this year's Atlantic Provinces Trucking Association (APTA) convention discussed these topics and the future of trucking as they see it on Oct. 5 in Charlottetown, P.E.I.

The panel consisted of Steve Ondejko, president of OnFreight Logistics; Ken Rosenau, president of Rosenau Transport; and Jeff MacLean, president of Michelin North America.

## ELDs

According to Ondejko, switching his fleet to e-logs was the best choice he's ever made.

"We've been on e-logs for three years now and it's probably the best business decision I've ever made," he said. "We thought we were going to get a lot of pushback from the drivers but they've embraced it and accepted it and we actually sleep better at night now, because we know things are running as they should be."

Ondejko added he believes his drivers are happier now since the ELD implementation, because they've changed their operations so most drivers are home every night.

"We've had to change our operation entirely," he explained. "It's not

just switching from paper to electronic, we have to work with our customers to change the way we work. So, we did, and we've created hubs so our drivers could drive to their destination and be back home at night."

## Legalized marijuana

Though the Trudeau government has promised that recreational, legalized marijuana would be fully available on July 1, 2018, the panelists agreed that many are in the dark about how this will affect not only the trucking industry, but the rest of the country as a whole.

"Marijuana is not just the trucking industry's hot bed issue," Rosenau said. "It's going to be an issue in lots of industries."

Rosenau said he believes and hopes the trucking industry will take a zero-tolerance approach when it comes to drivers using the drug while on the job.

"The problem with marijuana is that it's residual," he said. "Which means it stays in your body for a while after you consume it. And that's a huge problem for us for drug testing."

Rosenau said he trusts that his drivers wouldn't risk taking the drug with such a safety-sensitive position.

"I always tell my drivers I'm not worried about you," he said. "Because I know we have professional well-trained drivers working for us. I'm worried about everyone else on the road."

## Driver recruitment and retention

MacLean said his number one requirement when choosing a carrier, is the quality of drivers they employ.

"I know carriers will always have beautiful new, shiny equipment," he said. "But, I want to make sure you are attracting and employing good quality drivers. We are already seeing a shortage of drivers, so you carriers need to continue to make the job interesting, whether that be increasing driver pay or well-being. We need to make sure the next generation is interested in trucking."

To attract drivers, Rosenau said his business has implemented a competitive RSP program for employees.

"If you're with us for one year, we kick in 2% of your gross salary into an RSP," he said. "No employee match or anything like that. And we cap it at 10% after five years of service. In the last seven years, we've kicked back almost \$9 million to our employees and they appreciate that. We want to secure our employees' futures and their retirement."

However, even though current employees love the benefit of getting a retirement account, Rosenau says the younger generation isn't paying attention to retirement savings yet.

Instead, to attract the younger drivers, Rosenau said he is active in his community and brings his trucks to elementary schools so children can be exposed to the industry at a young age.

Ondejko said to attract more drivers to his company, he puts a focus on safety training and on the improved trucker lifestyle his drivers enjoy.

"We work with driver schools to get some young guys in and driving for us," he said. "And sometimes they weren't always ready to drive, so we have to do a lot of driver training and that's really helping us get quality drivers working for us. I also make sure to tell new drivers that we want them to be home every night, so we've changed our operation to do that." **TN**

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*"I added Diesel Treat to my fuel tank and have not had any issues on these frigid Maryland mornings."*  
**Richard H.**

*"Last week the temperature in Bakken dropped to 31 below. My truck survived and I know it won't leave me stranded because of fuel problems."*  
**Robert P.**

*"I've been in the transportation industry for over three decades and since the beginning I have used Howes products - never failed me."*  
**Richard S.**

*"Thanks for a great product that solved my problem. I tried other products but nothing works like Howes Diesel Treat."*  
**Alice T.**

*"I believe in Diesel Treat. Being from Michigan, winters are about not only to drive, but to survive. So keep me warm, I'll keep my truck running."*

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**Kathleen K.**

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**Lyle K.**

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**Chris R.**

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**Marc H.**

*"Last year, a truly brutal winter, I gave rides to two drivers with frozen fuel lines. They didn't use Howes but I did. It was satisfying to know that I chose a winner in Howes Diesel Treat."*  
**William B.**

*"My mileage went from 17.6 to 19.7. My truck hasn't run this good in years."*  
**Dave R.**

*"I've been using your product for the last 5 years and I won't use anything else in my truck. I stand by Howes because you keep me running."*  
**Paul H.**

*"Whatever is in that stuff, I would highly recommend it to any diesel user! It works like magic."*  
**Doug H.**

*"When my fellow truckers ask why my truck runs so well, I recommend they go get some Howes. Thanks for making a great product."*  
**Kevin B.**

*"This product is amazing! The money saved on fuel mileage pays for itself."*  
**Eddy J.**

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8 Truck News • November 2017

# Work underway to improve truck parking in Southern Ontario

By **Sonia Straface**

## TORONTO, ONTARIO

A study into truck parking and rest stops in Southern Ontario is underway and the findings could lead to the improved availability and quality of truck stops along major highways.

SPR Associates, a research and consulting firm in Toronto, was chosen by the Ontario Ministry of Transportation to conduct the three-pronged study that involves consultations with Canadian trucking associations, a survey with more than 1,000 truck drivers, and a detailed analysis by traffic engineering experts.

Unsurprisingly, truck parking and rest stop quality has been an issue for truck drivers across the country, especially in Southern Ontario. Commercial drivers have groaned about the lack of safe and adequate parking in the province for years. And it's only been getting worse over time as many formerly privately-owned stations have permanently closed, like the Fifth Wheel truck stops in Bowmanville, Milton, Grimsby, and Dorchester, Ont.

In late 2016, the American Transportation Research Insti-

tute (ATRI) estimated that drivers spent about one hour of drive time on average per day to look for parking – totalling US\$4,600 in lost wages annually because of the truck parking shortage.

According to SPR Associates consultant Ted Harvey, the study hopes to find details of the inadequate truck parking and rest stops in the southern part of the province and recommend improvements to the MTO.

“Because of all the truck stops closing and the increasing enforcement on the hours-of-service regulations, drivers are caught between a rock and hard place,” he said. “Lack of parking has also been to blame for instances of fatigue which is a public safety issue.”

The study began in August, and findings are scheduled to be released in April 2018.

The first part of the study involves consultations with key trucking associations in London, Toronto, and Ottawa in October to help identify and brainstorm ways to address the shortage of truck parking.

So far, SPR said it has gained support from the Ontario Trucking Association, the Private Motor Truck Council of Canada, the Owner-Operator's Business Associa-

tion of Canada, Women's Trucking Federation of Canada, the British Columbia Trucking Association and the Alberta Motor Transport Association.

The study will also include a major survey of drivers who frequently travel along the major highways in Southern Ontario.

**“Because of all the truck stops closing and the increasing enforcement on the hours-of-service regulations, drivers are caught between a rock and hard place.”**

– **Ted Harvey, SPR Associates**

“Our survey is going to ask truckers to identify specific zones on Ontario highways where parking is especially insufficient and to recommend ways to improve that,” Harvey explained, saying the hope is to gain feedback from more than 1,000 drivers.

The survey is set to roll out online from November to February, and Harvey said the goal is to reach drivers through reputable longhaul truck-

ing companies and members of the various provincial partner associations. Drivers do not need to live and work in the Southern Ontario area, Harvey clarified saying, “We want to hear from drivers who use Southern Ontario highways. They can come from Quebec, Western or Eastern Canada or the U.S., but we want to make sure they use the Southern Ontario highways frequently.”

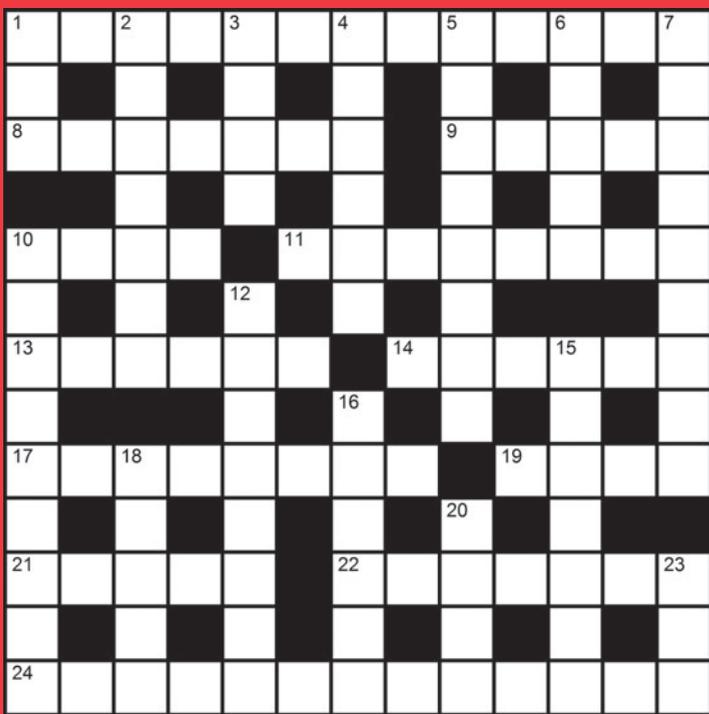
The final part of the study is having traffic engineering experts tally up all adequate truck stop and parking spaces in Southern Ontario since, Harvey said, there is no definitive list or inventory of how many stops there are in the province, and what services those rest stops provide.

In the end, Harvey said that so far everything is scheduled to go according to plan with the study being concluded and findings to be released in April 2018. He is hopeful the study will provide the relief many in the trucking industry are all too familiar with.

“Truck drivers are important to us since their work is critical to the economy,” he said. “We are hoping our work or survey will help to identify specific areas where parking shortages are greatest and recommend to the ministry how we can alleviate them.” **TN**

## THIS MONTH'S CROSSWORD PUZZLE

TN-173 Nov. © 2017 M. Jackson



Answers on page 49

### Across

- 1 CBer's "Are you listening?" (3,4,4,2)
- 8 Killed the engine, in a way
- 9 CARGONET focus
- 10 PACCAR truck, slangily
- 11 Milton, ON-based \_\_\_\_\_ Freight Systems
- 13 Semitrailer and pup rig (1,5)
- 14 Trucker's CB name
- 17 Big rig wheel count, sometimes
- 19 Lunette \_\_\_\_\_, pintle portions
- 21 International LoneStar styling
- 22 Quebec-based aluminum trailer maker
- 24 Spacious International option (2,4,7)

### Down

- 1 Road atlas replacement, perhaps (1,1,1)
- 2 Big rig power unit
- 3 Liquid lubes
- 4 No \_\_\_\_\_, commercial vehicle sign
- 5 West Coast mirror attachments
- 6 Breathtaking issue, \_\_\_\_\_ apnea
- 7 Decorative wheel trim (3,6)
- 10 Surrey, BC - Blaine, WA border monument (5,4)
- 12 Truck tech's noisemakers (3,5)
- 15 No-layover journey (3,4)
- 16 Drivers' foot controls
- 18 John Deere utility vehicle
- 20 Truck wiring safety device
- 21 Motor City product

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SEE OUR AD PAGE 46



# CYBERCRIME IS ON THE RISE

*Take steps to defend your fleet*

By Damien Blaquiere

If you think your business is too small to be at risk of a cyber attack, think again: fleets of any size can be tantalizing targets for cybercriminals. In fact, the frequency and severity of cyber attacks in the transportation industry have been increasing over the past two decades, according to Fleet Owner, and the outdated systems at the heart of many trucking operations are largely to blame.<sup>1</sup>

As more programs and systems exchange more information, the risk of data theft climbs higher. But that doesn't mean you should swear off advancing technology in order to protect your fleet. One way to reap the rewards of interconnectivity without making your business an easy target for thieves is by carefully coordinating systems so they work together seamlessly – and having a strong back-up plan.

## Stay up-to-date to stay secure

A selection of IT tools can help you cover all your bases, but that may not be enough. When it comes to mitigating cyber risk, the deciding factor is how well your systems communicate with each other, and older systems that haven't been adequately updated may not keep up with the others. In the worst cases, major gaps in your security can go undetected until it's too late.

If your company relies on a loose arrangement of different electronic tools for daily operations, you need to take extra caution when staying up to date with software and securing lines of communication. There are several ways to secure your systems – here are some good first steps:

- Applying software updates as soon as they become available.
- Favouring the “principle of least privilege” by limiting access to data (employees only need access to what's essential for their job function).
- Using a tool that provides compliance reporting.
- Running a centrally-managed antivirus program that updates signatures frequently.
- Using secure communication protocols in any dialogue with a third party.
- Internal monitoring of your networks, devices, applications, and user accounts, which will help you trace a breach to where it began.
- Training employees to spot phishing emails, plus what to do if they receive one.
- Implementing controls to identify and block improper data transfers among employees.

Smart and sound software is a big part of cyber security, but you should also pay attention to how and where you back-up your data, especially when it comes to contracts and sensitive customer information.

## Planning is a key to damage control

Cyber risk often comes in the form of privacy breaches, but more complex threats are manifesting in the form of intellectual property theft and cyber extortion. Whatever form the cyber attack takes, one reality is clear: business interruption is an increasingly common risk, and its impact can be severe.

A focused plan can help you coordinate a response, act quickly, and ensure you've addressed all the details when a cyber event disrupts your operation. However, different sorts of plans will respond to different obligations; you'll likely need more than one strategy.

**Incident response plan:** this plan is used during the incident to manage and contain the damage that comes from a security breach or cyber attack. The goal of this type of plan is to limit damage and associated costs that immediately follow the event – it's an important short-term response.

**Disaster recovery plan:** After you've mobilized your initial response, you'll need to put measures in place that can continue to limit damage. This is your disaster recovery plan, and like your incident response plan, it should clearly define specific tasks of key players to help get systems up and running after a disaster. Typically, these plans are data-centric: they involve restoring IT infrastructure and accessing copies of data stored offsite.

**Business continuity plan:** A business continuity plan is a bit different than a disaster recovery plan, but they should be developed in tandem. Business continuity is broader than disaster recovery, and can be described as business-centric: these plans are concerned with finding a safe place for employees to work, and aim to ensure network connections, online systems, servers, and crucial business applications can continue to run without downtime.

Depending on the size and nature of your trucking business, you may want to lean on experts to help you develop appropriate response, recovery, and continuity plans. There are many points to consider, and it's better to be safe than sorry; if you're not sure where to begin or what to include, reach out to a risk management specialist.

## Work as a team for better results

It's great that you're ready to take your cyber security to the next level – but is your staff? All employees should understand relevant security concepts, and how to properly run and inspect electronic systems. While a dedicated IT department is a great addition to a fleet, all employees should have some idea of what cyber security measures are in place – and how to tell if something's not right.

As cybercrime evolves, protection, prevention, and insurance measures must adapt. It's difficult to predict what the future holds, but as you continue to add computerized tools to your daily operations, enlist the help of your broker and insurer to try to account for the risks that could be waiting around the corner.

<sup>1</sup> Cyber Risks on the Rise for Transportation, ontruck.org, September 2015.

## Sysco Quebec ordered to remove driver-facing cameras

The Quebec Superior Court has ruled that driver-facing cameras are an invasion of driver privacy

By **Sonia Straface**

### SAINT-HYACINTHE, QUEBEC

The Quebec Superior Court has officially sided with truck drivers in a five-year battle concerning driver-facing cameras.

On Sept. 11, Sysco Quebec was ordered by the court to remove driver-facing cameras in all of its trucks, claiming that the driver-facing Lytx DriveCams were not the only way Sysco could promote safety in its fleet, and there were other “less intrusive” methods to do so.

The battle of the cameras began in 2012 when Sysco Quebec invested in camera technology and installed driver- and outward-facing cameras in its trucks. The decision to do this did not sit well with drivers, who found the driver-facing cameras a gross invasion of privacy.

According to Lytx, the cameras only begin recording seconds before, during, and seconds after an accident to capture the full story of the incident. However, some drivers said the cameras recorded randomly throughout the day.

Now, with the Superior Court’s ruling, the driver-facing cameras will be out of the Sysco cabs for good.

And while most drivers across Canada are taking this as a win, Heather Devine, a transportation lawyer at Isaacs & Co., says they should be less than thrilled with this decision.

“I think it’s short-sighted of the drivers,” she said. “Because what’s the first thing that happens when a truck is involved in an accident? The truck driver is blamed. And when the truck driver is blamed, the reasons given are usually fatigue or distraction. For fatigue, one can look at the driver’s hours-of-service records but for distractions, you can look at cell phone records, but on the other hand, if you have an in-cab camera, and the driver is working, then you have very good evidence that you can use in court that shows the driver wasn’t distracted and was fully compliant.”

Devine goes even further to say that though truck drivers have their own unique workspace, it doesn’t exactly entitle them to privacy while working.

“Look at any office,” she said. “Many office spaces today are open concept. People watch people working all the time. Just because drivers work in solitude doesn’t mean they have a right to privacy.”

As far as this ruling setting a precedent for the rest of the fleets in Canada, Devine said she is unsure if this will prevent other fleets in Canada from installing driver-facing cameras, simply because this ruling was in Quebec.

“Quebec’s governed by civil code, and every other province is governed by common law,” she said. “So, as a lawyer, if I was covering a similar case, I would always look for an Ontario precedent first, and then I would take note of the Quebec precedent.”

Sysco did not respond to *Truck News*’ attempts to get a comment before publication.

Lytx commented on the situation saying, “Our understanding of the Sysco ruling was that it was fact-specific and unique to Sysco.” **TN**

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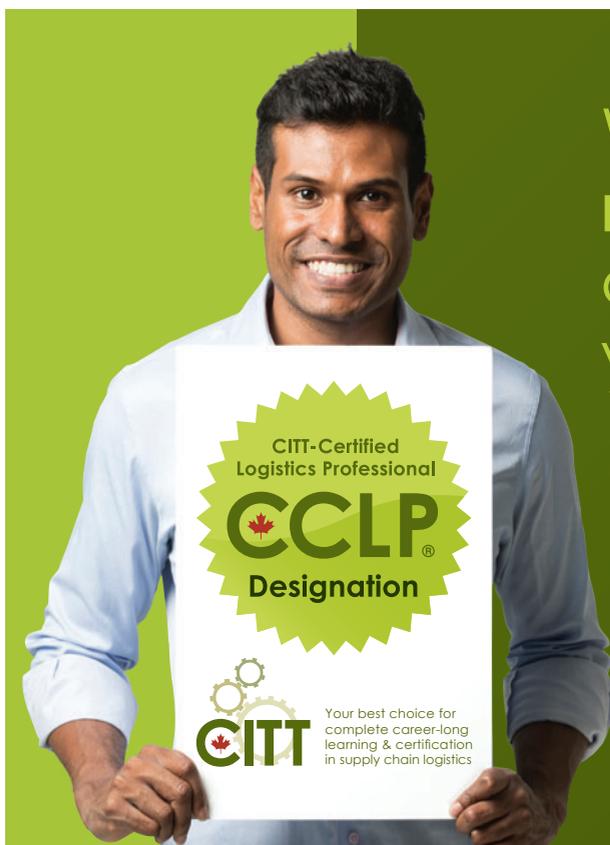
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## Trucking HR Canada gives out awards at annual gala dinner

By **Sonia Straface**

### TORONTO, ONTARIO

The nation's best fleets to work for were celebrated on October 12 at the second annual Top Fleet Employers Awards Gala Dinner.

The event was put on by Trucking HR Canada, the industry's go-to organization for all things human resources-related, to honor those fleets who made its Top Fleet Employers list this year.

The Top Fleet Employers are companies within the trucking industry that go above and beyond to make their work places better for their employees. This year, Trucking HR Canada named 48 companies through its Top Fleet Employers Program.

At the gala, awards for the Top Private Fleet, Top Small Fleet, Top Medium Fleet and Top Large Fleet were given out during the course of the evening. And as a new addition, achievements of excellence were also given out.

The Top Private Fleet award went to STG Fleet Services. One For Freight was the recipient of the Top Small Fleet Award. The Top Medium Fleet award went to Kriska Holdings. And rounding out the fleet awards, was Bison Transport who took home the Top Large Fleet Award.

The achievement of excellence awards were broken down into five categories that Trucking HR Canada wanted to highlight.

The recipient of the workplace culture achievement of excellence was Westcan Bulk Transport. XTL Transport took home the achievement of excellence of workplace diversity award. The recipient for HR innovation achievement was Challenger Motor Freight. The employee engagement achievement went to Sutco Transportation, and taking home the achievement of training and skills development was Bison Transport.

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The night's most coveted award – the HR Leader of the Year – was saved for last.

“Nothing ever changes without leadership,” said David Bradley, acting CEO of Trucking HR Canada. “The HR Leader of the Year award recognizes an individual who exemplifies human resources best practices within their organization...Eligible nominees have to be employed by a 2017 Top Fleet Employer and provide HR management to Canadian employees and currently hold a senior HR management role...nominees are scored on various criteria which reflect their accomplishments, leadership and HR development.”

Brenda Cuthbert of Siemens Transportation Group was named this year's HR Leader of the Year. She has well over 25 years of HR experience in the trucking industry.

Unfortunately, Cuthbert was unable to attend the gala and accept the award due to travel complications.

One of the most notable absentees of the night was Angela Splinter, Trucking HR Canada's CEO. Earlier this year, Splinter announced she would be taking a temporary medical leave of absence as she battles cancer.

However, Splinter did write up a letter to be read to attendees that night. A part of it read:

“It is unfortunate that I cannot join you in person tonight. I have been temporarily sidelined by cancer. I am focusing all of my energy on getting rid of it as fast as I possibly can...I know the team at Trucking HR Canada are doing a wonderful job and I hope you all enjoy a well-deserved gala evening...we know how much this recognition means to each of you – you all go to a lot of effort in your applications and this gala evening is a way of recognizing that.”

Trucking HR Canada's Top Fleet Employers Program is open to any Canadian fleet, and recognizes fleets that meet Trucking HR Canada's standards of excellence in human resources for the trucking industry. The Top Fleet Employers Program has grown over the past three years, with a growing number of fleets applying. If you think your fleet has what it takes to be a Top Fleet Employer, Trucking HR Canada encourages you to apply and join other fleets that shine a positive light on the trucking industry, and help showcase this industry as a great place to work. **TN**

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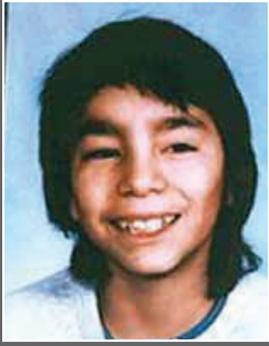
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## Business

# Volvo tech guru shares vision of the future

By James Menzies

WASHINGTON, D.C.

When connectivity, automation, and electro-mobility converge, North America will have a "highly efficient and integrated transportation system."

But that doesn't mean truck manufacturers such as Volvo Group will turn their attention away from proven technologies while the above-mentioned are in development. That was the message from Lars Stenqvist, chief technology officer for Volvo Group, who spoke at a media roundtable on the subject of future truck technologies at

the House of Sweden in Washington, D.C., Sept. 18.

Stenqvist said the industry is entering its "most fascinating and challenging era ever," as new technologies are brought to market. However, he stressed the combustion engine isn't going away anytime soon. Instead, said Stenqvist, "We will keep most of the well-known technologies and add some new extremely important technologies on top of them."

He cited the U.S. Department of Energy-funded SuperTruck project as an example, and the SuperTruck 2 follow-up program. These projects layered experimental technologies on top of existing products available today, to create a more efficient vehicle. Some of those experimental technologies have since been put into development.

"The death of the combustion engine will not be today, not tomorrow, and not in 10 years," Stenqvist said. "The combustion engine, when it comes to longhaul freight, is some kind of foundation for many years to come. We are investing heavily into next generation combustion engines and the combustion engine still has a lot of development potential."

He mentioned Volvo's new wave piston, rolled out on GHG17 engine models, as an example of how an existing design can be tweaked to provide greater efficiency.

"The diesel engine has been around for 141 years," he said. "A piston has always looked like a piston. The wave shape makes a perfect design for the mix of fuel and air, and just by that shape of the piston, we've reduced fuel consumption by 2%."

Stenqvist said Volvo Group will continue investing into areas such as rolling resistance, aerodynamics, and powertrain performance. But it will also be increasingly investing in emerging technologies, specifically connectivity, electro-mobility, and automation.

"We believe each of them can impact transportation as such that when - not if - they converge, we'll see a radical shift when it comes to transportation," Stenqvist predicted, adding transportation within city centers will be the first areas to benefit from these technologies.

### Connectivity

Stenqvist noted Volvo has 600,000 connected trucks on the road, 200,000 of them within North America. He predicted new services around connectivity will continue to emerge, leading to a more software-driven transport industry.

"We are collecting a lot of data, and we are utilizing this data already," Stenqvist said. "But there is still more we can do."

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**Volvo's Lars Stenqvist met with the trucking press to discuss his vision of the industry's future.**

Today, Volvo is using connectivity to increase uptime through remote diagnostics and its Greensboro, N.C.-based Uptime Center, and is also offering over-the-air engine software updates.

**Electro-mobility**

Stenqvist said urban buses are already utilizing electric powertrains, whether they be hybrids or fully-electric vehicles. Full-electric Volvo buses have reduced energy consumption by 80%. Some are currently being tested in Montreal. Stenqvist said electric motors are highly efficient and can eliminate local emissions.

He sees an opportunity to expand the use of electric vehicles into certain truck applications, beginning with medium-duty delivery trucks and heavy-duty refuse trucks. In California, a Mack Pinnacle is being

tested that can switch from combustion engine mode to electric mode in areas that have the worst air pollution.

For longhaul operations, Stenqvist said electric highways are an option, with overhead wires powering heavy trucks.

**Automation**

Autonomously-driven trucks will only be feasible if they can enhance – not reduce – highway safety, Stenqvist emphasized.

“We will never accept fully autonomous vehicles with lower safety demands,” he said.

Volvo is currently testing fully self-driving trucks in an underground mine in Sweden. It also has a self-driving refuse truck that the operator can set on autopilot in an urban area, and it follows him around “like a dog” as the driver walks alongside it loading trash bins. Stenqvist said harbor terminals and semi-confined highway operations – think dedicated autonomous truck lanes – will be the first to see fully-autonomous trucks.

Fully-autonomous heavy-duty commercial vehicles won't be used in city centers for a long time, Stenqvist predicted.

However, he added some levels of automation are available today, such as adaptive cruise control, and we should not think of autonomous vehicles as being driverless. **TN**



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# International looking to capitalize on strengthening truck demand

By James Menzies

## NEW CARLISLE, INDIANA

A refreshed International Trucks product line is being rolled out as demand for new trucks strengthens, which should make 2018 a good year for Navistar.

"I'm very bullish on 2018," Jeff Sass, senior vice-president of sales and marketing with Navistar told journalists, who were visiting for an International Trucks ride-and-drive. He noted freight rates are up, the economy is strong, and load volumes are

increasing, all of which should carry into 2018. "I think it's going to be a big year for trucking and for truck manufacturers," Sass said.

However, he remains concerned about how the impending electronic logging device (ELD) mandate will affect the used truck market. Sass said fleets could initially see an 8-12% productivity loss as they deploy ELDs, and he wonders how the fleets that typically run used trucks will adapt.

"Right now, we've got half the freight in America being hauled by a second



A revamped International LoneStar is among the company's latest product rollouts.

or third owner," Sass said. "Most of those second and third owners have not implemented ELDs. Will they be able to maintain their standing?"

A stronger truck market in 2018 will be welcomed by Navistar, which is refreshing its entire product line. Sass said the company is already seeing its market share improve this year, about 3% in the medium-duty segment and 0.5% in Class 8. Sass says it's largely because of Navistar's focus on uptime, and its driver-centric approach to truck design.

"For major fleets, their number one cost of total operation was driver retention," Sass said. "Fleets have told me they have more loads than drivers and they'll buy every truck I can sell them with a driver in it."

To this end, International Trucks product updates have been driver-focused. Sass pointed to the switches, the placement of the air horn lanyard, the instrument clusters, mirror placement, etc., as items that were enhanced with driver input.

Denny Mooney, senior vice-president of product development, said International will continue to roll out new products over the next two years. It has already replaced its ProStar with the LT, the ProStar 113 with the RH for regional haul, the PayStar with the HX, and most recently, the WorkStar with the new HV. It also updated its classic-styled LoneStar, and brought to market a 12.4-liter A26 engine.

"We really tried to make these products, products drivers want to drive," said Mooney. "When you go talk to our big fleet customers, they tell us 'If our drivers don't want to drive your trucks, we're not going to buy your trucks'."

The company conducted driver clinics and even brought clay models of its interiors to fleets, to collect driver feedback when refreshing its product line.

It is also pushing safety technologies more aggressively. The company has doubled its air disc brake penetration rate in the last two years, and made them standard on the LT series this year. It also made collision mitigation standard on the LT and has seen the take rate climb more than 50%. And automated transmissions are now being spec'd in more than 70% of International trucks. **TN**

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| Volvo          | VDS-4.5, VDS-4, VDS-3             |
| Caterpillar    | ECF-3, ECF-2                      |
| Cummins        | CES 20086, CES 20081              |
| Detroit Diesel | DFS 93K222, DFS 93K218            |
| Daimler        | MB 228.31                         |
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# A special kinda convoy

Second annual GTA Convoy for Special Olympics grows to 35 trucks

By **Sonia Straface**

## BRAMPTON, ONTARIO

The second annual GTA Truck Convoy for Special Olympics Ontario went off just as organizers had hoped Sept. 16 – with a larger commitment from truck drivers in the Toronto area.

This year the convoy saw 35 trucks – up from 29 last year – and 20 law enforcement cruisers drive up and down Hwy. 407 to raise awareness and funds for the Special Olympics. The one-day event is thanks to support from the Law Enforcement Torch Run, the grassroots fundraising organization for Special Olympics globally.

In total, the event raised \$13,000. The event ran concurrently with the convoy for Special Olympics in Paris, Ont., that is in its 13th year and together, Cory Jansma, the manager of Law Enforcement Torch Run said the events would raise close to \$100,000.

“The involvement from the trucking industry has been incredible,” Jansma said. “We chose to run a second convoy on the same day (as the Paris convoy) in Peel region because it’s such a large trucking hub and because Paris had essentially hit its maximum capacity of trucks and we wanted to expand the event. Together both events have raised more than \$700,000 since 2005.”

The 35 trucks and 20 law enforcement cruisers started the convoy at Brampton’s Powerade Centre, went west on Hwy. 407 until Dundas where they turned around and headed back to Brampton.

Vehicles that were part of the convoy didn’t have to pay a penny to use the toll highway, because 407/ETR signed on as a corporate sponsor of the convoy and waived the fees for all participants. Using the 407 was a welcome alternative for convoy participants, Jansma said, as the 401 is normally quite jammed in the Brampton area.

After the convoy, the Olympic athletes, who got to ride along in the convoy in a GO bus, mingled with truck drivers and law enforcement at the fundraising barbecue, silent auction, and fire truck pull.

All proceeds raised from both convoys are donated to Special Olympics Ontario sporting programs and development. It allows athletes to sign up for sports without having to worry about

travel or equipment costs, Jansma explained.

“Essentially if an athlete wants to get involved in Special Olympics Ontario, there is no cost to them because of events like this,” he said.

In the future, Jansma said his hope is for the event to grow even larger and to have more trucks participating. **TN**



An Excel tractor-trailer leads the convoy onto Hwy. 407 Sept. 16.



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# The **BIG** NACV report

**ATLANTA, GEORGIA**

The first-ever North American Commercial Vehicle Show was billed as the place “where fleets meet,” and it brought together thousands of buyers at the Georgia World Congress Center Sept. 25-28.

The show was designed to attract buyers and to showcase technology, and exhibitors *Truck News* spoke to at the show said it achieved those objectives.

“The NACV Show was non-stop,” said Jonathan Randall, senior vice-president of sales at Mack Trucks. “The reason it’s been non-stop is it’s been meetings with cus-

tomers. Our customers are here. It’s not just the drivers that are here, it’s the fleet managers, the decision makers, it’s the guys with the purse strings that make the decisions. If that continues and that’s the type of audience we see, then there’s a future for that because we are always looking to get in front of those decision makers especially when we have new product to show.”

Roger Nielsen, president and chief executive officer of Daimler Trucks North America, also lauded the format and its focus on decision makers.

“First of all, we love the sequence as we’re mostly global companies now in this marketplace. We love the alternating continents. Daimler is at IAA one year and then here the other year as a global company. It gives us a chance to really take advantage of our global presence. And we’ve refocused the show to be on big fleet customers, as well as suppliers. The NACV Show gives us a chance to bring our dealers here as well and to bring the big fleets together with suppliers and the OEMs. The payback for us has already well surpassed our expectations,” Nielsen told *Truck News*.

“I would say where the NACV Show is positioned is right at the beginning of the buying season of the large fleets, so it’s a perfect chance for fleets to come and see what we’re showcasing, see what’s coming down the pike and as they settle in their financial plans for the following year it gives us the chance to meet them here.”

The show was also home to discussions around the state of the industry, and was leveraged by many exhibitors to launch new products. Here’s a comprehensive rundown of what *Truck News* editorial staff discovered at NACV:

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### OEM optimism

Manufacturers and suppliers were bullish on truck demand for the remainder of 2017, and more so into 2018.

“The NAFTA Class 8 truck market is estimated to be at 225,000 trucks this year, but I wouldn’t be surprised if those numbers come in slightly stronger,” said Goran Nyberg, president of Volvo Trucks North America. “We have had a couple of years now, where volumes of trucks have declined, going forward we believe we have a few years of a growing marketplace.”

Volvo and sister company Mack had previously projected 2017 Class 8 truck demand to total only 215,000 units, but recently revised up their outlook. Randall said Mack Trucks is poised to take advantage of a strengthening truck market with the launch of its new Anthem highway tractor, which made its official debut at the show.

“Not only are we still retaining our very strong positions in construction and refuse...we are growing market share in regional haul and now we are a strong consideration with the Anthem for longhaul business,” Randall said.

The longhaul segment this year accounted for just 41% of the Class 8 market, down from its traditional range of 48-50%.

“We see the longhaul market starting to take its rightful place back at about 50% of the overall market in the next couple years, and with the launch of the Anthem, we’re really excited about the opportunities we have to continue to grow, not only in our core segments, but in this segment as well,” Randall said.

Component suppliers were equally bullish. Berend Bracht, president and chief executive officer of Bendix, said the company is on pace for a record year.

“We will have the best year ever in quality performance, in take rates, and many other KPIs (key performance indicators),” he said during a press briefing.

Bendix is calling for Class 8 truck production to total 250,000 units in North America this year, with stable demand for Classes 6/7 trucks.

“So, we have a good market in terms of truck production,” he said.

And Bracht said he is even more optimistic about the year ahead.

“Looking at what we know today, it’s going to be an excellent year for Bendix and for trucking overall, in talking to most of the fleets and also the OEMs. 2018 is shaping up to be more of the same, or even better, so the outlook is quite positive,” he said.

### Power surge

If there was one topic that dominated conversations at the NACV Show, it was electrification. Even Cummins, whose brand is synonymous with diesel, said it will be a leader when it comes to developing electric powertrains. Srikanth Padmanabhan, president of the engine business, said Cummins will offer

customers “the power of choice” well into the future.

“We have shown time and again, when the industry changes, that is when we deliver and when we deliver for our customers in a big way,” Padmanabhan said. “We will be there to provide that power of choice for our customers, regardless of what the powertrain is going to be.”

He said Cummins is already working on its next heavy-duty engine platform, which will be rolled out in 2022, and it will have hybrid capability, with more functions powered electrically.

Imagine trucks without mirrors or internal combustion engines,

relying instead on video monitors and electric power. It’s exactly what Bosch engineers are helping to develop.

The company unveiled a series of related components during the NACV Show, offering a peek at emerging technologies that in some cases are already proving themselves.

“The cockpit of the truck is set to transform,” said Jayson Roycht, vice-president, North American regional business leader, commercial vehicle and off-road. Examples Bosch had on display included a 15-inch programmable gauge cluster. Rather than simply taking the place of a speedometer and tachom-

*Continued on page 22*

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# New products launched

Continued from page 21

eter, the screen becomes the centerpiece of driver controls, potentially integrating messages from driver assistance systems.

A version of the same screen flipped to a portrait mode delivers images from cameras that take the place of traditional West Coast mirrors. And the advantages are not limited to the better aerodynamics that emerge when replacing mirrors with tiny cameras. Images on two of the screens mounted inside the cab can also be adjusted based on lighting conditions or incorporate other messages.

Also in terms of electrification, Bosch is one of the partners in developing Nikola Motor Company's Nikola One and Two – a hydrogen-electric truck that promises to deliver more than 1,000 hp and

2,000 lb.-ft. of torque. Among the components Bosch is bringing to the project is an eAxle that combines a motor, power electronics, and transmission in a single unit. The company is also involved in developing the truck's customized fuel cell system and vehicle controls.

"The approach using fuel cells for longhaul is pretty interesting, and being able to deliver that technology, and being able to deliver a cost benefit to diesel, is pretty interesting," Roycht said.

Meritor also showcased an e-axle of its own. The company said it is developing a new family of electric drive axles, suspensions, and support systems as it prepares for an era of electrified commercial vehicles.

"Essentially, we're focusing on integrating an electric motor into

the differential carrier," explained Jay Craig, Meritor president and chief executive officer.

The e-carrier design will be the basis for various drivetrain configurations including electric, hybrid, single or tandem axles, with various options based on application, Craig said. Designed for city deliveries, medium-duty vehicles and transit buses, as well as off-road and severe-duty applications, the electrified, lightweight carrier offers several benefits over remote-mounted electric motor configurations, the company added.

Meritor's e-carrier is designed to drop in and replace a conventional mechanical carrier, freeing space for batteries and other electrical components, offering easier installation, and establishing a protected location inside the frame rails to mount batteries. It eliminates the cost and weight associated with a driveline and mounting a remote motor with brackets, the company said.

Products to be developed in the near term include an integrated two-speed electrical carrier platform that can deliver 150-200 kilowatts of continuous power, and fits a variety of applications on rigid and independent suspensions.

Also to be included is a 13Xe rigid axle capable of 200 kilowatts of continuous power and featuring customizable gearing; electric-driving independent suspensions for military, emergency, off-highway, and construction vehicles; and an electric eCorner module for low-floor applications like Class 4-5 trucks, transit buses, and pickup and delivery.

Navistar chairman Troy Clarke said International Trucks is also developing a Class 6/7 electric truck, with help from strategic partner Volkswagen. It should hit the market in late 2019 or early 2020, Clarke said, and it will target the urban medium-duty segment.

## Tires and wheels

Two new tires made their debut at the NACV Show. Goodyear announced a new longhaul tire that boasts longer miles to removal as well as excellent fuel economy. The Goodyear Endurance LHD is SmartWay-verified and features a new tread compound that combines low rolling resistance with long life.

"In today's ultra-competitive freight hauling environment, no truck tire performance benefit is probably more important than long miles to removal," said Dustin Lancy, marketing manager, Goodyear. "Enhanced mileage is an attribute that can positively impact a longhaul fleet's bottom line."

The company also hinted of a matching retread to be launched next year.

Michelin launched a new XDA Energy + drive tire, with a promise. The company said it will save fleets \$400 a year in fuel or they'll be reimbursed for the cost.

"This tire is ideally suited for long-haul fleets, and particularly those operating in the dry van and refrigerated segments," said Adam Murphy, vice-president of marketing for Michelin Americas Truck Tires. "Those are the fleets that typically are able to benefit the most from the lower fleet fuel consumption and reduced operating costs fleets can see using very low rolling resistance tires like the Michelin XDA Energy +."

Murphy said the new tires have 7% less rolling resistance than competitive tires, thanks to improvements in tread compound. This tire replaces the XDA Energy, and features the same tread design.

Tire inflation company Aperia, maker of the Halo Tire Inflation System, announced a huge deal at the show. Ryder System has agreed to install the devices on all its new rental trucks in the U.S. and Canada. It will also be offering the system to its leasing and Select-Care customers. Unlike other tire inflation systems, the Halo derives its power from the rotation of the truck's wheels and can be installed on both power units and trailers.

## Trucks and trailers

International introduced a new vocational truck at NACV, dubbed the HV. It's an update to the Work-Star with a completely new interior. The truck is powered by the International A-26 engine.

"This vehicle was designed from the inside out," said Denny Mooney. "You have to get inside to appreciate what we've done."

Mark Stasell, vice-president of vocational trucks with Navistar, said the door has been redesigned with more stiffness to provide better sealing. This has reduced air leaks and wind noise. More than 100 customers were consulted during the redesign. The window belt line was lowered for improved visibility and the vent window post was also eliminated.

Side mirrors were pushed forward, so less head turning is required when checking them – 15% less to the left, and 5% to the right. The premium gauge cluster was borrowed from the LT highway model. There's a customizable display in the center, where drivers can view items such as fuel economy, virtual air gauges, or axle loads.

A new stalk shifter was designed for the steering column, and a center vent was added to provide better cooling in three-man operations. The truck also gets an improved HVAC system, with a



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Stoughton Trailers announced it is re-entering the refrigerated trailer market with the launch of its Pure-Blue model. Product engineering manager Todd Eicher said the new trailer was two years in the making, and has undergone more than 3,000 miles of testing carrying 55,000-lb payloads over harsh surfaces. Bonded side posts require fewer rivets, giving it a clean design. The rear doors have a composite frame, and are triple sealed to prevent moisture penetration and air loss.

There's no wood to be found anywhere within the trailer, it's all made from composite materials, aluminum and steel. Crossmembers can be spec'd as aluminum or steel, depending on payload requirements.

The trailer comes standard with a new rear impact guard that com-

plies with both Canadian and U.S. underride protection requirements. Eicher noted the better guard added no cost or weight to the trailer.

He also claimed PureBlue is "one of the lightest, most thermally efficient units available, with one of the lowest costs of ownership."

Asked why Stoughton chose now to re-enter a trailer segment it wasn't currently in, Eicher said adding a refrigerated trailer is an important part of the company's growth strategy.

"It's the right time for Stoughton to grow," he said. "Stoughton has a very strong, well thought out growth agenda, and this fits right into it. The market segment is strong, and it's a good time to enter into it."

The PureBlue trailer will be available in the first quarter of 2018.

For more details on new products introduced at NACV, see pg. 51 and visit [www.TruckNews.com](http://www.TruckNews.com). **TN**



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# Upper Canada Truck Sales opens new truck sales center

By **Sonia Straface**

## MISSISSAUGA, ONTARIO

Shaun Boughen is an alternative thinker. So, it's only natural that his business is an alternative concept as well.

Boughen is president of Upper Canada Truck Sales, a household name in the trucking industry that's been around for more than two decades. But it's not just any old truck sales operation. It's what he calls "the link between those businesses that sell new trucks and the businesses that sell used trucks." Upper Canada specializes in high-end, low-kilometer heavy-duty used trucks that are in pristine condition, and personally frontlined by Boughen himself.

He began the business in November 1995 when he says he only had the means to buy a single truck and sell it for a profit. Over time, it transformed into the giant it is today. Boughen was exposed to the trucking industry like many, through his father who worked for OEMs while Boughen was growing up. As he grew older, Boughen entered the industry as a truck buyer, but true to character he didn't work a regular schedule. Instead he worked one year on and one year off, allowing

him to travel to 65 countries over his lifetime.

Today, he says the business is flourishing. In fact, the success of the business is written on the wall. Quite literally, actually, as the Mississauga location is covered wall to wall, floor to ceiling with framed photos of customers old and new who pick up their delicately used trucks after buying. The smiles on their faces are as gleaming as the chrome on the rig.

This year it opened up its second location in Saskatoon, Sask., a strategic location for Upper Canada after it conducted market research of the area.

"For many years people would come from Manitoba, Saskatchewan, and Alberta, to our facility here in Mississauga, buy a truck and drive it home," he said. "So, we decided to open up a facility in Saskatoon because it's in the center of Edmonton-Calgary-Winnipeg, and because no one else in the area is doing what we're doing. So, we saw a clear opportunity to replicate the niche we have here, in the west."

Things are also looking up for the business in Ontario, Boughen claims. On Oct. 1, it opened up a brand new all-in-one sales center

in Innisfil, Ont. The new sales centre sits on 4.5 acres and is 30,000 sq.-ft. The new concept has been in the works for years, according to Boughen.

"The business model we had to date, has been that we outsource all of the work to frontline the trucks to a variety of service providers at the Dixie-401 corridor," Boughen said. "Now, with the new facility, we're going to internalize the frontline process – which is paint and body, mechanical repairs, polishing – all ourselves. It's a huge transformation. Instead of truck sellers, we're going to be so much more."

Essentially Upper Canada Truck Sales says it is creating a completely alternative truck buying experience unlike anything the industry has seen. Now, those interested in driving something new, can go to Upper Canada, work with Boughen and his staff to personally spec' a used truck to his or her liking, or, they can bring in their existing truck and let the Upper Canada team transform their rig for them, with things like a new enhanced exhaust or a new stereo system and paint job.

What Boughen is the most excited about is the control that the new location lends itself. Now, Boughen

said, the entire customer experience will change.

"Out front there's going to be a bonfire with Muskoka chairs for our customers to come and hang out," he said of the new location. "If you go anywhere else, you see customers sitting inside with someone at a register not helping them. This will be totally different. We are also getting mechanics to create a smoker barbecue so on Thursdays and Fridays in the summer and fall, we can serve up pulled pork sandwiches to customers and anyone passing through."

The new all-in-one Upper Canada Truck Sales center is located at 2337 Bowman St. in Innisfil, Ont. **TN**

## Fuso launches all-electric eCanter



### NEW YORK, N.Y.

Mitsubishi Fuso Truck and Bus showed off its first Fuso eCanter in New York City Sept. 14, which it claims to be the world's first series-produced all-electric light-duty truck.

U.S., European and Japanese customers will receive their eCanters starting this year, with 500 expected to receive the vehicle in the next two years. There was not yet any word when the truck will come to Canada.

"In times, when everybody is talking about electric trucks, we are the first to actually commercialize a series-produced all-electric truck," said Marc Llistosella, president and CEO of Mitsubishi Fuso Truck and Bus and head of Daimler Trucks Asia. "Having a long history in alternative drivetrains, we are proud to step into this new era. Our Fuso eCanter comes with years of customer testing, and the assurance of parts, services, and warranty through our global Fuso dealership network."

The first eCanter trucks were provided to UPS and four New York City-based non-profits – Wildlife Conservation Society, New York Botanical Garden, Habitat for Humanity New York City, and Big Reuse Brooklyn. **TN**

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# Truck orders strong in September: ACT Research

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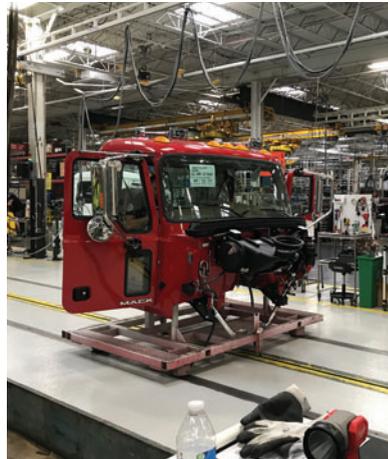
Preliminary North American heavy- and medium-duty truck orders hit a three-month high in September, up 27% year-over-year, according to ACT Research.

When seasonally adjusted, September's orders hit a 27-month high, ACT reported.

"Preliminary MD and HD net orders were 43,500 units in September, up 27% year-over-year. Seasonally adjusted, orders rose 8.7% month-over-month to 46,500 units," said Kenny Vieth, president and senior analyst at ACT Research. "For 2017 year to date, orders after seasonal adjustment have been consistent, ranging from 41,400 units in May to September's 46,500 units tally."

September marked the fourth consecutive month of improved Class 8 net orders.

"For the month, orders rose 63% from easy year-ago comparisons to



Trucks roll down an assembly line at Mack Trucks' Macungie, Pa., plant.

22,600 units," noted Vieth. "With a generous factor bestowed on what is typically the second weakest order month of the year, seasonal adjustment boosts September's order performance to its highest level in over two years at 26,200 units." **TN**

# Accuride rolls forward in global push

## ATLANTA, GEORGIA

Accuride expects its deal to acquire German-based Mefro Wheels will close in the fourth quarter of this year, but the maker of wheels and wheel end components is already eyeing further growth around the globe.

"We're not done," said Rick Dauch, president and chief executive officer, in a briefing during the North American Commercial Vehicle Show. "We want to be a true global wheel end manufacturer."

The Mefro deal, announced in June and currently awaiting European anti-trust rulings, is only the latest example of a company being drawn into Accuride's expansion plans. This May, Accuride acquired KIC, a U.S.-based wheel and wheel end supplier that uses contract manufacturers. A majority stake in Gianetti Ruote, a supplier of steel wheels based in Milan, Italy, came in November 2015.

Accuride's annual revenues would effectively double once the Mefro deal closes. The latter company is already the top supplier of steel wheels in Europe.

Crestview Partners, the private equity firm that acquired Accuride in 2016, has US\$3.2 billion in funding, and can invest 10% of that into any one company, Dauch observed. There's also the option of approaching limited partners to invest twice that amount.

For now, Accuride has \$70 million at its disposal. And since going private last November, the company has

reduced its debt load by \$85 million, Dauch says.

Solingen, Germany-based Mefro has eight manufacturing operations in Germany, France, Turkey, China, and Russia.

Mefro Wheels has an "upside down" balance sheet but is a capable manufacturer, Dauch said, referring to challenges like high inventory levels. Accuride traditionally keeps 20 days of products on hand, while Mefro has inventory that would cover 60-70 days. "That's a lot of cash tied up," he said.

There may be opportunities to rationalize Mefro manufacturing activities as well. "They have too much capacity. They have too much footprint...there's probably one to two too many operations over there," he added.

The clearly confident Dauch believes everything is on track. "We've done that before and we know how to do it," he said.

Accuride has undeniably turned around its own fortunes. It emerged from Chapter 11 bankruptcy in early 2010, and lost market share from 2010-14.

Once the company has a chance to "digest" its KIC acquisition, integrating that with its Gunite business, the focus turns to other markets, Dauch said. Accuride does not yet make products in the growing truck markets of China or India, for example.

Accuride is currently the top producer of steel wheels and sits second to Alcoa when it comes to producing aluminum wheels. **TN**

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# Shell's Starship to debut in 2018

By Derek Clouthier

## SANTA BARBARA, CALIFORNIA

If Captain James T. Kirk and his sidekick Spock were to get behind the wheel of a big rig, surely Shell Rotella's Starship Truck would be an obvious choice.

Providing a sneak peek into the details of its Starship Truck initiative, Shell Rotella plans to unveil its next generation vehicle in early 2018 with a coast-to-coast tour, showcasing what the company says will be a more fuel-efficient option for longhaul transportation in a world

where energy demand will continue to rise.

Bob Mainwaring, technology manager of innovation for Shell Lubricants, said the overall goal of the Starship Truck is to produce a more energy efficient vehicle that can minimize the amount of energy needed to move goods.

With transport trucks currently getting anywhere between six and 6.5 mpg fuel efficiency, the Starship initiative aims to design a truck that can at least double that mark by improving rolling resistance, aerodynamics, and engine efficiency.



Shell Rotella's Starship Truck to be revealed early next year.

When measuring energy efficiency, Mainwaring said people must get away from their tendency to simply look at miles per gallon as the gauge of success.

"Miles per gallon is the metric,

but I don't think it's the best metric," explained Mainwaring, saying the focus should rather be on freight-ton efficiency, which measures how much fuel is used to move a certain amount of cargo.

For example, one truck moving one ton of freight at 10 mpg would equate to 10 ton mpg, while one truck moving 20 tons of freight at 7 mpg would equal 140 ton mpg, a more efficient freight-ton efficiency, Mainwaring said.

To enhance the overall efficiency of a truck, Mainwaring divides the multitude of options into two categories – those that reduce energy demand, such as lightweight components and others that enhance the efficiency of energy delivery.

Facing what he said are three hard truths the world is facing moving toward 2050 – increased energy use, lack of resources, and energy security – Mainwaring said it is imperative that transportation, which makes up 35% of the world's energy use, becomes more efficient.

To emphasize this need, Mainwaring underscored that by 2050 the world's population is expected to increase to nine billion, people in cities would reach 75%, and energy demand would increase by 200%, all of which could have a significant impact on the environment.

"Because transport is the largest segment, you have to pay close attention to it if you're going to reduce CO2 emissions," Mainwaring said.

Chris Guerrero, global heavy-duty engine oil brand manager, Shell Lubricants, said the Starship Truck initiative was the perfect example of "the beauty of the American can-do spirit," while Mainwaring added that it is imperative that we not put off until tomorrow what we can do today. **TN**

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# An oil for all

New engine oil from Shell Rotella meets both heavy-duty and passenger vehicle needs

By Derek Clouthier

## SANTA BARBARA, CALIFORNIA

Shell Rotella introduced several new products Sept. 20, including its T6 Multi-Vehicle 5W-30 full synthetic oil, which is formulated for both heavy-duty diesel and gasoline engines for passenger vehicles. The new oil meets the performance requirements of API CK-4 and API SN, meaning it is formulated to meet 800 parts per million of phosphorus maximum for passenger vehicles by boosting supplemental anti-wear performance.

“This is the first Rotella to meet both heavy-duty and passenger car criteria,” said Jason Brown, global technology manager for Shell Lubricants. “No question, period.”

Brown underscored the challenges in developing oil suitable for both heavy-duty and passenger vehicle applications, including the use of performance additives, with heavy-duty varieties containing more anti-wear, dispersant, and detergents to deliver longer oil drain intervals than is required for passenger vehicles.

Brown said there are no indications on the horizon for a new API category for heavy-duty diesel engine oils, but the key drivers that shape today’s specifications will continue – reduced emissions, fuel economy, cost of ownership, engine technology changes, and engine operating conditions.

He pointed out that countries such as China and India will be releasing their own engine specifications in 2020 and beyond.

“It’s not like the rest of the world is not coming on,” Brown said, adding that Shell Rotella will meet the demands of those markets, as well as mounting global markets.

Shell Rotella conducted a study in Germany that indicated there will be a 43% increase in total freight, with a surge in trucks on the road from today’s approximate three million to 3.5 million in the next 20 years.

Brown said the majority of heavy-duty applications will continue to be fueled by diesel, as there is currently no other way to move a heavy, long distance haul as quickly and efficiently as with diesel. He also said electric light- and medium-duty vehicles will emerge in urban markets, while natural gas will be an option for heavy-duty.

Dan Arcy, global OEM technology manager for Shell Lubricants, also announced the release of two new products, the first being Shell Rotella DEF (diesel exhaust fluid).

In addition to DEF, Arcy introduced six Rotella oil filters with long drain intervals that the com-

pany says meets OEM requirements for 99% of pickup customers.

Stede Granger, OEM technical manager for Shell Lubricants, focused on Shell Rotella’s heavy-duty nitrate free coolant, ELC NF, which was released a year ago and offers extended water pump life, limited inhibitor depletion, reduced cost and maintenance, and a 600,000-mile/12,000-hour life capability.

With today’s modern engines designed for fuel economy, lower emissions, reliability, and power, the use of aluminum has forced cool-

ants to go nitrate free, as the chemical, when combined with high flow around aluminum, produces ammonia, which raises PH levels and harms engine components.

Along with its ELC NF coolant, Granger announced the release of Shell Rotella ELC Correction Fluid, which is designed to correct inhibitor levels in Rotella ELC NF coolant in cases where the corrosion inhibitor levels have been reduced by the addition of subsequent coolants during servicing.

The correction fluid is intended to adjust inhibitors to initial levels and avoids the need to drain and refill the entire system.

“Shell Rotella T5 Ultra 10W-30 synthetic blend is designed for next-generation on-road diesel engines to help maximize fuel economy without sacrificing

engine protection,” said Megan Pino, Shell Rotella brand manager. “It is designed to provide protection that adapts to driving conditions and is formulated to minimize oil consumption and protect exhaust catalysts and particulate filters.”

The T5 is designed for engines requiring an FA-4 engine oil, and is enhanced with synthetic base oils and additives to provide protection against wear, deposits, and high temperature breakdown.

Taking about five years to fully develop, Shell Rotella released its CK-4/FA-4 categories of oil, offering improvements in oxidation stability, aeration benefits, and shear stability.

The new T6 Multi-Vehicle full synthetic engine oil will soon be available from NAPA, Walmart, and O’Reilly’s retailers. **TN**

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# Mack Anthem

Continued from page 1

efficient. The hood has a different contour than the Pinnacle, to better direct air up and over the cab. Swept-back fenders direct air along the side of the trailer. And a new aerodynamic sun visor also helps direct airflow up over the cab.

Other aero improvements include a close-out flange between the bumper and hood, and new bumper air dams, as well as covered tow hooks – all designed to reduce wind resistance.

Optional hood-mounted mirrors are placed on top of the hood, so they're higher up, and also align with the side mirrors to minimize the disruption to airflow. A one-piece composite roof pro-

ducts against leaks, but doesn't allow for a skylight, something Russoli said was a frequent complaint from drivers who found them prone to leakage and to let in too much light at nighttime.

The larger 70-inch stand-up sleeper provides more interior headroom and living space for drivers. All lights on, and inside, the new Mack Anthem are LED, requiring less power draw and providing a whiter light. The LED headlights, Russoli said, provide 66% better brightness.

The hood takes 50% less effort to open, and uses a single point hood latch so drivers no longer have to



circle to both sides of the hood to release latches. A three-piece hood and bumper, as well as break-away hood and side mirrors, were designed to reduce replacement and repair costs.



Inside the cab, the dash was redesigned to put controls within closer reach of the driver. Eight switches have been moved to the steering wheel – but a base steering wheel without buttons is also available. The steering wheel is the industry's first with a race car-inspired flat bottom, which was done for styling, but also to afford more belly room and to make it easier to slide in and out of the driver seat.

As part of the design process, Mack designers also visited used truck lots to see first-hand how trucks aged. They found issues such as worn rocker switches, which had become difficult or impossible to read. In the Anthem, switches have been laser-etched so the markings last.

The interior has a seven-inch touchscreen infotainment system, featuring TomTom truck navigation, Apple CarPlay, an optional backup cam, and satellite radio. The Mack CoPilot driver information center now features a five-inch, full-color screen.

The Anthem comes with a new line of Sears seats, which can be had in more than 30 feature and fabric combinations. The interior also boasts more storage – 27 cubic feet – which Mack says is the most in the industry. Pop-out side windows allow light and air into the bunk, and keep out rain due to the hinge-topped design.

The new Mack Anthem will go into production in the first quarter of 2018, and will replace the Mack Pinnacle axle back model. The Pinnacle axle-forward model will carry on, as the Mack Pinnacle. *Truck News* editor James Menzies had the opportunity to drive the new Anthem from Allentown, Pa., to Atlanta, Ga., following the launch. We'll have a full report next month. **TN**

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# Mack Pinnacle, Granite models get an update

## ALLENTOWN, PENNSYLVANIA

The Mack Granite and Pinnacle models will benefit from design enhancements making their debut in the all-new Mack Anthem highway tractor.

The company says the interior updates will help fleets attract and retain drivers. Updates include, all-new LED headlights, and a new grille, which echo the design of the new Anthem.



“The new interiors for the Mack Pinnacle and Granite speak to the design team’s focus on driver comfort,” said Jonathan Randall, senior vice-president of sales for Mack Trucks North America. “Everything from the dash to the race car-like feel of the steering wheel was carefully designed to make things better for drivers and owner-operators, and consequently, for fleets looking to retain them.”

Mack says designers consulted thousands of drivers when developing the new interior features. Enhancements include: a new gauge cluster and dash layout, repositioned switches for easier access, laser-etched switch labels, that won’t rub off, and automatic temperature control. More power ports have been added, and the flat-bottom steering wheel provides more belly room and easier entry and egress.

“We’ve incorporated more ergonomics and comfort features to make the driving environment more automotive,” said Stu Russoli, Mack highway product manager. “These enhancements make a real difference to the driver who’s behind the wheel all day, every day.” **TN**

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## Insights

Over the Road

# Staying in control

Winter is coming.  
Are you prepared?

“Never break traction.”

I received those three words of advice from a driving instructor as I was bobtailing along a secondary highway breaking through snowdrifts. I always thought this was a gutsy move on the part of my instructor.

It was the most practical and useful driving lesson I had ever received, although I didn't recognize it as such at the time. I was learning to keep the vehicle moving by finding a gear that provided just the right amount of torque to keep the wheels turning forward without causing the drive wheels to lock up (and skid) due to engine braking when I eased off the fuel.

This experience hammered home the importance of being in the right gear. At the same time, it taught me to develop a soft touch with the fuel. But I was as green as green could be at the time, so I didn't fully appreciate the importance of this simple lesson.

When you maintain friction between the tires and the road surface – no matter the state of that road surface – you can say you are in control of the vehicle. Once that grip on the road is lost, the odds of your day going to the dogs probably jumps to at least 50%.

Never breaking traction is a simple piece of advice, but there are many variables at play out on the road. You have control over some of those variables, some you can allow for with a reasonable certainty of their effect, and other variables come into play depending on the depth of your experience – and if you're smart you'll allow for the unknown.

You have complete control over the speed of the vehicle, over how aggressively you accelerate, and over how you employ your brakes and engine brake.

You have complete control over what is happening between your ears. That is, you are engaged and attentive, and driving defensively at all times.

You can adjust your driving for variables such as tire wear, vehicle weight, how weight is distributed in your trailer, visibility, condition and type of road surface, and topography (grade, curves, cant of road, construction zones, etc.). I'm sure as an experienced driver, you could name many more.

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**Al Goodhall** has been a professional longhaul driver since 1998. He shares his experiences via his blog at [www.truckingacrosscanada.blogspot.com](http://www.truckingacrosscanada.blogspot.com). You can follow him on Twitter at @Al\_Goodhall.

subject to frost heaves in the spring are two examples of how you may adjust your driving based on your experience rather than what you are seeing through the windshield.

That long curve you rolled around without any issues a month ago may be a rollover waiting to happen if there is a frost heave around the blind corner and your load has a higher center of gravity than it did a month ago.



**That long curve you rolled around without any issues a month ago may be a rollover waiting to happen if there is a frost heave around the blind corner and your load has a higher center of gravity than it did a month ago.**

Can you allow for the unknown? Sure. It can be as simple as always keeping a big space cushion around you that gives you the time to react to those unknown hazards.

In the course of an average day all of these factors may come into play. The same stretch of road holds a different experience each time you drive it. You never stop learning. Out on the road everything is fluid and constantly changing. Maintaining traction in all conditions is the key to control and minimizing risk to yourself and others.

Winter is already happening in some parts of the country. Take care out there folks. **TN**

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# Keeping your eyes on the road

With the cooler fall temperatures, you may already be turning on your cab's heat to take the chill off. Just the touch of a button can regulate the temperature in your workspace. Unfortunately, the hot air blowing out your vents can also lead to dry eyes.

Dry eyes occur when the quantity and/or quality of tears – a complex mixture of water, mucus, and fatty oil, which helps keep the surface of your eyes smooth and clear, and helps protect your eyes from infection – doesn't keep your eye's surface well lubricated. Tears are essential to maintain eye health; they protect the eyeball and cornea surfaces.

Dry eye, which usually affects both eyes at the same time, can cause: a stinging, burning, itchy, or scratchy

sensation; a sticky or stringy mucus discharge in or around the eyes; sensitivity to light; redness and inflammation; the feeling of having something in your eye; an inability to tolerate contact lenses; poor night vision; watery eyes with blurred vision; and/or tired eyes.

According to experts, dry eye affects millions of adults throughout North America, especially if you: wear contact lenses; eat a diet low in Vitamin A (liver, carrots, broccoli) and low in omega-3 fatty acids (fish, walnuts, vegetable oils); are over 50 years of age; and/or are female. It can be caused by increased tear evaporation, reduced tear production, or a chemical imbalance in the tears' makeup.

As a truck driver, tear evaporation is common – caused by typical environmental and physical factors, like driving with your windows or vents open, or with the heating/cooling system fan running. These force drying air directly into your eyeballs.

As well, intense driving conditions that require extreme concentration reduce your blink rate, reducing the times your eyeballs get moistened.

Sometimes your body may just not produce enough tears, which could be due to aging, or these medical conditions: diabetes, rheumatoid arthritis, lupus, scleroderma, a thyroid disorder, Vitamin A deficiency, and/or tear duct damage. As well, the side effects of these medications: antihistamines, decongestants, hor-



**Karen Bowen** is a professional health and nutrition consultant, and she can be reached at karen\_bowen@yahoo.com.

mone replacement therapies, antidepressants, and drugs for high blood pressure, acne, birth control and Parkinson's disease are dry eyes.

Or, your tear composition may not be chemically balanced. Since your tear film is composed of three basic layers: oil, water, and mucus, a problem with any layer can cause dry eyes. One common issue occurs if someone has a skin condition like rosacea or persistently inflamed eyelids, which can cause the small glands on the edge of the eyelids to clog.

**As a truck driver, tear evaporation is common – caused by typical environmental and physical factors, like driving with your windows or vents open, or with the heating/cooling system fan running.**

Usually occasional dry eye symptoms can be successfully treated with lifestyle changes and/or over-the-counter eye drops, gels or ointments. Wearing wrap-around glasses when driving can protect your eyeballs from blowing air. If selecting over-the-counter relief, choose lubricating products (artificial tears) instead of ones that reduce redness, which may further irritate your eyes. Read labels to identify products containing preservatives. These have a longer shelf life, but should only be used up to four times a day to avoid irritation. Those without preservatives can be safely used more than four times a day. They usually come in a package of multiple single-use packs that should be thrown away after usage.

Although eye drops, gels, and ointments may all relieve dry eye symptoms, lubricating ointments are not recommended when driving. Since ointments do provide longer lasting relief by coating the eyeball, use only before bedtime; ointments reduce vision. Eye drops can be safely used any time; they do not impact vision.

Open clogged ducts by applying a wet, warm washcloth to your eyes for five minutes (rewetting to maintain warmth). Gently rub the cloth over your eyelids and eyelashes to loosen debris. Then, wash your eyelids with a baby shampoo or mild soap and rinse thoroughly.

If your dry eye symptoms persist, visit your doctor to rule out any serious underlying medical condition. Keep your healthy eyes on the road. **TN**

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Voice of the owner-operator

# Driven to distraction

There's nothing more distracting when writing about distracted driving than pouring over articles on distracted driving.

Putting any combination of the words about the subject into an Internet search engine, say, regulations, accidents, studies, countermeasures, can return up to 43 million hits. And browsing through even a handful of those articles can drive one to, well, distraction.

Driver distraction means different things to different people. Definitions and opinions vary on what it is, how dangerous it is, and how to fight it, which makes it difficult to compare apples to apples when it comes to interpreting study results and statistics.

But by any definition, distraction is anything that diverts attention away from the activities that are critical for safe driving toward a competing activity of some kind.

Obviously, any number of driver distractions have existed for decades. Lists of these distractors are ubiquitous: eating, grooming, map reading, talking with passengers, tending to children or pets, and fiddling with knobs, to name a few.

But there is growing concern about the distraction caused by bringing a variety of portable devices into the vehicle with us. And the cell phone is seen by many, including the users, as the ultimate driving distractor that incorporates a number of awareness-reducing activities into one powerful device: e-mail, the Internet, films and games, along with talk and text.

Even though conclusions on the dangers of cell phone use vary because studies differ in methodology, sample size, access to data, purpose of research and so on, there's no argument that using these devices while driving reduces awareness of one's environment and increases the chances of a collision. Even the most conservative statistics on the role distracted driving plays in accidents and deaths each year are frightening.

But here's the thing. Even in the face of mounting evidence that distractions like texting dramatically increase the risk of accidents, people do it anyway. In a recent U.S. study, 98% of motorists who own cell phones and text regularly said they were aware of the dangers of texting while driving, yet three-quarters of them admitted to texting anyway. By some twist of logic, they believe that their own driving performance is not affected when they text behind the wheel, so while others shouldn't do it, they can.

Why drivers still engage in distracted driving practices and put themselves and others at risk is still somewhat of a mystery, and dozens of studies and surveys have tried to figure out why there is such a discrepancy between people's attitudes and behaviors.

The most common reasons people say they continue to text and drive? Others expect them to respond to a text as soon as they receive it; they want to stay connected to their friends and family; they feel anxious when they receive a text and don't respond right away; and they're afraid of missing out on something important.

So, while a combination of regulation, enforcement, and education have been effective in addressing other areas of road safety such as speeding, alcohol impairment, and seatbelt use, it doesn't seem to be working when it comes to distracted driving.

From what drivers themselves tell us, one reason for this may be that distracted driving is more than just a driving issue, it's also a societal issue

that results in part from lifestyle patterns and choices, with strong social factors governing what they think of as acceptable levels of risk.

So where do we go from here? Well, there's an app for that. The irony of using technology to protect us from technology isn't lost on me, but some apps hope to curb distracted driving by offering incentives for driving without texting or talking on the phone. Based on the data collected, you can collect reward credits which can be redeemed for products and discounts or donated to charity.

Or how about the coffee app in Japan? Toyota and coffee company Komeda have developed an app that rewards drivers with free coffee for driving without using a phone. If



**Joanne Ritchie** is executive director of OBAC. Is your smartphone making you stupid? E-mail her at [jritchie@obac.ca](mailto:jritchie@obac.ca) or call toll-free at 888-794-9990.

Timmies launched an app like that, we might see distracted driving accidents drop overnight.

Or, you can just forget all of this and follow the lead of my favorite comedian and political satirist Rick Mercer: admit you're a slave to technology, and depending on your level of addiction, hide the phone in the glove box, or put it in a baggie, wrap it in duct tape and lock it away. We all must do what we can to avoid the irony of stupid death by smartphone. **TN**

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## Insights

### Tax Talk

# ELD logs are tax documents, too

Starting on Dec. 18, Canadian carriers and drivers that travel into the U.S. and log their duty status will need to comply with the U.S. FMCSA's electronic logging device (ELD) rule.

The mandate requires the use of an ELD that connects to the vehicle's electronic control unit (ECU) and records engine speed, vehicle speed, date, time, location, vehicle miles, and driver identification. The device has to be able to display – digitally or as a printout – all the data you're accustomed to writing down on paper: a daily header, graph grid showing driving duty status changes, and detailed daily log data.

I won't go into the pros and cons of these devices from an operational sense. I'm here strictly to discuss the tax side.

Some of you have been using electronic logs for quite a while. But trucking is a deadline-driven industry, which of course is a tactful way of saying it's a procrastinating bunch. With the deadline almost here, many carriers are just getting on board.

So that means a lot of drivers have to adapt from a long-established paper-based system to a new digital one.

Electronic documents create challenges and conflicts in any business but especially in trucking.

**If the idea of electronic records makes your head spin – and I know lots of people who are in this boat – talk to your accountant about how to make it easier to manage.**

It's almost the end of the year and as everyone starts gathering up their tax documents, the light bulb will go off: where are my logbooks?

By law, a logbook is used to show the hours you work and rest – it's a safety record. However, if you claim meals as a deduction on your tax return, your logbook is also a tax document.



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Here's where the first purpose conflicts with the second.

For safety purposes, Canadian and U.S. laws require truck drivers to keep their logbooks for only six months. It's standard practice in the industry that on the first day of the seventh month, all logbooks are destroyed. If you don't keep a copy of it, your logbook for the month is gone forever.

I have spoken to two major ELD suppliers and they both assure me that drivers and owner-operators can indeed download their logbook data (talk to your carrier about how to access the records).

But the six-month rule is an issue. If you haven't been downloading or printing your logs over the past 12-plus months, your data may be gone. The best you can do is to download as much of your logbook as you can right away, and then set up reminders to start yet another routine where you download your logbook data each month on a go-forward basis.

I can't stress this enough: Your electronic logbook or your paper

**Scott Taylor** is vice-president of TFS Group, providing accounting, book-keeping, tax return preparation, and other business services for owner-operators. Learn more at [www.tfsgroup.com](http://www.tfsgroup.com) or call 800-461-5970.

logbook is also a tax document. You must keep these for seven years to back up any meal claims deducted on your personal or used on your corporate tax return.

CRA is doing more and more spot-check reviews and audits all the time. If they ask for your logbooks and you don't have them, your deduction will be denied.

Whether you use "e" documents or printouts on good old-fashioned paper, you need to be able to back up any deductions claimed on your tax return or your business income statement. If the idea of electronic records makes your head spin – and I know lot of people who are in this boat – talk to your accountant about how to make it easier to manage. **TN**

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Private Matters

# It's time to get serious about adding truck parking

The province of Ontario has recently undertaken two studies that in part, look at the issue of parking for travelers, and more specifically, commercial motor vehicle drivers.

One of these studies, the Southern Ontario Rest Stop Study, is currently underway (see pg. 9). The Ministry of Transportation (MTO) has commissioned SPR Associates to engage stakeholders in consultations that will help it identify areas in need for parking and what type of facilities are needed in these areas. There were three in-person stakeholder meetings held in October in Ottawa, Toronto, and London, and a survey of truck drivers is currently underway. The input of the drivers is a key area of this study, so ensure that your view is heard by visiting [www.SPR.ca](http://www.SPR.ca), where the surveys will be posted.

The other study, the Northern Ontario Multimodal Transportation Strategy (NOMTS), commissioned jointly by the MTO and the Ministry of Northern Development of Mines, was an all-encompassing multimodal transportation strategy for the next 25 years. This involved many stakeholder meetings and consultations over a two-year period, and produced a draft that was recently opened for comment and closed on Sept. 15.

The NOMTS study identified many needs, one of them, not surprisingly, was the lack of sufficient parking for commercial vehicles.

In the short term, it identified three seasonal rest areas in Northern Ontario to invest in to ensure year-round access for passenger and commercial vehicle access. On this approach, I commend them, and hope construction starts soon.

This approach, in my view, is the right one. Most operators are not looking for anything fancy. Would showers, restaurants, lounges and the sort be a dream come true for most drivers? Absolutely. However, in my view, the government's responsibility should lie with what I will call "must haves," not "nice to haves."

Private businesses can supply the nice to haves. A government's first responsibility should always be to protect the safety and security of its citizens, which in this case, is the motoring public. The immediate need – and one that has existed for years in this industry, right across Canada – is a simple, safe and secure place to park. Provide us with a paved lot, well lit, with some animal-proof garbage cans, and a building that has a bathroom complete with running water and

a bit of heat, and most drivers will be thrilled.

It would be a big improvement over what exists in a lot of places across the country today, which is nothing. Drivers are forced to follow hours-of-service rules and park for 10 hours a day, eight of these consecutive, yet in many cases, drivers are forced to either park well short of their driving limit in order to obtain parking, run past their driving limits while trying to find parking, or park unsafely on the side of a ramp or abandoned lot.

Worse yet, they are sometimes driving while fatigued as a result of not being able to find a safe place to park. If we concentrate on trying to build areas that have everything, like restaurants and showers, we will end up supplying our drivers with facilities that will take longer to build, take more capital, and come up short on our biggest need, enough safe places to park.

Some jurisdictions, such as B.C., have been investing a lot of money and resources over the last few years constructing new rest areas in locations of severe shortage, and providing simple things, in addition to the must haves I mentioned above, such as Wi-Fi for drivers to be able to keep current on road conditions, and



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enjoy some downtime. Bravo on them. Don't get me wrong, I am glad to see studies are being commissioned, and I believe drivers and the rest of the industry should participate in them, however I am cautious in my enthusiasm. Studies have come and gone in the past – a study serves no purpose whatsoever unless we act upon the results of that study.

The study will no doubt help governments decide where the priorities are and where to start. A lesson might be drawn from the U.S., where a National Coalition on Truck Parking has brought all of industry and government together to address this issue.

One thing I think we can all agree on, we have a parking shortage, and the time for some real action is now. **TN**



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# Trailers the next frontier in telematics

## ATLANTA, GEORGIA

The power of telematics continues to advance, and there are still plenty of opportunities to be realized – especially when it comes to the rolling assets seen in a rearview mirror.

It's why Utility Trailer's Intelligent Trailer Symposium, held during the North American Commercial Vehicle show, gathered a panel of high-profile executives to explore the promises and challenges of collecting, sharing, and using trailer-related data.

"We do spend a lot of time talking about trucks," said Jon Morrison, Wabco's president, Americas. "The trailer is very much increasing in importance."

The interest in data clearly involves more than filling spreadsheets and completing reports. Wabco has a boat tail that deploys and retracts at specific speeds based on data from existing Anti-lock Braking Systems. Retreading programs can track the condition of individual tires equipped with RFID tags. Reefer settings can be monitored and changed remotely. Those are just a few examples.

"The demand for data is increasing everywhere," said Berend Bracht, president and chief executive officer of Bendix.

While the traditional focus has been on collecting the data because of an exception or unusual situation, like a fault code or collision, the possibilities that can be realized by analyzing "big data" will require a continuous stream of bits and bytes.

More data can be a good thing, but it presents new challenges to address. Will information collected about a trailer, for example, come from wired or wireless sensors? How will it ultimately be packaged and transmitted to drivers and operation teams? "There's a lot of data, but who gets that data?" Bracht asked, referring to one fundamental question.

"One of the biggest issues that still exists for fleets is light outages," explained Dominic Grote, president

and chief executive officer of Grote Industries. Drivers need to be notified if lights go dark, but so do maintenance teams. And there is plenty of underlying information to track. The largest entry in the U.S. Federal Register is Federal Motor Vehicle Safety Standard 108, he observed. That document dictates the many standards lights have to meet.

When establishing telematics systems, there is also the question of how quickly people need to receive information, said David Kiefer, director of sales, marketing and product management for Carrier Transicold. One warning might require a driver's immediate attention, but if reefer temperatures begin to fluctuate it might be better to inform other fleet personnel who have the tools to make adjustments remotely. Drivers no longer have to be part of that equation.

Too much data, after all, can be overwhelming to those sitting behind the wheel. "We have to think in terms of what we do to enable the driver just to drive the truck," he said.

As advances are made toward different levels of autonomous trucks, it becomes increasingly important to consider the entire vehicle combination, Morrison added. Platooning offers a prime example here. "This is where we need to really understand and qualify the vehicles that are coming together, and this is where data sensing and data transmission becomes quite important," he said. As the lead vehicle in a tightly spaced platoon applies the brakes, the following vehicles almost instantaneously have to know what's happening and trigger brakes of their own.

The ever-increasing streams of data might demand a new electrical connector between tractors and trailers, suggested Rob Phillips, president and chief operating officer of Phillips Industries. Equipment used to support the latest round of emissions standards will present

the need for additional circuits, he said. "The J560 we're using right now is very much overloaded."

It could call for something like the 15-pin connectors used in Europe. "That's a better solution – to have two connectors there," he said, citing the example of installing multiple cameras around a trailer to feed screens in a cab. Each camera requires two wires, with the twisted pairs offering the best signals.

**"We do spend a lot of time talking about trucks. The trailer is very much increasing in importance."**

– Jon Morrison, Wabco

"The reality is, we've got potentially a lot of data going back and forth."

Systems on the trailer itself could generate some of the required power, added Beto Dantas, ConMet's vice-president of marketing, strategy and innovation, referring to his company's electric hub that gen-

erates power by electrifying wheel hubs. Then there's the matter of how the power is ultimately used, maybe to assist fuel economy. The ultimate application could vary by fleet. "You can actually create something that's customizable," he said.

Dantas also called on manufacturers to collaborate more closely when developing different systems, stressing that it would expedite the rollouts of different technologies.

The ultimate goal would be cost-effective systems that talk to each other with a single bill for the airtime, all through a single dashboard, Kiefer said. With many suppliers coming and going in the world of telematics, the interest in systems that are backed by Original Equipment Manufacturers also begins to rise.

"You see a lot of people and a lot of manufacturers offering new and unique things that really add value to fleets," he said, referring to the opportunities to share the pipeline of data heading back to fleet offices. "The question becomes, how do you integrate that? It's where the next stage of the value chain begins."

"Fleets don't want to have a dozen boxes on the front of their trailer," Phillips agreed. "The way we can do that is by collaborating." **TN**

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# Home away from home

Sleeper cabs have never been more comfortable, luxurious

By James Menzies

Truck manufacturers have discovered that the way to their fleet customers' wallets is through driver acceptance, and one result of this new driver-centric approach to truck design is sleeper cabs that are designed for living – not just sleeping.

As the OEMs have refreshed their highway truck product lines, they've each emphasized the importance of driver acceptance and have even, in many cases, changed how they refer to the sleeper. It's no longer just a sleeper or a bunk, it's a "living environment," a "loft," or a "studio apartment."

The International LoneStar was one of the first highway tractors to take the living area to a new level. When it was first launched in 2008 the LoneStar could be spec'd with hardwood floors and a couch, which gave the sleeper a living room-type feel. But David Majors, vice-president of product development with International, noted the hardwood floors are no longer offered.

"The hardwood floors were very beautiful, but really not that functional," Majors admits. Lesson learned: in-cab comforts must be both stylish, and functional.

Kenworth introduced the concept of the swivel passenger seat, which effectively extends the living area or office space. Its T680 features a "Driver's Studio" that includes a passenger seat that rotates 180 degrees. A rotating table allows two people to sit down and enjoy a meal together, or allows the driver to work on a tablet or computer while sitting comfortably in an office-type setup.

With the launch of its new VNL this year, Volvo introduced the concept of a reclining bed, an idea borrowed from Europe. It also introduced an incredibly comfortable new mattress. The reclining bed allows drivers to position themselves comfortably for reading or watching TV. However, it comes at the expense of a dinette table or workstation setup. For now, drivers have to choose whether they prefer a dinette table or a reclining bed, but Volvo designers are still working on a way to offer the best of both worlds.

Truck makers looking to maximize living area in a tight environment have looked to the airline industry for inspiration. When designing its new Cascadia, Freightliner designers solicited the input of interior design firm Teague, which has worked with Boeing to design first class "cubes." The new Cascadia can be spec'd with a "loft" sleeper to give it a homier feel. The bunk can be folded up against the back wall like a Murphy bed, and two seats and a

table deployed in just seconds, converting the bedroom to a comfortable dining room.

Volvo also looked to the airline industry for inspiration. One example is the previously cumbersome snap-on window covers have been replaced with airplane-style shades that can be easily slid up and down.

## It's lit

Truck designers have also improved the lighting in the sleeper area. Toby Faulkner, director, new Cascadia development, explained to me during a test drive of the new truck that driver feedback directly led to improved interior lighting.

"The other feedback we got, was this feeling that the truck was like a cave and when you turned the lights on they were too bright," Faulkner explained.

Freightliner addressed this by installing dimmable LED lighting into the ceiling. It provides a more natural light and eliminates some of the harshness drivers complained about. Mood lighting is also finding its way into new trucks.

"We have aqua blue lighting, which is easier to read for credit cards and documentation at night," explained Brian Balicki, chief interior designer with Volvo. "And we also have task lighting, which allows you to read a book at night. And throughout the entire rear wall we've populated the lighting."

The switch to LED lighting also means bulbs last much longer.

**"We really focused on driver comfort and smart storage; rethinking how we do everything. How can we make it like a small studio apartment?"**

– Toby Faulkner, Freightliner

## Storage, storage, everywhere

Ask drivers for input into the design of a sleeper cab, and almost every one of them will ask for more storage. You can never have too much. In fact, when designing the new Cascadia, Freightliner found the top bunk was used for storage more than sleeping. So, it built additional storage bins along the top of the wall. Handy netting and straps secure cargo that's placed up there.



Volvo's new VNL offers better lighting, and a comfortable reclining bed.



Freightliner's new Cascadia sleeper can be converted from a bedroom to a dining room.

"We really focused on driver comfort and smart storage; rethinking how we do everything," explained Faulkner. "How can we make it like a small studio apartment?"

Mack Trucks just introduced its new Anthem highway tractor, and adding more storage was a priority. When considering the design of its living area, Mack designers visited truck stops and offered meal vouchers in exchange for truck tours, to see exactly how drivers were living in their trucks. The result was 27 cubic feet of storage, which the company claims is the industry's most.

The Anthem has storage bins underneath the bed, along the walls, and virtually any other place you could think to add functional storage.

## Power to the people

Truck designers have also made more power outlets available, knowing drivers are increasingly connected and often have numerous devices to charge. Volvo added charging outlets to the upper bunk area of the VN, so whoever sleeps there in a team operation has their own charge ports. It also made

climbing into the top bunk safer and easier, with a clever ladder design, which attaches to the lower bunk.

Majors said International, through its Driver First design initiative, is now working on offering a power inverter for drivers who have sleep apnea and require the use of a continuous positive airway pressure (CPAP) machine while sleeping.

"We are adding an inverter so they can have the CPAP in the right place," Majors said.

## Getting around

The ease of getting into the sleeper cab and moving around is an important consideration for long-haul drivers. Some sleepers still have a lip, or step, between the cockpit and the living area. Others have a flat floor for easier movement. Headroom can vary as well, and drivers may also want to compare cabinet sizes and placement. Truck mattresses have come a long way, and some extremely comfortable mattresses are available. When you consider the time spent sleeping and the importance of good sleep on the road, choosing a higher-end mattress is a good idea. **TN**

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**2002 KENWORTH T300**, w/ 3126 CAT, ALLISON AUTO, 246,000 MILES, 3200 USG LPG TANK WITH LC3 REGISTER. CURRENT M5. -869851



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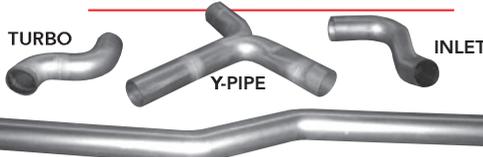


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**MONTREAL**

**(50) 2011 - 2013 WABASH & GREAT DANE 53' REEFERS**  
 Thermo King SB210 units, chute and bulkhead, duct floor, Hendrickson air ride suspension, 445/50R 22.5 super singles, aluminum wheels, side skirts, Trailer Tails, corrugated side panels, stainless front panels, radius corners, rear doors, and door case. -227777



**MONTREAL**

**(3) 2009 UTILITY TRIDEM REEFER WITH CARRIER MULTI-TEMP UNITS**  
 Low Hours, Hd Flat Aluminum Floor, Overhead Rear Door. -1216632



**2007 UTILITY 34' TANDEM AXLE CITY VAN**  
 4500lb railgate, overhead rear door, Stainless front panels, radius corners, & rear door case, Hendrickson air ride suspension, Aluminum wheels, Extra Clean -1062096



**2014 HYUNDAI 53'X 102" PRODUCE/GROCERY REEFER VAN**  
 High cube, Thermo King Super II reefer unit, wood floor, Hendrickson air ride suspension, aluminum wheels, tire inflation system, Versa tech interior lining, 2 rows "E" track, side skirt, galvanized rear door case & bumper, well spec'd, very clean. -1257076



**(5) 2008 WABASH 53' X 102" REEFERS**  
 Carrier XTC units, stainless front panels, radius corners, rear doors and bumpers, front & rear vents, exterior scuff rail, side skirt, aluminum wheels, 1 row recessed "E" track, duct floor, **GOOD OVERALL CONDITION.** -123449



**(6) 2009 GREAT DANE 53' X 102" REEFERS**  
 Thermo King Spectrum multi-temp units, 3 remote evaporators, 2 sets of ceiling mounted bulk heads, 24" aluminum scuff liner, HD flat floor, 1 row recessed "E" track, Overhead rear door, Stainless rear door case. -592016



**2014 UTILITY 4000DX 53' DRY FREIGHT VAN**  
 Front And Rear Vents, Side Skirt, Exterior Rub Rail, Stainless Door Case And Rear Bumper, New 1122.5 Tires. -989807



**2013 UTILITY 53' TRIDEM REEFER VAN**  
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# Announcements

**Canada Drayage** has new leader; **Bison** driver named Highway Angel; and **Fontaine Fifth Wheel** names new president.

Consolidated Fastfrate has named **Kevin Hankinson** president of Canada Drayage, a division of the Fastfrate Group of Companies. Reporting directly to Consolidated Fastfrate president and chief operating officer Manny Calandrino, Hankinson will be tasked with accelerating the growth of CDI, which is the only national drayage company in the country, the company announced.

"CDI grew its fleet by 25% last year, during times when the transportation industry has been pretty flat," said Calandrino. "I believe Kevin has the talent to realize unprecedented growth for CDI. His understanding of big picture supply chain strategy is just what we need to maximize existing and future opportunities."

A Bison Transport driver has been recognized as a Truckload Carriers Association (TCA) Highway Angel for assisting another driver who had been struck by a vehicle on the side of the road. On his way to Langley, Va., Sept. 5, **Ajay Toor** came across the injured truck driver lying on the road with a flashlight in his hand. The driver had been struck by a car while crossing the road – the driver of the car fled the scene.

After getting the driver a blanket to stay warm, the injured truck driver expressed he was still cold, so Toor, with the permission of the driver, broke the window of his truck to retrieve another blanket, as the driver had lost his keys and was locked out of his vehicle.

**Christophe Dominiak** will replace a retiring George Constrand and



step into the senior vice-president and chief technology officer role for Dana. Recently serving as vice-president of global engineering for the company's off-highway drive and motion technologies business, Dana says Dominiak brings a wealth of experience his new position, having worked for Hutchinson Industries, as well as a variety of leadership technology positions. He also holds a master's degree in material specialization from the Conservatoire National des Arts et Metiers in Paris, and degrees in physics from Rouen University.

Fontaine Fifth Wheel has named **Buck Buchanan** its new president. Buchanan has served as president of sister company Fontaine Intermodal for the last five years. He joined Fontaine Trailer in 2004 where he served as vice-president, sales and marketing. He also previously served as vice-president of Fontaine Military Products. Buchanan previously spent five years at Heil Environmental as director of key accounts, and 10 years at Thermatrix Inc. serving in European and North American sales management roles.

The company also named its three new vice-presidents: **Mike Randolph** is vice-president, sales and marketing, North America; **Aaron Puckett** is vice-president, regional sales; and **Paige Petroni** is vice-president, after-market sales.

Castrol distributor Wakefield Canada recently hosted a Castrol Track Day at Canadian Tire Motorsports Park. Pictured (L-R) are: **DJ Kennington**, Castrol Edge Dodge driver, NASCAR Pinty's Series; **Dave Fifield**, president, Wakefield Canada; **Jim Glionna**, chairman and founder, Newcom Business Media; **Ryan Weary**, national account manager, Wakefield Canada; and **Scott Hargrove**, #9 Castrol Pfaff Porsche GT3 - 2017 Platinum Champion Porsche GT3 Cup. **TN**



## Truck and Trailer.ca

|  |    |                                      |    |
|--|----|--------------------------------------|----|
| Action Trailer Sales.....                        | 47 | King Radiator Inc. ....              | 52 |
| Atlantis Radiator .....                          | 45 | Morgan's Diesel Truck Parts .....    | 44 |
| Capacity of Ontario (Div. of Altruck Group)..... | 42 | Ocean Trailer .....                  | 43 |
| Dependable Truck & Tank.....                     | 45 | Onroute Towing & Heavy Recovery..... | 45 |
| Eastway Tank & Emergency Vehicles.....           | 42 | Texis Truck Exhaust .....            | 46 |
| Humberview Trucks Isuzu .....                    | 41 | The Truck Exhaust Place .....        | 44 |
| Kingpin Specialists .....                        | 46 | XL Radiators.....                    | 46 |

### ALPHABETICAL LIST

|  |       |                                       |         |
|--|-------|---------------------------------------|---------|
| Accutrac Capital Solutions .....                   | 11    | Laidlaw Tank.....                     | 33      |
| April Superflo.....                                | 16    | Liquid Capital Classified .....       | 20      |
| Alutrec.....                                       | 15    | Location Brossard .....               | 17      |
| BF Goodrich – The Last Word.....                   | 54    | Mack Trucks .....                     | 2       |
| Blue Water Bridge.....                             | 13    | Maintenance Best Practices.....       | 26      |
| BTC Express-Bezco Flatbed.....                     | 27    | Michelin .....                        | 50      |
| Burrowes Insurance Brokers.....                    | 13    | Northbridge.....                      | 10      |
| Career Opportunities .....                         | 27-39 | Ontario Drivers Medical.....          | 20      |
| Castrol/Wakefield Canada.....                      | 11    | Penske.....                           | 55      |
| Chevron – Inside the Numbers.....                  | 4     | Peterson Lighting Manufacturing.....  | 18      |
| Child Find-Missing Kids.....                       | 14    | SAF Holland.....                      | 19      |
| Cimtran Transportation .....                       | 37    | Schneider .....                       | 39      |
| (CITT) LBC Capital .....                           | 12    | Snowbirds Auto Connection.....        | 37      |
| Classified.....                                    | 20    | Stateside Consultants.....            | 51      |
| Connected Vehicles.....                            | 23    | Surface Transportation Summit .....   | 53      |
| Contrans Flatbed Group.....                        | 30    | Tankmart International.....           | 5       |
| Crossword Puzzle/Solution .....                    | 9,49  | Texis Crossword Puzzle/Solution ..... | 9,46,49 |
| C.U.T.C. Inc.....                                  | 53    | Thermo King .....                     | 25      |
| Davis Fuels.....                                   | 15    | The Erb Group .....                   | 37      |
| Eberspaecher.....                                  | 14    | The Rosedale Group .....              | 35      |
| Fast Forward .....                                 | 51    | Trailer Wizards.....                  | 12      |
| Fleetway.....                                      | 31    | Trailwood Transport .....             | 34      |
| Forbes-Hewlett Transport .....                     | 32    | Transcourt Tank Leasing.....          | 21      |
| General Components .....                           | 22    | Transport Financial Services .....    | 49      |
| Healthy Trucker (A Division of NAL Insurance)..... | 20    | Tremcar.....                          | 24      |
| Holmes Freight Lines.....                          | 39    | Trison Tarps.....                     | 26      |
| Howes .....  | 8     | Truck World .....                     | 48      |
| Hyndman/A Celadon Company.....                     | 29    | Uniroyal – Newland Transport .....    | 52      |
| Icon Transportation Logistics .....                | 36    | Villeneuve Tank.....                  | 38      |
| Imperial Oil.....                                  | 6     | Volvo Trucks .....                    | 56      |
| IPS Invoice Payment System .....                   | 7     | Wiersma Trucking.....                 | 31      |
| ITS.....   | 33    | XAN Systems .....                     | 31      |
| Kelsey Trail Trucking.....                         | 36    | Wilson Truck Lines .....              | 32      |
| Kris Kay Truck Lines.....                          | 38    | Young Transportation.....             | 38      |
| Laidlaw Carriers – (Dumps-Bulk).....               | 28    | Z Source.....                         | 23      |

|    |   |   |   |   |    |   |   |    |    |   |    |   |   |   |   |    |   |
|----|---|---|---|---|----|---|---|----|----|---|----|---|---|---|---|----|---|
| 1  | G | O | T | Y | O  | U | R | E  | A  | R | S  | O | N |   |   |    |   |
|    | P | R | I | I | N  | L | U |    |    |   |    |   |   |   |   |    |   |
| 8  | S | T | A | L | L  | E | D |    | 9  | T | H  | E | F | T |   |    |   |
|    |   | C | S | E | E  | E | C |    |    |   |    |   |   |   |   |    |   |
| 10 | P | E | T | E |    |   |   | 11 | T  | R | A  | N | S | P | R | O  |   |
|    | E | O |   |   | 12 | A | S | N  |    |   |    |   |   |   |   | V  |   |
| 13 | A | T | R | A | I  | N |   |    | 14 | H | A  | N | D | L | E |    |   |
|    |   |   |   |   |    |   |   |    | 16 | P | S  | A | R |   |   |    |   |
| 17 | E | I | G | H | T  | E | E | N  |    |   | 19 | E | Y | E | S |    |   |
|    | A | A | O |   |    |   |   |    | 20 | A | L  | U | T | R | E |    |   |
| 21 | R | E | T | R | O  |   |   |    | 22 | A | L  | U | T | R | E |    |   |
|    |   |   |   |   |    |   |   |    |    |   |    |   |   |   |   | 23 | C |
|    |   |   |   |   |    |   |   |    |    |   |    |   |   |   |   |    |   |
| 24 | H | I | R | I | S  | E | S | L  | E  | E | P  | E | R |   |   |    |   |

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## Mark Dalton: Owner-Operator

By Edo van Belkom

**M**ark was driving north on Hwy. 400 in Ontario on his way to delivering a trailer load of dry goods to a distributor in Sudbury when his cell phone rang. He'd been playing around with ringtones the past few weeks and had been able to customize the tone for several people who called him most often.

For his dispatcher Bud, Mark had managed to get a music clip from a 1980 Budweiser commercial. So, whenever Bud called him now, this is what Mark heard:

*This Bud's for you,  
For all you do,  
The King of Beers  
Is coming through.*

"Hey Bud," Mark said as he answered the phone.

"How'd you know it was me?"

"A beer commercial told me."

"What?"

"Never mind. What's up?"

"Well," Bud hesitated. "I've called to tell you that you're a marked man."

"Marked man. What are you talking about?"

Bud took a deep breath, then said, "I got a call from a Constable Camacho of the OPP. He's looking for you. Says he wants to talk to you."

"To me? Why? About what?"

"He wouldn't say. What he did say was, 'This is something I'd rather talk to him about myself. If you ask me I think he didn't want me to tip you off.'"

"But that's what you're doing."

"Maybe, but what am I tipping you off about?" Bud asked.

"I don't know."

"I thought maybe you'd have an idea about why he wanted to speak to you."

"What's that supposed to mean?"

Mark wanted to know.

"I don't know. You get yourself in trouble all the time. Maybe something happened recently you're not talking about."

Mark thought about that for a little while, thinking of the last few weeks – months, even – and what he'd done that would attract the interest of the police. It was a daunting task trying to remember everything, especially since this could stem from an incident from any one of a dozen police jurisdictions across the country.



Illustration by Glenn McEvoy

## Canada's Most Wanted – Part 1

Sure, the OPP were making the call, but the originating service could be anything from the RCMP, the CBSA or a municipal service halfway across the country. But even with such a wide realm of possibilities, Mark couldn't think of anything illegal he'd done in the last few months.

"No," he said at last. "At least nothing the police would have to get involved with."

"He seemed pretty determined."

"How did you leave it off with him?"

"I said I'd let you know he was looking for you. And then I gave him your number."

"You did what?..."

"What was I supposed to do? If you're in trouble, I don't want to be an accessory after the fact."

"That's how little faith you have in me?"

"I have no doubt you'd come out of this smelling like roses. But I also know that before that happens you're gonna sweat and squirm."

Mark couldn't argue with Bud's logic. "That's probably right."

"He gave me his number," Bud said. "Do you want it?"

"Yeah, sure."

"Are you going to call him?"

"No."

Bud gave him the number anyway, then said, "Let me know what happens."

"Sure. I'll call you from jail. Maybe you could bail me out."

"Keep a good thought."

And with that Mark hung up the phone.

An hour later Mark's cell phone rang again. He picked it up off the console and looked at the number. Unknown number.

Mark could feel his pores open up on his forehead and the moisture begin to build on his skin. Unknown number was the way many police services' number showed up on telephones with caller identification. This was obviously Constable Camacho of the OPP trying to contact him and deliver him the bad news.

"To hell with that," Mark said, ignoring the call and shutting off his phone. "I've got a load to deliver."

Later that day Mark pulled off the highway outside of Sudbury and headed for the warehouse he'd be delivering to. As he pulled onto the first city street off the highway, he saw the menacing blue, red, and white swoosh of the Greater Sudbury Police on the side of a police cruiser. It was sitting in the parking lot of a Tim Hortons shop a hundred meters up the road.

"Dammit!" he said. "They're just waiting for me to get off the highway."

Without even making a signal, Mark turned left onto the first cross street he came upon.

"Recalculating," said his GPS.

The turn would put him out of his way and he'd have to double back to get to the warehouse, but at least he'd avoid the police. A small price to pay for a few liters of diesel and half an hour of his time.

Heading south with an empty trailer late in the day, Mark noticed an OPP cruiser following him along the highway. Mark's heart began to thump in his chest and his fingers tightened on the steering wheel as his eyes darted from one rear-view mirror to the other. Surely he was found now. The officer in the cruiser was probably running his licence plate on the computer and in minutes the car's emergency lights would flare up and he'd be pulled over and taken away. But the minutes stretched into 10, 12, 15 and still no flashing lights.

They're just playing with me, Mark thought. Or maybe he's arranging for back-up so when they pull me over there'll be plenty of police around to keep me from getting away. Or maybe there'll be a roadblock up ahead and Mark would have no choice but to stop and allow himself to be taken into custody.

But then for a moment, the OPP cruiser was gone.

"Where'd you go?" Mark said aloud.

And then the cruiser was pulling out from behind Mark into the passing lane. Mark took his foot off the accelerator and began to slow down. Still, the cruiser crept up the side of Mark's trailer slowly, as if he was in no hurry to pull Mark over.

"He's making this last," Mark said. "Torturing me."

And then the cruiser was side-by-side and Mark could see that there were two officers in the car. And then a strange thing happened. The officer in the passenger seat saw Mark was looking down at her and she waved back at him. Waved, to say hello.

And then the cruiser sped up, passed Mark and raced up the highway out of sight.

"What the hell is going on?" Mark said aloud. **TN**

*Mark Dalton returns next month in the conclusion of Canada's Most Wanted.*



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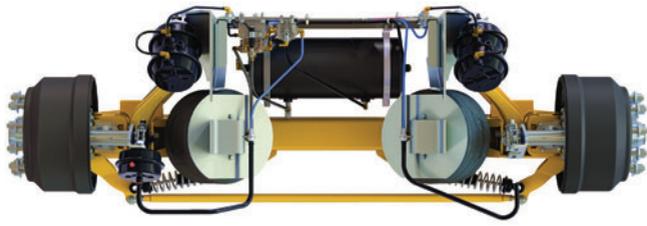


## New Products

**SAF-Holland** has introduced a new steerable lift axle, and a retrofit kit for its Elite electronic lock indicator for fifth wheels.

Both products were announced at the North American Commercial Vehicle Show. Jason Heath, product manager, unveiled the Neway LSZ 20K auxiliary steerable lift axle suspension system, claiming it is more compact and faster to lift than other models, while also offering improved ride and easy installation.

It's designed for vocational applications, including construction, refuse, concrete, towing, crane, logging, heavy haul, and oil and gas. Its 18.3-inch package size is up to eight inches shorter than comparable lift axles, Heath said, which frees up frame rail space and allows a shorter wheelbase configuration.



The air tanks are mounted within the frame bracket, contributing to the compact design. It will be available in the fourth quarter of this year.

Tom Bronz, director of sales, aftermarket, announced the company's Elite electronic lock indicator is now retrofittable. Compatible with the FW35 fifth wheel, the system warns drivers when the kingpin is not securely locked. Bronz said installation takes a couple of hours and requires no special tools.

**Meritor** has introduced a value-priced product line for the aftermarket that will be branded as Mach.

Initial offerings will include brakes, drivelines, drive axles, suspensions, transmissions, and springs, but there are plans to expand as well. The products will be engineered to meet "industry standards" and be backed up by one-year warranties like those available through the company's other aftermarket brands.

It is the latest in a series of investments in Meritor's aftermarket arm to improve speeds and ease of business transactions. One of the most recent examples came with the launch of the [www.meritorpartsexpress.com](http://www.meritorpartsexpress.com) website.

**Freightliner** announced new options for its new Cascadia at the North American Commercial Vehicle Show.

These include a new mid-roof cab configuration for regional overnight haulers, and bulk and flatdeck transporters. Options include 48-, 60-, and 72-inch mid-roof sleepers in 116- and 126-inch BBC configurations. Orders are being taken now, with delivery available in January 2018.

Freightliner also announced a new Hendrickson Optimaax 6x2 lift-

able forward tandem axle, available exclusively on the new Cascadia. It'll be available in the second quarter of 2018, but Canadian buyers should check local regulations, as 6x2 axles are not widely permitted.

**Dana** has expanded its line of downspeeding-compatible driveshafts, with the introduction of the SPL 250 Lite. The company says the new offering reduces weight by up to 25 lbs compared to competitive products. It has been designed to reduce noise, vibration, and harshness (NVH), while improving vehicle dynamics without compromising strength, the company announced at the North American Commercial Vehicle Show.

Dana also announced the availability of an aluminum hub option on its Spicer D-Series steer axles with a 14,600-lb gross axle weight rating. It's the industry's only 14,600-lb rated integrated air disc brake steer axle available with the lightweight hub option, Dana claimed.

It's aimed at on-highway, city delivery, and vocational applications.

The company rounded out its news conference by announcing its Spicer S140 series single reduction, single drive axle can now be spec'd

on Peterbilt medium-duty trucks. It's available on 220, 330, 337, and 348 models with gross axle weight ratings from 17,000 to 21,000 lbs. Dana officials said the axle weighs up to 100 lbs less than competitive designs.

**Thermo King** showed two new products at the North American Commercial Vehicle Show, including an electric-powered auxiliary power unit (APU) and a connected trailer refrigeration unit (TRU).

The all-electric APU, the TriPac Envidia, offers the industry's longest run time, Thermo King said.

An in-cab control allows the driver to set the temperature and monitor battery charge level. It will be available for purchase in early 2018, the company said.

Thermo King also announced that beginning in 2018, its Precedent TRUs will be factory-equipped with TracKing telematics. This will allow fleets to easily monitor and analyze their refrigerated operations and ensure temperature control, the company said. Customers will be able to use a mobile app to manage cargo temperatures, monitor the reefer, and respond to alerts.

**Eaton Cummins Automated Transmission Technologies** took the wraps off the first project produced under its recently-announced joint venture – a new 12-speed automated transmission dubbed Endurant.

The transmission is designed for linehaul applications with gross vehicle weights of up to 110,000 lbs and can manage 1,850 lb.-ft. of torque.

Eaton Cummins Automated Transmission Technologies' representatives also claim the transmission is up to 105 lbs lighter than competitive models. The Endurant was launched at the inaugural North American Commercial Vehicle Show.



The transmission underwent more than two million miles of testing, including in extreme cold. Other features include: an internal electrical system that shields wires from corrosion and potential damage; a new smart prognostics feature that indicates when the clutch will need to be replaced; a new fluid pressure sensor that notifies drivers of low oil levels; smooth and intuitive shift strategies developed to optimize performance with the Cummins X15 engine. For more info, visit [www.EatonCumminsJV.com/endurant](http://www.EatonCumminsJV.com/endurant). **TN**

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PART III VOLUME 2

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# The Adventures of NEWLAND TRANSPORT

By Edo Van Belkom

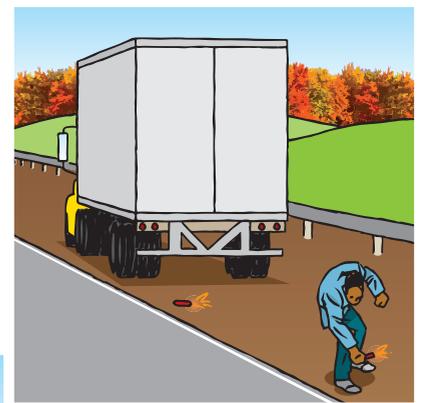
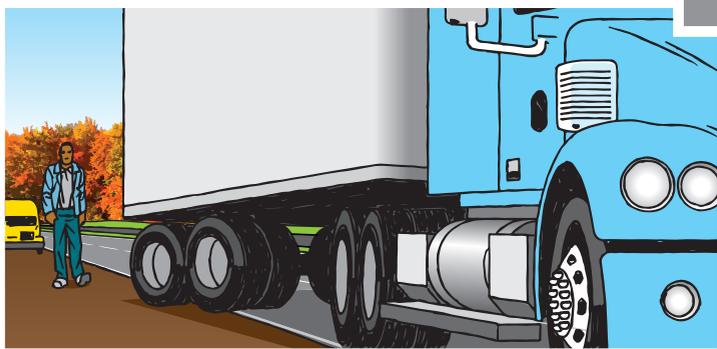
Vic is driving along a highway in Northern Ontario and enjoying the scenery. Back in his home country the landscape didn't change all that much from month to month so he's happy to see all the fall colors.

Rounding a corner, Vic's engine starts to knock and sputter. He shifts into neutral but the engine – now idling – continues to run rough. He has no other choice but to pull onto the shoulder. After he comes to a stop, the engine continues to idle as if there are steel balls rattling around inside the engine block.

He shuts off the engine, digs into his truck's storage compartment for some flares and sets them up behind his rig all the way around the curve.

After the flares are set, he uses his cell phone to call for help, but finds that because of where he is, there is no cell phone reception. He can't get a connection to a network and moving few hundred meters up or down the road isn't helping either.

Vic has no other choice but to hope that someone driving by will stop and give him a ride to a service station or at least to somewhere he can make a phone call.



"I don't believe it," he says aloud. Ever since he's been driving a truck, other truckers – his brothers

in the profession – have always stopped to lend a hand, or to at least to see if you were okay. Vic is in trouble and needs help, but five trucks have passed him by so far and no one has even slowed down.

Maybe it's me, Vic thinks, extending a hand and looking at the color of his skin.

"It can't be," he says, not wanting to believe that his fellow truckers would see skin color instead of just a trucker in need of assistance.

But no sooner than he's a dozen steps up the road, the engine of the truck revs and the rig quickly pulls away. In seconds it's back on the highway and gone.

"Maybe it is me," Vic says aloud, looking at his hand once more.

Vic ponders what to do and figures that his only real option is to start walking. The last service station he passed was probably ten kilometers behind him, and out in front it was probably that far or more. There were a couple of hours of sunlight left in the day so if he was going to walk he'd have to do it now.

So Vic gets his jacket, something to eat and a bottle of water from his truck and starts heading back in the direction he came.

But before he can even take a step, a rig passes him with its horn blasting. The truck slows and practically skids to a stop on the highway's shoulder.

There's something about the truck that's familiar to Vic – a Peterbilt with a catchy name on the back of the cab.

MOTHER LOAD it said.

A figure jumps out of the truck and starts heading toward him.

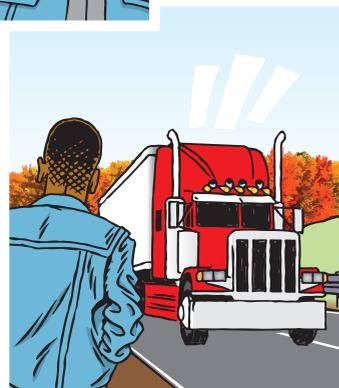
"Mark Dalton! Is that you?" Vic shouts.

"Hey buddy," Mark says.



He climbs back into his truck to try his cell phone again. Just then, a rig passes him slowly, and then pulls over onto the shoulder.

Thank God, thinks Vic as he gets out of his truck to thank the driver.



"Man, am I glad to see you!"

Illustration by Glenn McEvoy



Save fuel with these dependable, affordable Uniroyal Commercial truck tires

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## Kriska buys Service Freight Systems

PRESCOTT, ONTARIO

Kriska Transportation Group (KTG) has announced the acquisition of Burlington, Ont.-based Service Freight Systems.

It will continue to operate under its current management team, with Rob Ten Brinke as general manager, the company announced.

“We are thrilled to welcome the team of logistics professionals at Service Freight Systems to the KTG family,” said Mark Seymour, president and chief executive officer of Kriska. “SFS has been providing engineered solutions to its loyal customers for over 20 years. The KTG family of companies, with its asset-based core, compliments well with SFS. They will add depth to our growing investment in logistics services. Our goal as a group is to bring solutions to customers and grow through trust and confidence.”

“Working with KTG will have so many positives economies of scale with their size and capacity; industry knowledge and their in-house expertise,” added Brinke. “A real plus is that KTG has an extremely similar culture to Service Freight in terms of people and a desire to always improve and grow.”

Service Freight Systems was launched in 1995 and focuses on temperature-controlled cross-border truckload freight. **TN**

## C.A.T. triples capacity with SLH purchase

COTEAU-DU-LAC, QUEBEC

C.A.T. has tripled its fleet size with the acquisition of Kingston, Ont.-based SLH Transport, the company announced Sept. 29.

“We have been looking for an opportunity like this since the acquisition of Group Express Groupex Inc. in Alexandria this past January,” said Daniel Goyotte, president of C.A.T. Holding. “The purchase of the assets of SLH fits our model well and gives us an enormous boost in capacity and coverage for North American markets.”

The company plans to continue operating SLH under its existing brand and organizational structure. Current SLH president Paul Cooper will remain at the helm, reporting to Goyotte, the company announced.

It says the consolidation of equipment and human resources provides employees with greater job security, while tripling C.A.T.’s capacity. SLH was previously owned by Sears Canada, which filed for creditor protection in June.

“SLH employees can now breathe a sigh of relief that the very stable C.A.T. Holding has taken ownership of the assets and will continue to serve customers with the seasoned team employed by SLH. C.A.T. and SLH have many customers in common which will make for a smooth transition to the larger and more capable entity,” the company said in a statement. **TN**

## TFI International sells part of real estate portfolio

MONTREAL, QUEBEC

TFI International has agreed to sell four of its properties to Pure Industrial Real Estate Trust. The properties – two each in Montreal and Toronto - are worth \$135.7 million, the company announced. They represent less than 20% of the net book value of TFI’s total real estate portfolio.

“This transaction underlines our continuous efforts to unlock shareholder value,” said Alain Bédard, chairman, president and chief executive officer of TFI International. “Through this sale, we believe TFI has realized market value for these real estate assets. PIRET is an excellent partner of ours, and these are outstanding properties that we will continue to operate from for the long term. The proceeds of the transaction will be deployed where we expect to achieve the highest returns for our shareholders.” **TN**

## Titanium buys Xpress Group

WINDSOR, ONTARIO

Titanium Transportation Group has announced its acquisition of Xpress Group, a Windsor-based van and flatbed carrier.

The deal, announced Oct. 2, consisted of \$3.1 million in cash, \$420,000 worth of Titanium stock, and the assumption of \$5.2 million in debt. Titanium CEO Ted Daniel said the acquisition complements its Windsor terminal.

“This is exactly the type of acquisition we have been waiting for,” he said. “Backed by our own recent investments in the Windsor terminal and in BlackBerry Radar, we expect to be able to achieve significant synergies between Titanium and Xpress. In addition, Xpress’s customer base complements the cross-border, full-truckload division that we have focused on growing. We are excited and proud to bring the Xpress team into the Titanium fold.”

Xpress Group was founded more than 30 years ago by Dave Tracey. Its customers are based in southern Ontario and the U.S. midwest.

“In my view, the acquisition represents the best path forward for Xpress, to continue to add value to what we built from the ground up. I am very excited to now be a part of Titanium’s growth story,” said Tracey. **TN**

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# Sharp as a tack

## CAMBRIDGE, ONTARIO

Getting fired could possibly be the best thing that ever happened to Shawn Baird, career-wise.

Because had his great uncle not fired him, Baird's own successful business – Sharp Transportation Systems – might never have been conceived. Like many trucking companies, Baird started his business from one truck out of the basement of his home.

"I was driving for my great uncle's company and then I was fired," he said. "I slighted him a little bit. But I've always been a worker so I didn't like the sensation of being fired, so I started Sharp on my own in the basement of my house. We started off with just one truck in 1999."

Now, Sharp boasts 54 trucks and 132 trailers. Its headquarters are in Cambridge, Ont., and operations have since outgrown Baird's basement. Today, Sharp primarily hauls pharmaceuticals across the U.S. border.

"And that's all temperature controlled," he said. "I'd say the other 40% would be hauling office furniture across the border."

Sharp has yards in Michigan, Moncton, Montreal, and Halifax, and is one of the rare trucking firms that actually has a line of drivers waiting to drive for it. That's right. For Sharp, the driver shortage is non-existent. In fact, Baird challenges the notion entirely.

"There's always talk about the driver shortage," he said. "Sharp has never had to look for drivers or advertise for them. We've always had drivers waiting to come on. I think the larger issue is...there's not as much of a shortage of qualified drivers as there are good companies for drivers to work for."

At the time Baird was interviewed for this piece, he claimed to have six drivers waiting for Sharp trucks to drive. To be a good company to drive for, Baird said that it has to first and foremost be safe, and not treat employees and drivers like a number.



Shawn Baird says he is lucky enough to have drivers lined up waiting to work for him, thanks to word of mouth.

"Anybody who contacts us for a job, we ask them, 'What made you think to call us?' and the number one response is, 'From your trucks, you look like a good, safe company to work for.' We get almost all of our drivers from word of mouth from our other drivers, or from them seeing our equipment on the road," he said.

"Employees don't want to be treated like slaves or robots," he

**"Employees don't want to be treated like slaves or robots. They want to be treated like people. So that's how we treat them."**

– Shawn Baird, Sharp Transportation

added. "They want to be treated like people. So that's how we treat them. I think the most important thing I can do is listen to driver feedback."

Baird says that when it comes time for Sharp to go shopping for new trucks and trailers, it sends out a survey to its drivers to ask them for their opinions.

"The way I see it, I think it's safer to ask them what they want to drive," he explained. "Why should I buy a truck and force them to drive it? I believe my drivers are great at their jobs, and they're valued so I want them to know I care about their opinion and what they want drive."

Right now, Baird said he has 15

new Kenworth W900s ordered for his drivers.

"Drivers are involved in specs of the truck, too," he said. "They work with salespeople and they make changes they want to up to \$10,000. They pick detail packages themselves and the interior of the truck is important as well, so they get to have a say."

And while Sharp sounds like a great place to work, it's not easy to get into the driver's seat. Baird explained that the hiring process for new drivers is very thorough, because he knows "a truck just sitting in the yard for a while can cost you \$3,000, but if you put a wrong person in it, it can cost you \$10,000."

Potential drivers for Sharp go through an extensive screening process that involves a 10-year background check and four-hour interview.

"Because we know sometimes drivers will say he's one person in the interview, but he's someone else on the road," Baird explained.

However, if you are chosen to drive for Sharp, you can enjoy the benefits the company has to offer, including joining the company's philanthropic community.

"I'm a big believer in philanthropy," Baird said. "So, I like to share the wealth with a profit share for our employees. And I also like to get the company involved with charities."

Over the course of its lifetime, Baird estimated that Sharp has done between 200-300 animal rescues for the Humane Society. And one week

before the interview with *Truck News* Baird was in the Dominican Republic to help with Hurricane Irma relief.

As for the future of Sharp, Baird said, he won't be growing through acquisitions, rather he hopes to grow steadily using his "ABC formula."

"We have looked at acquisitions, and I don't see the value of buying another company," he said. "The reaction (from staff) can go either way and can be a lot of work. So, we grow through a simple philosophy: A is the customer, B is the truck, and C is the driver. A lot of companies out there will try to do B first and buy trucks, then they go to C, to find drivers, and then try and find A, the customer. We don't do it that way. We work on A first and we negotiate a customer for six to seven months. Then we buy the trucks, and then look at the drivers. I believe that you should always make sure you have the customer first and then everything else will fall into place." **TN**



Sonia Straface is the associate editor of *Truck News*. She has been covering the Canadian trucking industry since 2014.



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