

# TRUCK NEWS EAST

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Volume 39, Issue 1

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Has the trucking cycle peaked? Data suggest trucking market returning to more normal conditions.

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Daimler has decided to abandon platoon testing to focus on increasing automation.

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**Few limitations**

Automated manual transmissions can do more than ever, and are only getting better.

## Safeties for sale

Black market exists for truck safety stickers

By Harry Rudolfs

**BRAMPTON, ONTARIO**

Heavy equipment mechanic Mark Waschke has become alarmed, after noticing trucks wearing recently-issued safety stickers with defects that should have disqualified them from being on the road.

"I've seen fresh stickers on trucks with holes in cab floors, brakes way out of adjustment, exhaust leaks, doors that wouldn't open and air lines rubbed through to the core," he said. Waschke suspected that at least one operator was getting his vehicles falsely certified and using a fly-by-night garage to do so.

After doing a little bit of research at a popular online buy and sell forum, Waschke found a mobile repair shop that was offering stickers for a \$525 flat rate in Brampton, Ont.

"Flat rate" in this case has nothing to do with a shop rate. For \$525 (cash only) your truck will be street legal and there's no reason to bother with any awkward inspection protocol. According to Jeff Sandifer, a commercial vehicle inspection

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Ontario Premier Doug Ford gets behind the wheel of a Challenger Motor Freight tractor, while Challenger founder Dan Einwechter (right) and Ontario Trucking Association chairman David Carruth (left) look on.

## Doug Ford visits Challenger

Ontario Premier tours facility, visits staff, and hears about trucking's top issues

By James Menzies

**CAMBRIDGE, ONTARIO**

Drivers, technicians, and office staff at Challenger Motor Freight had a big surprise Dec. 17, as Ontario Premier Doug Ford and other provincial officials visited the company.

The visit was kept secret from most employees, due to security concerns. However, the Premier walked through the entire facility, shaking hands and posing for pictures with staff. He even got to climb behind the wheel of a truck, smiling broadly from behind the wheel. The Premier was accompanied by Minister of Transportation, Jeff Yurek, and Minister of Economic Development, Job Creation and Trade, Todd Smith.

Ford was a guest of Challenger Motor Freight executives, who then had the opportunity to brief him on key industry issues. Ontario Trucking Association president Stephen Laskowski, and chairman David Carruth of ONE for Freight, were also present.

The skilled labor shortage was the main topic discussed during the meeting that followed the tour, and specifically the Driver Inc. employment model that has become widespread in Ontario. The model, now con-

demned by the federal Canada Revenue Agency and Employment and Social Development Canada, has provincial implications as well, as the loophole is thought to protect employees and employers from federal and provincial tax obligations.

Dan Einwechter, founder and chairman of Challenger, told Ford that trucking companies that have adopted the Driver Inc. model are skipping out on WSIB payments to the province. He estimated the model is costing the federal and provincial governments \$600 million to \$1 billion per year across the country.

"Some of that is federal, but a lot of that is provincial," Einwechter explained, noting one 1,000-truck fleet he knows of is saving about \$12 million in tax payments by exploiting the loophole.

In addition to calling for a crackdown on Driver Inc., Einwechter also appealed to Ford to allow the trucking industry to tap into immigration to address its dire labor shortage. He would like to see the Ontario Foreign Worker program re-opened.

"It's hard to get drivers to move trucks," Einwechter said. "In some ways, that's good for us, because that's a restrictor and our rates go up. But as a citizen, it's not good. We are out of balance right now in terms of

*Continued on page 8*





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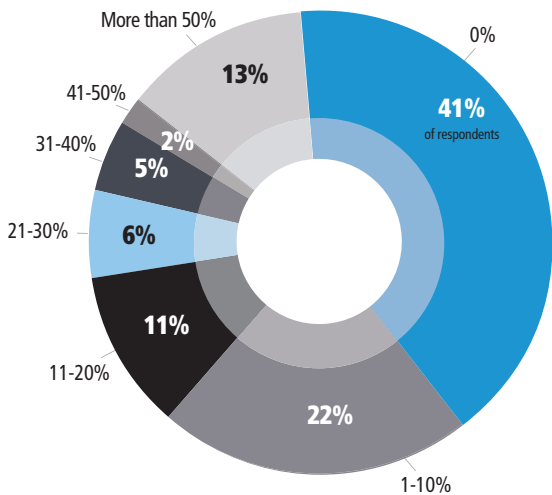
# Rate Reality

Can the significant improvement in trucking rates continue?

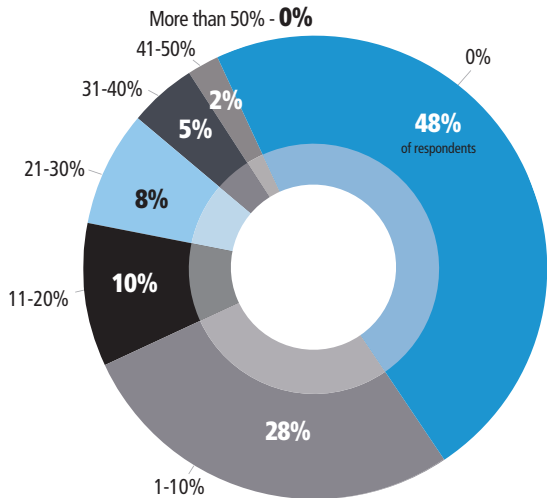
A strengthening economy and shipper perceptions of tight capacity have made for significant upward pressure on trucking rates since mid 2017. However, our annual Transportation Buying Trends Survey probing Canadian shipper decision making shows there is pushback on rising rates across all modes. The 55% of shippers who indicated higher rates/surcharges have affected their traditional use of transportation modes is the highest in the survey's history. When it comes to trucking, more than half of Canadian shippers consider rail to be a viable option for their current shipments transported by truck. And when they have made the switch, increasing truck pricing has been, by far, the major motivator.



Percentage of current rail shipments consider trucking to be a viable alternative



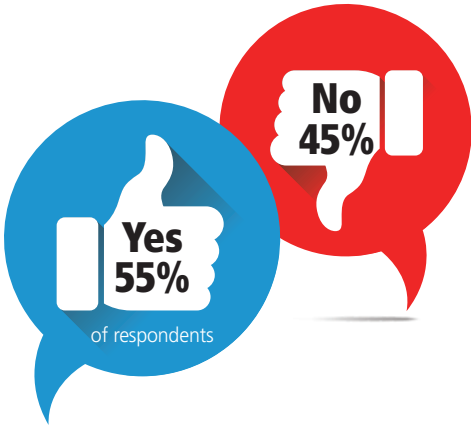
Percentage of current truck shipments consider rail to be a viable alternative



Reasons for diverting freight from rail to truck this year

Trying to service new markets	6% of respondents
Responding to customer requests	36%
Increasing rail pricing	12%
Decreasing truck pricing	4%
Moving to faster inventory times	20%
Poor rail service or coverage	32%
Other	27%

Higher rates/surcharges have affected use of transportation modes



Reasons for diverting freight from truck to rail this year

Trying to service new markets	8% of respondents
Responding to customer requests	19%
Increasing truck pricing	43%
Decreasing rail pricing	8%
Moving to faster inventory times	3%
Poor truck service or coverage	14%
Other	25%

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# Trucks right at home at Consumer Electronics Show

Billing itself as “the global stage for innovation,” it seems appropriate that the Consumer Electronics Show (CES) has drawn the attention of several major truck makers. After all, innovation is rampant in the trucking industry and today’s highway tractors are technological marvels.

Martin Daum, head of Daimler Trucks and Buses, noted the average highway tractor has more than 400 sensors on-board and is supported by more than 100 million lines of software code. This year, Daimler hosted more than 100 media from more than 30 countries at a press event in Las Vegas, Nev., during the show.

Key announcements included becoming the first truck maker to produce a Level 2 autonomous truck, to be released later this year. The new Cascadia with Detroit Assurance 5.0 features Level 2 (partial) automation and will be the first Class 8 truck with such capabilities to be put into series production. It brings to the Detroit Assurance suite of active safety systems automated steering for lane keeping. While a driver must still be behind the wheel of the truck,



the vehicle will keep itself centered in the lane when the driver fails to do so.

Another shocker was that Daimler announced it will no longer devote research and development dollars to truck platooning, and will instead focus its efforts on automation. In fact, Daum said he now feels Level 4 autonomous trucks

(self-driving under certain conditions, with a driver present) will one day be viable, and the company plans to have a prototype on the road somewhere in North America by the end of this year.

All North American truck manufacturers have demonstrated platooning capabilities, and just last month *Truck News* reported on the first on-road trials held in Canada. The technology looked so promising. But Daimler found through “thousands” of real-world test miles, that traffic interrupted the platoons too frequently and that fuel consumption actually increased as the platoons were broken and reformed.

The end result was that any fuel savings gained while in platoon formation were given up when traffic interacted with the platoon and forced it apart. Meanwhile, Daimler is doubling down on automation and will invest US\$600 million in the next several years into developing autonomous driving systems. Daum said this will improve safety, but also productivity. In the future, the company may revisit platooning, but only when it’s possible to operate the following trucks without a driver, which would significantly change the economics of platooning.

It’s going to be fascinating to see how other truck OEMs respond to Daimler’s change of strategy. As the top seller of Class 8 trucks in this market, other OEMs will certainly take notice. Is platooning going to be history before it even got started? Or will it still be pursued by other OEMs and technology providers who are convinced it will provide fleets with a return on investment under the right conditions and have the ability to prove what Daimler could not?

Some visitors to CES may have been surprised to see heavy trucks so prominently featured. But is there any other industry out there where innovation is so widely prevalent, and moving at such speed? **TN**



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# Ford talks trucking

Continued from page 1

supply and demand. We need more drivers because we need to get grocery store shelves stocked, we need to get food on the table and we need to get computers for kids at school and hospital beds for grandma at the hospital.”

Einwechter said Challenger has had success with the foreign worker program in the past, and at one time about 80 of its 1,600 or so drivers were recruited through it.

“They were wonderfully skilled people,” he said. “Some federal decisions were made and they got shooed away.”

Einwechter invited Ford to create a trial program, and volunteered to participate.

“I’m extremely proud of what we’d do here and how we’d administer it,” Einwechter said.

Laskowski agreed, and called on Ford to extend the foreign worker program that’s available to the construction industry, to trucking.

“That pilot program in Ontario right now that’s working for the construction industry – we want to be a part of it,” he said. “We also need to protect people coming into Canada, to ensure they’re not going to an employer that is not going to give them the rights they deserve as an employee. We need some labor. I have a member in Northern Ontario that has 20 trucks parked on the side of the



Ontario Premier Doug Ford hears about trucking’s main concerns.

fence, not because he can’t get the loads to move, he can’t get drivers. That’s not good for Ontario, it’s not good for the economy, and it’s not good for our sector.”

Carruth said even small carriers would benefit from the program.

“For us, we’re always looking for five drivers,” he said. “A program like this, although it’s only five drivers, would help us as a small carrier to bring in Canadians who want to be here.”

And they’re high-paying jobs, Carruth added, noting ONE for Freight’s local drivers earn at least \$75,000 a year and longhaul drivers a minimum of \$85,000.

Ford said the labor shortage is not unique to trucking.

“We are hearing this in every single industry, everywhere we go,” the Premier said. “I’ve heard it at my own company in the printing business. It’s a lack of qualified people and retention.”

Trucking officials at the meeting also called for more enforcement across the industry.

“Our main message to the government is, we want to help,” Laskowski said. “We don’t expect handouts, all we expect is a level playing field... how to level the playing field without costing you a dollar.”

He pointed out every restaurant in the province faces health inspections, yet more than 90% of the province’s trucking companies have never been audited. Einwechter reiterated that the province shouldn’t have to shoulder the cost of increased enforcement.

“We are asking for something, but as an industry, we have to be committed to doing the training ourselves,” he said. “We have to throw money at it – we can’t just say ‘We want, we need,’ we have to show... we’ve done it here. We spend a ton on training and we’re prepared to do more.”

Laskowski agreed: “We want to see everyone get some form of (inspection) and the industry pays for it, not the taxpayer. This is a for-profit industry and the cost of it should be borne by the industry.”

Ford listened attentively throughout the 30-minute briefing, and promised to get back to the industry with some solutions this year. He also called on the industry to help the province identify red tape and redundant regulations that can be eliminated. **TN**

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# The 10-minute safety

Continued from page 1

officer with Halton Regional Police, “This practice is less uncommon than you would think. We call them lick-and-sticks.”

And it appears to be an issue beyond Ontario.

New Brunswick RCMP warned the public about falsified inspection stickers in a press release last April.

“Falsified inspection stickers are even more troubling...because it shows an active will to deceive police. People are using falsified stickers because they know their vehicles won’t pass inspection. We have stopped vehicles with fake inspection stickers that have had brakes in deplorable condition, or vehicles that are so rusted or damaged that it’s hard to believe they’re drivable, let alone capable of passing inspection.”

We decided to reach out to the person offering phony inspections in Brampton; let’s call him Raphael. Raphael replied immediately when I posed as a lease-operator with a sticker coming due: “What is your company’s name and how many annual stickers do you need?”

The next day there were more messages from Raphael. Apparently, he didn’t even need to see the truck.

“If you want you can just take picture and show it when we meet its (sic) save your time. When you want to come to get the safety you can anytime any day come anywhere near Brampton, pick your spot and we can give you the annual safety.”

The following day’s missive was more impatient. Raphael offered me a 10-minute turnaround and a bit of a discount.

“When your sticker is about to expire bring your ownership and we can make your annual safety no problem. It’s hardy (sic) takes 10 minutes to make it and you good to go. I can lower the price for you to \$500.”

Mike Marinovic, owner of Michael’s Mobile Truck and Trailer Repairs of Aberfoyle, Ont., takes a very dim view of this practice.

“It takes me about 30 minutes to fill out the paperwork. Because I have to fill out a work order, and fill out the certificate and record all the measurements. I even have to record how much fuel is in the tanks. Come on, there’s nothing that can be done in 10 minutes. I can’t even get a truck in the door in 10 minutes,” he said.

A proper safety inspection in Ontario on a tandem highway tractor should take about seven to eight hours, according to Marinovic. The wheels have to be pulled and about 200 items have to be checked.

“You can expect to spend at least \$700 to \$800 on a proper inspection.

Even with that, you never find a perfect truck, there’s always something that needs attention,” said Marinovic.

“We started out as a mobile garage and guys like that bother me. We always did things by the book and I’ve spent tens of thousands of dollars on equipment. I’ve been informed by the MTO (Ministry of Transportation) to keep our safety books locked up. Apparently, a book of 10 stickers is selling on the street for \$400 to \$500. A guy like that is ruining the industry for the rest of us and in the end will cost us money, not including what it costs the MTO and the rest of the taxpayers,” added Marinovic.

A rogue mechanic issuing phony safeties using a pilfered or “borrowed” book of stickers might not be entirely unusual – the chances of getting caught are probably quite low. But the individual advertising these illicit services on social media is blatantly flaunting public safety. A decades-old study from Washington State showed that tractor-trailers with defects were nearly twice as likely to be involved in a serious accident as trucks without defects.

Besides endangering lives, there can be serious consequences for guys like Raphael. The most notorious example concerns mechanic Joseph Romano of Stouffville, Ont., who was sentenced to five months of jail time in 2017 for uttering a forged document. The document was a safety certificate that

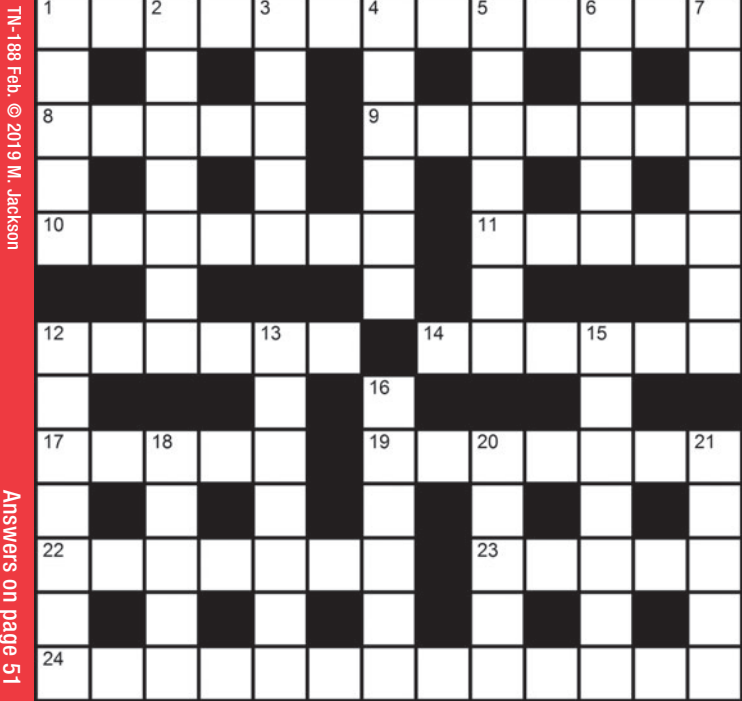
had been issued to a 1995 Dodge Ram owned by William Towns of Lakefield, Ont. The truck had a steering defect and in 2012 was involved in a head-on collision that killed 27-year-old Abigail MacNaughton.

Romano had been the owner of Pro Street Auto Sales and had a long list of uttering convictions for issuing bogus safeties that go back to 2003, according to a September 2017 report by *Canadian Auto Repair & Service Magazine (CARS)*. It was further disclosed that Romano’s shop didn’t even have the proper equipment to conduct safety inspections. In 2016, after the OPP and MTO delved further into Romano’s checkered past, he was charged with six more counts of uttering false documents and 63 records-keeping offences.

Raphael probably has a way to go before he can match Romano’s record for falsifying safeties. To answer an obvious question, of course we reported Raphael to the MTO and we got right to the top. Here’s what Bob Nichols, senior media liaison officer, had to say on Nov. 30 when I sent him a copy of my emails: “Thanks for bringing this to our attention. Road safety is our top priority. We’re troubled by what you’ve uncovered and will be investigating.”

But as we went to press, Raphael is still posting his services and they’ve gotten cheaper. He’ll provide a sticker now for \$400. **TN**

## THIS MONTH'S CROSSWORD PUZZLE



TN-188 Feb. © 2019 M. Jackson

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### Across

- 1 Loading and unloading areas (8,5)
- 8 Final tax filing month
- 9 Highway exit lane
- 10 Georgia overdrive gear
- 11 '60s debut GMC cabover
- 12 Patterned tire surfaces
- 14 Trailers' aero attire
- 17 Drunk driver slang, \_\_\_\_\_ Weaver
- 19 Oldest surviving US truck brand
- 22 Car plant province
- 23 CB handle, you might say
- 24 Overnight accommodations, often (7,6)

### Down

- 1 Word following drive, power and valve
- 2 Send traffic on detour
- 3 Truck stop rule breaker, perhaps
- 4 Dual trailer connector type (1,5)
- 5 Exhaust fluid reservoir (1,1,1,4)
- 6 \_\_\_\_\_ to \_\_\_\_\_ long haul
- 7 Fuel theft tools
- 12 Wrecker assignments (3,4)
- 13 No-layover run (3,4)
- 15 Income tax file item
- 16 Repair cost component
- 18 Canadian diesel pump unit
- 20 New truck deal factor, perhaps
- 21 Alberta plates flowers

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# New Volvo Trucks leader optimistic about the future

By James Menzies

WASHINGTON, D.C.

A 53-year-old former engineer from the Netherlands now leads Volvo Trucks North America, after a successful stint in Australia where he grew the company's market share.

Now Peter Voorhoeve hopes to do the same as president of Volvo Trucks North America, and it's happening already due to the popularity of the company's new VNL and VNR tractors.

The truck maker has seen its retail order intake increase 215% in the third quarter of 2018, compared to the same period in 2017. It has received orders for 63,400 new VNLs and VNRs.

"This means, we really got it right," said Voorhoeve. "We very much looked at the driver environment. We want to offer a truck where the driver says 'I want to work with you, but I want to drive a Volvo'."

Voorhoeve said Volvo's ambition is to be the world's preferred truck brand, and it's making progress in North America. Its North American market share year-to-date is 10.5%, up from 8.6% last year. In Canada, its share of the Class 8 market has climbed to 13.3% from 10.2% over the same period last year. It has also grown in the U.S., from 9.4% to 10.6%.

"Canada is just a really good story," Voorhoeve said. "We have a really strong team in Canada."

And Voorhoeve isn't expecting the hot truck market to cool off anytime soon. Volvo is projecting 300,000 deliveries for the broader North American market, and Voorhoeve expects that to increase next year to about 310,00 units. Volvo's also seeing fleets embrace its proprietary powertrain components; 92.4% of Volvo trucks are now ordered with Volvo power, while 88.1% come with the I-Shift automated transmission.

Voorhoeve has been on the job as president for about three months, and says he couldn't be prouder. He says his strengths include exceeding customer expectations and working with people. And he plans to stick around.

"I came to the U.S. not as a temp. I came to the U.S. because they asked me to run the brand. To run the Volvo brand in the largest market in the world is not something that happens often. I'm going to be here for a while," he said during a media roundtable at the House of Sweden in Washington, D.C., in December.

Part of his mandate, Voorhoeve said, is to promote the driver.

"The driver profession deserves a better image, more respect," he said.

Voorhoeve noted Volvo is still a young brand in the North American market, having arrived here in 1995, and that more work must be done to make it the industry's preferred brand. However, he noted it has become a premium brand, as it is perceived elsewhere in the world.

"Volvo Trucks is a premium brand in North America," he said. "I'm not sure we've always been that. We are that right now...I think we are there

right now in North America with a North America-built truck."

Voorhoeve also said Volvo will strive to be a leader in the areas of its traditional core values, including safety, and also in innovation when it comes to connectivity, electromobility, and automation. He cited the VERA driverless vehicle – showcased at the IAA Commercial Vehicle Show in Hanover, Germany this year – as an example. But he also said Volvo's aim isn't to replace drivers.

"Technology will make the driver's job more interesting," he said.



Peter Voorhoeve

"We will see the job of the driver slowly changing, but we will always need drivers...I think autonomous vehicles in general will change the job of the driver, make it more interesting."

He said new technologies will support the driver, help them become safer, but not replace them. **TN**



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# Has the trucking industry peaked?

Freight/capacity balance seems to be returning to more traditional levels

**TORONTO, ONTARIO**

The fundamentals driving 2019 freight demand remain “relatively healthy” and should result in a growing, but not explosive, trucking sector.

That was the assessment of Avery Vise, vice-president of trucking for FTR, who addressed the topic during a Jan. 10 *State of Freight* webinar focusing on 2019 freight demand drivers.

“We will really just be moving back towards what most people would describe as a normal market,” Vise said.

He noted that truck loadings have flattened since late in the second quarter of 2018, which could take pressure off the market and signal more volatility in 2019. Eric

Starks, CEO of FTR, agreed that “key freight drivers remain fundamentally strong. We will certainly see slower growth year-over-year, but we don’t anticipate any significant pullback from 2018 levels.”

Two indices produced by FTR show conditions for truckers and shippers heading in different directions. The Trucking Conditions Index continued its slide in October, reaching a reading of 3.17, a sharp drop from August levels when it was in double digits.

FTR attributed the slide to stabilizing truckload rates and rising diesel prices. It marked the worst trucking conditions since August 2017,

but FTR projected trucking conditions to strengthen.

“October’s conditions index confirms the general sense that the current cycle has peaked,” said Vise. “Although we anticipate improved conditions for the remainder of 2018 and much of 2019 compared to October, we appear to be headed gradually toward neutral territory.”

Shippers were pleased to see the worst may be over for them, with conditions easing in October at a reading of -2.1. This reflected the best conditions they’ve seen in more than a year, thanks to the arrival of new capacity and stabilizing rates.

“Lower fuel prices and some less-

ening of the capacity crunch shippers experienced earlier this year have shifted overall conditions to a neutral posture. That stance is expected to be maintained through the first half of 2019, barring an external shock to the supply chain,” said Todd Tranausky, vice-president of rail and intermodal at FTR.

**Focus on freight**

Freight volumes remained healthy in November. U.S. for-hire truck tonnage rose 0.4% in November, and was 7.6% stronger year-over-year.

The American Trucking Associations (ATA) For-Hire Truck Tonnage Index reached a level of 118.9, up from October’s reading of 118.4.

“The fact that tonnage rose in November after a strong October is impressive. It was likely due to some continued pull forward of shipments from China due to the threat of higher tariffs, as well as solid retail sales last month,” said ATA chief economist Bob Costello. “With continued strength in November, tonnage growth is on pace to be the best year since 1998.”

Year to date, tonnage is up 7.2% in 2018.

The Canadian spot market was largely flat in November, according to TransCore Link Logistics.

Load and truck availability were relatively even. Loads increased prior to Black Friday, but dropped sharply just prior to the start of the shopping spree as most last-minute loads were tendered by then. November ended with a strong performance as winter festivities and holidays provided some additional freight.

Load volumes were down 4% from October, and down 31% year-over-year. Intra-Canada loads were down 14% y-o-y, while cross-border postings were down 41% y-o-y (southbound) and 31% y-o-y (northbound).

Equipment postings also fell 5% from October, but were up 38% year-over-year. There were 3.2 trucks available for each load, compared to 3.22 in October. Year-over-year, however, the truck-to-load ratio climbed 99% from 1.61 last November.

**Truck orders slowing**

Class 8 truck orders were placed at a torrid pace through 2018, but declined sharply in November and December. This, however, came as no surprise to analysts, who attributed it to the fact OEMs have full orderboards requiring long lead times.

Preliminary data from ACT Research shows the industry booked 21,300 Class 8 trucks in December, an expected decline and off 43% year-over-year.

But the year set a new record, with 490,100 units booked in 2018.

“For all of 2018, Class 8 orders totaled 490,100 units, far outstripping the previous annual order tally set in 2004 at 390,000 units, with orders averaging 40,800 units a month last year,” said Kenny Vieth, ACT’s president and senior analyst.



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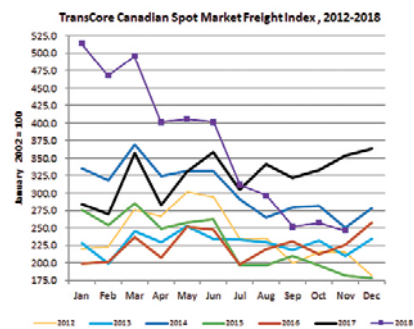
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“Owing to its status as the strongest order month of the year, seasonal adjustment is always unkind to Class 8 orders in December, dropping the month’s volume to a 25-month low of 17,300 units. It is important to put slowing orders into context. With a 300,000-plus unit backlog and a solidly booked build schedule, the drop in orders is in line with expectations.”

“I’m not reading too much into the slowdown, because orderboards are filled so far out,” Eric Starks, CEO of FTR agreed. “Orders won’t tell us a whole lot over the next several months.”

Trailer orders, however, showed no signs of slowing in November. This has been the best year ever for net trailer orders, with one month remaining to report, according to ACT Research.

November trailer orders were up 101% year-over-year, marking the fifth best month in history, with more than 45,000 units booked.

The order board for 2018 is twice the level it was at this time last year.

### The general economy

Economic growth in the U.S. is showing signs of slowing, increasing the risk profile for the trucking industry, according to Jonathan Starks, chief intelligence officer with FTR, when speaking during a webinar entitled *The Heat Is On: Commercial Vehicle Markets Under Pressure To Perform*.

“Risk environments are starting to increase,” he said. “It’s not significant yet, but there are more concerns out there and some of those concerns are starting to get bigger.”

Starks characterized the current economic climate as “robust,” but

added it’s “not an accelerated environment.”

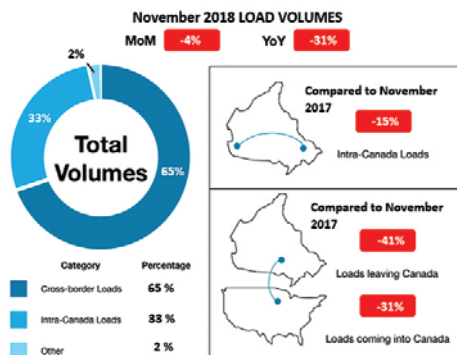
“We are getting back to that relatively slow growth, steady environment that we had prior to 2017,” he said. “It’s still a strong environment, just not robust.”

This means, however, that the economy will be less capable of shrugging off any economic shocks.

“If something happens, it’s much easier to impact the economy when things are already slowing down,” said Starks.

The freight environment is also likely to worsen in 2019, Starks said, predicting freight growth of 2-2.5%.

“That’s strong enough to keep some of the pressure on capacity and on the need to add equipment, but it’s not enough to create a fundamental change in the marketplace like we had this time last year,” Starks said. **TN**



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# Assessing Ontario's mandatory entry-level training standard

By Sonia Straface

MISSISSAUGA, ONTARIO

Mandatory entry-level training (MELT) has been in Ontario for 17 months, and so far, fleets are liking the effects the program has had on applicants. At least, that was the opinion of the executives on the carrier panel at the Truck Training Schools Association of Ontario's (TTSAO) annual general meeting on Dec. 11.

The panelists included: Geoff Topping, vice-president of human resources at Challenger Motor Freight; Caroline Blais, recruiting manager, Kriska Holdings; and Brian Topping, director, safety at Rosedale Group.

"What MELT has done for us in the Greater Toronto Area (GTA) is allowed us now to approach a pool of applicants that we couldn't consider before," Blais explained. "Most of you know the GTA was rife with non-registered schools. So, what we've noticed here in the GTA, is now, we at Kriska have applicants

that we couldn't pull from before." The challenge with the trucking industry, said Blais, is the low-barrier to entry.

"Before MELT, if you had \$999, you could come right in to the industry and drive for 123456 Inc.," she said. "But now, thanks to MELT, more companies like ours can open our doors to new drivers and welcome them into the industry properly, with fair pay and proper training."

Rosedale's Topping, who was excited for MELT's rollout last year, said this was "a long time coming."

He added that it's comforting to know that other provinces are also considering MELT, and he believes it should be nationwide.

"For us, it gives us peace of mind that these new drivers have taken a mandated course before they walk through our door."

Geoff Topping said Challenger hasn't seen a difference in terms of the quality of the drivers applying.

"The quality has been about the same," he said. "We find most drivers coming in our finishing program

can drive, but they're not ready to be on the road. We planned on extending that anyway, but quality hasn't been different. In terms of quantity, we have seen a dip in the number people looking to enter the industry. I don't blame MELT for that, though. I think everyone in this room needs to work on that. We need to elevate the profession and make it considered a profession. I don't think MELT is the issue. One of the issues is the new drivers aren't aware of what the industry is going to expect of them. A majority want to be home on a regular basis and we as an industry need to explain the industry better to them."

A big side effect of new entrants not fully understanding the industry is turnover, panelists agreed.

At Kriska, to avoid the turnover of new hires, Blais said it is her mission to make sure every candidate is screened. And then screened again.

"Kriska drivers are going to the U.S., it's open board and it's tough work to hire for," she said. "It's very much a job that an experienced

driver feels like they don't have to do because they've paid their dues, so we're proud of our retention and we have two OTA Road Knights as great examples of how great our retention is. But when we're hiring, we're practical and make sure to explain to recruits that is the kind of work we do and we screen, screen, screen. If there's a red flag in the hiring process, I'll call and screen again. Yes, turnover is a cost of doing business, but we do the best job we can to avoid it by being realistic and honest about what the job entails to new hires, as well as paying them properly and training them properly."

At Rosedale, Topping said that newly licensed driver turnover is relatively low, thanks to the nature of the business.

"Once we invest the time in our individuals, they feel some sort of loyalty for what we did," he said. "There have been some issues, and most issues are not related to training, or hours of work, or anything like that. At Rosedale, one of our

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pluses is we have so many variations of the driving job. We have local drivers, longhaul, we have switch drivers. So, for us, we've had the ability to have someone come in and say 'Longhaul isn't for me, I can't stand to stay at a truck stop by myself,' and then we can switch them over to become a city driver."

To help combat driver turnover at Challenger, Geoff Topping says he makes sure human resources programs are in place so all new hires feel supported and have someone to turn to.

"With all first-year drivers, we make sure we have a lot of extra touch points. We've put in a few programs to help us stay in touch with new drivers. One of them is called the Challenger Connection Pro-

gram, which involves various people throughout the company going to have lunch with the recruits, and each new recruit is assigned a connector. The connector helps to integrate them into the Challenger family and answer any questions they may have."

And finally, said Challenger's Topping, if you're thinking about getting into the industry, do your homework.

"Pick a good school, take the maximum amount of training and go for ride-alongs with people in the industry," he advised. "Reach out to the carriers, see if they'll give you a tour of their facility. Get real-life information from veteran drivers and ask lots of questions. Because at the end of the day, who's friendlier than the trucking industry?" **TN**

## CNG filling stations opened along Hwy. 401



### LONDON, ONTARIO

Three truck stops along Hwy. 401 in Ontario now have compressed natural gas (CNG) filling stations for heavy trucks.

The stations were installed by Union Energy Solutions Limited Partnership and Clean Energy Fuels. They're located at Windsor Travel Centre, the Flying J between London and Woodstock, Ont., and the Flying J in Napanee, Ont. The London station will offer renewable natural gas (RNG).

"Natural gas as a transportation fuel is the best solution to deliver emission reductions associated with diesel fuel from our highways, roads and communities," said Chad Lindholm, vice-president at Clean Energy. "This network of CNG stations will enable heavy-duty truck fleets to confidently travel these routes ensuring they have sufficient fuel as they cross Canadian and provincial borders as well as traveling into the United States."

"We are proud to introduce new CNG fueling stations at our Flying J locations in London and Napanee," added Clint Lawrence, region manager for Flying J. "Both travel centers are located on key stretches of highway for professional drivers, and these fueling stations will help to make their journey smooth and seamless while offering a fuel alternative for professional drivers." **TN**

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# Big changes for superload shipments

Police will no longer assist with superload movements in Ontario

By James Menzies

## TORONTO, ONTARIO

Police are no longer needed – or available – to supervise superload movements in Ontario, as of Jan. 1, 2019. The province updated sections of the Highway Traffic Act to allow a certified person who is not a police officer to direct traffic when escorting an overdimensional superload, becoming the first jurisdiction in North America to do so.

The Ontario Provincial Police (OPP) are no longer available to assist with superload movements, and pilot car operators looking to fill the void must first complete the province's Certified Superload Escort Program. The reason for the change was to reduce the burden on an overtaxed police force.

"Ontario, like a lot of governments, periodically feels the pinch of a labor shortage when it comes to law enforcement," said Steven Todd, vice-president of transportation with the Specialized Carriers & Rigging Association (SCRA), which helped shape the training requirements. "When a government feels that pinch in a particular depart-



New certification requirements in Ontario allow pilot car operators to replace police on superload hauls.

ment – in this case, police – they quite obviously start looking in areas where they can cut back. While they are unique, and the first government we're aware of that has gone all in on this police replacement escort idea, they're certainly not the first government to have studied it."

Todd is confident safety won't be compromised, and the pilot car industry has embraced the change.

"I believe the Certified Superload Escort Program is a valuable upgrade to the oversize industry," said Gerry Greavers, owner of Gerry's Pilot Truck Service. "Previously,

there were vague guidelines in such things as signage, lighting, and traffic control. The course gives a standard for this, as well as helping to teach how to orchestrate and coordinate the load to maneuver through complex issues, such as tight corners and busy traffic."

Greavers said the certification requirement will better educate pilot car drivers. He said his company was one of the first to become certified last summer.

Ed Bernard, operations manager with Precision Specialized Division, which hauls oversize loads and also

runs its own fleet of pilot cars, hopes the change will cut down on the permitting turnaround times.

"It will make it easier in terms of booking (pilot cars)," he said. "The timeframe for turnaround, being able to obtain a permit and now move won't hinge on them having availability. In the past, depending on the time of year, sometimes it could be a week (to arrange a police escort)."

Bernard has no concerns about pilot car operators being unable to match the expertise of the police. In fact, he feels they are better equipped to do so.

"Our guys do this every day, whereas an OPP officer wouldn't do this every day," he reasoned. "Our guys are trained well on what needs to happen."

However, SCRA's Todd pointed out it remains to be seen if motorists will be as courteous around the flashing amber lights of a pilot car as they would be around the blue and red flashing lights of a police cruiser.

"The yellow lights can sometimes lull motorists into a sense of, 'Oh, here's a utility vehicle going to the next job site' – something that's not important at all," Todd explained. "I would not be surprised in the future if either our industry, or some segments of our industry, begin studying or advocating changing the color of the lights for oversize/overweight pilot cars to a new color that would be unique to this industry."

This was done successfully in New Zealand, Todd pointed out. The SCRA is also somewhat concerned about the complete lack of police support for exceptionally challenging loads.

"We believe that it makes good common practical safety sense to at least leave the option open in extraordinary rare circumstances, to be able to secure police escorts," he said.

However, Greaver believes Ontario, by implementing a new training standard, now has the best pilot car operators in North America and the highest standards. Todd agreed the province went about it the right way, by involving stakeholders in the entire process for more than a year. Previously, said Todd, Ontario's standards were on par with the vast majority of jurisdictions. Now, it surpasses most.

"Most certainly with this program they have elevated themselves to a leader in terms of standards," he said. "And they have captured the attention of my entire industry, as well as the pilot industry. Many eyes are watching and hoping for success."

If the Ontario model does prove successful, Todd wouldn't be surprised to see other states and provinces follow suit.

"I expect other governments to sit up and take notice," he said. "I'd

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expect at some point in the future, at least a couple more state or provincial governments making a similar move. They may not be all in like Ontario. I think what we're more likely to see is those governments in the U.S. and Canada who have studied the idea but done nothing, will feel emboldened as Ontario hopefully shows success and safety."

While Bernard stops short of saying he'd like to see other states and provinces withdraw police support, he also said Ontario has proven it's "manageable."

"We did a superload in New York State and we had five state troopers because of the size of the load," he noted. The carrier industry stands to benefit from not only reduced delays in booking police, but should also see some cost savings.

"Any time you do business with the government using state troopers and police the costs are going to be higher," Todd said. "From a time and efficiency standpoint, that's where we believe Ontario really stands to gain."

And that, he added, will have a trickle-down benefit to the province's manufacturers. And they will also not have to worry about police being pulled away from a move due to a more pressing emergency.

"We find often, and rightly so, that we are the lowest priority (to police) – and we should be," Todd said. "We may take a few days or a week to line up a couple of police escorts, but if something is going on that day emergency-wise that requires police to be elsewhere, we start all over again." **TN**

## Oversize carriers to gather in Houston



### HOUSTON, TEXAS

The Specialized Carriers & Rigging Association will host its Specialized Transportation Symposium Feb. 19-22 in Houston, Texas.

The event normally sees roughly 500 attendees – including many Canadians – who have the opportunity to network as well as listen to a number of educational presentations and panels discuss the latest trends in the industry.

Educational sessions and panels include topics such as: perspectives from global corridors; what your customer is saying about you; outside the rectangular box – Daseke does it different; attracting and retaining the next generation of talent; what law enforcement really thinks about your load; best practices for dealing with law enforcement; driving best practices for nighttime; and avoiding bridge hits.

The symposium also recognizes the best in the business.

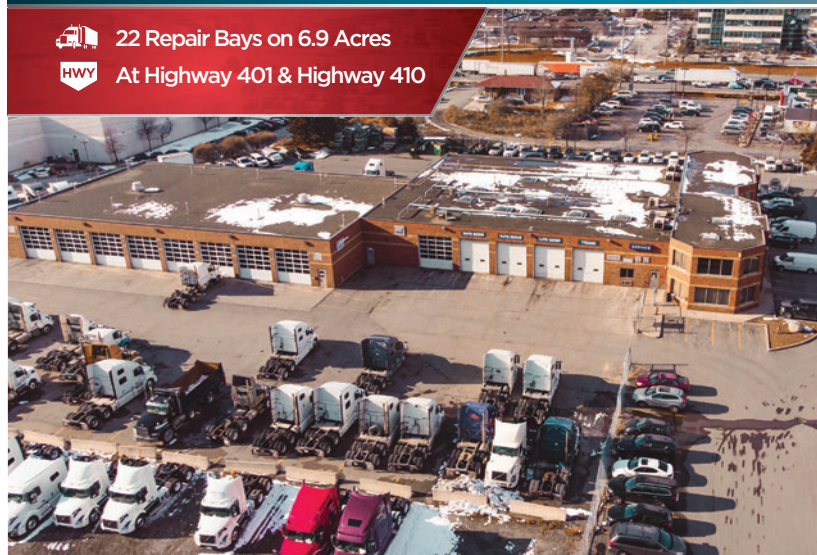
Winners of the 2018 Hauling Jobs of the Year will be recognized at the symposium. Winners exemplify safety practices, ingenuity, specialized engineering, and in some instances, defying common misconceptions. For more information, or to register, visit [www.scranet.org/sts2019](http://www.scranet.org/sts2019) **TN**.

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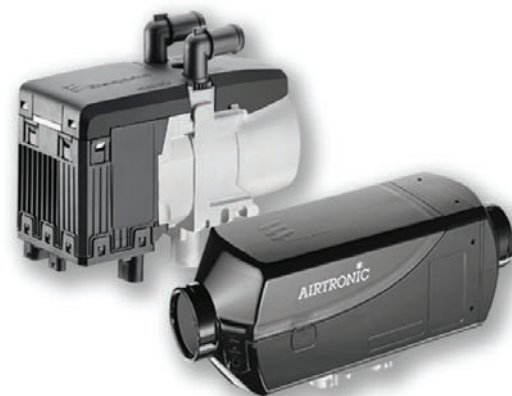


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# Daimler closes record year, expects strong market to continue

LAS VEGAS, NEVADA

Daimler Trucks is coming off a record-setting year, having sold more than half a million trucks globally in 2018.

Martin Daum, CEO of Daimler Trucks and Buses, provided a keynote address at a Daimler event at the Consumer Electronics Show (CES) here Jan. 7. He said the venue – a global showcase for innovation – was appropriate, as trucks have become more sophisticated.

“Trucks are all about technologies,” Daum said. “Today’s on-highway truck has about 400 sensors on-board and about 100 million lines of software code. It’s mind-boggling if we think about it. Every truck we sell today in an on-highway basis is constantly online to make the truck and the usage of the truck better and more efficient.”

As for the global truck market, Daum said 2018 was the best year ever for Daimler. The U.S. market was particularly strong. Roger Nielsen, CEO of Daimler Trucks North America (DTNA), pointed out the U.S. had the highest new truck sales volumes since 2006.

“Unfortunately, unprecedented demand came along with signifi-



Martin Daum

cant supply constraints,” he acknowledged. “But we at DTNA were able to defend our undisputed market leadership position with our best sales results in history.”

DTNA increased its Classes 6-8 retail sales in the U.S. and Canada by 18% over 2017, and its Class 8 sales surged by 26%. More than half of those sales were new Cascadias, Nielsen noted, adding the company has already sold or booked orders for 145,000 units of the truck intro-

duced in 2017.

Daimler-owned Western Star also benefited, with 18% growth over 2017. Take rates of Daimler’s proprietary engines, transmissions and axles also reached new highs, Nielsen said.

“We are confident 2019 will be another great year for North America’s trucking industry,” he said. “We do expect to see a continuation of the strong trucking market throughout the first months of 2019. We

expect to see some moderation and normalization in the second half of the year.”

DTNA at the show made several key announcements, including its decision to abandon truck platooning research and development for now, its launch of the industry’s first Level 2 autonomous truck, and new options and enhancements for the new Cascadia. Details of these updates can be found in this issue of *Truck News*. **TN**

## Truck driver in Humboldt crash pleads guilty

MELFORT, SASKATCHEWAN

Jaskirat Singh Sidhu, the driver of the semi-truck involved in the Humboldt Broncos bus collision, plead guilty to all 29 charges against him on Jan. 8.

Sidhu, 29, was charged with 16 counts of dangerous driving causing death and 13 counts of dangerous driving causing bodily harm.

The case was adjourned until Jan. 28.

Following the release of a study by McElhanney Consulting Services, which recommended 13 safety enhancements to the intersection where the incident took place, the judge for the case granted more time for Sidhu and his lawyer to enter a plea.

Sidhu, a Calgary resident, was arrested July 6 at his home.

He was a driver for Calgary carrier Adesh Deol Trucking, of which the owner, Sukhmander Singh, faces eight charges of not complying with federal and provincial safety regulations.

Sidhu faces a maximum sentence of 14 years for dangerous driving causing death, and a maximum of 10 years for dangerous driving causing bodily harm. **TN**



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# Daimler abandons platooning to focus on automation

Will be first to market with Level 2 autonomous truck

By James Menzies

LAS VEGAS, NEVADA

Daimler Trucks has determined that truck platooning is not currently viable, and will instead focus its efforts on developing autonomous vehicles.

This includes bringing the industry's first truck featuring SAE Level 2 autonomy to the market later this year.

Those were among the key announcements from Daimler, made during the Consumer Electronics Show (CES) here Jan. 7.

"Automated trucks can take trucking and transportation to the next level," said Martin Daum, CEO of Daimler Trucks and Buses globally. CES is a global showcase of innovation, held annually in Las Vegas, where Daimler showcased the first autonomous truck in 2015. Since that time, Daimler has worked to learn more about autonomous trucking technologies, and has become the first truck manufacturer to offer Level 2 – or partial – autonomy.

But while the company sees great promise in autonomous trucks, it has decided to end its R&D spending on truck platooning – where trucks follow closely together to improve aerodynamics, with the lead truck controlling the acceleration and braking of the following units.

"We are not prioritizing any more platooning," Daum said. He added thousands of miles of real-world testing failed to deliver the fuel savings that were expected and needed to make the return on investment sensible for fleets. Too often, he said, traffic would inter-

rupt the platoon, and more fuel was burned while trying to re-engage the platoon once broken.

"We won't start another project on platooning for fuel efficiency," Daum said, noting the money spent testing the theory hasn't gone to waste. He said platooning may make sense in the future, when a driver is no longer required in the following vehicles, and added Daimler has learned a lot about the technology.

In addition to bringing a Level 2 autonomous new Cascadia to market this year, the company also plans to begin testing fully autonomous (Level 4) trucks in the U.S. sometime in 2019. It plans to skip Level 3 altogether.

"We have aspirations to bring that technology to the road within a decade," Daum said of fully autonomous trucks. "It's in sight."

He touted safety improvements as a major benefit, noting 94% of truck crashes involve driver error. Productivity benefits will also be realized, as the trucks can run around the clock and at night when traffic is less dense. It can also take advantage of intelligent routing management to avoid traffic jams.



Freightliner's 2020 new Cascadia will be the first Class 8 truck to offer SAE Level 2 autonomous driving.

"Highly automated trucks will cut cost per mile considerably," he said. "Level 4 trucks will be a must at some time in the future."

Challenges that lay ahead include ensuring the technology can work in rain, snow, desert heat, on construction sites, and that all sensors and systems can run more than five years or 500,000 miles – and eventually double that. At the same time, Daum said Daimler will be working with lawmakers to develop a regulatory framework. Daimler will spend \$600 million on developing automated trucking technologies over the next few years.

Roger Nielsen, CEO of Daimler Trucks North America, said the U.S. is a "natural habitat for us to develop automated trucking." It offers 48,000 miles of interstate freeway on which to test.

The new Cascadia featuring Level 2 autonomy is in pre-series production and will enter series production in July. It incorporates the Detroit Assurance 5.0 suite of active safety systems, including optional lane-keeping assistance, to achieve Level 2 status. While the truck is capable of staying in its lane, the driver must keep his or her hands on the steering wheel. Technologies are put in place to detect when the driver has removed their hands.

"Today, we give longitudinal control," Nielsen explained. "Level 2 now gives us lateral control. It keeps the trucks in the center of the lane and if it begins to depart the lane, it brings the truck back to the center of the lane. You as the driver still have full control and are completely paying attention to the road and the environment around you." TN

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# Report sheds new light on cargo crime



**When parked at the truck stop, drivers shouldn't share information about their load or destination.**

**By James Menzies**

**TORONTO, ONTARIO**

Canadian cargo thieves are mostly stealing grocery and household items, but meat products are also becoming a primary target, according to a new report from Northbridge Insurance.

Mixed load cargo such as grocery and household items topped the list of the most commonly stolen loads in 2018, the report found, but well-funded criminal networks have begun to hone in on meat products. One such load was valued at \$200,000. Northbridge says these heists require a coordinated effort and investment in specialized equipment to prevent spoilage.

Thieves are also increasingly targeting the trailers, which they dismantle, making it virtually impossible to recover.

Northbridge found most reported thefts occur in Ontario, but more consistent reporting from Western Canada has indicated an increase in missing lumber loads and heavy equipment. Thieves are also taking advantage of technology to steal loads, by breaching online broker sites, selecting high-value deliveries.

and then collecting them ahead of schedule using a false identity.

Northbridge warns the holiday season is a peak time for cargo thefts.

“These losses are having a direct impact on carriers’ bottom lines, and bring a huge reputational risk,” said Garry Robertson, who leads the Claims Special Investigations Unit at Northbridge. “For consumers, stolen products are often hiding in plain sight. The saying, ‘It fell off the back of a truck,’ may once have referred to a great deal, but it’s important to start asking where goods are coming from. Eventually, costs will increase.”

Northbridge was able to get a better view of cargo theft trends by analyzing voluntary reports from industry, stemming from a collaboration between the Insurance Bureau of Canada and the Canadian Trucking Alliance.

In an interview with *Truck News*, Robertson said it's a constant battle to keep up with cargo thieves and their evolving tactics.

“Some carriers are catching up, or trying to catch up to the thieves. But we also have an awful lot of carriers that are still dealing with some old

measures at their yards, and with their equipment,” said Robertson.

One of the challenges currently facing carriers is the tight driver market, which makes it difficult for them to always know who's working for them.

"Trying to keep good drivers and know who you're dealing with and who's moving your load is a tough thing to do," Robertson admitted.

Many thefts begin with inside information, and it's not always intentional. Robertson said drivers should be advised not to share information about their load or their route with others – even if it's a casual conversation at the truck stop.

Another trend is the pilfering of loads as soon as they enter Canada from the U.S. Loads that are parked in an unsecure area are often stolen, even if they haven't been left there for long.

“Some of these are an hour, two hours, three hours, where the driver has gone off to do something,” said Robertson.

Northbridge also analyzed where the stolen goods are transported to. Previously, stolen loads were usually moved across Hwy. 401 from Ontario to Quebec or vice-versa.

"Now, we're seeing a lot of product is being stolen in the Golden Horseshoe and it's not going far away," Robertson told *Truck News*. "There is a huge volume of people here in Southern Ontario that it can be sold through and to."

In terms of theft prevention, Robertson urged carriers to use GPS tracking, which enables law enforcement to recover the load faster. Loads should be monitored over long weekends, which he said are “notorious” for thefts.

If employees who had access to sensitive information – such as your online load board account passwords – leave the company, ensure those passwords are changed. Identity theft is also a concern, with thieves taking over the identity of a driver and then picking up a load under their ID. The complete Northbridge report can be found at [www.NBIns.com](http://www.NBIns.com).

Robertson said the increased reporting that's occurring is helping the industry to get a better handle on the scale of the problem, but a report by SensiGuard Security Services found Canada lags behind the U.S. in terms of reporting.

“Organized cargo thieves in Canada are just as sophisticated as they are in the U.S., often utilizing the same methods and criminal networks not only to target products, but also to liquidate them,” according to the *2017 Cargo Theft Annual Report, U.S. & Canada*, published by SensiGuard.

Stats collected by SensiGuard showed full truckload thefts led the way, accounting for 86% of total thefts. Facility theft climbed 111% in 2017, accounting for 7% of all thefts. Fictitious pickup accounted for just 2% of thefts. SensiGuard concluded: "While industry incident reporting lags behind, cargo crime in Canada is likely to rise until cargo theft-specific legislation is passed and better data is available to understand the problem." **TN**

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# Freightliner shows first electric trucks



By James Menzies

LAS VEGAS, NEVADA

To build an electric Class 8 truck requires the same battery power as 32 electric Smart cars, but Daimler Trucks North America is forging ahead with an all-electric eCascadia, as well as an electric eM2 medium-duty truck.

The first of these smaller units was delivered to Penske before Christmas, and was the first of 30 electric trucks Daimler will deploy in the coming months. Dr. Andreas Juretzka, head of Daimler's electric mobility group, said the truck maker is pursuing a "co-creation" strategy with customers, working alongside them to develop the electric models.

As part of this effort, the company established an electric vehicle council in October, consisting of a variety of carriers.

The first of these electric trucks were made available to the trucking press to drive for the first time Jan. 6 ahead of the Consumer Electronics Show. While drives were limited to a 1.3-mile track, the trucks

were extremely quiet and the torque was impressive. In fact, it was difficult to tell if the trucks were even keyed on, as they were completely silent at idle.

Penske and NFI are the carriers who will operate, in their real-world operations, the first Freightliner electric trucks. Daimler plans to commercialize the trucks in 2021. While the company is building a Class 8 eCascadia, Juretzka said "the medium-duty area is probably more fruitful for e-mobility than Class 8 at this point in time."

While an electric truck requires plenty of heavy batteries, it also is

riddled of the engine, aftertreatment, and diesel tanks. But this means accessories normally driven by belt must now be powered by an electric motor, Juretzka noted.

"So, the HVAC and air compressor must now have an electric component to it," he said. "We tried to figure out how many different cooling systems do we need? There's a lot of piping that goes on and cooling every little part of the truck differently."

Batteries work best at room temperature, Juretzka explained, so in hot weather they'll need to be cooled and in extreme cold, heated. So far, Freightliner has achieved a range of 230 miles for the eM2 and 250 miles for the eCascadia. They can be charged to 80% of their power within 60 minutes for the eM2 and 90 minutes for the eCascadia. Juretzka said traditionally Class 8 trucks would ideally run 500 miles in a driving shift but that it's not yet realistic to add the batteries needed to meet that range.

"Will there be a time when we go higher? I'd say yes, but at this point in time that's not economically practical," he said.

Still, 20 of the 30 trucks in the Freightliner innovation fleet will be eCascadias.

Another challenge is determining what the total cost of ownership will be for fleets. What will their resale value be? Who will perform maintenance on the vehicles? And will charging infrastructure be widely available? These are some of the questions Daimler is aiming to answer along with its fleet customers through its co-creation approach.

It must also develop a strategy to dispose of the batteries, or find a suitable second life for them. Juretzka noted the batteries are no longer useful for transportation applications once they've reached 70-80% of their capacity, so there is still plenty of life left in those batteries if they can be repurposed.

Where the trucks are deployed is also important, and may mean adoption rates in Canada will be slower than stateside. Turning the heater on, for instance, can reduce range from 180 miles to 120 miles, Juretzka said.

"If you say, 'Give me some trucks in Alaska,' I will say 'Can do, but range will suffer,'" he explained. "You have to make a decision: Do I make it home or keep my cab warm?" **TN**

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# Volvo to electrify VNR

By James Menzies

WASHINGTON, D.C.

When Volvo brings its electric powertrain to the North American truck market, it will come in the form of its new VNR regional haul tractor.

Magnus Koeck, vice-president, marketing and brand management with Volvo Trucks North America, said the company deliberated bringing its European cabover electric trucks to this market, but opted instead to electrify the VNR.

“We came to the conclusion that the VNR is the one we would commercialize,” he said during a media roundtable at the House of Sweden in Washington, D.C., on Dec. 11.

The new electric truck will be demonstrated in 2019 as part of the Volvo LIGHTS (Low Impact Green Heavy Transport Solutions) project in California. Twenty-three trucks will be built for use at California ports, leading to full commercialization in 2020, Volvo Trucks North America president Peter Voorhoeve said.

“If you look at the applications you use electrics for and the segment, it’s more this regional segment. We believe the VNR is the electric truck for North America,” he said. “The



Volvo announced it will electrify its VNR regional haul tractor.

VNR was an American-developed, American-produced truck.”

Some of its features include a 113-inch BBC, a 50-degree wheel cut for maneuverability, and a driver-centric cab design. Voorhoeve expects the electric VNR to first make its mark in local drayage, regional drayage, inner-city distribution, and regional haul applications.

“We are proud to announce the Volvo VNR Electric, designed to support cities focused on sustainable urban development and fleets operating in a range of regional-haul and distribution operations,” said Voorhoeve. “The Volvo VNR Elec-

tric leverages the versatility of the new Volvo VNR series with a proven fully-electric powertrain, and represents a strategic stride toward a comprehensive electrified transport ecosystem. Cities prioritizing sustainable urban development can leverage electrified transport solutions to help improve air quality and reduce traffic noise. Cleaner, quieter, fully-electric commercial transport also creates opportunities for expanded morning and late-night operations, helping cut traffic congestion during peak hours.”

The electric powertrain itself will be based on Volvo’s FE Elec-

tric in Europe. The company has much experience with electrification there, including the sale of more than 4,000 electric buses since 2010.

Further details such as range, cost, and weight were not yet available during the announcement.

“The cost of ownership of owning an electric truck is a moving target at the moment,” said Voorhoeve. “The cost of batteries is the most dynamic thing in the world at the moment.”

He noted Volvo will always sell diesel trucks, but is expecting to see, “at some point,” an uptake in electric trucks.

“We do see this as a serious segment,” he said. “This is a very serious investment based on customer demands. How quickly it will grow, I don’t know.”

Asked if the push towards electrification was motivated by the arrival of new truck makers, including Nikola and Tesla, Voorhoeve said “Tesla shook up the whole industry and made it go a little bit faster.”

However, he said Volvo is pursuing its own agenda and isn’t threatened by the potential new competitors.

“We’ve been building trucks since 1928, and so far we’ve been fairly successful,” Voorhoeve said. **TN**



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# New Cascadia loaded up with new options

By James Menzies

## LAS VEGAS, NEVADA

The new Cascadia, introduced by Freightliner in 2017, has already received some updates that will improve its fuel efficiency by up to 5%.

“The day after we launched it, we were already looking at how to make it more aerodynamic and further improve and integrate the powertrain to make it more efficient,” Kary Schaefer, general manager of product marketing and strategy for Daimler Trucks North America (DTNA), said during the Consumer Electronics Show. She pointed out that since its launch in 2017, the new Cascadia has received sales and orders exceeding 145,000 units.

It, and other advancements over the past decade, brought a 30% fuel economy improvement over the original Cascadia launched in 2007. Another 5% has been achieved this year through further updates to aerodynamics and powertrain integration.

Three new fuel efficiency packages will be offered on the new Cascadia this year. Standard updates will include aerodynamic tow hook coverings, and new deflectors mounted to the A-pillars. The optional Aero package will feature further streamlining, thanks to enhanced chassis fairings and side extender seals. The most advanced package, the Aero X, will feature another half dozen upgrades, including an optimized front bumper, an optimized roof fairing deflector, flexible front wheel well covers, and optimized drive wheel fairings. It will also bring to market an industry first: an aerodynamic ride height control, which at highway speeds automatically lowers the front end of the truck by about an inch to improve airflow. Drivers will be able to override this feature when on uneven surfaces or in bad weather.

The Aero X package also includes exclusive access (lasting 18 months)

to Michelin’s new low rolling resistance X Line D+ Energy tires. All these offerings combined give the new Cascadia a 35% fuel economy improvement over the 2007 version of the original Cascadia.

Also contributing to the new Cascadia’s fuel economy improvements are updates to IPM6 (intelligent powertrain management), which brings greater predictive capabilities to the DT12 automated transmission. Brian Daniels, product manager, components with Detroit, said IPM6 allows the truck to see the road ahead and adjust its road speed to take advantage of kinetic energy when climbing, cresting or descending grades.

The company has increased, by 35%, its coverage of the North American road network. It is now programmed with grades for 600,000 additional road slope miles, bringing the total to nearly a million. Many of these additions are in central Canada. The new Cascadia will also come with a new maintenance system that analyzes oil temperature data to recommend oil change intervals based on the truck’s actual usage.

“It could mean doing maintenance less than what’s published, and it could also mean extending maintenance intervals,” Daniels said. On the other hand, it could alert fleets to the need to change oil more frequently in severe-duty cycles.

Jason Krajewski, director of connectivity, highlighted some enhancements to Detroit Connect. He said fleets are finding new ways to take advantage of remote parameter updates, including derating trucks that need to be brought in for service. Up to 20 more parameters that can be changed remotely will be added later this year.

Over-the-air (OTA) software updates are also ready to roll – all that’s missing is a software update, which should become available later this year. Every new Casca-



The new Freightliner Cascadia comes with more options, including Level 2 autonomous driving capabilities.

dia is delivered enabled for OTA updates. This allows fleets to update their engine software remotely from one location, without bringing each truck in off the road.

DTNA is also piloting Detroit Connect Direct, a way to deliver to fleets the data they want, when they want it. It is also the first truck maker to introduce in-cab pairing, a way for drivers to pair their mobile device with the truck so the vehicle can deliver hours-of-service or other data natively from the vehicle to the device.

Third-party hosting is also coming. It simplifies a fleet’s ability to integrate telematics from third-party providers. DTNA can reduce hardware requirements and the related maintenance by fully integrating the services offered by third-party providers. A list of approved partners will be coming in the next month or so, Krajewski said.

Another new offering is an optional digital dash layout. The primary display, which includes the instrument cluster, is 12.3 inches and a 10-inch touchscreen display resides on the B-pillar. Optical finger navigation – think of a computer trackpad – buttons are mounted to the steering wheel to allow easy navigation without taking hands off the wheel. These displays would replace the standard five-inch display and traditional truck gauges found today.

“This is fully digital, versus mechanical and digital,” Krajewski explained.

Detroit Assurance 5.0 – Detroit’s suite of active safety systems that

enables Level 2 autonomy – has also been developed with new features. Today, about 75% of new Cascadias are spec’d with Detroit Assurance 4.0, Schaefer noted. The new version fuses the radar and camera technologies for greater object detection and collision mitigation.

New features include full braking when moving pedestrians are detected, and adaptive cruise control (ACC) down to zero miles per hour.

“We are the only OEM to offer full braking on moving pedestrians,” Schaefer noted. “When the bumper-mounted radar and forward-facing cameras detect someone in the truck’s path, it will activate an audible alert and a warning brake for the driver. If no action is taken, the truck goes into full emergency braking.”

Adaptive cruise control to 0 mph allows drivers to engage ACC in traffic situations and allows the truck to maintain a safe following distance at low speeds. Other enhancements include automatic wipers and headlights, and intelligent high-beam lenses that activate and deactivate depending on traffic conditions. The new version also recognizes speed limit signs and constantly displays the current speed limit inside the cab.

Another new option in 5.0 is blind-spot detection along the entire length of the tractor-trailer. DTNA is also offering driver-facing cameras, which can provide insights into driver behavior before, during and after an automatic braking event. **TN**

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LAS VEGAS, NEVADA

Kenworth and Toyota are joining forces to develop a test fleet of 10 fuel cell electric vehicles, building on research that both had been conducting independently.

While Kenworth will build the chassis and electric powertrain, Toyota will focus on the fuel cells and storage. In fact, the fuel cells are the same technology currently available in Toyota Mirai cars – a model expected to be offered in select Canadian markets later this year.

Shell will offer the research fleet’s all-important fueling stations, with one at the Port of Los Angeles and another location likely near the airport in Ontario, Calif., says Brian Lindgren, Kenworth’s director of research and development.

Toyota’s logistics operation in the Los Angeles Basin will run six of the units, while UPS will use two to deliver freight from the port to the Los Angeles airport, says Toyota spokesman Russ Koble. The other two will be split between yet-named drayage contractors.

The joint research is being funded through a grant from the California Air Resources Board (CARB), supporting a Port of Los Angeles target of allowing only emissions-free trucks by 2035. There are currently 16,000 diesel-powered trucks serving the ports of Los Angeles and Long Beach.

Drawing on 420 kW of power from a pair of carbon fiber fuel cells, the Fuel Cell Electric Vehicle will maintain about 50 km/h on a 6% grade, and deliver enough torque to start on a 20% grade, managing the motion with a four-speed automated manual transmission. It will have a range of about 480 kms between charges.

The energy is stored as hydrogen, but converted into electricity that’s held in 12 kWh batteries to actually drive the electric motors, said Andrew Lund, Toyota’s chief engineer for Project Portal. **TN**

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## Equipment

# Peterbilt shows new electric truck

### LAS VEGAS, NEVADA

Peterbilt is expanding its test fleet of electric trucks, adding a medium-duty Model 220EV to the previously announced Model 520EV and Model 579EV.

By the end of this year, it means the manufacturer will have more than 30 electric vehicles operating in refuse, regional haul, and urban delivery applications. Five are in the midst of tests today.

"We will now have trucks in the three applications where electric powertrains may have a return on investment for our customers," Peterbilt general manager Jason Skoog observed at the annual Consumer Electronics Show.

"We've got refuse covered, we've got regional haul covered, and we have inner city or local pickup and delivery covered. At Peterbilt we believe those three applications are going to have the most immediate and near-term payback in terms of an ROI for our customers," he said.

While the 520EV and 579EV use conventional drivelines to connect electric motors and traditional axles, the 220EV incorporates the Meritor Blue Horizon two-speed drive eAxle. This approach opens up space between the frame rails to mount other components, said chief engineer Scott Newhouse. The packaging will support any of the bodies currently available on diesel-powered versions of the trucks.

The power will come from a pair of TransPower lithium-nickel-manganese-cobalt battery packs, delivering 148 kWh and 650 volts. Peak power will reach 250 kW, while continuous power will reach 200 kW.

The 650 volts from the batteries are converted to AC voltage that the motor uses to propel the truck.

"It's been designed to perform as well or better than a diesel powertrain," Newhouse added.

The final result has a range of 160 km, and the truck can be recharged in an hour when using a DC fast charging system, meeting a particular need for pickup and delivery applications.

An 11kW onboard charger features two different charging ports – a standard 220-volt AC connector used for electric cars and capable of charging the system in 11-13 hours, and a high-voltage fast charger that can do the job in one to three hours.





"In each of these trucks, we have different levels of charging stations for the customers to meet those duty cycles," said Joshua Goldman, vice-president of business development at TransPower. "We can detune the onboard 70-kw four-hour charger on the 579 to a 12-hour charger if that's the time they have, or we can upgrade to DC fast charge and charge in as little as one hour with upwards of 125 to 350 kw using DC fast-charge technology developed for cars (but) at a higher voltage needed for the heavy-duty powertrains."

The Model 220EV's 650 volts are converted to 14 volts DC for the 12-volt electrical accessories mounted under the cab. There's an electric motor to run the hydraulic pump for power steering, and another electric motor to run the air compressor.

**"We will now have trucks in the three applications where electric powertrains may have a return on investment for our customers."**

— Jason Skoog, Peterbilt

"The electric system is coolant-cooled, and while the truck is running it will cool the eAxle as well as all the inverters in the truck. And when it goes into charge mode, that coolant is diverted to cool the onboard charger," Newhouse said.

The first Model 220EV will be delivered this summer to a food and beverage hauler, and six units will be in service before the end of the year. Other expected applications include box trucks for inner-city deliveries, or maybe completing trips between e-commerce fulfillment centers and the post office, Skoog said.

"These are still very expensive vehicles – and right now a lot of grants are aiding to defer a lot of that cost," Skoog said. "But in order to commercialize, working with our supplier partners and ourselves, you have to figure out how to continue to reduce the cost so there is an ROI. There's a whole lot of things that have to come together in order to be successful (with electric trucks)."

Customer trials are being supported by further testing at the Pac-car Technical Center in Mount Vernon, Wash. **TN**



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# Select Trailer Sales named top Stoughton dealer



**Bill Hasz, Stoughton sales director (left) and Jamie Ferguson, Select Trailer Sales.**

### MISSISSAUGA, ONTARIO

Select Trailer Sales has been named the first-ever winner of the Stoughton Blue Diamond Dealer Award. The Mississauga trailer dealer has been in business for more than 17 years, and offers Stoughton’s complete line of dry vans, refrigerated vans, and parts and service. The award recognizes sales growth, volume, customer service, and dedication. “Our team is committed to reflecting the highest standards

# Tallman Group wins International award

### MISSISSAUGA, ONTARIO

Tallman Group has won the International Truck Presidential Award. The Presidential Award, introduced in 2018, honors the top 7% of International Truck dealerships that achieve the highest level of performance in terms of operating and financial standards, market representation, and customer satisfaction. “This award is the highest honor an International dealer principal can achieve from the company,” said Mark Belisle, senior vice-president of distribution at Navistar. “Tallman Group is one of only 15 International dealerships in the U.S. and Canada who earned this prestigious recognition in 2018. The Presidential Award also recognizes the effort and dedication of all the dealership’s employees. A highly skilled, professional staff is a critical success factor for any commercial truck dealership. Kevin Tallman, CEO, Tallman Group, is clearly committed to growing his business and being recognized by customers as the dealership of choice in their market.” Kevin Tallman, CEO added: “This award is great honor for everyone at Tallman Group because it recognizes all the hard work and professionalism we bring to customers in Ontario.” **TN**

of excellence synonymous with the Stoughton brand,” said Select Trailer Sales’ president Jamie Ferguson. “Our expert sales, service and parts staff delivers both the professionalism and knowledge you would expect when purchasing or servicing your trailer.” “We are excited that our long-time dealer, Select Trailer Sales, has added our new PureBlue refrigerated trailer to its portfolio,” added Luke McMaster, vice-president, dealer channel at Stoughton Trailers. “Their trailer knowledge and emphasis on customer service will further contribute to the success of PureBlue.” **TN**



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Preventive Maintenance

# Preventing trucker shoulder

A condition so common among truckers, it was named after them

If you have ever lost time for a musculoskeletal injury at work, you are not the only one. According to recent research, commercial truck drivers experience some of the highest rates of injury, missed days of work, and workers' compensation costs when compared with other occupations.

Although back injuries are the most common injury among truck drivers, the second most common – shoulder injuries – take longer to heal, cost more downtime, and usually require more extensive treatment than back issues.

U.S. Bureau of Labor statistics state that even more dynamic occupations requiring heavy lifting, such as laborers, warehouse workers, etc. experience a lower rate of shoulder injuries than truck drivers. So, it's no wonder the name of a shoulder condition directly related to the trucking industry is "trucker shoulder," a condition which encompasses a series of issues involving the shoulder's tendons and ligaments.

Everyone's shoulders are naturally prone to injury. Comprised of three bones – the clavicle (collar bone), humerus (upper arm bone), and scapula (shoulder blade) – the shoulder is held together with a variety of muscles, ligaments, and tendons. The shoulder's ball and socket joint moves with a gliding action that allows your arm to hinge out and away from your body, and to rotate in a circular motion. Accommodating this broad range of movement for the joint, muscles, tendons and ligaments reduces your shoulder's stability.

Trucker shoulder is mostly experienced by truckers because of the movement required in your everyday duties. The repetitive motions involved when getting in and out of your cab, tarping, chaining, loading, and unloading your truck can lead to chronic joint inflammation, bursitis, shoulder dislocation, impingement, and chronic, severe shoulder pain. As well, rotator cuff tears and labral tears, which are common injuries for athletes engaged in repetitive throwing or overhead motion sports, including baseball, football and baseball, are also commonly experienced by truck drivers (and all these injuries are exacerbated when you carry extra weight).

Also, the prolonged sitting involved in long-distance hauling can result in further repetitive strain injuries, since sitting increases the pressure on your spine by 50%.

Added to normal sitting spine tension, while driving you must also compensate for the slight right-tilted grade of the roadways designed to allow rainwater to easily run off into the ditch. To remain centered in your lane and prevent your rig from drifting onto the shoulder, you are con-

tinually forced to pull the wheel to the left, typically using (and straining) your left shoulder.

Holding this left-pull position every second of every minute of every mile throughout your long workweek can cause your muscles to eventually become unbalanced, as your body builds up adhesive fibers between the muscle layers to try to maintain equilibrium.

These developing adhesive fibers may eventually bind the shoulder muscles and impede free movement, leading to numbness, tingling, restricted range of motion, and eventually, debilitating shoulder pain.

Another cause of shoulder injury is sudden steering movements, according to a recent British study, and particularly when your seat is positioned far back so your arms are fully extended while gripping the wheel. Sitting comfortably closer to the wheel will create less shoulder strain during regular and emergency steering action.

To help maintain the integrity of your shoulder, include in your diet foods that build muscle and connective tissue, such as fruits and vegetables high in anti-oxidants, and quality proteins. You may also benefit from supplements containing glucosamine



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

sulphate and chondroitin sulphate.

As well, try the following simple crossover arm stretch to keep your shoulder limber:

While sitting, relax your shoulders and gently pull one arm across your chest as far as comfortably possible. Hold in position with your other arm for 30 seconds, then relax for 30 seconds. Repeat with the other arm. Do four repetitions per side, five to six days a week.

Remember, your ongoing steering ability rests on your shoulders. **TN**

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Over The Road

# Lessons learned from a broken window

My last road trip of 2018 was supposed to be a simple one, a straight run between terminals from southwestern Ontario to Winnipeg and back. But sometimes even the simplest of plans go off the rails for the most unlooked for of reasons; that's the nature of the trucking business. When that happens it's a reminder that theory always meets reality at the same point that the rubber meets the road in this business. This is the story of a broken window.

I was rolling along Ontario's Hwy. 17 northbound, about 40 kilometers south of the town of Wawa on Dec. 27. I was heading into a winter storm that had been forecast. That in itself was not a big deal. It was not the first heavy winter weather I had ever encountered, and it won't be the last.

I was well prepared for it and in a sense, actually looking forward to the driving challenges ahead of me. At this point, I rolled down my driver's side window to clear some snow that had started to accumulate on my mirror. The window would not roll back up. Great!

**Creativity and ingenuity are innate qualities good drivers possess and are developed through mentorship, coaching, experience, and empowerment.**

I pulled over at the first available safe space on the roadside and proceeded to try and free up the window in order to close it after determining it wasn't something as simple as a blown fuse. This is the point where the train went off the rails. I broke the window in my efforts to free it and close it. The safety glass disintegrated into thousands of pieces. I wish I had a picture of my face when that happened. It would have illustrated stunned disbelief.

So, for a few minutes I sat on the side of the road with no window in my driver's side door in the sub-zero temperature with a winter storm building around me and stretching for several hundred kilometers in front of me with the only thought in my head being: now what?

I did what every driver has to do at this point: drive. I put on my toque and winter jacket and headed for Wawa ahead of me, formulating a plan in my head as I drove. The one godsend was that this hap-

pened on a business day during business hours.

On arrival in Wawa, I dropped my trailer at the Esso truck stop, bobtailed into town and picked up some clear vinyl and Tuck Tape at the local building supply store. I fashioned a patch over the window opening and at this point contacted dispatch and filled them in on my problem. I knew I could get to Thunder Bay that day, so all I needed was for dispatch to set me up at the Freightliner dealer the next morning to fix me up.

That was the plan we put together. It worked. I rolled into Santorelli's

truck stop with seven minutes to spare on my clock that night. My temporary window held up through the heavy snow and kept the cold at bay. By noon the following day I was leaving the winter wonderland of Thunder Bay with a new window in place.

This little story is repeated time and time again across the trucking industry in so many different forms. It speaks to creativity and ingenuity. These are qualities that you find within every successful trucker.

They are the stories that you only usually hear around the table in the truck stop as we share our experiences. This is the reality of where the rubber meets the road. Drivers have to roll with the punches and often formulate contingency plans on the fly, dealing with issues as they arise.

This isn't something a driver learns through mandatory entry-



**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.

level training. Creativity and ingenuity are innate qualities good drivers possess and are developed through mentorship, coaching, experience, and empowerment. There remains a lot to unpack from this little story. **TN**



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# Download your ELD data and other tax-prep priorities

This, of course, is the time of year for gathering up slips and receipts in advance of preparing your 2018 federal income tax return. If you're a self-employed individual, any taxes you owe are due by April 30 even though the deadline for filing your return is June 15. Corporate returns are due no later than

six months after the end of the business's tax year. February is also a time for tax advice. I don't know anyone who enjoys the process of prepping a tax return (as an accountant, I'm grateful for that). But there are steps you can take to make it easier and less stressful. Here's where to start:

## Download your logbook data

If you haven't downloaded your 2018 electronic logbook data, please stop reading this and do it now.

Ready? Okay. Welcome back.

A logbook serves two purposes. On one hand, it's an hours-of-service record that you're required to keep for six months. On the other, it's a tax document if you claim meals as a deduction on your tax return. That means, like other receipts and supporting information, you need to keep your logbook data for seven years.

If you're using an electronic log, your records exist on a server somewhere managed by an ELD provider or your carrier. As far as they're concerned, this data for HOS compliance and can be purged as soon as six months are up.

So please secure your ELD records before they are gone forever. Set up a reminder to download them at the start of each month. If a CRA auditor asks for your logbook data and you don't have it, your meal deduction will be denied.

## Separate your personal and business life

Maintaining the distinction between business and personal finances is one of the biggest challenges any owner-operator will face. If I can give you one piece of advice, it's to have separate accounts for business and personal income and expenses.

Having separate bank and credit card accounts will help you keep your records straight. Besides, do you really want your bookkeeper or accountant having to sort through your personal expenses?

What about a CRA auditor?

Mixing personal and business finances is a huge red flag at CRA because it can indicate tax fraud. Every year, the agency publishes a long list of tax-related convictions and most involve the use of business income and expenses for personal gain. Recent



**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.

cases include a Quebec company that falsely claimed more than \$276,000 in expenses related to the renovation of the owner's personal homes, and an HVAC contractor in B.C. who cashed more than 100 checks payable to his business at a payday loan company instead of depositing them into the business's bank accounts.

You may be as honest as the day is long. But whenever your personal and business lives come into contact, both are open to scrutiny.

## Prepare early

Don't be the client who shows up three days before a deadline. First, you're not the accountant's only client – there are others who are way ahead of you. Second, your return may get done on time but with virtually no margin for you or your accountant to catch mistakes and omissions.

If you prepare your return early and owe more money than you expected, you'll have time to make your payment before additional interest and penalties kick in. And if you don't owe money, you'll get your refund sooner.

## Hire reputable help

At the risk of sounding self-serving, here's another piece of advice that's worth repeating: use a reputable accountant and tax preparer.

You should expect the same thing from your accountant that your customers expect from you – competence, professionalism, communication, and the feeling that you are important.

A good accountant may cost more. But when you hire a pro who knows you and your business, and you're in touch throughout the year, together you'll find tax savings that more than make up for the fees. **TN**



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# Putting diversity and inclusion into action

Canada's labor force is comprised of increasing numbers of women, visible minorities, newcomers to Canada, youth, Indigenous peoples, and people with disabilities. We also know that people come to work with different backgrounds, needs, and expectations.

So, it's important to incorporate diversity and inclusion into your human resources (HR) strategy. And, since research shows that a more diverse, inclusive workplace can be a competitive advantage, you'll want to build this into your business strategy as well.

### Diversity and inclusion

Let's start by defining what we mean by diversity and inclusion.

Diversity refers to all the ways in which we differ. It includes the characteristics that distinguish us as individuals and groups – age, gender, race, ethnicity, physical and intellectual ability, class, creed, religion, sexual orientation, education, and expertise.

Inclusion is about creating an environment that accepts, utilizes, accommodates, and appreciates the talents, skills, abilities, perspectives, and leadership styles of all employees and clients. It ensures that everyone has a place at the organizational table.

If diversity is the mix, inclusion is about getting the mix to work well together.

We talked to members of our Top Fleet Employers program, which recognizes companies for their commitment to HR, about their best practices for creating a more diverse and inclusive workforce. Here's where they're focusing their efforts in 2019:

### Indigenous peoples

Of Canada's 1.5 million Indigenous peoples, 46% are under the age of 24, and more than half live in cities. They are the fastest growing demographic in Canada, and employers who have a recruitment strategy for Indigenous peoples are reaping the benefits.

Our Top Fleet Employers are partnering with Indigenous communities, implementing pre-employment programs, and advertising on Indigenous job boards, among other best practices. Download our free roadmap at [www.truckinghr.com](http://www.truckinghr.com) to learn more.

### People with disabilities

In Canada, 2.1 million people aged 25-64 report having a mental or physical disability that limits their daily activities. In fact, the percentage of people with disabilities increases with age, ranging from 4.4% for people 15-24 years old to 42.5% for those 75 years and over.

The aging workforce in trucking

and logistics means the chances are high that your employees have or will develop some kind of disability.

It's important to identify ways to attract, on-board, and retain workers with disabilities. Start by reviewing your hiring practices to allow for more accommodations, flexible work opportunities, and an increased awareness and management of mental health in the workplace.

### Visible minorities

The federal government defines "visible minority" as "persons, other than aboriginal peoples, who are

non-Caucasian in race or non-white in color." In Canada, more than six million people identify as visible minorities, and representation in our industry is actually quite high.

This is where inclusivity is an advantage. Our Top Fleet Employers regularly host cultural events with their employees, provide cultural training for managers, and offer targeted on-the-job training. Some produce HR materials in different languages, including Punjabi.

### Women

Women represent 48% of Canada's workforce, but only 3% of all truck drivers, mechanics, transport trailer technicians, and cargo workers. They're also under-represented in management, leadership, and association governance.



**Angela Splinter** leads Trucking HR Canada, a national not-for-profit organization dedicated to addressing the human resources challenges and opportunities in the trucking and logistics sector. Learn more at [www.TruckingHR.com](http://www.TruckingHR.com) or follow them @TruckingHR.

HR approaches that specifically appeal to women can make a difference, including pairing female drivers and trainers; mentorship programs for women; and reviewing policies and procedures to ensure gender inclusivity. To learn more, you can also join us on March 7 at our fifth annual Women With Drive Leadership Summit. **TN**



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# We have an image issue, and we are to blame

The image of the trucking industry is one of those topics that has been discussed by those inside the industry for as long as I can remember. When I first started driving 28 years ago, the CB chatter was full of talk about the image of the driver, how it wasn't like it was in the good ol' days, that drivers were not as

good as they used to be, and how no one respected the job a driver did. This topic, along with the driver shortage, is one that never seems to go away. Perception is reality as they say, and if the profession of a driver is considered a job of last resort to those who are outside of the indus-

try, then to them, that is reality. Some of the reasons for this poor image are of our own doing and have to do with the way some companies in our industry treat drivers, and the way they operate their businesses.

We have heard for years how drivers will get to a shipper's or receiver's location and not be allowed to use their facilities, and in some instances, there is not even a porta-potty for them to use. Good carriers who respect their drivers will never allow this to occur and will ensure the issue is resolved or stop doing business with those customers.

We all know there are carriers out there who encourage their drivers to break the hours-of-service rules to get a load delivered on time, and those same carriers are the ones who will not pay their drivers for waiting time or any other time the wheels are not turning. Why? They undercut bids of a compliant carrier and try to make ends meet by placing the burden and sacrifice on the drivers to make the load profitable. These same types of business practices are also what keep rates down, and in turn keep profits down for carriers, and pay down for drivers.

Currently, we have an explosion of the Driver Inc. model. Let's be blunt and call this what it is; we all know the majority of the examples out there today using this model are not legitimate. If the company owns the truck, pays all the bills for that truck, supplies you with all your work and directs your every move, you are an employee, plain and simple.

To say you are an independent contractor just because you incorporate yourself is bull, and we all know it. It is just an illegal scheme to avoid paying taxes by the carrier and the driver. This practice must be stopped, and we all need to be part



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

of stopping it. If you know of a carrier using it illegally, report them. There are some in the industry justifying using this model by saying that is the only way they can compete. If this is your tagline, you are part of the problem, not the solution. Breaking the law is never justified.

If these problems exist inside our industry, and we know about it and talk about it, these issues and concerns will make it to those outside our industry. It is our job to correct these problems.

As a driver, it is your job to act professionally, respect yourself, your fellow drivers, and the industry. If you work for a carrier who doesn't stand up for your rights, leave. There are plenty of carriers out there who will treat you right and respect you. Help them stay in business, not the non-compliant ones.

If you are the majority of the carriers out there who do things properly, follow the rules, respect your drivers and stand up for their rights, advertise it and use it as part of your recruiting strategy, both inside and outside of the industry.

There are too many great people in this industry, and too many great fleets and drivers in the industry to let ourselves get dragged down by the minority, who have no respect for the rest of the industry. Let's weed them out, take ownership of our industry, and make sure the general public knows how great a career path this industry can provide for them if they choose wisely when they enter. **TN**



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It's time for hourly pay

**Dear Editor:**  
*I agree that infrastructure is the most important aspect of any economy to grow.*  
*First of all, any driver turning less than 400 miles should be paid by the hour. I've been saying this for years. This, for me, is the number one reason why drivers sitting in traffic quit.*  
*They are not getting paid. The same goes with loading/unloading docks – drivers should be paid hourly instead of being paid a flat rate.*  
*This will relieve stress and anxiety. As far as truck parking goes, I*

*see a lot of new truck stops being built and others already built. But most of them have a small capacity for parking. All of this was caused by the forced implementation of e-logs.*  
*I saw this coming years ago, but my worries fell on deaf ears. Now we are forced to stop early and hope to find a parking spot and forgo that day's revenue. Pay the driver by the hour and like magic a lot of this would disappear. **TN***  
**Randy Williams**  
**Via e-mail**

Thumbs down to scorecards

**Dear Editor:**  
*Our company is testing a scorecard. I'm one of the test dummies. I have figured out after a few weeks how to get a very good score, hitting 100% some weeks.*  
*It is an exhausting program to drive to some days. My head and neck ache from the amount of time it realistically requires to get that score. Major driver distraction.*  
*My leg is in agony by the end of the day. On the pedal, back off, back on.*

*It can take forever to bring the truck up to speed.*  
*On two-lane highways, I obstruct traffic terribly to keep the coach happy. There have been many close calls with people blowing past me nearly ending in head-on collisions. It burns through log hours. It may save some fuel dollars, but it's going to kill people one day. **TN***  
**David A. Galbraith**  
**Via e-mail**

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# Day & Ross makes Western Canada acquisition

OKOTOKS, ALBERTA

Day & Ross has announced it has purchased Alberta-based Stonehammer Transport.

“This acquisition in Western Canada is a significant complement to our eastern flatbed fleet, bolstering our national network to better serve our customers,” said Bill Doherty, CEO. “We are proud to welcome the Stonehammer team to the Day & Ross family, and we look forward to working together to provide quality service with a commitment to safety.”

Stonehammer operates in Manitoba, Saskatchewan, Alberta and B.C., servicing the energy, construction and power industries. Its fleet includes 53-ft. stepdecks, flatbed trucks, cargo trucks and one-ton trucks.

“This is a great addition to our fleet and another key step in expanding our service offering,” added Doug Tingley, president, Day & Ross Freight. **TN**

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A large group of Arnold Bros. Transport employees, many wearing grey t-shirts with the company logo, are posing for a group photo in front of their modern glass-walled office building. To the left of the photo is a large sign for Arnold Bros. Transport Ltd. featuring a Canadian flag and the slogan "On the road and on time!". In the foreground, there is a circular logo celebrating 60 years, with "ARNOLD BROS. TRANSPORT LTD." around the top, "60 YEARS" in the center, and "EST 1958" at the bottom.

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# Manitoulin acquisition strengthens northern presence

WHITEHORSE, YUKON

Manitoulin Transport has purchased Kluane Freight Line's book of business and formed a joint venture with the Chief Isaac Group of Companies.

Kluane is a First Nation-owned LTL carrier based in Whitehorse and a member of the Chief Isaac Group. It serves all of the Yukon, Whitehorse, Dawson City, Carmacks, Pelly Crossing, Stewart Crossing and Mayo.

“Manitoulin Transport has a long history of partnership with Kluane and we know the business well,” said Jeff King, president, Manitoulin Transport. “It has an excellent reputation for providing quality ground transportation and warehousing. Kluane's client base complements Manitoulin's as we serve many of the same vertical markets including heavy equipment, mining, and oil and gas. These industries are key economic drivers for Northern Canada and Kluane is considered to be a trusted partner by many of the major players in these sectors.”

Included in the deal is Kluane's Dawson City terminal, and Edmonton and Whitehorse operations. Kluane will be co-branded with Manitoulin Transport.

“Kluane has operated in the region for almost 40 years and is an expert in its field, experienced in dealing with harsh weather, challenging terrain and the diverse requirements of businesses in the area,” said King. “Its brand inspires confidence among the many remote communities that depend on Kluane to deliver essential goods safely.” **TN**

# Premiere Van Lines re-ups with Atlas Canada

OAKVILLE, ONTARIO

Atlas Canada has announced it has renewed its contract with Premiere Van Lines Group for another 10 years.

The new contract runs through November 2028. Premiere will represent Atlas in Vancouver, B.C., Victoria, B.C., Calgary, Alta., Edmonton, Alta., Brandon, Man., Winnipeg, Man., Mississauga, Ont., Moncton, N.B., Fredericton, N.B., Halifax, N.S., Sydney, N.S., and Truro, N.S., providing household moving and storage services.

“Atlas is very proud to have secured this long-term relationship with the Premiere Van Lines group,” said Barry Schellenberg, president and COO of Atlas Canada. “Our extended partnership has provided excellent value to our Atlas Agency Network over the years. Their continued commitment to exceed service expectations and customer satisfaction through the Atlas Quality in Motion program all contribute to our successful alliance and renewal agreement.”

Premiere Van Lines has been an Atlas agent since April 1, 2005.

“The Premiere Van Lines group is very excited about signing a 10-year agency extension with Atlas Van Lines Canada,” added Magnus Olsen, chairman of Premiere Van Lines. “This will enable the Premiere Van Lines group to continue to provide exceptional quality moving services to all our corporate, private and government clients. This extension and continued partnership with Atlas Canada will provide stability and a solid base for us to add to our current 12 coast-to-coast locations. It is a good day for Premiere Van Lines.” **TN**

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# A run with Dad

Reflections from a cross-country truck trip

By **Brian Fields**

I recently went on a trip with my father, who has been driving across North America for more than 45 years. I've traveled to many places with him, from the time I was a little boy until I established my own career in advertising.

The last time I went on a trip was back in 2008, so it was about 10 years between trips. Wow, what a difference the industry has seen over 10 years. My image of trucking is encapsulated in an era when truck stops had proper dining rooms, truckers had common courtesy – like flashing lights or hitting up the CB – and drivers focused on the road instead of wearing headsets and staring at multiple screens in the cab.

Let me start with the dining situation across I-94, I-80, and I-84 enroute to Seattle. When I was younger (I'm now 41) and went trucking with my Dad, I looked forward to visiting a truck stop and helping fuel up, check tires and depending on time, I was sometimes allowed to play a quick pinball game before we would sit and have a great meal together.

On my latest trip, I was absolutely appalled by the truck stops, which have completely sold out to large fast food chains. Options are so limited for truck drivers to find healthy items in a restaurant environment, that I foresee a dramatic rise in health-related issues by the time they turn 50.

I understand the truck stop chains eliminating the overhead associated with the dining experience so they can bring more return for shareholders, but we really need to be mindful that drivers can't eat Carl's Jr., Arby's and Burger King every day for lunch and dinner or they will be suffering a variety of premature critical diseases. I realize it's on the driver as well, but let's be honest, time is critical in this business and it's difficult for drivers to go five miles off route for better options.

And what happened to common courtesy in this business? Ten years ago, all drivers were flashing lights. Now, I think we had five to 10 trucks give us the lights on the entire trip to Seattle. Do these guys have auto lights and don't know how to work them?

As a six-year-old boy on my first trip, this was the highlight of trucking. My Dad would let me turn off the headlights to let the other driver know it's clear to move over and let me flick the trailer lights to say thank you; this was my official duty on my first trip. It's a shame to see this practice dying out.

I also noticed that a good percentage of drivers are wearing headsets,

at all times, even while getting fuel. Who are these guys talking to 24/7? I come from an office environment where people would wear headsets because they would be constantly prospecting and making sales calls – are these drivers making sales calls on their way to the coast?

Lastly, I noticed almost all trucks on the way to Seattle would move to the left lane when vehicles were stopped on the shoulder. I think the U.S. has done a better job enforcing this rule and giving out fines for not slowing and moving over. I live in Toronto and drive along the QEW/401/403 a lot; it amazes me how it seems like 90% of truck



Brian Fields and his father, stopped at Iowa 80 Truck Stop.

drivers never move over for vehicles on the shoulder, even when they have clearance.

For all the drivers out there, watch out for each other and remember that every driver has someone

waiting for him/her at home. For the truck stop chains, profitability can occur in many other areas outside of fast food, be creative and explore other channels and opportunities including healthy options. **TN**



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# Today's automated transmissions smarter, more versatile

It's tough to find a job a new-generation automated manual transmission can't do

By James Menzies

## TORONTO, ONTARIO

Automated manual transmissions (AMTs) have come to dominate the on-highway trucking segment, but they're also gaining acceptance in vocational applications. Once shunned by drivers who preferred the reliability and versatility of their traditional stick shift, today's AMTs can do more than ever. They're no longer pigeon-holed into the on-highway segment, and they now have the smarts to make even the most fuel economy-challenged drivers perform like the best in any fleet.

Schneider is one of the mega-fleets that is in the process of converting its entire fleet to AMTs, a process that should be finished sometime this year. It is even hiring drivers who only have experience operating an automated transmission.

"We have been testing various versions of automated transmission tractors since 2007, so we had a lot of experience behind us when we made the decision in 2015 to start transforming the fleet," said Rob Reich, Schneider's vice-president of equipment, maintenance and driver recruiting. "Ever since then, we have been very impressed with the dependability of these tractors. In fact, we've had fewer maintenance issues with them than we've seen with the manual transmission tractors, which is not what we expected. We're extremely pleased with the performance of these vehicles – and more importantly, so are drivers."

I'm a big fan of automated transmissions, especially the newest versions, which perform beautifully and simplify driving. Here are some transmission trends I've noticed in recent years.

### Mastering slow speeds

One of the knocks against early generation AMTs was that they were sloppy at ultra-low speeds. This is part of the reason they were slower to catch on in vocational applications. Volvo's I-Shift now comes in a 14-speed version with two crawler gears, to effectively address this criticism.

My opportunity to first drive the 14-speed I-Shift with crawler gears came at Volvo's Shippensburg, Penn., off-road test site. The gears allow the truck to move smoothly at speeds right down to 0.6 mph – even up and down a 21% grade. This

makes the transmission capable of slow jobs such as pouring cement or conquering logging roads.

Magnus Koeck, vice-president of marketing and brand management, predicted the addition of crawler gears will all but eliminate manual transmissions in vocational applications within five years.

"The I-Shift we have now with crawler gears can do all the work the customer needs," he said.

Mack has also brought two additional creeper gears to its mDrive AMT. The announcement, made at Truck World in 2016, gives customers in vocational applications an alternative to the Allison fully-automatic transmission.

Eaton also offers improved low-speed maneuverability with its Urge to Move and Blended Pedal features. Urge to Move allows the truck to crawl forward slowly when the brake pedal is released, and Blended Pedal allows the driver to control clutch engagement at engine idle through accelerator positioning and enables movement at varying speeds.

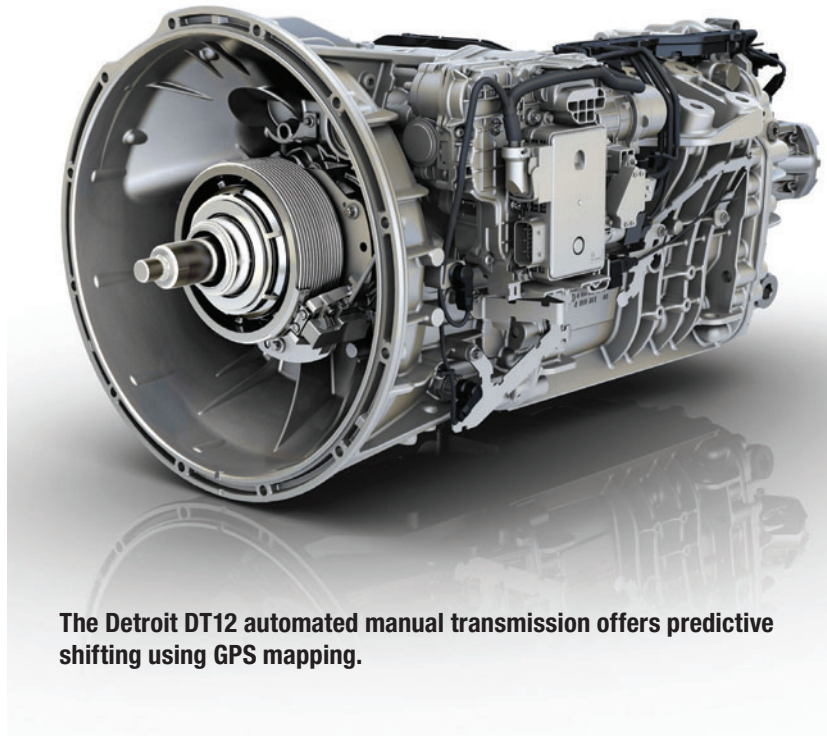
### Losing weight

The Eaton Endurant – and its Paccar-branded sibling – brought some new developments to the automated transmission segment, in the form of the first purpose-built automated transmission. Instead of automating a manual transmission to handle the shifting, the Endurant was a clean sheet design. This enabled Eaton to take about 200 lbs out of the transmission, compared to its UltraShift Plus AMT.

"With an AMT, you started with a manual gearbox, so you had constraints where the shift pattern had to make sense to the driver," explained Matt Erdmann, manager of program management with Eaton. "With Endurant, we said we are not holding onto any preconceived anything. We started with a clean sheet of paper and did what made sense. So, it took a lot of restrictions off our engineering team."

Linear shift rails allow for quicker gear changes. It also comes loaded with a Gear Logic shift schedule program, which changes from 12th gear down to 11th when rolling down secondary highways, to enjoy the benefits of direct drive, improving fuel economy.

The Eaton Endurant was the first transmission made under a joint venture with Cummins, dubbed Eaton Cummins Automated Transmission Technologies.



The Detroit DT12 automated manual transmission offers predictive shifting using GPS mapping.

The Paccar-branded version of this transmission was calibrated to work optimally with Paccar MX engines. Aside from software programming and exterior branding, the two transmissions are the same.

### Predictive shifting

All AMTs in the market are now available with some form of predictive shifting. This allows the transmission to select the best gear to take advantage of the truck's momentum when ascending, cresting or descending a grade. How this is achieved varies by model.

The Volvo I-Shift and Mack mDrive must first "learn" the route they're traveling. As the truck travels the country it remembers the road profile, and in the future, will take advantage of what it has learned to maintain momentum on grades.

The Detroit DT12, on the other hand, comes pre-loaded with GPS maps that tell the transmission when to shift based on the road profile. This means the DT12 is delivering the performance benefits from its very first run.

Detroit's IPM6 (intelligent powertrain management) is the feature that provides predictive shifting. The road network that is now loaded onto the DT12 has just recently been increased by 35%, to nearly a million road slope miles. Many of the additions came in central Canada.

Paccar officials say their predictive cruise feature can reduce the number of gear changes made by as much as 20%. It also says fuel economy can be improved by up to 1%, thanks to the feature.

### Telematics

Servicing automated manual transmissions has become easier, thanks to vertical integration and



One of the key differentiators among AMTs is where the shifter is located and how it operates.

their coverage under the various manufacturers' remote diagnostics platform. Transmission fault codes can be identified remotely and the best course of action to remedy them can be offered to the fleet manager or maintenance provider. In a sense, the transmission is able to tell a maintenance manager what's wrong with it, so that the problem can be fixed immediately (if necessary) or during its next scheduled servicing (if it's not an urgent fault).

It's just another way the latest AMTs have gotten smarter. **TN**





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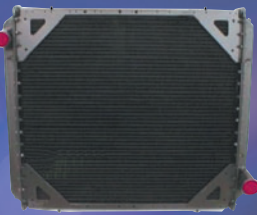
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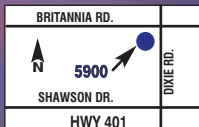
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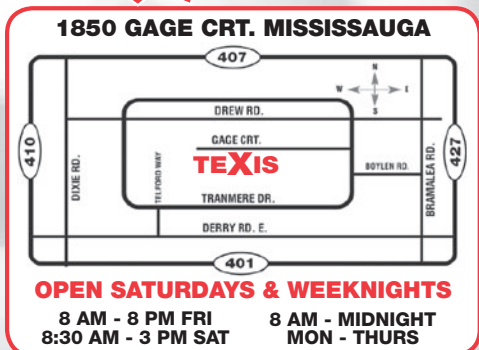
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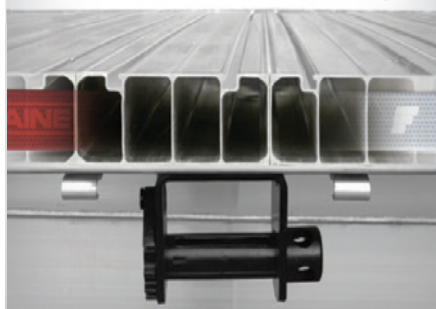
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Announcements

Volvo Trucks and Accuride get new leadership; trucking leaders recognized in Atlantic Canada; Transcourt shuffles Western Canada structure

Transcourt Tank Leasing has strengthened its team in Western Canada with the appointment of **Jason Hugo** to the role of regional account manager, Western Canada.

Hugo is well-known in the tank industry with more than 20 years of sales experience with several tank trailer manufacturers and repair facilities, the company announced.

As part of a territory restructuring, **Kevin Quick** now assumes the position of key account manager, oil and gas, focusing primarily on the crude, condensate, and NGL segments while Hugo as regional account manager, will attend to customers in the chemical, petroleum, and dry bulk sectors.

Volvo Trucks announced recently that **Roger Alm** is its new president and has been appointed as a new member of Volvo's Group Executive Board. He replaced Claes Nilsson, who after a long and successful career retired from his position on Jan. 1, 2019.

In parallel, **Diana Niu** has been appointed as a member of the Group Executive Board and executive vice-president, group human resources for Volvo Group.

Alm previously held the position of president for the European Division at Volvo Trucks. His career at Volvo Trucks began in 1989 and he has held many senior positions at the company, including as head of operations in Latin America and Europe.

Niu has nearly 30 years of experience in HR activities in senior positions, primarily in Asia. Since 2014, she has been senior vice-president, human resources at Volvo Construction Equipment.

Nine Canadians from the Maritimes were honored on Dec. 13 for

their outstanding contributions and dedication to the trucking industry and their communities across the region. The honorees were celebrated by the Atlantic Provinces Trucking Association (APTA) and representatives of trucking companies from across Atlantic Canada at the APTA Annual Awards Dinner.

Awards went to: Good Samaritan, **Harold MacAulay** of Armour Transportation Systems; Helping Hand, **Karen Dorey** of Eassons Transportation Group; Professional Driver Coach, **Bill Purdy** of Clarke Road Transport; Safety to Motor Transportation, **Rhéal Richard** of Atlantic Pacific Transport; Dispatcher of the Year, **Patrishia Flemming** of Classic Freight Systems; Driver of the Year, **Daniel J. Carruthers** of Midland Transport; CTA/Volvo Trucks Canada National Driver of the Year, **Jean-Claude Robichaud** of Atlantic Pacific Transport; 2017 Service to the Industry, **Vicki McKibbin** of Armour Transportation Systems; and 2018 Service to the Industry, **Paul Easson** of Eassons Transportation Group.

Accuride announced it has appointed **Jason Luo** to serve as interim president and chief executive officer. Luo was formerly chairman and CEO of Ford China and, prior to that, president and CEO of Key Safety Systems. Luo has been a director of Accuride Corporation since March 2018 and also serves as a senior advisor to Crestview Partners, the majority owner of Accuride Corporation. The appointment follows the Board's acceptance of Rick Dauch's resignation from his Accuride executive positions and as a director following his appointment as the new CEO of Delphi Technologies.

The Board has begun a search to identify a permanent CEO for Accuride. **TN**

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Products

Utility Trailer Manufacturing's new **Utility Aerodynamic Tail (UAT)** represents the company's latest step to reduce aerodynamic drag.

The unit weighs a mere 25 lbs and is compatible with dry vans and refrigerated trailers with rear swing doors. It's made with two full-height side fairings and a full-width roof fairing, all produced in a UV-protected thermoplastic composite.

The Utility Aerodynamic Tail automatically deploys when the doors are closed, and folds back when the doors are open. Drivers don't need to do anything. The roof fairing also doesn't interfere with lock rods or rear light areas, and meets all Department of Transportation photometric requirements, Utility adds.

And the company says it's the only trailer manufacturer that makes all of its own aerodynamic devices that comply to California Air Resources Board (CARB) and U.S. Environmental Protection Agency (EPA) requirements.

Side skirts and low rolling resistance tires are also standard and factory-installed on Utility dry vans and reefers. **TN**



Shell Rotella has unveiled a new lineup of **heavy-duty greases** for applications including trucks, tractors, and construction equipment.

The Shell Rotella HD Grease is a premium multi-purpose formulas for on- and off-road applications and industrial equipment use.

The special-duty moly grease, Shell Rotella SD grease, is formulated for vehicle and equipment lubrication.

The multi-purpose lithium grease, Shell Rotella MP Grease, is available for lubricating general chassis, springs, pivot points, low-speed bearings (not disc brake wheel bearings), and equipment like mowers, trailers, lifts, and bucket loaders.

Rounding out the lineup is an extreme-temperature tacky grease, known as Shell Rotella ET Grease.

This lithium complex grease is based on high viscosity mineral oils and polymers to improve adhesion and retention on exposed surfaces like fifth-wheel plate pivots, wheel bearings, springs, trailers, open pivot joints, and equipment exposed to weather.

It is extremely tacky, water-resistant, and suitable for high temperatures, Shell adds. The formula includes antioxidants, extreme-pressure and wear-preventing additives, and rust inhibitors. **TN**



CarriersEdge has introduced an **online course** to help protect drivers from hazards including slips, trips, falls from heights, and stresses from repetitive motion.

The Fall Protection for Drivers course focuses on how to become aware of such hazards and how to avoid them through practices such as safe entry and exit from vehicles, the proper use of ladders, and working with fall-protection equipment.

According to the National Safety Council's Injury Facts, more than 85% of non-fatal injuries can be traced to things like slips and falls.

There are three half-hour modules in all, combining text, images, interactive exercises, and real-life examples.

More info can be found at [www.CarriersEdge.com](http://www.CarriersEdge.com). **TN**

Kinedyne has unveiled 7- and 8-mm **heavy-duty stud tire chains** under its Grip Link Brand Tire Chain family.

The latest offerings feature 14 cross links and are for off-road use, when trucks need traction over uneven terrain, oil fields, lumber yards, rock, mud, snow, and ice.

Each version includes four tensioning cams for quick tightening on single models, while there are eight cams on dual-triples, with four cams on the outside and the remaining four on the inside. The multiple cams offer even tensioning, the company says, noting the Kinedyne's T-Wrench cam tensioning tool is included in each package.

The chains were already available in 7-mm steel wire v-bar and 7-mm steel wire square link designs for highway use. But the new stud versions offer more flexibility and two lightweight alternatives. **TN**

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# All for one, ONE for Freight



David Carruth, current Ontario Trucking Association chairman, says his business doesn't operate like a traditional transportation service.

## MILTON, ONTARIO

Traditional is not in David Carruth's vocabulary. He's the president and chief executive officer of ONE for Freight – a transportation service provider that prides itself on being innovative, and a one-stop shop for all of its clients.

Carruth bought the business – then called Ontario New England Express – in 2005. At the time, the business only had about 15 straight trucks and a couple of tractor-trailers which operated between Ontario and New England.

"It was very small in revenue then, and I would say that 85% of the revenue was through relationships with other carriers and load brokers," Carruth said. "So, when I bought the business, I got rid of the New England name, I thought it pigeon-holed us. To get ONE for Freight, I just took the initials of the original business name and got ONE."

From there, Carruth started building up the business, adding new clients and staff. One year into the game, his brother came on-board as well. And in 2012, after it acquired a smaller business, it started changing the way it operated.

"It was around 2012-2013 when we figured out a clear understand-

ing of who we were and are," Carruth said. "We were all at our annual general meeting that included our drivers and I said something and it stuck. I told the company then that I wanted to build something different and something great that everybody owns and is a part of."

Today, the business has 44 trucks, and around 90 trailers. It hauls general freight all over the U.S. and Canada and specializes in what it calls "ugly freight" – or anything that doesn't fit nicely on a 4x4 skid. It also has three principles it abides by every day: know its clients better than they know themselves; put the right person at the right place at the right time; and stay true to its concepts.

"We just really had an aspiration to build it into something different than a traditional transportation provider," he said. "And that's what we've done here. Today, we have about 35 key clients that make up 85% of our revenue. And these clients are Fortune 500 companies, that wouldn't typically see smaller-sized fleets. We've built our business on service and always trying to suggest better solutions for our customers."

Unlike other companies, who are focused on increasing shipping volumes, ONE for Freight is focused on helping customers ship smart and

efficiently. The business uses a multi-modal approach to not only deliver freight on time, but to create a way for freight to move that is efficient and cost-effective at the same time which sometimes includes using trusted carrier partners.

Like many other fleets, ONE for Freight is affected by the driver shortage, though it helps that it's known for being a top tier employer in the industry.

"It is a big challenge for us to attract drivers," Carruth admitted. "But we've been named the Top Small Fleet Employer for two years running thanks to our HR (human resources) initiatives. When we look at drivers, we look at how we are investing in their wellbeing without just paying them more. We focus on making sure each employee has a more rounded role. We know a driver isn't just a commodity."

What's keeping employees and drivers around, according to Carruth, is the company's profit-sharing program, its belief in staff and drivers having flexible work hours, and having management question how to make the lives of employees better.

"One of the things that is a real priority for us is to help our team members set career paths," Carruth said. "We are working on advancing our employees' personal development and they seem to enjoy our efforts because we understand some people are content in the position they are in, and others, like millennials, want to grow in the company."

Recently, Carruth was named the chairman of the Ontario Trucking Association (OTA) for the 2019-2020 term. And his goal while leading the association is to level the playing field for all Canadian carriers.

"We want to be able to compete," he said. "Because there's a number of carriers in our industry who cut corners whether it's safety-wise or tax-wise. We want a level playing field. So, when I'm driving my truck that's set at 105 km/h on my speed limiter, the truck next to me is also doing 105 km/h – he's not

passing me going 120 km/h. With ELDs (electronic logging devices), we really want to see them certified by a third party. We want a barrier of entry so carriers coming in to the industry need to provide a safety plan and have a third-party audit before they let just anyone in the truck."

Carruth said if this was the case, the Humboldt, Sask., tragedy (in which a tractor-trailer struck a minor hockey team bus resulting in 16 fatalities) would have never happened.

"Humboldt was preventable by everyone in the industry," he said. "It was preventable by the Alberta government, by the Saskatchewan government – if it was Ontario it never would have happened because of mandatory entry-level training. We want those carriers off the road."

Another goal of Carruth's is to change the motoring public's view of the industry.

"My own personal goal with the OTA is to positively influence how the external world thinks and acts about our industry," he said. "It hasn't been a well thought of industry for a number of years. We need to be able to attract millennials and Generation Z into our industry. We need to grow beyond the traditional trucking industry. Everything you feel, touch, see, wear at some point has been on a truck. So, it's vital to our economy that people don't see trucks on the road with disdain. But we've created that. And we need to do something about it. We need the laws we have in play, enforced." **TN**



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



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