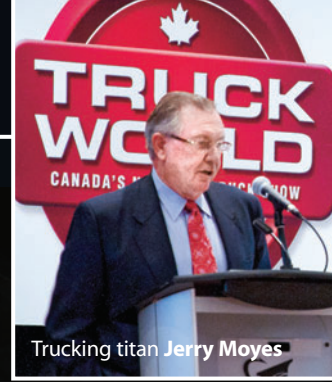


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# Today's Trucking

The Business Magazine of Canada's Trucking Industry

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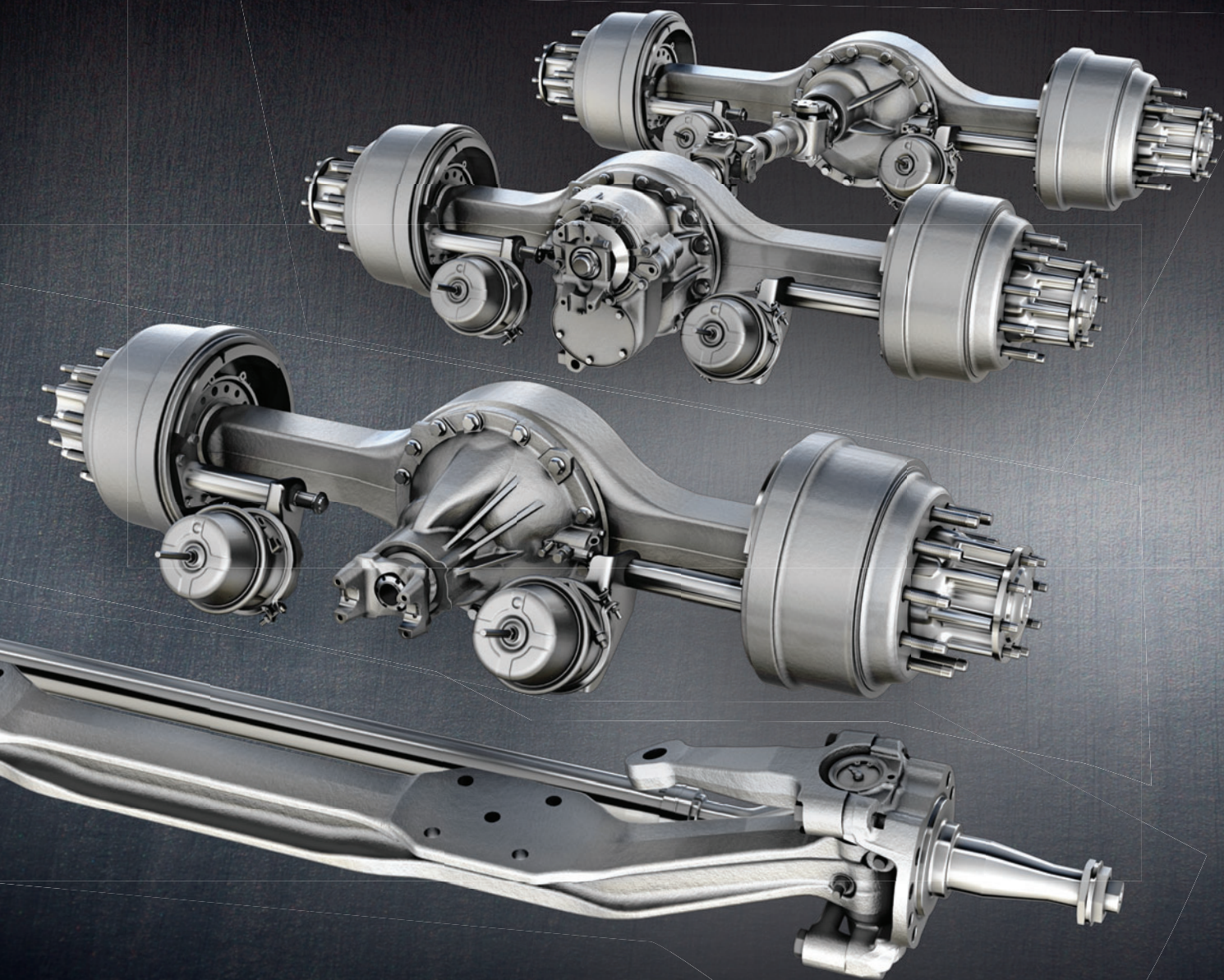
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## Letters to the Editor

Email [peter@newcom.ca](mailto:peter@newcom.ca) or send a letter to Newcom Business Media, 451 Attwell Dr., Toronto, ON M9W 5C4

### Driving by Animal Instincts

I'm writing in regard to the Ontario Trucking Association's new livestock-hauling awareness campaign. The biggest problem with livestock hauling isn't what we as drivers know, it's what others don't know.

There are lots of us who honestly do care about the animals that we haul and we take a great deal of pride in our job. Let us do it. We are pointing the figure at the wrong guys.

Let's start by asking farmers and hog companies why they ignore the rules that are already in place. Let's ask cattle dealers why they expect us to go long distances that we all know we can't legally log.

As long as we hire guys that don't know pigs, cattle or sheep, we will have mishaps. How about we start by looking after the guys who already have that pride and do take care? More rules and more training for what we already know won't fix anything. One of the big question is, 'how do you teach common sense?'

So many times I've had people (tree huggers) tell me what I'm doing wrong when they don't know the first thing about pigs or cattle. Let's start training members of the public about how we work.

If we want to make a difference then let's start with that or we won't have to worry about training a truck driver because there won't be anyone wanting to do this job.

— **Mike Koch, Listowel, ON.**



### Premier Lacks Horse Sense

Ontario's premier missed out on one of the great tales of childhood—the one about the Goose That Laid The Golden Egg.

The provincial government has been raking in golden eggs from the Slots at Racetracks program. (A few years ago the Province allowed casinos to open slot machines at horse-racing facilities and the casinos, the track, the horse racers and the communities would share the proceeds.)

Now, the premier is ending the program.

And of course it'll affect not only one of Ontario's most successful world-renowned industries: horse breeding. The move will put thousands of people—trainers, grooms, suppliers, and truckers—out of work.

For the sake of a meal today he's determined to kill the standard-bred-racing industry that is the leader in North America. With it go 10s of thousands of jobs that would have produced revenue year after year.

Not only is McGuinty slaying the golden goose, but thousands of race horses whose trainers and breeders can no longer afford to feed will go to slaughter.

There's another tale that our premier missed out on, Pinocchio.

As jobs and horses are destroyed the length of his nose will tell the true tale. Come the next election the emperor who has no clothes will send the provincial liberals to Never Never Land to join their federal compatriots.

— **Nancy & Ed Bassis, Sudbury**



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By Rolf Lockwood



# Emotional Rescue

Odds are, one in every five people is crying for help. Do you know what to listen for?

I've wanted to write this editorial for a while. It's a tough one, though, because it will deal in part with something intensely personal. My daughter's mental illness.

The point I'll try to make is that we must understand mental health better because about 20 percent of us will experience a mental disorder during our lifetime. It's all around us. And we must deal with that reality better than we do. In our families, in our companies, in our society at large, we cannot continue to sweep it under the rug.

I'm prompted to write now—this being May 7th—because I just realized that it's Canadian Mental Health Week. I also learned about former Globe & Mail journalist Jan Wong's new book on depression in the workplace, called 'Out of the Blue'. As well, I briefly wrote something in last month's editorial ('A Blue Ribbon 'Tsk' Force', page 7) about that very issue. Here's what I said about the plight of over-worked, under-paid, and hyper-regulated drivers:

"I'll hazard a guess and say that for some, owner-operators especially, the situation goes way beyond 'heartache' and into the realm of mental health. It's bad out there, only getting worse."

I'll make another guess and suggest that depression is utterly rampant amongst the driving crowd—but not only them—because it's fuelled by equally rampant anxiety. Another guess is that almost nobody knows how to recognize the signs of trouble, even in themselves.

One more guess: they wouldn't know what to do even if it stared them in the face.

At best, mental illness in all its forms is poorly understood, so

there are dozens upon dozens of wild misconceptions that get in the way of proper detection and treatment because we can't recognize—or maybe refuse to—the difference between, say, having a really bad day and having a much bigger health issue.

And most people who suffer from some kind of mental illness won't talk about it, won't seek help, out of shame or fear. It's the same ignorance in play.

My 21-year-old daughter, youngest of three, didn't speak about her difficulties and didn't ask for help until the dam finally burst and she attempted suicide two years ago. In truth, that was an aggressively eloquent act. My wife and I soon realized that our sweet kid had no real wish to die, just to be helped. But she had to rock the boat in the most dramatic of ways to make that clear.

**Most people who suffer from mental illness won't talk about it, won't seek help, out of shame or fear.**

Such things are wildly complicated, of course, but one of our first and very typical reactions was guilt. Yet even if we'd understood just how serious the situation had become before that awful moment, we wouldn't have known what to do. We weren't prepared. And for that matter, the chances of getting real treatment from the medical community might have been slim anyway. There aren't enough resources to go around, for one thing; a nasty truth we discovered in meeting the families of other mentally ill people. I won't soon forget the raw anguish of one elderly widow who was trying to deal with her 40-something son suffering badly



from schizophrenia. He was living at home again because his life had collapsed, yet there was no room for him in the hospital. She was at the end of her own tether, but there was little help for her either.

Among the things we learned is that there are far, far more people suffering from serious mental illnesses, especially teenagers and young adults, than we had ever imagined. And they come from all manner of families—solid ones like ours, broken ones,

rich ones, poor ones, you name it. It really is everywhere.

Four more suicidal meltdowns and four more hospital stays followed my daughter's first attempt to end it all, but I'm overjoyed to say that she's now getting on with her life again. It's a different life, a better one in most respects, but our fingers will remain crossed for a long time to come. Cures don't come easy in the world of mental illness, if at all.

On the larger scene nothing good will happen if we remain both quiet and ignorant about it. In the workplace it saps productivity, and there's no way your own company is immune from it. No way at all.

I have no magic advice to give, but I urge you to become better informed. A good first step is to look around the website of the Canadian Mental Health Association at [www.cmha.ca](http://www.cmha.ca).

The real bottom line here is that people with mental health issues can be as productive as anyone else. If we let them. ▲

Rolf Lockwood is vice-president, editorial, at Newcom Business Media. You can reach him at 416-614-5825 or [rolf@todaystrucking.com](mailto:rolf@todaystrucking.com).

# Dispat

BY JASON RHYNO

## The EOBR Mandate Debate is Dead

“We think it’s inevitable,” says David Bradley, CEO of the Canadian Trucking Alliance (CTA), “and anybody who doesn’t think that has their head in the sand.”

Bradley was speaking of the mandating of electronic on-board recorders (EOBRs) both here and south of the border.

Given the news in recent months, he’s not wrong. The CTA started a pro-EOBR campaign whereby carriers and drivers could send a text to members of parliament vocalizing their support of an EOBR mandate. As of May 2nd, CTA reported 1,500 messages had been sent.

According to the CTA, Federal Transport Minister Denis Lebel stated to a carrier that EOBRs can

“improve hours-of-service regulatory compliance by reducing the opportunity for commercial drivers to exceed regulated driving hours or falsify logbooks,” and that Transport Canada “supports the development of an EOBR standard that leverages the work that the United States has undertaken on this issue, that is implemented consistently across all jurisdictions, including our provinces and territories, and that is operationally feasible for both industry and government regulators. Ultimately, a harmonized North American standard would be ideal in consideration of the importance of domestic and cross-border trade.”

In February, the Truckload Carriers Association (TCA) came out in support of EOBRs. A



couple of months later, the Teamsters announced their support.

The Owner-Operator Independent Drivers Association (OOIDA), for their part, said they see the Teamsters’ support of EOBRs as a desire to discourage owner-operators who could then be replaced by employee drivers who could be organized. But it’s becoming increasingly clear that OOIDA is outnumbered.

OOIDA won a battle in the mandating of EOBRs back in August, 2011



# ches

EOBRs can “improve hours-of-service regulatory compliance by reducing the opportunity for commercial drivers to exceed regulated driving hours or falsify logbooks.”

— **Denis Lebel**  
*Federal Transport Minister*

Hanging up the gloves on the EOBR debate?



regarding driver harassment. It was an important battle, because, let's face it, there are some sketchy carriers that would use the technology to harass drivers.

Technology should make our lives better: it should simplify things, makes us more money, and save us time. If it doesn't, why use it?

But, like most technology, there is always a sacrifice of something uniquely human; it makes us more efficient yet binds us at the same time. Phone manners and face-to-face interaction have been replaced by tersely written text messages, emails or Tweets. Automated transmissions mean that drivers no longer need to know how to drive manual, sacrificing perhaps not driving skill, but certainly the patience that driving manual instills in drivers at an early age. And EOBRs are going to take away a certain amount of freedom—perhaps, in an increasingly regulated industry, one of the last drops of freedom. No more fudging your logbook so that you can drive your truck 20 minutes down the highway to get that better breakfast.

A *Today's Trucking* reader emailed a letter he sent to his MP stating his opposition to

the mandating of EOBRs: “I am not against the use of electronic equipment for the purpose of equipment performance and productivity, even for the use of the “black box” monitoring of events leading up to a serious event like a wreck or even events like speeding and abnormal brake applications etc.,” he wrote.

All in all, he said, he doesn't mind the technology, which is installed on his truck. The problem is “the use of EOBRs for monitoring HOS regulations,” he wrote. “[They are] little more than an invasion of privacy and an attempt by carriers to harass and intimidate drivers in their attempt to extract every last bit of daily useable hours from a driver and the truck.”

## GUNS DON'T KILL PEOPLE, PEOPLE KILL PEOPLE

“It doesn't surprise me that you'll hear from some drivers that don't like this, and in the end I think it does come down to this big brother thing,” Bradley says. “What we hear from drivers who have actually used the equipment is that one thing it does

is relieve them of the stress of being pressured by unscrupulous shippers or carriers to do things that are illegal. With an EOBR, they can no longer be put under that pressure—told to fudge their logbooks and that sort of thing. That's one of the positives that we hear.”

OOIDA, however, has been “hearing” the opposite, and it's not hard to find various testimonials from drivers who have been harassed. At the time of this writing, the Federal Motor Carriers Safety Administration (FMCSA) has been actively listening to drivers regarding harassment. And according to reports by OOIDA's Landline Magazine, drivers are doing a bang-up job of letting the FMCSA know that they think is really going on. Only time will tell how the regulators build it into the mandate.

Cost has been another concern. Companies that manufacturer EOBRs point to fuel savings and the ability to track how long a driver is sitting at a dock—a cost that can then be tacked onto the bill, providing some ROI. Technology typically becomes cheaper as it becomes more ubiquitous, but again, time will tell.

The industry has been

changing rapidly for some time, and the mandating of EOBRs, perhaps more than anything, signifies that change. “The fact of the matter is, all of the other modes—whether it’s marine, air, rail—all have some form of on-board monitoring device and the reason for

as with the little mark on my license that says I can adjust brakes, they shift the log onus back solely to the driver and the maker of the EOBR. And on top of that, they still allow you to mark all your time unloading, loading, making phone calls as sleeper berth off duty.

that we need them for safety. So they don’t need to be mandatory.”

Back in 2010, the CTA acknowledged some of the above concerns: “The lack of effective enforcement of the hours of service rules has not only created potentially unsafe situations and

data that governments shall have access under an EOBR mandate needs to be determined in concert with industry. Governments must commit to updating their data management systems to ensure they have integrity and are secure.


**Costs**—Cost concerns and financial implications can be managed by a combination of establishing a realistic and reasonable timeframe for full implementation of the mandate and by providing meaningful incentives (tax, grants, rebates, and/or credits) to encourage and assist accelerated investment in the technology. There will never be an ideal time for a mandated investment, and credit is currently very tight, but a fair and incentivized transition would significantly reduce opposition on those grounds.”

While all the signs may be pointing to the mandatory implementation of EOBRs, the conversation over hours-of-service, over what the exact cost of transporting goods is, over how the industry does business and treats its employees is far from being on its death bed.

## DRIVER SURVEY SERVES UP SURPRISES

Atlas Van Lines’ drivers love Dunkin’ Donuts for coffee, Subway for sandwiches, and Tums for the tummy.

For the eighth year, the Indiana-based hauler has surveyed its team of drivers and emerged with the fascinating annual King of the Road Survey. (Florida, for instance, is the state with



“Just this one leg of my trip from Vancouver to Winnipeg, by logging all my time, I’m over 10 hours. Its beyond what I normally log.”

that is public safety,” Bradley says. “Why some people think the mode that more than any other shares its workplace with the public would be able to remain immune from this... They may not like it, but that’s the world we live in now. Yes, there is going to be greater oversight and yes that means that some people are going to have to alter the way they do business, but that’s for the better in our view.”

Let’s just hope business is better for management and drivers alike. A driver, who wanted to remain anonymous, said that the way he sees it, EOBRs are a farce. The carrier is just as responsible as I am. With EOBRs,

Which is BS. And we still get the same old, same old because the entire industry relies on us to lie about all the time we spend working on docks for nothing.

“In fact,” he said about a recent experiment he conducted, “just this one leg of my trip from Vancouver to Winnipeg, by logging all my time, I’m over 10 hours. Its beyond what I normally log. So I say that the EOBR is just a scam that will still let the driver lie about his waiting time. Take that ability out of it and then let’s see.

“I’m not against the EOBR. I just think it’s self-serving to the carriers, and the ones that want it should buy them. But there isn’t any evidence—and I looked—

created an unlevel playing field between carriers, but it has also denigrated the credibility of the regulators and sustained a negative mythology about the trucking industry’s compliance record,” they said in a news release. “A universal EOBR mandate would improve the effectiveness of both the enforcement effort and compliance with the hours of service regulations.”

And while the CTA is obviously pro-EOBR, they did concede that a few things needed to be addressed, specifically:

**“Privacy**—EOBR technology shall be used solely for hours of service recording purposes. The type, amount, format and frequency of

the best rest stops, the survey says. And their second-favorite fast-food joint is Wendy's.)

The results were released as part of the company's annual driver appreciation week, known within Atlas as BRAVO (Boosting Recognition of Atlas Van Operators.)

The drivers, from 37 states and seven provinces, responded to a lengthy questionnaire that covered everything from favorite places to bunk (Super 8 Motels) to favorite scenic views. (Banff, in Canada.)

The results paint an interesting and somewhat surprising picture of the average North American Atlas driver.



## According to the survey, drivers are more likely to tune into classic rock, talk radio, or rock stations than they are country.

For one thing, according to the survey, drivers are more likely to tune into classic rock, talk radio, or rock stations than they are country. (A full 44 percent said their go-to station is classic rock. The same percentage went for talk.)

Also, drivers are far more health conscious than one

might think. When asked what their favorite on-road snack was, 48 percent of drivers reported fresh fruit! Next came mixed nuts, at 30 percent. Only 13 percent said candy.

Drivers are also staying connected like never before. In the past three years, the survey says, smartphone use

among drivers has increased from 14 to 60 percent.

Plus, their favorite thing to do when not on the road? The vast majority "hang out with the family."

"Given that the majority of our professional truck drivers spend more than 30 weeks out of the year on the road, this survey is a great way to let these seasoned road warriors

share their knowledge and preferences with the rest of us," said Glen Dunkerson, chairman and CEO of Atlas World Group.

"With summer vacation and road trips just around the corner, the recommendations in the King of the Road Survey can help travelers stay fit while on the road, identify the best hotel chain, food and much more." ▲



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**Bob Lodge Built Oasis on the 401**

**Robert "Bob" Lodge**, founder of the **730 Truck Stop** on the 401 near the Quebec-Ontario border, passed away suddenly on Wednesday, April 18.

A generous man who cared greatly for his community and customers, Lodge started as a driver who decided in 1987 that what the eastern part of the 401 needed was a good truck stop. So he bought a piece of property near exit 730, at Cardinal. The only building was a three-bay garage with two small diesel pumps. Lodge used his connections in the trucking industry to let drivers know that he was open for business and the customers began arriving.

In 1988, Lodge was approached by Ultramar to become an Ultramar cardlock site and in 1989 the first expansion took place. Growth continued to this day, and now the 730 consists of a sprawling main building filled with convenient products and services. The 730 provides a welcome oasis for east and westbound truckers.

The 730 has long played an active role in community service and has supported the local communities through financial contributions, community events, and volunteer efforts of employees.

Lodge's death came as a shock to all. **Today's Trucking** first learned of Bob's death during Truck World 2012 at the International Centre in

Toronto, and within hours, posters went up around the show advising visitors that there would be a convoy in Lodge's honor near the 730 the next Tuesday.

Lodge was husband of France Forest and father of Carolyn, Steven, Brian, as well as stepsons

Sebastien and Charles. He was brother of Barbara, Beverley, Gordon, Jeannie, Mary, Harry, Louise and Alan. He will also be remembered by his grandchildren Erin, Stanley, Bradlee, Trevor, and step-grandchildren Thomas and James.

Donations to the Heart and Stroke Foundation would be gratefully appreciated.



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**Edmonton Kenworth** received the **2011 Kenworth Dealer of the Year Award** for the U.S. and Canada. This is the third Dealer of the Year award the dealership has taken home. The dealer's leasing operation (PacLease Edmonton Kenworth) received the PacLease North American Franchise of the Year award in both 2009 and 2011.

**Eckel Merits Meritor Appointment**

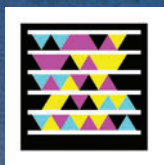
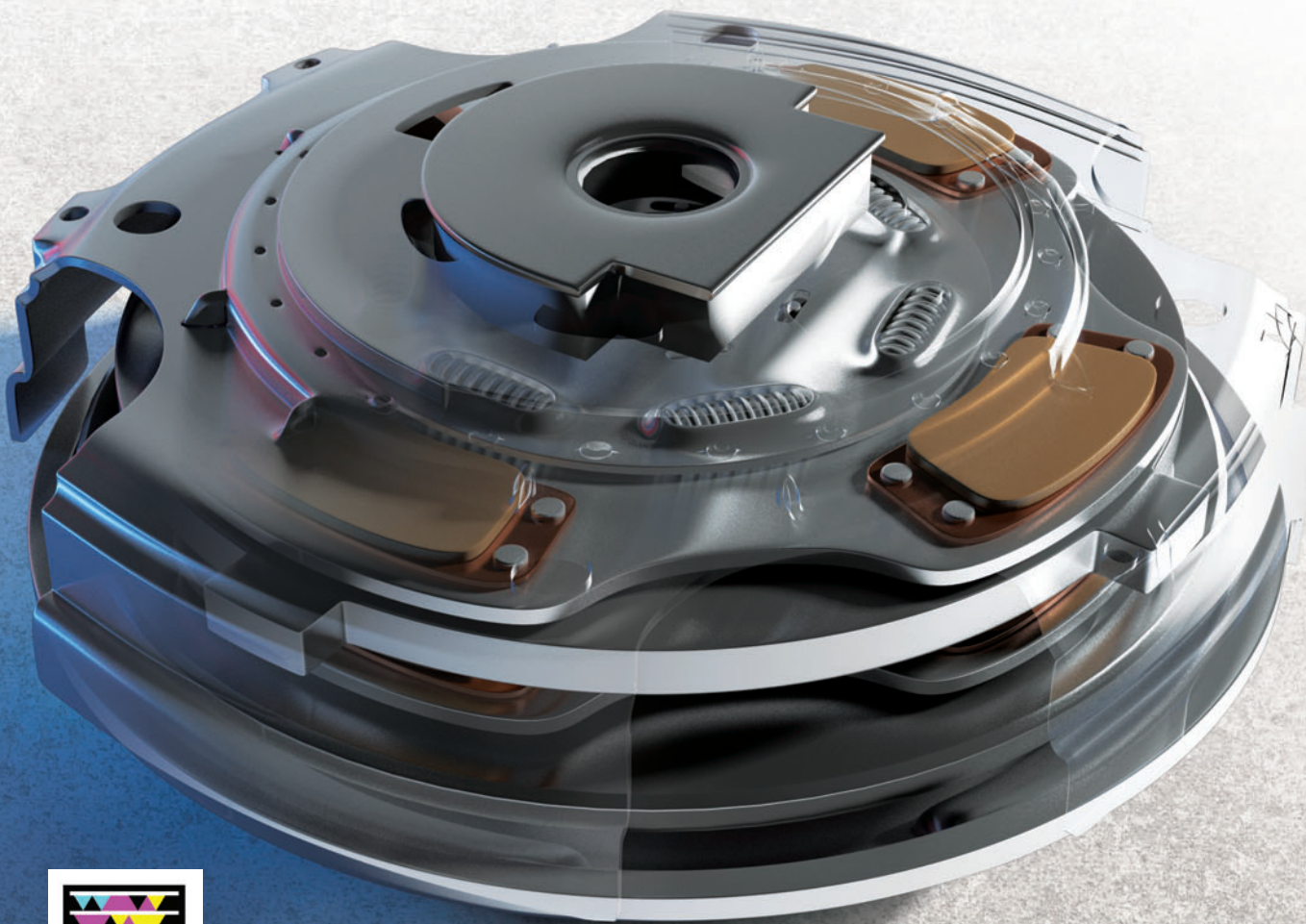
**Meritor, Inc.** has appointed **Barry Eckel** director, OEM Sales & Canada, as a member of the **Meritor DriveForce** team. Meritor DriveForce is the company's newly branded field sales and service organization. The organization is composed of more than 110 experts trained to support customer needs before, during and after the sale. Meritor also appointed **Stephen Murphy**, district manager, eastern Quebec and Atlantic Canada, Meritor DriveForce.

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## Manitoba Driver Hurlled by Tornado Thankful to Be Alive

THURMAN, IOWA — On Saturday, April 14 at about 5:45 p.m., Penner International driver Klaus Burkert was on a regular run to Texas from his home in Steinbach MB, when a tornado



blew in from the west. It hoisted Burkert's 2009 Volvo 780 into the air, dropped the tractor-trailer on its side and blew the 80,000 lbs of steel, glass, rubber and iron across the interstate until it came to rest on the grassy median.

**MORE @ <http://bit.ly/KIHxmi>**

## Gravel Haulers Protest at Milton MTO Weigh Station



MILTON, ON — Seventy four tractor trailers and 142 truckers occupied the eastbound MTO weigh station Thursday afternoon to register displeasure with what they perceive as inconsistent, unfair, and unnecessary enforcement of rules that, they say, don't make sense.

**MORE @ <http://bit.ly/llcqU2>**

## Prince Edward Island Looks to Reconstruct Trans-Canada



CHARLOTTETOWN — P.E.I., CBC reported today, has no choice but to move a section of the Trans-Canada Highway for safety and legal reasons.

A six-kilometre stretch from Bonshaw to New Haven needs to be re-built, according to John Robinson, a traffic safety engineer hired by the province to study Route One in P.E.I.

"Collision rates are about 56 percent higher than they are for the overall distance between Borden and Charlottetown," Robinson told CBC.

**MORE @ <http://bit.ly/lvfsML>**

## A Little Trucking Bird Told Me...



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**Spot Canuck Trucker** @spotthetrucker 5 May

Hey Vancvr. If ur Jonesing 4 comfort food. NO worries, I'm ON MY WAY, w/another load of Good Stuff.

Retweeted by Todays Trucking

Expand

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**Todays Trucking** @Todaystrucking 4 May

Congrats to Ken Watson of Golden Arrow for winning the Driver of the Year Award at AMTA!

Expand

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**Todays Trucking** @Todaystrucking 4 May

Congrats to Real Durand of @BisonTransport1 for winning the AMTA Safety Person of the Year!

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**Todays Trucking** @Todaystrucking 4 May

@lecamionneur that's not good. we're still tweaking things. Anything we can help you find?

View conversation

---

**Todays Trucking** @Todaystrucking 4 May

@OnTruck brass checks out Dawson Rd., agrees to work w/stakeholders on alternate safety solutions [ow.ly/aHCw8](http://ow.ly/aHCw8)

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**Todays Trucking** @Todaystrucking 4 May

Alberta premier steps up Hwy. 63 twinning efforts [ow.ly/aHC78](http://ow.ly/aHC78)

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**OTA** @OnTruck 3 May

Attention truckers on 401 north of T.O. tonight: Full Closure: Hwy 401 Westbound, Keele to Hwy 400, 10 pm to 6 am [ontruck.tv/10z](http://ontruck.tv/10z)

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**Todays Trucking** @Todaystrucking 3 May

Moratorium on axle weight enforcement won't sit well with industry, says @OnTruck [ow.ly/aGpWN](http://ow.ly/aGpWN) & no more free ride for shippers

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**MORE @ [twitter.com/todaystrucking](http://twitter.com/todaystrucking)**

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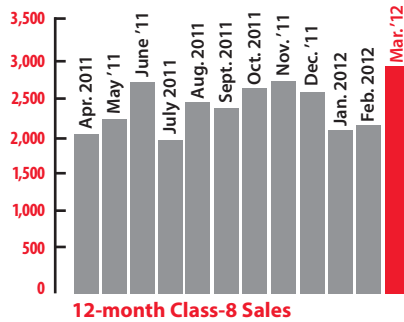




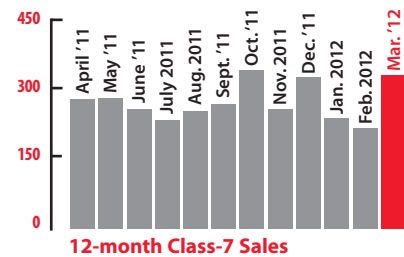
Canada – Truck Sales Index

March 2012

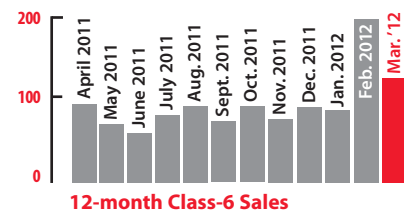
CLASS 8	This Month	YTD '12	YTD '11	Share '12	Share '11
Freightliner	779	2002	1383	27.8%	29.9%
Kenworth	581	1470	757	20.4%	16.4%
International	462	1131	959	15.7%	20.7%
Peterbilt	330	888	470	12.3%	10.2%
Volvo	429	765	502	10.6%	10.9%
Western Star	183	502	300	7.0%	6.5%
Mack	171	441	255	6.1%	5.5%
<b>TOTAL</b>	<b>2935</b>	<b>7199</b>	<b>4626</b>	<b>100.0%</b>	<b>100.0%</b>



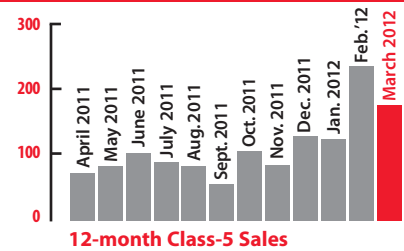
CLASS 7	This Month	YTD '12	YTD '11	Share '12	Share '11
Freightliner	57	236	94	30.2%	16.2%
International	80	208	221	26.6%	38.0%
Kenworth	87	151	108	19.3%	18.6%
Hino Canada	56	96	91	12.3%	15.6%
Peterbilt	41	91	68	11.6%	11.7%
<b>TOTAL</b>	<b>321</b>	<b>782</b>	<b>582</b>	<b>100.0%</b>	<b>100.0%</b>



CLASS 6	This Month	YTD '12	YTD '11	Share '12	Share '11
International	80	194	88	48.1%	34.1%
Freightliner	8	135	29	33.5%	11.2%
Hino Canada	31	68	141	16.9%	54.7%
Peterbilt	3	6	0	1.5%	0.0%
<b>TOTAL</b>	<b>122</b>	<b>403</b>	<b>258</b>	<b>100.0%</b>	<b>100.0%</b>



CLASS 5	This Month	YTD '12	YTD '11	Share '12	Share '11
Hino Canada	103	316	193	59.4%	69.9%
International	55	163	73	30.6%	26.4%
Mitsubishi Fuso	15	40	0	7.5%	0.0%
Freightliner	2	6	1	1.1%	0.4%
Kenworth	2	5	7	0.9%	2.5%
Peterbilt	0	2	2	0.4%	0.7%
<b>TOTAL</b>	<b>177</b>	<b>532</b>	<b>276</b>	<b>100.0%</b>	<b>100.0%</b>



**Eastern Canada**

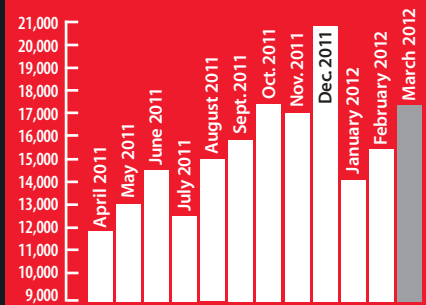
www.easterncanada.cummins.com



- Wholesale parts distribution
- Retail parts sales
- Engine and power generation equipment sales
- Maintenance & Repair

U.S. – Retail Truck Sales

CLASS 8	This Month	YTD '12	Share '12
Freightliner	5023	15,323	32.7%
International	3086	9090	19.4%
Kenworth	2396	6831	14.6%
Peterbilt	2340	6403	13.7%
Volvo	2915	5029	10.7%
Mack	1365	3586	7.7%
Western Star	182	580	1.2%
Other	1	3	0.0%
<b>TOTAL</b>	<b>17,308</b>	<b>46,845</b>	<b>100.0%</b>



Canada – Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	52	59	30	84	445	96	4	8	0	1	779
Kenworth	45	252	38	22	129	90	5	0	0	0	581
International	11	67	7	48	190	107	19	10	0	3	462
Peterbilt	31	108	18	61	48	50	12	2	0	0	330
Volvo	38	35	7	28	231	81	5	4	0	0	429
Western Star	33	88	13	2	20	25	1	1	0	0	183
Mack	2	25	23	6	78	30	4	3	0	0	171
<b>TOTAL</b>	<b>212</b>	<b>634</b>	<b>136</b>	<b>251</b>	<b>1141</b>	<b>479</b>	<b>50</b>	<b>28</b>	<b>0</b>	<b>4</b>	<b>2935</b>
<b>YTD 2012</b>	<b>611</b>	<b>1651</b>	<b>280</b>	<b>526</b>	<b>2609</b>	<b>1207</b>	<b>177</b>	<b>112</b>	<b>1</b>	<b>25</b>	<b>7199</b>

Sources: Canadian Vehicle Manufacturers Association and Ward's Communication. Sterling ceased production in 2009 and has been removed from the truck sales listing.

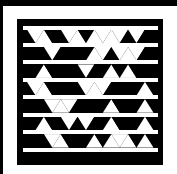


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# When Industry Drops By For A Visit

19,000-plus attend **Truck World**, many with cheque books open.

— By Today's Trucking Staff

From the record-breaking attendance at the Fleet Manager's breakfast to the throngs lined up early Saturday morning for free hats, it was clear to anybody around the International Centre in mid-April that **Truck World 2012** was an unqualified success.

"This was our best show to date," commented Joe Glionna, Director of Newcom Business Media's Truck Group.

Truck World is owned by *Newcom Business Media*, the publishers of **Today's Trucking** and **todaystrucking.com** as well as several other business publications.

While overall attendance was down mildly compared to the 2010 Truck World, Truck World organizers still saw 19,256 people crowd into the International Centre. (Most of the drop came on Saturday, a day aimed at drawing more families as much as industry members.)

More than 300 executives attended the eye-opening fleet managers' breakfast Thursday to hear Swift Transport

Founder and CEO Jerry Moyes share insider tips for smart operating and then, for the next three days, 350 exhibitors saw the aisles teeming with customers, many with cheque books at the ready.

In his opening remarks at the breakfast, Glionna noted that he was pleased to

announce that the Ontario Trucking Association (OTA) has promised to support the show for at least the next 20 years.

"What does that tell you about how important this show is to our industry?" he said. "I attended the giant Mid-America Show in Louisville a few weeks earlier and between the two shows, I really come away feeling that there's a sense of optimism in the heavy-duty trucking industry."

"With this strong showing, we're really looking forward to the next big show, ExpoCam."



The Ontario Trucking Association (OTA) has promised to support the show for at least the next 20 years.

**ExpoCam**

Slated for Montreal,  
April 11 to 13, 2013  
[www.expocam.ca](http://www.expocam.ca)

**Truck World**

Returns to Toronto,  
April 10 to 12, 2014  
[www.truckworld.ca](http://www.truckworld.ca)



# Rolling Model

What does it take to be a driver the boss describes as the “go-to guy” at driver-recognition time? — By Peter Carter

One wintry afternoon in 2009, Dave Morrow, a co-owner of Oak Bay-NB-based Milltown Trucking, went on a snowmobile trip from which he never returned.

Morrow was an experienced sledder and native of the area. Oak Bay is in southern New Brunswick, near the Calais crossing into Maine.

The last contact he had with his buddies was when they stopped in the village of McAdam for a bite to eat. Afterwards, they separated and headed home.

Next morning, Dave’s wife Bev called her brother-in-law Doug to see if Dave had stayed over for the night. That’s when they realized something was wrong.

The townspeople sprung into action and a search was begun.

Heather McCulloch, the Safety Coordinator at Milltown Trucking, which the Morrow family runs, says as soon as the search began, “there were snowmobilers all over Charlotte County.” Among them, one of Milltown’s most respected drivers, **Stephen McGibbon**.

McGibbon, now 44 and single, was a lifelong friend of the Morrrows. It was just his fate then, after three hours of searching, to find his deceased pal. According to Doug Morrow, authorities believe Dave must have lost control of his machine and hit a tree, dying instantly.

McGibbon called the first responders and waited at the scene for four hours until the coroner arrived. In doing so, McGibbon saved Morrow’s family the sad act of having to identify the remains.

“It’s what a true hero does,” says McCulloch.

“It’s not the sort of thing you want to do twice in one lifetime,” McGibbon said.

This past April 21, McGibbon found himself revisiting the Morrow tragedy. His heroic action was cited as evidence of McGibbon’s moral fiber when he was named the **2012 Highway Star of the Year**. (See “Have You Spotted a Highway Star?” next page.)

The award was presented by **Rolf Lockwood**, Vice President Editorial of Newcom Business Media, at a special ceremony at Truck World 2012 in April in Toronto. Newcom owns this magazine and the Truck World show.

This year’s contest saw a record number of entries. The judges noted that this was one of the most tightly competitive contests since the award was introduced eight years ago. Among the judges this year was the first Highway Star of the Year, Rene Robert.

As is typical of drivers who have podiomed as Highway Stars, McGibbon’s trip to the mic in Toronto wasn’t his first. In 2011, McGibbon was named Atlantic Provinces Trucking Association Volvo Trucks Canada Driver of the Year. Several times, he has earned the Driver of the Year Award from his company, which employs about 30 drivers.

And, suitably, after Milltown Trucking introduced a citation honoring the respected owner who died in the sled crash, McGibbon was its first recipient. It was called the Dave Morrow Memorial Award.

The Highway Star of the Year for 2012 is a man of few words.

**STAR QUALITY:** McGibbon says his heroics “were not the sort of thing you want to do twice.”



**HIGHWAY STAR GAZING:** On hand for the official Big-Cheque presentation were the sponsors of the prize package. From left; Chevron's Laura Lacayo, Freightliner Canada's Ray Carey, Owner-Operator Business Association Executive Director Joanne Ritchie, Highway Star McGibbon, Meritor's Bob Hounslow, Cummins' Alasdair McNellan and Newcom Business Media Vice President Editorial Rolf Lockwood.



McGibbon started driving "at 13 or 14" around his father's construction company; he took to heavy-duty trucking when he turned 18. He's been with Milltown for 15 years and 90 percent of his runs are between Toronto and New Brunswick, hauling steel one way and particle board the other.

Milltown's McCulloch describes McGibbon as extremely professional, and says he believes in constant upgrading and professional development. "He is very courteous and polite, with not only our customers but our management, dispatchers, office staff, mechanics, and fellow drivers, both on and off the highway."

Morrow says McGibbon has more than two million safe miles under his belt buckle, adding that he is an inspiration to his colleagues and coworkers. Whenever any driver recognition program comes around, Morrow says, the men and women around Milltown know to look to McGibbon.

McCulloch also says that the atmosphere around Milltown is conducive to productive employees. "Milltown's a typical small family trucking firm and Doug's a very warm hearted and thoughtful man."

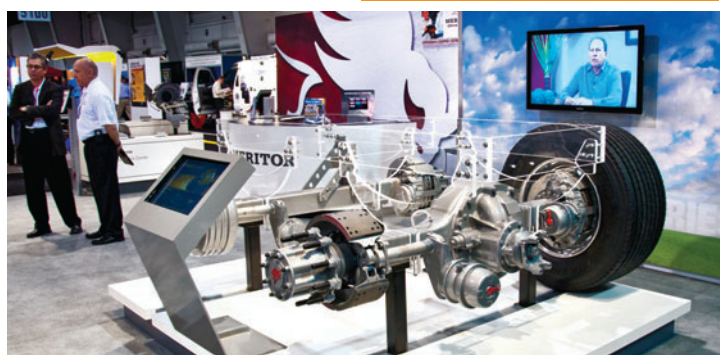
In his acceptance, McGibbon displayed characteristic humbleness and said that while he appreciates being honored, he added: "There's lots of other drivers just as qualified as myself for this."

Among those watching were McGibbon's teenaged nephew Seth Woodside, whose trip to the award ceremonies with his uncle marked a first-ever visit to Toronto.

And finally, standing beside Master Woodside were Brenda and Edgar Morrow, the award-winning driver's mom and dad.

Afterwards, Mrs. McGibbon said the words almost any trucker would love to hear come from a mom.

"We are all," she told **Today's Trucking**, "just so darn proud of our son." ▲



## Have You Spotted A HIGHWAYSTAR?

The **Highway Star of the Year Competition** is an eight-year-old program designed to identify and reward drivers who exemplify the profession to the world. It's a lucrative competition, too. The winner walks away with \$10,000 in cash, a special-edition jacket, a road-ready laptop, and an efficient diesel-fired cab heater. Besides Newcom Business Media (which publishes this magazine and owns *Truck World*) the sponsors of the Highway Star of the Year program include Freightliner Trucks, Meritor, Espar Heater Systems, Cummins, Chevron, and the Owner-Operator Business Association of Canada.

The competition is open to owner-operators and company drivers. Organizers recommend managers monitor their teams for outstanding examples so when the time for nominations comes around again, fleets will be prepared.

**WATCH**   
**Today's Trucking +**  
**todaystrucking.com**

FOR DETAILS ABOUT THE NEXT HIGHWAY STAR COMPETITION

# Jerry Rigs

A few lessons from the guy who started and still runs the biggest TL firm in the U.S.A.

— By Peter Carter

He called it “The Wonderful Republic of California.” And said “what California needs is about 50 trucks that will just idle all the time. The air coming out of the trucks will be cleaner than the air going in.”

It was 9:00 a.m., and if any of the 350-plus industry leaders at the **Truck World 2012 Fleet Managers’ Breakfast** hadn’t yet downed a second coffee, they wouldn’t need it.

Their morning wake-up jolt would come from the man at the podium.

The speaker was Jerry Moyes, founder and CEO of America’s largest truckload carrier, Swift Transportation.

Moyes was born into trucking in Plain City, Utah, where his parents Betty and Carl Moyes ran B&C Trucking. The family moved to Phoenix after young Jerry graduated from university in 1966. In Arizona, they started a carrier called Common Market, which would eventually become Swift. The principals were the three male Moyes and the primary lane involved hauling steel between the west coast and Arizona.

The company exploded with growth through the 1970s and 80s and by 1990, Swift had grown to a \$125-million carrier with 800 trucks.

Today, Swift generates over \$3.4 billion in revenue and operates over 16,000 trucks. Swift’s terminal network has grown to over 40

full-service facilities in the United States and Mexico. “Dan has been able to keep us out of Canada,” Moyes commented at the breakfast meeting, in a reference to his friend Dan Einwechter, founder of Challenger Motor Freight.

Swift has also been through an unusual number of iterations. At first it was a private family company. (They purchased the name Swift from a descendant of the Swift Meat Packing Company.) They took that company public in 1990.

In an extremely public dispute, Moyes was fired by the board but then, in 2007, Moyes purchased the company back in a complicated \$2.4-billion deal. A few years later Swift went through its second public offering.

And on the day before Moyes made his breakfast speech in Toronto, the business press was reporting that higher pricing enabled Swift to nearly double its first quarter profit from a year earlier.

“Expansion in intermodal and pricing improvements in the trucking business were the primary growth drivers,” the company said in a letter to investors.

Revenue (excluding fuel surcharges) went up 4.1 percent from a year earlier and weekly revenue per tractor was up 6.7 percent, at \$3,055. Loaded miles increased by 3.1 percent; deadheads dropped to 12 percent of total mileage. Swift also cut 600 tractors from its fleet.

The day before his speech, the industry heard Jerry Moyes’ family company made \$6.2 million on \$826.9 million in revenue.

No wonder he was in a position to school his audience. ▲



# ACCORDING TO MOYES:

**Lesson One: Watch Your Costs.**  
**Lesson Two: See Lesson One.**

Moyes said carriers who keep close watch on all their expenses are the carriers who will **WIN** the day.

- Carriers should maximize their insurance-rate deductibles. It makes for a safer fleet. And faster legal settlements. Moyes offered actuarial proof. Swift carries a \$10-million deductible. Not only does an insurance company cut your premiums if you carry a higher deductible, when the money going to cover incidents comes from your own till, you WILL run a safer fleet.
- He also advised settling insurance claims as quickly as possible. "The longer you push them out, the worse it gets," he says, adding that insurance companies seem to want to prolong claims. Moyes cited one case in which Swift was prepared to settle a claim at \$3 million but because of insurance-company delays the ultimate settlement ended up being \$22 million. Furthermore, a carrier should monitor the percentage of insurance claims compared to revenue.
- He says Swift's percentage of insurance to revenue is 3.5 percent; and that several other publicly traded carriers operate at about 7.5 percent.
- Use your CSA scores against your customers' when bidding on work. "CSA has had its ups and downs but fleets are now looking at CSA scores in choosing carriers." He also predicts that soon,

some lawyer is going to use CSA scores when trying to settle an accident claim and the lawyer will sue the shipper, claiming he used a carrier with a less-than-stellar CSA rating.

- Measure your drivers one against the other; reward those who save fuel and find out why the others aren't. You might be surprised. Moyes said by watching costs, his company found one driver who'd stolen 17,000 gallons of reefer fuel.
- Monitoring can lead to lost productivity. "Onboard computers are going to create problems," he said, referring to a situation in which a shipper contacted a Swift dispatcher saying that a dock was open and the load had arrived but the driver was waiting across the yard and couldn't move. He was out of hours.
- He thinks drivers should be better compensated and trucks spec'd with keeping drivers satisfied and safe.
- He's an advocate of driver-monitoring technology that lets carriers conserve fuel but not of state-financed safety incentives. Swift only purchases trucks with critical-event reporting technology and anti-rollover systems and has seen a 40-percent decrease in rollovers and a 30-percent cut in rear-end collisions.
  - The market should dictate modifications. "There're a lot of tax incentives to encourage carriers to voluntarily adopt different safety systems. I'm not sure we totally support that. The industry needs to stand on its own and these things will pay for themselves."
- Moyes said Swift is testing 16 natural gas-powered trucks, and said the success of the program depends on the density of the refueling infrastructure. At the moment, he said "natural gas is not a viable option."
- On capacity, Moyes said the recent recession has forced carriers to be very disciplined when it comes to purchasing new equipment. "We're very very conservative about adding capacity. If anybody does buy a truck, we're going to shoot him."





From left are: Gary Moore, Kenworth general manager and PACCAR vice president; Edmonton Kenworth executives Collin Ferguson and Gary King; and Preston Feight, Kenworth assistant general manager - sales and marketing.

## “Outstanding Performance” earns Edmonton Kenworth “Dealer of the Year” honors for 2011

Edmonton Kenworth was named 2011 Kenworth Dealer of the Year for the United States and Canada at the annual Kenworth Dealer Meeting held recently in Columbus, Ohio.

“It’s a great privilege and honor for Edmonton Kenworth and our many dedicated employees to be recognized with the 2011 Kenworth Dealer of the Year award,” said Gary M. King, president of Edmonton Kenworth. “There are many outstanding Kenworth dealers, so this award is certainly a very special achievement. We especially thank our many customers for their business, and we look forward to continuing to provide them with excellent support and Kenworth’s complete range of The World’s Best® heavy and medium duty trucks.” The award encompasses Edmonton Kenworth locations in Edmonton (Northside), Edmonton (Southside), Fort McMurray and Lloydminster, Alberta.

**Edmonton Kenworth is one of six Kenworth Gold Award winners for 2011. Other award winners are:**

**GreatWest Kenworth**  
(Calgary, Alberta)

**Kenworth of South Louisiana**  
(Gray, Louisiana)

**MHC Kenworth Colorado**  
(Denver, Colorado)

**MHC Kenworth Oklahoma**  
(Oklahoma City, Oklahoma)

**Wallwork Kenworth**  
(Fargo, North Dakota)

---

**Medium-Duty Dealer of the Year:**  
**Rihm Kenworth**  
(St. Paul, Minnesota)

“Edmonton Kenworth had an outstanding performance during 2011,” said Gary Moore, Kenworth general manager and PACCAR vice president. “Edmonton Kenworth sold and leased a very significant number of Kenworth trucks, achieved strong market share in both heavy and medium duty truck sales, operated excellent facilities, and provided exceptional customer support. Edmonton Kenworth exemplifies “The World’s Best.”

2011 Silver Award winners are: Custom Truck Sales, Kenworth of Jacksonville, Kenworth Maska, Kenworth Sales Company, MHC Kenworth – Kansas City, MHC Kenworth (Texas), Papé Kenworth of Oregon, Rihm Kenworth, Motor Power Kenworth – Great Falls, Kenworth of South Texas, Kenworth Quebec, Wichita Kenworth, Wisconsin Kenworth, and Worldwide Equipment of West Virginia.



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# Lagging Indicators

*How to read sales numbers backwards so you know how to go forward.*

By Tibor Shanto

I was struck by a headline on the cover of the April issue of **Today's Trucking**, the special Truck World issue. It read “*Know all your numbers on a daily basis.*” It was part of an interview with Jerry Moyes, CEO and founder of Swift and the keynote speaker at this year's Fleet Managers' Breakfast.

At first I thought it strange that fleet managers need this kind of advice or reminder given their role in the success of a carrier. But then it struck me that members of my own tribe, sales, could benefit from this simple but sage advice. In fact, many sales people do not know what their numbers are, or even what numbers they should be tracking and proactively managing.

As a way of avoiding the work and accountability that knowing your numbers brings, some sales people will offer that sales is not a numbers game, and therefore tracking certain numbers is not needed. While I could support the way that sales is not entirely a numbers game, there is no escaping the crucial role numbers play in sales success and by extension the success of their companies.

Many of these same sellers will tell you that the only number that counts is the final one, the results. The problem with that number, the final outcome—the results—is that for most sales people and their organizations it is only of marginal use, as it is a lagging indicator. Once you know this number it is too

late to do anything about it; you either lament it or celebrate it, but you can't change it. To change the outcome you have to change and act on things much earlier in the sales cycle, and therefore need to know and change other, more important numbers.

many sales do you need per month? Say your quota is \$80,000 per month, and your average sale is \$20,000, you'll need to get four sales a month. How many proposals do you need to secure one deal? Say your conversion rate is 3:1, you'll need to deliver 12 proposals to get the four

my negotiating skills? Without the numbers you really don't know where you are or what you may want to change.

I suspect that many of the sales people who push back against numbers do not want the visibility and clarity numbers bring. They would rather tell you all the reasons



**NO GAME, THESE NUMBERS:**  
Learning exactly what it takes to make one sale is key to subsequent success.

I do understand and empathize with those who say tracking a whole bunch of numbers is not a good use of their time, but tracking specific key numbers is crucial for sales success and continued growth. The best place to start is at that final number, the number you are tasked with delivering, and then work backwards to understand what you need to over the course the sales cycle—do so day in, and day out, just like the folks in operations.

As to which numbers sales should be aware of, that will vary based on your market and offering, but with that understanding, here are some to start you off. First how

deals. How many prospects will you have to engage and take through a discovery process to generate those proposals, and of course, how many appointments to reach that number of prospects?

These are crucial numbers you need to not only succeed, but to continue to improve your sales over time, because if you are in sales, you can add increased quota to death and taxes. How can you plan what you will improve, what you will change, if you do not have a base line? Knowing your numbers allows you to make choices? Will I work on engaging with more prospects? Should I focus on better discovery, or improve

for things being the way they are—unsupported by facts or data, the kind of data numbers bring.

One last number to consider is the number of days in your sales cycle, and each of the stages in it. Knowing this number will support actions you take to improve your other numbers, and more importantly, your final results. ▲

**Tibor Shanto** is Principal of Renbor Sales Solutions Inc (sellbetter.ca) is a recognized speaker, author of an award winning book on B2B sales. Tibor can be reached at [Tibor.Shanto@SellBetter.ca](mailto:Tibor.Shanto@SellBetter.ca) or 416-822-7781.

# Round'em Up, Head'em



# ut

Your need-to-know guide  
to the new class 8 iron.

By Jim Park

**W**hile we haven't seen a lot of brand new iron from the OEs this year, we saw two great new trucks from Kenworth and Peterbilt launched at the Mid-America Trucking Show. And just hours before we went to press we heard about a tractor version of Western Star's 4700 "baby 8". It made its debut in Las Vegas on May 7.

In addition to the new trucks, we now have an expanding lineup of natural gas engines and trucks to put them in. All the OEs have some natural gas option, and a few have a very full plate to offer.

As well as the trucks, there are a few very forward-thinking options now available that will save owners both time and money. Here's a short list of what has hit the market so far this year, and if it's a sign of what's to come, I can hardly wait for the rest of the year to unfold.

## Kenworth

The big news from Kenworth so far this year is the T680. Available in day-cab and sleeper options, its newly sculpted hood, cab and sleeper represent what Kenworth claims to be a 10-percent enhancement in aerodynamics, which translates to a five-percent improvement in fuel efficiency.

The design effort of the T680 took Kenworth engineers out to truck stops and other places drivers congregate to see what they wanted in a truck. Item for item and measure for measure, the T680 is the truck 90 percent of the drivers interviewed said they wanted. My test-drive article in the May issue of *Today's Trucking* "State of the Art" tells that story, and a ride in the T680 will tell the rest of the story.





**COMFORT ON SHORT TRIPS:**  
Kenworth's T680 in day-cab trim offers all the  
up-front amenities as its long-haul brother.

### NATURAL GAS EMERGING AS THE ALTERNATIVE TO DIESEL

**N**atural Gas powered trucks were all the rage at Mid-America and Truck World this year. Every OE in the Class 7 and 8 markets now have compressed or liquefied natural gas engines in the stable. Interest continues to build even though the fueling infrastructure might be a bit slow to follow.

Presently, there are two natural gas engine platforms on the market. Westport Innovations offers a modified 15-L Cummins ISX engine using a patented injector that delivers a small quantity of diesel fuel with each injection of natural gas. The diesel fuel acts as pilot to ignite the natural gas in the cylinder. The fuel is stored on board as a liquid (LNG) and vaporized prior to injection. This iteration requires a full

exhaust aftertreatment system including a diesel particulate filter and a selective catalytic reduction module to treat NOx.

The other platform is spark ignited, and consumes no diesel fuel. These engines use a maintenance-free three-way catalyst (TWC) aftertreatment, which is packaged as a muffler. No DPF or SCR aftertreatment are required. Previously, the 8.9-L Cummins ISL G, delivered through a joint venture company, Cummins Westport, was the largest spark-ignited engine on the market. But with ratings of 250 to 320 hp and 660 to 1,000 lb-ft of torque, it falls a little short of the power demands of many Class 7 and 8 on-highway users.

This year at the Mid-America

Trucking Show, Cummins Westport, Inc. unveiled a new spark-ignited natural gas engine, the 11.9-L ISX12 G. It's a natural gas version of the ISX12 that will use the TWC aftertreatment system and be certified at launch to meet the U.S.

Environmental Protection Agency (EPA) and California Air Resources Board (ARB) emissions standards of 0.20-g/bhp-hr NOx and 0.01-g/bhp-hr PM. The engine should

also meet Euro VI and pending U.S. greenhouse gas and fuel economy regulations. It is scheduled to go into production in early 2013 with ratings from 330 to 400 hp, and 1,150 to 1,450 lb-ft torque.

The ISX12 G will be aimed at regional-haul and vocational truck/tractor, and refuse applications. Customers will have a choice of either compressed or liquefied natural gas as a fuel.

Also at Mid-America, Cummins



announced it was beginning development of a natural gas version of its venerable 15-L ISX engine, called the ISX15 G. Cummins says the engine will run on compressed or liquefied natural gas, or biomethane,

and will feature the same ignition and aftertreatment system as the smaller ISX12 G. Cummins has not yet released rating information, but said the engine is expected to be in limited production by 2014.

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## And MaxxForce Too

In February, Navistar announced its commitment to natural gas, saying it would soon offer the Cummins ISL G engine in several chassis and touting the in-house development of a natural gas version of the MaxxForce 13 engine.

Currently, DuraStar and WorkStar vocational trucks are available with 7.6-L natural gas-powered MaxxForce DT engines. By mid-2012, Navistar will offer the Cummins-Westport ISL-G engine in its TranStar and WorkStar trucks. Already in development with partner, Clean Energy, is the LNG-powered MaxxForce 13. It will be a co-fueled diesel/natural gas engine using 15-percent diesel and 85-percent natural gas. The diesel will serve as a pilot to ignite the natural gas in the cylinder. It's scheduled to hit the streets in late 2013 with ratings up to 430 hp and 1,550 lb-ft. of torque.

As we went to press, the ISX12 G is available, or soon will be, in certain Freightliner, Paccar and Volvo chassis. The two-year-old ISL-G is available under all OE name plates except Western Star.



## Navistar

In addition to all the work Navistar is doing with natural gas engines, their engineers have been busy making it easier to diagnose faults and get them repaired. The company recently rolled out its OnCommand Connection, a vehicle support program that provides vehicle information while the vehicle is on the road. OnCommand Connection uses truck performance data to proactively interpret and anticipate needed maintenance.

The system works through a device installed in the vehicle that detects engine events and vehicle service requirements

through engine performance data within the engine control module. When an alert is detected, a message is sent to the Navistar OnCommand Customer Support Center. Then, an OnCommand Repair Advocate identifies the closest International dealer, confirms the needed parts and tools are available, and contacts the customer to schedule the needed maintenance appointment.

OnCommand Connection is currently being piloted, and will be available standard on model year 2013 International ProStar+ trucks with a free two-year subscription to the service.

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## Mack

Mack trucks, who has long touted its integrated drivetrain, rolled out the Super Econodyne powertrain designed with all-Mack proprietary components. Mack claims the combination of the MP8-445SE engine, mDRIVE automated manual transmission, proprietary C125 drive axles and Mack's custom software offers up to 3.5-percent better fuel efficiency compared to other similarly spec'd vehicles.



Available on all Pinnacle models rated up to 88,000 lb GCWR, Super Econodyne is engineered to "down speed" more than 200 rpm at a highway speed of 65 mph, cruising at 1,160 rpm versus 1380 rpm.

At a press conference at Mid-America, Mack said the Super Econodyne powertrain would not be offered on MP10 engines, but that was prior to Volvo's XE16 announcement. We're hoping Mack gets engineering approval to offer a similar package to its heavy-haul customers as well.

## Volvo

Building on last fall's release of its low-rpm XE13 powertrain package, Volvo announced at Truck World the availability of the two new XE16 packages. Each package features a new D16 engine rating of 500 horsepower and 2,050 lb-ft. of torque. XE16 improves low-rpm drivability by delivering the full 2,050 lb-ft. of torque



**DOWNSPEEDING:** Volvo's XE packages are designed to reduce cruise speed engine rpm by 200, producing a two-percent reduction in fuel consumption.

while running as low as 1,000 rpm. Developed for gross combination weights up to 143,000 pounds, the heavier-spec XE16 package utilizes heavy-duty, 44,000-lb suspensions and rear axles with a 3.21 ratio instead of the 3.73 rear axle often specified on for LCVs. The XE16 package reduces cruising rpm from 1,425 to 1,225 at 100 km/h, yielding about a three-percent fuel efficiency improvement.

The second XE16 rating addresses 80,000-pound tractor and semi-trailer combinations that are spec'd with a focus on both fuel efficiency and high performance. The engine, in combination with a 2.64 rear axle ratio and overdrive I-Shift transmission, will operate within its sweet spot throughout the vehicle speed range to improve fuel efficiency for this class of vehicle.



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### Western Star

Last spring at the Work Truck Show in Indianapolis, Western Star launched its "baby 8" 4700 model targeted at vocational and municipal customers wanting a midrange powertrain and its somewhat



Western Star's SB4900 FE is a more aerodynamic version of the 4900 with rounded corners and sloped hood.

lower cost. It was rolled out in various configurations, but all were straight chassis designs. In early May, Western Star introduced a tractor version of the 4700 model, available with a choice of three power plants: Cummins' ISC and ISL, and Detroit's DD13 with ratings from 260 to 450 hp and 660 to 1,650 lb-ft of torque.

Also new to the Western Star stable is the SB4900 FE, and fuel-efficient set-back axle tractor intended for over-the-road operation. There's also a special package for weight sensitive applications that includes light-weight components such as aluminum clutch housings, fifth wheel, suspension components, front axles, and air and fuel tanks.

### Peterbilt

Peterbilt, following in Paccar family member Kenworth's footsteps, launched its Model 579 at the Mid-America Trucking



Show in March. It features a mid-sized cab in a highly aerodynamic package that's going to appeal big time to drivers who want a larger cab than the 379, but not one quite as big as the Model 587. The truck features distinctive aerodynamic styling and a long list of driver comfort and productivity enhancements.

Hundreds of drivers were consulted during the research and planning to

ensure the new cab and sleeper designs met the range of needs for spaciousness, comfort, productivity and efficiency. And the research paid off in spades. The result is an 83-in. wide cab that just fits. Add to that various aerodynamic enhancements and some really sexy interior amenities, and you've got a truck that the most discerning buyer can call home away from home. ▲

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# Bio Beware

Where do we sit with biodiesel?  
Has it gone away?

**By Rolf Lockwood**

**A**midst all the brouhaha about natural gas, and the noise in that corner just gets louder and louder with every passing day, the biodiesel option appears to have gone quiet. It still has a near cult-like following in some quarters, especially in the U.S., but in the freight-transportation mainstream, biodiesel is a very small player at this point. In Canada that's largely because biodiesel is hard to get and these days it's likely to be more expensive than diesel.

So where do we sit?

Well, there have been setbacks recently. The U.S. National Biodiesel Board (NBB) is mighty disappointed after the Senate voted down two amendments that would have extended the biodiesel tax incentive—called the Federal Blender's Credit—through the end of the year. Congress allowed the \$1-per-gallon biodiesel incentive to expire on Dec. 31, 2011 despite the fact that it had helped the biodiesel industry achieve record production last year of

nearly 1.1 billion gal. That easily beat the 800-million-gallon target required under the EPA's Renewable Fuel Standard, and it compares to a paltry 15 million gallons just 10 years ago. The NBB is still pressing for an extension to prevent a drop in production and potential layoffs amongst the 39,000 people said to be employed in the industry.

The credit was absent throughout 2010 as well, and the biodiesel industry saw a 42-percent drop in production that year as prices increased and demand dropped.

"This is a bipartisan tax provision that is a proven job-creator and has strong support in Congress," NBB vice president Anne Steckel said in a recent submission to Congress. "With petroleum prices where they are now, we shouldn't need any reminders about how important it is to continue developing new American energy sources."

Lest you think this is just an American issue, think again. Given how little biodiesel is produced in Canada, much of





**BIO DIVERSITY:** Volvo is high on the potential of DME, or dimethyl ether, a clean, colorless gas that's easy to liquefy and transport. It's a so-called 'advanced' biofuel that can be produced from many sources, including natural gas and coal but also waste from pulp and paper mills, forest products, agricultural byproducts, municipal waste and dedicated fuel crops like switchgrass. The Swedish truck-maker thinks it's Europe's fuel of the future. And why not here too?

what we use here is imported from the U.S. And the disappearance of that subsidy has caused a price rise here too, enough so that some fleets have—perhaps only temporarily—given up on the biodiesel idea.

Tom O'Neill, energy sales manager at FS Partners in Kitchener, ON, reports that a B5 biodiesel blend is now a cent or two more expensive than straight diesel. A B20 blend is about five cents pricier. That's because the company's fuel source is American.

That price hike has been enough for one of O'Neill's star customers, Koch Farms and Koch Logistics in Earlton, ON, to stop using FS soybean-based B20 fuel even though there have been other benefits like improved fuel economy. We wrote about them in the October 2010 issue (see 'The Family Fuel', p. 34).

Norm Koch runs this huge operation, farming 11,000 cash-crop acres along with a grain elevator business and a fleet of a dozen over-the-road trucks. The farm-equipment fleet includes seven combines, a pair of multi-wheeled, 400-hp Case IH Steiger tractors, and more smaller tractors and other equipment than they can count. The Koch fuel bill is obviously not a small one. So when the price of B20 fuel rose by five whole cents, the impetus to switch back to ordinary diesel was strong, to say the least.

Another setback, while it doesn't affect biodiesel, is an indicator of how difficult it is and will continue to be for even well-funded enterprises to bring new fuel-making technologies into the commercial world. In late April Royal Dutch Shell and Ottawa's Iogen Corp. killed a fairly advanced plan to build a cellulosic ethanol plant in Manitoba. Their joint venture, Iogen Energy, aimed to make ethanol—a gasoline replacement—from biomass like

## Bio Beware

municipal waste, wood chips, and the stems of food crops. Usually it's made from corn or sugar cane, a much easier process but one with capacity limits.

An enormous amount of global development effort like this one has been directed at renewable diesel replacements, and they'll continue as the price of fossil fuels rises, but the Shell/Logen example is a sharp reminder that it won't be an easy financial road. A cellulosic-process plant is about five times more expensive than one required for simply fermenting the sugars in corn. Clearly, at this stage, government subsidies are required.

### The Canola Answer

All of this trouble and woe is not to dismiss conventional crop-based biofuels at all, even though their ability to answer large-scale market demands for a diesel alternative is limited. In fact Canadian canola farmers make the case that, on their own, they can easily satisfy last summer's federal government mandate for an average two-percent renewable fuel content in diesel fuel. And do it without com-



**BIO DEBATABLE :** Conventional biodiesel is a renewable fuel, substantially cleaner than petroleum diesel in emissions terms, and usually offers an increase in lubricity that may help engine life. The problem is, it's presently more expensive than diesel, and it can be hard to find in Canada.

promising that part of their crop destined for food uses.

That's largely because agro-science has helped improve yield by about 50 percent between 1995 and now, with further

improvements possible. These days, what was once wasted or simply unsold seed after food demands were met—called “carryover” or “ending stocks”—can now answer the call for biodiesel fuel. The fed-



# THE POWER TO



**BIO-CURIOUS:** The Koch family enterprise in Earlton, ON includes farming 11,000 acres and running a fleet of 12 over-the-road trucks. Until recently the company happily used B20 biodiesel, B5 in winter, but a price hike sent them back to ordinary diesel.

eral mandate represents a need for as much as 1.3 million tonnes but Canadian farmers have typically had the better part of 2.0 million tonnes relegated to 'carryover' status in recent years. That math works.

Some 85 percent of Canada's canola crop is exported for food uses. The targets for 2015, according to the Canola Council of Canada, are production of 12.5 million tonnes for both domestic and export food

markets plus 2.5 million tonnes for biodiesel demand, mostly in Canada but also in the U.S.

It's more than a little ironic that companies like FS Partners import biodiesel product from the U.S. even though feedstocks are readily available here. There are some 103 biodiesel plants with operable capacity of 2.1 billion U.S. gallons (7.9 billion liters) a year, according to the Energy Information Administration in Washington. In Canada? As of May 2011, the latest information we could find, there were 13 operating biodiesel plants, two under construction, and another six proposed. At that point, the producing plants had capacity for just 206 million litres of biodiesel annually, about 54.4 million U.S. gallons.

Canola is by far the most common feedstock for Canadian-produced biodiesel, followed by 'yellow grease'. The latter is used cooking oil from fast-food and other restaurants. Canola is a uniquely Canadian crop, developed in the 1970s at the University of Manitoba from rapeseed, to make the latter safe for human



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## RYDER INFORMS ON NATURAL GAS

**R**YDER SYSTEM has enhanced its alternative fuels website with new tools and video training available to customers and fleet owners who want to know more about using natural gas vehicles.

There's an interactive fuel-cost savings calculator, for instance, that allows comparison of fuel costs between diesel- and natural-gas-powered commercial vehicles based on specific driving habits in real time. Fleet managers simply select a few basic metrics—current miles per gallon, local price of diesel and natural gas, and average miles driven per year—and then can instantly see their estimated annual fuel savings.

A searchable refuelling and maintenance station locator function has also been added. By entering a city or zip code, users can find nearby facilities for natural gas fuelling and maintenance, including address and directions, available fuel type (CNG or LNG), fuel pressure, tractor/trailer accessibility, hours of service, and payment options. The tool also offers satellite imagery of facilities, where available, to make it easier to find these sometimes hard-to-identify locations.

**Ryder is involved as the fleet partner in a natural gas project in southern California, the first of its kind to deploy natural gas vehicles into a large commercial truck leasing and rental operation.**

For drivers new to natural-gas vehicle technology, Ryder now provides two training videos that provide step-by-step instructions for how to safely refuel a CNG- or LNG-powered truck.

In addition to these new tools, the site also offers information about the financial, environmental, and long-term advantages of natural gas, hybrid, and electric vehicle technologies.


Ryder is no stranger to natural gas. Ryder is involved as the fleet partner in a natural gas project in southern California, the first of its kind to deploy natural gas vehicles into a large commercial truck leasing and rental operation. Funded by the U.S. Department of Energy, the California Energy Commission, and Ryder, the project includes 202 heavy-duty natural-gas vehicles and three strategically located maintenance shops in Rancho Dominguez, Orange, and Fontana. When fully implemented, the project will displace more than 1.5 million gallons of diesel annually with natural gas.

See [www.ryder.com/alternativefuels](http://www.ryder.com/alternativefuels)



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## Bio Beware

consumption. The name is a contraction of "Canadian oil, low acid". Grown on the prairies and to some lesser extent in Ontario, it's related to vegetables like turnip and cabbage, and almost all of it grown here is produced by using genetic engineering.

Canola isn't likely to be a target for thieves, but that can't be said about yellow grease. Surprisingly, but maybe not, theft

of used restaurant oil is on the rise to the extent that authorities in some parts of the U.S., notably California, have begun to take it seriously. At about 40 cents a pound the stuff is worth some five times as much as it was just a few years ago.

Rapeseed, incidentally, is the foundation for the vast majority of biodiesel fuel sold in Europe, where the industry is far more advanced than it is here. Germany,

for example, has almost 2000 biodiesel retail filling stations. The favored U.S. feedstock is soybean oil, with canola a distant second, and animal fats next in line.

The oil yield from canola is about three times greater than from soybean, incidentally, making it a much more efficient feedstock.

### Which Blend for You?

If you plan to use biodiesel, current price notwithstanding, and assuming you can actually get it supplied, a decision about the blend is required. A so-called B5 blend is five-percent biodiesel mixed with 95-percent petroleum diesel. It's been proven to work well in cold weather after testing in Alberta and it's approved by all engine makers as far as we know.

A B20 blend is a little different and is generally not recommended for winter use. There isn't across-the-board approval from the engine world either, so it's crucial that you check with your engine supplier before you make any fuel moves.

No matter which blend you propose to use, you'll need to be sure that the fuel contains biofuel blend stock compliant with the American Society for Testing and Materials (ASTM) D6751, and blended fuel compliant to ASTM D975. All engine makers will insist on that or something like it.

In sampling a few engine-maker policies, we found that Hino supports the use of B20 biodiesel in its hybrid-electric truck, as well as in its complete line of class 4 and 5 cabover and class 6 and 7 conventional trucks. All 2011 and later trucks powered by Hino's J-Series engines are approved to use B20 biodiesel. Hino trucks built prior to the 2011 model year are approved to use no more than B5.

Cummins also allows a B20 biodiesel blend in these current-model on-highway Cummins engines: the ISX, ISM, ISL, ISC and ISB engines certified to EPA '02 and later emissions standards. Many off-highway engines also qualify, as does the Dodge Ram truck when in municipal, government, and commercial fleet use only, and only with select model-year vehicles.

Like Hino, Cummins is pretty particular about the biodiesel fuel used. The original B100 must conform to ASTM D6751 prior to blending, and the finished B20 blend must conform to ASTM D7467. The latter



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is a new spec that applies to biodiesel blends of B6 to B20 and it replaces Cummins' previous Engine Manufacturers Association (EMA) B20 requirement.

"Customers are required to purchase the biodiesel blend from a BQ9000-certified marketer," Cummins says, as does Hino. "The B100 fuel used in the blend must be sourced from a BQ9000-accredited producer."

Detroit Diesel engines, all of them, are good for blends up to B5, but after that there are qualifications. Biodiesel blends above five percent are not allowed in MBE 900/4000 engines, but B20 is allowed in Series 60, DD13, DD15 and DD16 engines. Biodiesel blends above 20 percent aren't allowed in any Detroit Diesel engines.

A technical bulletin from Navistar suggests that B5 biodiesel is okay in International engines and will not void the warranty if the fuel meets ASTM D6751 and D975 standards. A B20 blend might be different, and is to be used—in 2007 and later MaxxForce engines only—"at the discretion of the customer." B20 "will not automatically void the warranty" unless an engine failure can be attributed to fuel "not provided by a BQ9000-certified fuel supplier, not meeting the EMA B20 Test Fuel Specification." In other words, tread carefully.

"We allow B20 on all engines," says Dave McKenna, director of powertrain sales at Mack. "We were much more cautious with the B20 and EPA 2010 combination, as some biofuels can cause higher combustion temperatures [read, more NOx] than anything else. All distributors claim ASTM compliance, but somehow I doubt the veracity... Another issue with inconsistent use of biodiesel is what I call the laxative effect. It seems that biodiesel has a

solvent-like action on carbon deposits and this 'stuff' loosens and then clogs up the fuel filters.

"We are going to stick with B20 for now. My biggest (and only) concern with any biodiesel is the proper processing and grading. We have seen samples of B5 closer to 13 percent and B20 at less than 15. So it is the quality in a nutshell.

And as for operating biodiesel in the

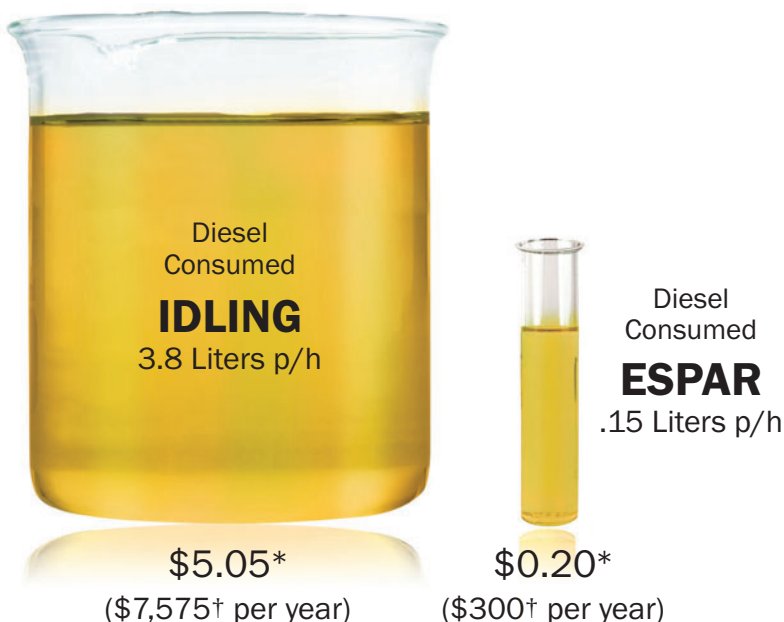
extreme cold, the colder it gets, the more viscous the fuel; the more viscous the fuel, the higher the injection pressures. We are already using UHIP—ultra-high injection pressures—we don't need anything to raise that pressure higher."

As with any departure from normal practice, the use of biodiesel demands a deliberate approach that starts with your engine-maker's advice. ▲

# Fleet Sense 101

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\* Based on \$1.33 p/l; the average price of diesel in Canada on Sept. 08, 2011.  
 †Based on DOE/Argonne National Laboratory estimates: 1,500 hours overnight idling.

## FOR MORE INFO

- [www.biodiesel.org](http://www.biodiesel.org)
- [www.BQ9000.org](http://www.BQ9000.org)
- [www.canolacouncil.org/biodiesel](http://www.canolacouncil.org/biodiesel)
- [www.eia.gov/oiaf/analysispaper/biodiesel](http://www.eia.gov/oiaf/analysispaper/biodiesel)
- [www.fspartners.ca](http://www.fspartners.ca)
- [www.greenfuels.org](http://www.greenfuels.org)
- [www.nbb.org](http://www.nbb.org)
- [www.rothsaybiodiesel.ca](http://www.rothsaybiodiesel.ca)



## Best Practices

**drivers** *A peek behind the counter shows why Timmies trucks as well as it brews. By Guy Broderick*

**L**ike millions of other Canadians, I start my day at Tim Hortons. I don't, however, have coffee.

Even though I love the aroma, I've never developed a taste for java. So I order tea.

Again, like so many of you, I was first introduced to Timmie's back in the early '80s when my father would make the first stop on family summer trips. With me Brodericks, those trips were invariably to Niagara Falls, an hour and a half south of home.

We would hit the Oakville location, which unbeknown to us was also head office and central distribution center. Back then, the store fronts were completely different. I don't recall any drive-thrus and inside the restaurants, my brother and I would spin around on the counter stools while my mom and dad placed their orders with the staff.

My father was a stickler when it came to coffee. He would never drink it out of a paper cup; only china would do. He maintained you could never really savor the taste of good coffee through paper.

I remember eyeing (hungrily) the rainbow array of doughnuts behind the glass, and I also—believe it or not—recall wondering how the heck they got all that stuff into their stores. How many doughnuts could you get into one of those trailers? How do you keep it all so fresh and smelling so great?

Fast forward almost 30 years.

I've made a career in trucking, and Timmies has grown into legend.

Established by hockey hero Horton and his partner Ron Joyce in 1964, Tim Horton's is the most recognized chain in Canada. Bruce Dimmel, Vice President Distribution, told me the restaurants number more than 3,500 across the country with 700 more beyond our borders. There are five Tim Hortons in Dubai.

I had a chance to share a Timmie's (tea) recently with five of the top brass: vice president, national distribution Bruce Dimmel, Director of Distribution-Guelph Vince Kennedy; National Safety, Compliance and Training Officer Mark Mostacci; Fleet Manager-Guelph Trevor

Davis and Director of Supply Chain Sustainability and Restaurant Relations Ken Hare.

I came away from the coffee klatch knowing that Timmie's is as good at trucking as they are at coffee.

Here are a few Tim Bits of proof:

- 30,000 cartons of coffee are shipped to restaurants around the world. This is the equivalent to 18 to 20 truckloads a week or roughly four million packages of coffee;
- 50 to 60 thousand cartons of baked goods per week are shipped worldwide from Guelph;
- Over 400,000 cases of product were shipped out of the Guelph facility the week I visited;
- 23.5 million cases of products go through the Guelph facility each year;
- Annual driver employee absenteeism runs at less than 0.93 percent;
- The term "Double Double" is a Tim's invention;
- Original partner and former cop Ron Joyce created the Dutchie donut and it remains one of their most popular items;
- Typical of their outlets, the Guelph, ON, facility has a 98.6-percent on-time efficiency rate. Of 370 store deliveries made the week prior to my visit, 365 were on time.

**There's more:**

Distribution Directors such as Kennedy and local fleet managers like Davis travel regularly with Tims drivers to ensure customer satisfaction remains high. They consider their restaurants to be customers and TDL (the corporate name for Timmies) wants internal customers as happy as external ones; i.e., you.

For internal partners; a.k.a., employees, TDL does the following:

- ❶ Provides aggressive incentive bonus programs based on company and individual performance levels;
- ❷ Provides regular service awards;
- ❸ Provides a comprehensive benefit package as well as a pension plan;

Tims uses only the right equipment, spec'd for the right environment. Drivers in western Canada were having problems with tailgates not operating properly in extremely cold temperatures. TDL listened to their drivers, conducted extensive research and found a better system for their application and changed the system and OEM for their equipment. To

ensure their power equipment is doing the job, they hold regular driver meetings to gather input on what the drivers want.

TDL uses mainly Volvo as their class 8 supplier as well as Freightliner for their smaller intercity equipment supplier. TDL chooses equipment not only for comfort but for their fuel economy.

Ken Hare says one of the main goals of their distribution network is to lower their carbon footprint of the fleet.

Across Canada they have moved over to a VNL Day Cab with a D13 engine for most of their drivers and have done away with sleeper units due to their trouble getting into some locations.

TDL has created what they call a resident-driver program. In previous years, drivers were put up in hotels to complete two-day runs, each consisting of 12 stores served by two trailers.

Now, with their resident-driver program, trailers are delivered to their onsite locations in most provinces from regional

DCs depending on where they are in the country. A local driver takes over in the morning and gets home that evening.

**Directors go with drivers to ensure customer satisfaction is high.**

I have seen this system work with other private fleets across the country, so it's not surprising that every one of the Tim Hortons drivers I talked to said they like this system.

National Safety Compliance Officer Mostacci also told me they're preparing to expand into LCVS in Alberta. He said with their B-Train operation already in place, it should be an easy change for his drivers to adapt to the 51-ft double trailer format. ("51-ft" you say? It's not a misprint. You're forgetting the big tailgates.)

In the past 28 years, I have been involved in the transportation industry with both private and for-hire fleets and I must say I have seen few companies care for their employees the way TDL does. There's good reason they have an annual driver turnover of less than six percent. ▲

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# PRODUCT WATCH

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on the web at [todaystrucking.com](http://todaystrucking.com)



# BIG-BORE EFFICIENCY

## VOLVO TRUCKS EXTENDS 'XE' FUEL-EFFICIENCY PACKAGE TO 16-LITRE ENGINE

**VOLVO TRUCKS** has added two new 'XE' drivetrain packages featuring the 16-litre Volvo D16 engine. The first, a heavy-spec XE16 package rated for combination weights up to 143,000 lb, was designed specifically for heavy and long-combination-vehicle (LCV) markets. The second XE16 package combines fuel efficiency with performance, says Volvo, for five-axle tractor-semitrailer combinations up to 80,000 lb.

Both XE16 versions drop engine rpm by 200 rpm or more at cruising speeds, compared to traditional specs. They follow the very successful launch last year of the XE13 package centred on lighter weights and the D13 engine.

Volvo drivetrain chief Ed Saxman says XE16 directly addresses the needs of two important market segments that historically have had very few fuel-efficient powertrain options. He says it delivers the full power and low-end torque needed for higher weight applications while saving fuel by running at a lower rpm.

Each package is based on a new D16 engine rating of 500 hp and 2050 lb ft of torque, combined with Volvo's I-Shift automated mechanical transmission, specialized axle ratios, specific tire sizes, and proprietary software that facilitates communication among powertrain components. The XE16 provides the full 2050 lb ft of torque while running as low as 1000 rpm to improve low-rpm driveability.

Saxman says the engine can handle such big torque at low rpm because of its "massive" connecting rods with large bearing surface areas that help alleviate bearing stress.

The heavier-spec XE16 package uses a heavy-duty air suspension and 18-in. rear axles with a 3.21 ratio instead of the 3.73 rear axle more often spec'd on North American LCVs. It reduces cruising rpm from 1425 to 1225 at 100 km/h, said to yield about a three-percent fuel efficiency improvement.

The second XE16 rating addresses 80,000-lb tractor/trailer combinations. The engine, in combination with a 2.64 rear-axle ratio and overdrive I-Shift transmission, will operate within its sweet spot throughout the vehicle speed range to improve fuel efficiency, says Volvo.

Volvo first introduced its "downspeeding" concept in September 2011 with the XE13 powertrain package, available on VN highway tractors with a 13-litre D13 engine rated up to 455 hp and 1750 lb ft torque at 1050 rpm.

See [www.volvotrucks.us.com](http://www.volvotrucks.us.com)

## EXTENDED DAY CAB

PETERBILT ADDS EXTENDED DAY CAB TO MEDIUM-DUTY LINE

**Peterbilt** says there is immediate availability of its Extended Day Cab feature on its complete lineup of medium-duty vehicles. It expands cab length by an additional 10 in. and adds almost 6 in. of head room.

With the large standard rear window, the extended cab also provides excellent outward vision, says Pete.



Driver comfort is enhanced as both the driver and passenger seat recline twice as far—to 23 degrees—and belly room is increased by 4 in. In addition, 4 cu ft of built-in rear-wall storage compartments have been added for equipment or paperwork.

The Extended Day Cab is available on class 5 through class 7 trucks, including models 348, 337, 330 and 325. It's shown here on a class 8 Model 382.

See [www.peterbilt.com](http://www.peterbilt.com)

## ADJUST SPEED LIMITERS

FROM BULLY DOG, THE HEAVY DUTY WATCHDOG AND THE POWERPUP The Heavy Duty WatchDog gives truck operators tools they've probably never had, including the ability to adjust the speed limiter from inside the cab. It can also read and erase trouble codes and grade drivers as they go.

The Power Pup is a programming tool that can fine-tune and optimize factory settings in the engine's ECM and save fuel in the process, according to tests



done by FP Innovations during the 6th Energotest campaign held in 2010 at the Transport Canada Motor Vehicle Test Centre in Blainville, Quebec.

They come from **Bully Dog**, represented in Canada by G.A.P. Big Rig Power in Edmonton.

The PowerPup tests done at Blainville were legitimate, credible trials, based on the SAE J1321 Joint TMC/SAE Fuel Consumption Test Procedure—Type II (SAE International 1986). The control vehicle was a 2009 Volvo VN 670 tractor powered by a Volvo D13 engine, and the test vehicle was a 2006 Peterbilt 387 tractor powered by a Caterpillar C15 engine. The two tractors were pulling Wabash 53-ft van trailers.

The Bully Dog Big Rig Programmer (the PowerPup's previous name, it seems)



## CARRIER GETTING REEFERS READY FOR EPA 2013 COMPLIANCE

**CARRIER TRANSICOLD** says its next-generation transport refrigeration units will use a familiar diesel with enhanced controls and more efficient components to meet 2013 Tier 4 exhaust emissions limits starting in January.

They use a “smarter” engine, Carrier says, with efficiency gains that allow it to reduce engine power significantly, thus enabling better fuel economy.

Changes will be applied to Carrier's current X2, Genesis and Vector reefer units.

The TRUs will continue using the Kubota-made 2.2-litre diesel, but it will be derated by 18-20 percent because the reefer system's efficiency will require less power.

This means emissions will be cut by up to 20 percent and fuel use will be reduced by 5 to 20 percent but cooling performance will be stronger, the company claims.

Design modifications to compressors and generators make them more efficient and reliable, says Carrier, and reduce the weight of Vector units by about eight percent. X2 series units will require 24 percent less refrigerant, reducing another potential source of greenhouse gases.

More sensors and more powerful electronic controls, amounting to a full implementation of the previously announced APX system, will help the engine burn cleaner and the refrigeration functions operate more precisely.

Maintenance routines will be similar to current methods.

Units featuring the next generation technology will be available in limited quantities by the end of the year, and fully available in 2013.

See [www.trucktrailer.carrier.com](http://www.trucktrailer.carrier.com)

showed 7.72-percent fuel savings, according to the test report.

“However,” the FP Innovations report adds, “if ECM settings are modified to unconditionally reduce the fuel consumption, there are some possibilities that this would be done in the detriment of power and torque, or emissions performances...”

“Therefore, we recommend considering other possible implications with the

use of the Bully Dog Big Rig Programmer, such as the influences on emissions, OEM warranty, as well as climbing, passing and taking-off abilities.”

In other words, talk to your engine maker first.

With the WatchDog, a driver out on the road will be able to read and erase trouble codes himself without necessarily having to visit an OEM dealer. If it's a major issue, he'll know in just a couple of

## Product Watch

minutes whether he needs to keep the truck shut down, get it to a repair shop immediately, or simply make note of it and get it fixed once he's back home, the manufacturer says.

Drivers who go in and out of Ontario and Quebec can switch the speed to or from the 105-km/h legal maximum in about 30 seconds, with no need to visit a dealership.

Bully Dog developed a 'driving coach' that's part of the WatchDog's bag of tricks. It provides instant feedback to a driver if he's doing something that isn't fuel-efficient, using both visual and audio feedback. An instantaneous score ranging from A to F is displayed depending on how well the driver's doing.

See [www.bullydogbigrig.com](http://www.bullydogbigrig.com) and [www.gapbigrigpower.com](http://www.gapbigrigpower.com)

## DRIVE TIRE & RETREAD

NEW MICHELIN REGIONAL DRIVE TIRE AND X ONE RETREAD NOW AVAILABLE

Michelin's new X Multi Energy D drive tire (shown here) is aimed at regional and "super regional" applications. SmartWay-verified, it's said to address mileage, fuel, traction, and scrub concerns.

The company says it sees an emerging super-regional application, referring to trucks that operate about 100,000 miles per year but often within a 500-mile radius. It's the result, says Michelin, of a continuing trend to shorter routes in the industry. Customers are looking for the fuel efficiency of a linehaul product with the mileage and traction of a regional product, the tire-maker explains.

The X Multi Energy D tire is claimed to deliver "exceptional" fuel economy and casing life by utilizing Michelin's 'Dual Energy Compound' tread. The top layer of tread rubber is precisely balanced to promote fuel efficiency while having the wear properties to resist tread scrub. The bottom layer maintains cool casing temperatures for low rolling resistance and extended casing life, Michelin says.

The new X One XDN2 pre-mold retread is for those who want a wide single with the traction of a lug-style tread. The all-weather drive design is claimed to deliver superior traction and optimized mileage. Full-depth sipes supply excellent traction, says Michelin, while the three-dimensional Matrix sipes lock together for the stability normally associated with solid tread blocks. The 375mm retread is available with 27/32nds of tread depth.

Its guarantee pledges 30-percent more mileage than competitor retreads and also guarantees a second X One trailer retread on a Michelin casing.

See [www.michelintruck.com](http://www.michelintruck.com)



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Tennant Truck Lines

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## FLEXIBLE AXLE

NEW DANA FEATURE SUPPORTS BOTH SINGLE AND DUAL WHEEL SETUPS

Dana is introducing the new Spicer SelectTrac housing option on its Pro-40 tandem axle. In a single housing it allows flexibility for customers wanting to convert between wide-base single tires with low-offset wheels and standard dual wheels.

With this option, says Dana, customers can benefit from the weight and fuel savings of wide-based singles and still maximize their axle-system weight rating and wheel-end life.

Effective July 1, the Pro-40 and all other Spicer-branded products will be supported by Dana's own field service and support network.

See [www.dana.com](http://www.dana.com)

## SIZE & WEIGHT GUIDE

2012 VERSION OF FREE XTRA LEASE GUIDE NOW AVAILABLE

XTRA Lease has announced that its 2012 Size & Weight Guide, a reference guide containing state-by-state listings of size and weight regulations, is now available. Though in much less detail, Canada and Mexico are also covered.

Fleets can either download a digital version or request that a paper version be mailed to them.

The 30-page booklet offers details for where to: register for fuel-use tax and order International Fuel Tax Agreement (IFTA) trip permits; register vehicles and order International Registration Plan

(IRP) trip permits; register for Unified Carrier Registration Agreement (UCRA); get hazardous-materials/waste permits; and get overweight, oversize permits.

The guide provides contact information for state trucking associations and also includes a convenient fold-out quick reference chart for all states.

Call 1-800-367-9872 or go to [www.xtralease.com](http://www.xtralease.com)

## TIRE-PRESSURE CHECK

CONTINENTAL TIRE'S SYSTEM WARNS DRIVERS OF INFLATION PROBLEMS

Continental Tire's first tire-pressure monitoring system for commercial vehicles, ContiPressureCheck, will be available this fall.

The system constantly monitors each tire on the vehicle in order to provide real-time, on-demand tire-status



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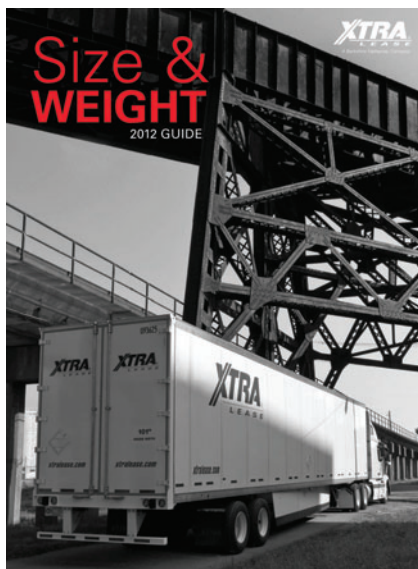
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information and to warn the driver of problems before they become critical.

It integrates its sensors, communication system, and data processor into a single module housed inside a rubber container and glued to the inner surface of the tire. The sensors continuously monitor both air pressure and the tire's temperature, and send data wirelessly to the truck's electronic control unit (ECU). This processes the data, saves warnings, and sends them directly to a display in the cab.

Continental says it's the only system presently on the market to account for the tire's temperature at its most optimal point inside the tire, which eliminates interference from other outside elements. The system then compensates for the temperature in the inflation data.



Since a tire's contained air pressure naturally increases as a vehicle moves, it can be difficult to tell if a hot tire is underinflated, the company says. Without some form of temperature compensation, a hot tire that's underinflated might appear to be fine, because the contained air pressure is at or above its cold inflation pressure, according to Continental.

By measuring both pressure and compensated temperature, even slow leaks can be detected, the company claims.

The system is robust and reliable, according to Continental, and can be easily installed when tires are replaced or even before the new vehicle is delivered from the manufacturer.

See [www.continental-truck.com](http://www.continental-truck.com)

## DOWNTIME SCHEDULING

COMING NAVISTAR PROGRAM  
READS ENGINE DATA, ANTICIPATES  
MAINTENANCE NEEDS

**Navistar's** OnCommand Connection is a support program that lets truck operators see important vehicle information while the vehicle is on the road.

Integrated with its MaxxForce engines, the program aims to anticipate needed maintenance and thus better manage downtime scheduling.

An onboard 'device' detects engine events and service needs through engine performance data on the engine control module. When an alert is detected, a message is sent to the OnCommand customer support center. A 'repair advocate'

then identifies the closest International dealer, confirms the needed parts and tools are available, and contacts the customer to schedule an appointment.


OnCommand Connection is currently being piloted, and will be standard on model-year 2013 International ProStar+ trucks with a free two-year subscription to the service.

See [www.navistarpartsandservice.com](http://www.navistarpartsandservice.com)

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### CAB COOLER

NEW "ECOLOGICAL" CAB COOLER FOR HIGH-ROOFED TRUCKS FROM VIESA  
The **Viesa** Internal II cab cooler maximizes its cooling performance by being mounted on the back of a truck's cab, the company says, away from the sun's rays. This allows it to operate day and night without the need to run the truck's engine. It's specially designed for high-roof trucks.



Said to be economical and maintenance-free, the cooler eliminates idling costs and expensive A/C repairs. It features programmable on-off operation and it self-adjusts to exterior temperatures. Its automatic vent opening and closing system prevents dirt and dust from entering the cab, Viesa says.

The cooler consumes only water and makes no use of chemical coolants, nor does it emit gases into the atmosphere.

The cooler operates from the truck's existing battery with low amperage draw and automatically shuts off on a low-battery warning. It incorporates polarity and surge protection.

See [www.viesa.ca](http://www.viesa.ca)

### TRAILER-TIRE MONITORING

BENDIX AFTERMARKET KIT EXPANDS TIRE-PRESSURE MONITORING SYSTEM  
Fleets and drivers will soon be able to deploy the fuel-economy and safety benefits of the SmarTire Tire Pressure Monitoring System (TPMS) on their trailers.

**Bendix Commercial Vehicle Systems** says it will release the system in the third quarter of 2012 as an aftermarket retrofit kit. A typical kit would consist of eight wheel sensors, harnessing, and a wireless receiver. The company also intends to make it available to OE trailer manufacturers.

SmarTire technology continuously monitors the pressure and temperature of each vehicle tire to provide real-time

tire status information to the driver or maintenance technician. When paired with the latest version of SmarTire for tractors, the new system will wirelessly link with the trailer, displaying both the truck and the trailer tire information on the existing TPMS display.

It warns the driver of tire-related problems before they pose a safety hazard. The temperature-compensation feature—an "exclusive", says Bendix—allows the system to provide earlier warnings of a tire problem. Particularly relevant for trailers, the high-temperature warning is a potentially invaluable feature that can warn the driver of problems like an overheated wheel-end due to a bearing or brake issue.

The in-vehicle dash display provides information including actual tire pressure and temperature for each wheel



location, along with a deviation value that shows the amount of over- or under-inflation from each tire's cold inflation pressure. This deviation value provides the user a deviation from target pressure, regardless of tire temperature, an important gauge because tire pressure rises when a tire's temperature increases from use or outside conditions.

See [www.bendix.com](http://www.bendix.com)

### COPILOT GPS APP

ALK UNVEILS NEW VERSION OF NAVIGATION APP FOR SMARTPHONES AND TABLETS

**ALK Technologies** offers a new version of CoPilot Truck, a GPS navigation app for professional drivers. It's said to bring the latest truck-specific, turn-by-turn guidance and routing technology to iPhones, iPads, Android-powered devices, laptops, and Windows Mobile rugged devices.

The new version of CoPilot Truck with RouteSync combines navigation features like drag-and-drop route adjustment with the PC\* Miler routing that many

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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	138.9	0.0	121.1
VANCOUVER *	144.9	0.0	101.6
VICTORIA	139.4	-1.0	103.9
PRINCE GEORGE	128.7	-1.3	97.1
KAMLOOPS	130.9	0.0	99.3
KELOWNA	131.2	-0.3	99.6
FORT ST. JOHN	133.9	0.0	102.1
YELLOWKNIFE	138.9	1.3	119.2
CALGARY *	115.4	-0.5	96.9
RED DEER	115.9	0.0	97.4
EDMONTON	114.4	-0.2	96.0
LETHBRIDGE	118.9	0.0	100.2
LLOYDMINSTER	116.6	0.1	98.0
REGINA *	122.9	0.7	98.0
SASKATOON	122.2	-0.7	97.4
PRINCE ALBERT	120.9	-1.0	96.1
WINNIPEG *	121.9	0.5	100.6
BRANDON	118.9	-1.8	97.7
TORONTO *	128.2	-0.7	95.1
OTTAWA	131.4	0.2	98.0
KINGSTON	129.4	-1.0	96.2
PETERBOROUGH	125.9	-0.7	93.1
WINDSOR	123.5	-0.9	91.0
LONDON	128.7	-0.3	95.5
SUDBURY	130.8	-3.3	97.4
SAULT STE MARIE	131.3	-1.7	97.9
THUNDER BAY	130.9	-0.5	97.5
NORTH BAY	132.1	-2.0	98.6
TIMMINS	133.2	-1.5	99.5
HAMILTON	128.9	0.0	95.8
ST. CATHARINES	127.9	-0.3	94.9
MONTRÉAL *	137.4	0.0	97.3
QUÉBEC	137.6	-0.2	97.4
SHERBROOKE	139.9	3.0	99.5
GASPÉ	136.4	-0.5	100.3
CHICOUTIMI	134.9	-1.0	98.9
RIMOUSKI	135.9	-2.0	97.9
TROIS RIVIÈRES	135.9	-1.0	96.0
DRUMMONDVILLE	135.9	0.0	96.0
VAL D'OR	137.4	-1.8	101.1
SAINT JOHN *	135.3	1.0	96.5
FREDERICTON	135.7	1.1	96.9
MONCTON	136.4	0.0	97.5
BATHURST	138.0	1.6	98.9
EDMUNDSTON	137.6	1.0	98.6
MIRAMICHI	137.0	1.0	98.0
CAMPBELLTON	137.1	1.0	98.1
SUSSEX	135.9	1.1	97.1
WOODSTOCK	136.8	0.5	97.8
HALIFAX *	132.7	0.5	96.0
SYDNEY	134.2	-1.0	97.3
YARMOUTH	135.4	1.1	98.3
TRURO	134.4	0.8	97.5
KENTVILLE	134.2	1.0	97.3
NEW GLASGOW	135.5	1.1	98.4
CHARLOTTETOWN *	129.2	0.0	98.8
ST JOHN'S *	138.9	0.8	102.4
GANDER	135.4	2.0	99.3
LABRADOR CITY	146.0	0.7	108.7
CORNER BROOK	139.6	1.0	103.0
<b>CANADA AVERAGE (V)</b>	<b>128.0</b>	<b>-0.2</b>	<b>97.2</b>

V-Volume Weighted

(+/-) indicates price variations from previous week.

Diesel includes both full-serve and self-serve prices.

The Canada average price is based on the relative weights of 10 cities (\*)

[www.espar.com](http://www.espar.com)



## Product Watch

professional drivers are billed on. ALK says it provides the crucial link between the planned route in the back office and the navigated route in the cab.

CoPilot Truck stores detailed ALK maps of North America on-board the smartphone or tablet, so drivers can navigate stress-free without burning through their mobile data plan or becoming stranded without maps if they lose cell coverage. Using customizable vehicle dimensions for height, length, and weight/axle weight, drivers can calculate

the optimal truck route that's both safe and legal. The app features a redesigned, driver-friendly user interface.

New features in this version include a choice of up to three alternate routes to a destination: 'Major Roads Preview', a list of only the highways of the planned route for

quick verification; and the ability to launch CoPilot Truck from within other iOS or Android apps on the device.

The new version of CoPilot Truck is available for US\$149.99 through the iTunes App Store, Google Play, and at [www.copilotlive.com/truck](http://www.copilotlive.com/truck). Subscriptions for 12 months are available for the ActiveTraffic service for US\$9.99 and Live Fuel Prices service for US\$4.99. CoPilot Truck v8 customers can upgrade to the new version via a free update.

See [www.copilotlive.com/truck](http://www.copilotlive.com/truck) and [www.alk.com](http://www.alk.com)

## TRUCK-MOUNTED PUMP

MOVEX CC20 PUMP FOR WASTE OIL, CHEMICAL AND PETROCHEMICAL TRANSFER

**Mouvex**, prominent in Europe as a maker of positive-displacement pumps and screw compressors for the transfer of liquids and dry-bulk products, has introduced its CC20 Eccentric Disc truck transport pumps to the Canadian market. It was developed as a vehicle-mounted pump but it can also be used as a ground-based pumping unit.

Mouvex CC20 pumps incorporate eccentric-disc pump technology that consists of a stationary cylinder and disc

## MITSUBISHI FUSO'S NEW PARTS PROGRAM

**MITSUBISHI FUSO** aims to provide dealers—and thus truck owners—with a source of quality replacement and service parts at a competitive price point through its new Diamond Value parts program. It applies to parts that are intended for use after expiration of the Fuso warranty.

Every product has been vetted by Mitsubishi Fuso, the company says, and each one offers quality and performance. Total product lifetimes may be slightly shorter than those for genuine Fuso parts, but durability, performance and efficiency are said to be nearly a match to the genuine thing.

The Diamond Value Parts Program will cover more than 25 maintenance and repair parts, including air, fuel and oil filters, belts, hoses, brake pads, and more.

See [www.mitfuso.com](http://www.mitfuso.com)



mounted to an eccentric shaft. As the shaft is rotated, the disc forms chambers within the cylinder, which increase at the suction port and decrease at the discharge port. During operation, the discharge pressure exerts itself against the eccentric disc, preventing it from slipping. This low slip between the disc and cylinder gives the CC20 eccentric disc pumps



tremendous self-priming and line stripping capabilities, the company explains.

CC20 pumps are also said to be compact, providing reduced weight and easy installation. They're available in cast iron, with optional bronze pistons and stainless-steel shafts, and have built-in relief valves to protect the pump from overpressure situations. Special CC20 models are available for solvents and waste oil/lubricants applications.

The CC20 is available with flow rates up to 158 gpm (35 m<sup>3</sup>/h) with pump speeds up to 750 rpm maximum. Optional features include drain plugs, direct drive through PTO driveshaft or hydraulic motor drive.

See [www.dancoequipment.com](http://www.dancoequipment.com)

## CAB SUSPENSION

FIRESTONE INTRODUCES "REVOLUTIONARY" AIRIDE INTEGRATIVE AIR-DAMPING SYSTEM

**Firestone Industrial Products** says its Airide Integrative Air-Damping System offers an effective, lighter-weight alternative to standard cab-mount suspensions, providing the functionality of an air spring and shock absorber in a single part.

The system is comprised of an exterior bellow made of natural rubber that encompasses a proprietary, shock-absorbing module.

Preliminary testing indicates a notable reduction in the transmission and frequency of vibration when compared to traditional air spring/shock absorber or air spring/hydraulic damper configurations.

It has the potential for an "unprecedented level of comfort that significantly reduces driver fatigue," the company says. And since the system reduces vibration inputs in the cab structure, it adds that there's less strenuous wear and tear on cab mounting points.

Firestone says it's also taking steps to help reduce overall vehicle weight through lighter primary air-spring options. These next-generation air springs are said to offer weight reductions of up to 3 lb per spring.

See [www.firestoneip.com](http://www.firestoneip.com) ▲



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### Have you passed this heavy metal monster?

Every month we print a photo of a landmark visible from a trucking lane and award fabulous **Today's Trucking** caps to the first 10 readers who I.D. the object.

Last month's roadside business looked like it belonged up in Ice Road Trucker land when in fact it is hard by highway 7 in the eastern Ontario village of Ashton.

**This month's strange creature** seems to be guarding some sort of industrial outlet from invading aliens. If you think you know where it is, call Jason Rhyno at:

**May Answer:**  
Alaska Wood Industries,  
Ashton, ON.



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By Peter Carter

# Confessions of a Truck Show Judge

## I was a juror in a Polish-Canadian show-and-shine. And I messed up good.

I can no longer live with the guilt. It has been about 10 years since my infraction, and it has been following me around like an ignored tax bill.

So I've decided to come clean. I won't have any credibility unless I do.

About 12 years ago, before I joined **Today's Trucking** magazine, I was a staff writer for another great Canadian magazine. *Chatelaine*. Yes, the woman's magazine. It was interesting. But that's not what I'm feeling guilty about.

When I was on staff there, my wife's cousin Bogdan Szybalski paid me a huge compliment by asking me to be a celebrity judge in what I think was called the Polish Canadian Business Association's Annual Show-and-Shine.

Bogdan knew I liked trucks and he was more than generous letting me call myself a celebrity. Plus there was Polish food and beer; I seized the opportunity.

Out to the truck show the Carter family motored. I was handed a clipboard with the scoring charts and set loose to crawl into and on to the dozen or so beautifully tricked-out rigs. I assigned marks the way I was supposed to. There were something like seven categories, such as "artistry" and "theme," and judges had to assign each category a mark out of 10 and then, over perogies and pints, tally up the scores.

Now for the sleazy part.

Just as we were preparing to leave, I mentioned to my family that I was surprised the scoring went the way it did because when I added up my numbers, the trucks that I really, really liked didn't quite cut it in the points department.

Somebody in the car suggested I go "reconsider" my scores. After all, they hadn't announced the winners yet.

So I did. We returned to the judges' table and I asked to take another look at my pencil-scrawled points. I re-calculated just how many points out of 10 certain attributes were worth, and I made a few minor fixes. So my favorites came out on top.

The really sad fact is, I don't even know if my beer-abetted rejigging affected the outcome. My scores were going to be combined with those of the other judges, so maybe my putting the fix in had no affect. Good chance I've been carrying this guilt around for years needlessly.

Anyway, to the ever-lengthening list called "Things Pete has been asked to do once," you can add judging a Polish show-and-shine. Actually, I'm not sure there was a follow-up truck show.

If any of you reading this had a truck in that show and now feel hard done by, contact me. I'll make it up to you somehow.

I was reminded of my infraction while doing booth duty at Truck World this year. My colleague Rolf Lockwood introduced me to Chris Hall, who with his friends in Clifford, ON, runs the annual Great Lakes Truck Show (June 29 and 30. Google it. Their website's a hoot.)



It's a vintage truck show so only rigs 20 years or older are allowed in.

Who doesn't like old trucks? I love the oldies not only because they're interesting, but also they remind me of something my late father Tom used to say: "The best thing about the good old days is that they're gone."

Poking around vintage trucks is a great way to be reminded of just how far this industry has come and how much more civilized driving is now, as opposed to 40 years ago.

But I digress.

All I'm really doing now is hanging out my shingle as a fully rehabilitated truck-show judge-for-hire. Like many famous people I've come clean about past indiscretions and I promise that given a chance, I'll do your truck show proud.

And again like other famous people (a certain President comes to mind) who've sinned in the past and gone public with their confessions, I would really like to score again.

You know where to find me. ▲

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