

**SAFETY:** "For some reason, our message doesn't seem to be hitting home," PG. 17



Operation Lifesaver's  
Dan Di Tota

August 2011

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# Today's Trucking

The Business Magazine of Canada's Trucking Industry

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Canada



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## 1-800-HOW'S-MY-REPORTING?

(Editor's note: *The following is a letter from Canadian Trucking Alliance CEO David Bradley in response to an article that appeared in several Canadian newspapers last month.*)

In his article "Dangerous and careless driving behind thousands of hazardous crashes," Steve Rennie of the Canadian Press says that dangerous-goods accidents "are few compared to the many millions of safe shipments of dangerous goods in Canada every year." We agree. However, in misinterpreting the data obtained through Access to Information, he still grossly overstates the involvement of trucks in dangerous-goods accidents and leaves readers with the inference that there were thousands of dangerous-goods collisions on our roadways over the 21-year (not the 20 as he reports) reporting period and that large numbers of those collisions were caused by drivers impaired by alcohol or drugs. Neither is correct.

An analysis of the same data conducted by Transport Canada for CTA shows there were in fact 15,759 accidents recorded over the 21 years whereas Rennie seems to infer that the number is over 20,000—a statistic that actually refers to the number of dangerous-goods products involved. About 15 percent of the accidents involved more than one commodity. Moreover, the 15,759 accidents include all four transport modes—road, rail and marine—not just trucking. In fact, the number of road accidents totaled 9,037. Total accidents for the rail mode were 5,039.

It is true that most collisions are caused by human error. However, in terms of the human factors leading to dangerous-goods accidents in the road mode, the most significant instigating factor (at 14.6 percent) was improper loading, unloading and handling—not usually the driver's responsibility. Impaired driving or the driver falling asleep were instigating factors in less than one percent of all road accidents.

What is most important to understand is that there are many types of accidents—a collision is but one type. Other types are loading and unloading accidents, involving consignors and consignees, which don't involve the carrier and the driver. There were 1,107 collisions recorded over the 21 years for all modes. In fact there were less than a thousand road collisions—672 to be exact for an average of just over 30 a year. The rail mode reported 420 collisions and 15 collisions involved the marine and air modes.

*David H. Bradley, CEO,  
Canadian Trucking Alliance*



## Top-10 list makes writer see Red

Re: "The 10 Best Truckin' songs ever," by Peter Carter, July, 2011

Your song selection is great, but if you're looking for really old tunes, "Girl on a Billboard" (the old one, not the one on the charts now) and any of Red Sovine's trucking tunes such as "Teddy Bear" or "Phantom 309" are classics. The thing is, lots of great trucking songs are sad; I'm thinking of Red Sovine's "Giddy up Go."

Then again, sometimes, trucking has its sad side. Good thing there's music.

*Al Brodie, truck driver and  
C&W music fan,  
Mount Forest, Ont.*

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VOICE  
HERE



**HAVE AN OPINION ON ANYTHING  
YOU READ IN THIS MAGAZINE?**

**Or on any trucking issue whatsoever?**

Write me an email to [peter@newcom.ca](mailto:peter@newcom.ca) or drop a note to the letter at the address printed on the top left corner of this page. I love hearing from readers.

— Peter Carter, editor



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**BRIDGESTONE**  
PASSION for EXCELLENCE

By Rolf Lockwood



# Frontier Justice

The first bridge that needs building in Windsor is one that joins truth to perception.

**W**hy are we still trying to make the key connection between the economies of Canada and the United States secure and efficient? You'd think it wasn't important.

One reason alone: the guy who owns the only bridge that ties Windsor, Ontario to Detroit, Michigan—and carries a quarter of all the goods that flow across our long border—is spending millions to defend his monopoly. Can't really blame him, I suppose. And I wouldn't if it weren't for all the misinformation he's been spreading.

Things are still an ungodly mess down there despite encouraging developments earlier this year. It's been a mess for years, starting with the chaos that erupted on September 11, 2001. It was then that smart people realized a single span across the Detroit River wasn't sufficient.

The issue is simple enough: the existing Ambassador Bridge, privately owned by Michigan gazillionaire Matty Moroun, is old and tired. Built in the 1920s, its best days are long past though it has the capacity to handle present traffic volumes. Delays, and they can be significant, are more likely to be a matter of customs capacity than of the roadway itself. And it's not as if there aren't enough customs facilities, just that they're never manned to capacity. That, plus an ever more stringent security regime.

Still, the bridge needs replacement. Moroun's company is willing to do that on its own dime, creating a second span right beside the original. Incredibly, with none of the requisite approvals, they started construction a few years ago. Hard to believe, really.

Aside from that lot, the only others who like this idea are a bunch of Republicans in the Michigan legislature and a lot of extremely misinformed citizens.

Everybody else—and I do mean everybody, from Michigan farmers to auto makers, plus almost all governments from the lowest level to the highest, and every chamber of commerce you can think of—wants to build a second bridge a mile or two downriver. The fight for that new bridge is now seven years old, and the only reason construction hasn't started is that the Michigan government hasn't said 'yes'. Their obstruction is really quite amazing in its shortsightedness.

More than amazing, call it idiotic.

Our own federal government wants an additional crossing so badly that it's offered to pay Michigan's \$550-million share of the cost. Not as a loan, just outright, the money coming back in subsequent toll revenues. It will not approve the Moroun plan to twin the Ambassador under any circumstances, in large part

because the approach to the bridge cuts right through Windsor and truck traffic often causes havoc there. As well, it's just plain unCanadian to allow business monopolies to thrive.

Surprising everyone at the time, and encouraging them no end, new Michigan Governor Rick Snyder gave his personal approval of the new bridge project at the start of the year. He thought he'd made a huge political coup in the process, because the Obama administration agreed to let those 550 million loonies be counted as a state infrastructure investment that would be more than matched by Washington. That meant US\$2 billion in federal funds would be available in some abundance for much needed road-building and repairs in the cash-strapped state.

Snyder, a Republican, was going against many members of his party in the process but he nonetheless promised to win the day by summer. He didn't, largely because Moroun's outfit has pulled out all the lobbying stops. They've convinced a lot of Republicans, many of whom don't like government trumping private enterprise anyway, that the new bridge simply isn't needed. They've also convinced Michigan citizens that the new bridge will cost the state millions of dollars it doesn't have. That's entirely wrong, and in fact Snyder introduced legislation saying very clearly that

**I find it pretty sad and not a little scary that the huge national stakes involved in this affair can be put at risk by one rich guy.**

the state has no financial vulnerability here at all. Yet the great unwashed still think otherwise.

Moroun's crew, unbelievably to my mind, is even running TV ads in Ontario urging citizens to oppose the combined federal/provincial plan to invest some \$2.2 billion in

an approach road to the new bridge site that would keep cross-border truck traffic out of the city itself.

They won't work on Ontarians, I promise you, but similar tactics are clearly effective in Michigan. I find it pretty sad and not a little scary that the huge national stakes involved in this affair can be put at risk by one rich guy who's convinced a lot of people to abandon whatever common sense they had in the first place. I guess that was in short supply to begin with. ▲

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# Dispatch

BY MARCO BEGHETTO

## Not Wearing a Wire

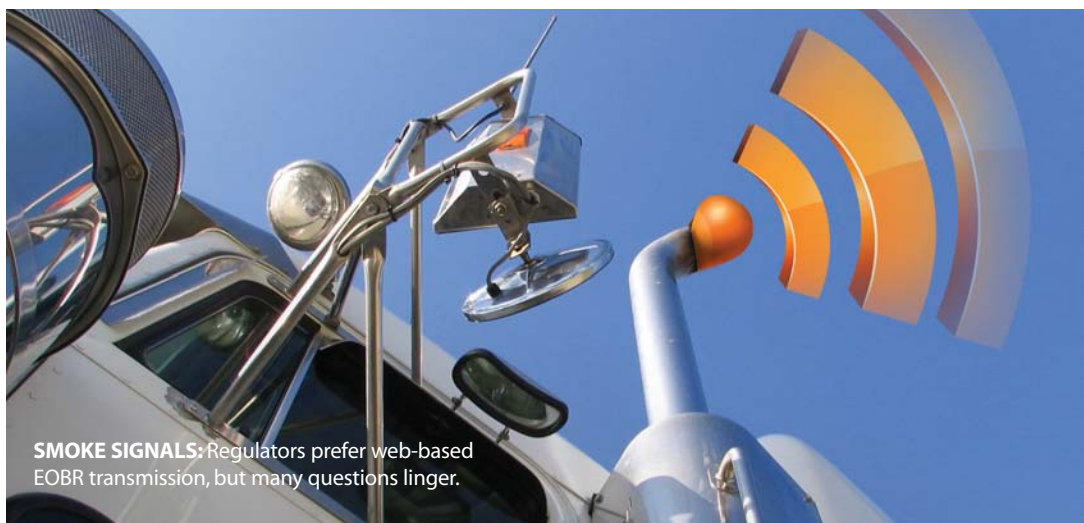
FMCSA opts for wireless web transmission of EOBR data. But does that mean retrofitting of some devices?

One of the tough, unanswered questions about electronic logs for hours of service is how to give the roadside inspector access to the log.

The simplest solution is a cable hookup between the electronic onboard recorder that records the e-logs and the inspector's laptop, and the Federal Motor Carrier Safety Administration (FMCSA) is including that in its options. But wireless communications are more complicated, requiring agreement on issues such as security, protocols, interfaces and data display.

After a meeting with carriers last month, enforcement officials and EOBR suppliers, the agency decided that the best way to solve the wireless problem is to build a Web-based system for transmitting logs.

Details are sketchy at this point, but the agency is envisioning a system in which the EOBR transmits log data



**SMOKE SIGNALS:** Regulators prefer web-based EOBR transmission, but many questions linger.

via satellite to the vendor's server, and the officer accesses that data through another server set up and administered by the agency.

The agency asked its Motor Carrier Safety Advisory Committee, a panel of 19 officials from the industry, the enforcement community and labor and safety advocacy groups, to come up with recommendations on how to put such a system together.

Among the details to be

clarified are how the EOBR can wirelessly identify and connect to external networks so the data can be transmitted, and how to establish a communications protocol that is both timely and secure, said Michael Huntley, chief of vehicle and roadside operations for the agency. Other issues have to do with the transmission of the data through telematics application services, USB connections and the 802.11 wireless local area network.

There is considerable pressure to get these details worked out quickly. The agency has less than a year before it goes live with an EOBR requirement that targets habitual hours of service violators. That rule, effective June 1, 2012, will force carriers that violate the rules 10 percent of the time to use the electronic devices. Beyond that, an expanded rule that effectively covers all transport carriers is expected around 2015.



# Notes

## NEW SET OF QUESTIONS

There are other issues in play besides the technical questions the committee is studying, however.

One is cost. Randy Mullett, vice president of government relations and public affairs for Con-way, said carriers that have invested in GPS systems that are not hard-wired to the engine control module will have to retrofit their onboard devices with those connectors before they can install an electronic logging function. Con-way, which supports e-logs and is integrating them into its fleet, would have to rewire its devices at considerable expense in order to comply, he said.

The enforcement community also has concerns, since not all roadside inspectors have wireless capability and in any case would need a backup system if the network is down.

Mullett raised the possibility that this approach may change the agency's cost analysis so much that it would have to reopen the rulemaking.

Huntley acknowledged that there might have to be technical amendments or elements of the rule might have to be put back through the rule-making process. Or it is possible that implementation

might be delayed, although the agency's objective is to finish on schedule, he said.

Another complicating factor is that Congress has parallel legislation that would mandate EOBRs on most trucks even earlier. The bill would give the Department of Transportation 18 months to come up with a final rule and an additional 18 months to put it into effect.

According to David Kraft, director of business development at Qualcomm Enterprise Services and chairman of the Technology and Maintenance Council's EOBR Task Force, the bill contains language that would force the agency to make changes in its rule. It would require tougher language on tamper resistance, driver identification, data security and certification of EOBR devices, he said.

David Parker, senior legal counsel at Great West Casualty and the chairman of the committee, is aware of the potential problem.

"It is important not to have the House and Senate designing a totally different mousetrap," he said, adding that he hopes the committee will be able to come up with technical specifications that will satisfy everyone's concerns.

## JOHN SLOTEGRAAF: 1938-2011

**A** sign that hung in **JOHN SLOTEGRAAF**'s shop for almost 45 years read: "If you want to kill time, try working it to death"

And thus it was after a lifetime spent building one of Canada's most respected truck dealerships and latterly, fighting a brave battle with Lou Gehrig's Disease, John Slotegraaf Sr., founder of the Slotegraaf Group of Companies, passed away at the end of the workday on Tuesday, June 14.

A Dutch immigrant and one of 12 children, Slotegraaf opened for business in 1966, in a small service center in what was then Preston, Ont.

He found success by servicing every make and model of truck and at one point, he expanded his services to include a trucking company called Noran Transportation, taking flatbed loads to and from Northern Ontario.

In 1993, Slotegraaf opened Cambridge Mack.

One year later, he opened London Mack but closed Noran. He felt it was a conflict with his customers to sell them trucks and yet compete for freight. In 1999, two more Mack dealerships were added to the Slotegraaf empire.

He expanded again with the addition of Performance Equipment which at the time was a single line Volvo franchise with locations in Mississauga and Etobicoke. A few years later, Peel

**His son John Jr., who started washing trucks in his father's shop at age 10, is now president.**

product line in both Cambridge and London, Hino Trucks.

In total, the Slotegraaf group now operates six locations and has more than 250 employees.

His son John Jr., who started washing trucks in his father's shop at age 10, is now president.

Father of Dianne, Donna, Darlene and John Jr., and husband of more than half a century to Barb, Slotegraaf Sr. is also survived by 11 brothers and sisters and 13 grandchildren.

A devout Christian widely known for his charitable and community work, Slotegraaf kept a low personal profile, only infrequently touting his accomplishments, as the company did this past May when they invited customers and friends and members of the public to help celebrate the opening of a brand new 50,000-sq-ft warehouse.

In lieu of gifts or flowers, you are encouraged to make a donation to Edu Deo Ministries (formerly Worldwide Christian Schools) or the Ontario Christian Gleaners.

Mack Trucks of Canada, at its annual customer-golf event in July, raised about \$6,000 to be donated to the ALS Society in Slotegraaf's honor.



Mack was relocated into Performance Equipment, to create a full line Mack and Volvo dealership.

Slotegraaf soon took on another

## Dispatches

The subcommittee is expected to submit its recommendations to the full committee at the end of the month.

— *Oliver B. Patton*

### EGR vs SCR

#### Navistar On Emission With Engine Suit

Anyone who wondered whether Navistar is satisfied with the EPA's recent announcement to impose tougher standards on rival SCR engine suppliers now have their answer:

Nope.

A year after dropping a previous court challenge against EPA (when the agency agreed to hold public hearings to address Navistar's concerns with SCR engines) the Illinois-based truck and engine maker filed another lawsuit in July and once again accused the environmental regulator of allowing competitors to circumvent the 2010 emission rules.

"It's about a level playing field," a Navistar spokesperson said.

Ever since it decided not to pursue SCR to meet the '10 rules, Navistar has claimed the requirement to use urea-based DEF aftertreatment (diesel exhaust fluid) to eliminate NOx in SCR engines creates "compliance loopholes."

It has even pushed for the recall of SCR engines, to no avail.

The company has continuously argued (and hired a third-party to show through tests) that drivers could defeat the emissions standard by forgetting to fill the DEF tank or substituting the liquid with a cheaper substance or even plain water.

Navistar's latest suit, filed in the U.S. District Court for the District of Columbia, alleges that the EPA certified SCR systems without taking those factors into account.

"[DEF] fill-ups are both expensive and inconvenient for the customers of SCR engine makers," the suit

states, adding that when the DEF tank runs empty NOx emissions can rise considerably.

"As a result, EPA unlawfully and preferentially helped [and intends to continue to help] SCR engine manufacturers by making it easier for them to compete with other emission-control technologies by reducing or eliminating the need for drivers to refill with DEF, which in turn allows SCR engines to become heavy polluters above the lawful emission standards."

In June the EPA acknowledged some concerns and announced a proposal to increase safeguards to ensure drivers fill or replenish DEF tanks. The proposal also calls for better warning systems to identify and respond to low levels or poor-quality DEF and have better tamper resistance, among other improvements.

Though, the EPA did dismiss Navistar's claim that its rivals' SCR engine systems

are routinely tricked and bypass the 2010 emissions regulation. It said the overwhelming majority of drivers comply with the DEF requirement and Navistar's allegations are "clearly not representative of the vast majority of truck operations."

It appears, then, that Navistar was hoping for a much tougher response.

### Speed

#### New Trial Ordered In Speed Limiter Row

A significant speed-limiter case that could decide whether the Ontario Ministry of Transportation should incur responsibility for engine computer damage during compliance checks has been set for this fall.

An Ontario Appeals Court judge ordered a new trial in the ongoing dispute between the (MTO) and a Gravenhurst, Ont., trucker, likely set for September or early October.



## LOG BOOK

Go online for more events, visit [www.todaystrucking.com](http://www.todaystrucking.com)

### August 25-28

#### Great American Trucking Show

Dallas Convention Center, Dallas

Contact: 888/349-4287

Website: [www.gatsonline.com](http://www.gatsonline.com)

### September 4-11

#### National Trucking Week 2011

Nation-wide

An annual Canada-wide event held to spotlight the contributions made by the Canadian men and women who keep the country's freight moving.

Contact: 416/249-7401

Website: [www.cantruck.com](http://www.cantruck.com)

### September 8-10

#### North American Trailer Dealers

#### Association Trade Show & Convention

Dallas Convention Center

Contact: 727-360-0304

Website: [www.natda.org](http://www.natda.org)

### September 11-17

#### Brake Safety Awareness Week 2011

North America-wide

Sponsored by the Commercial Vehicle Safety Alliance and your local ministry of transport.

Contact: 202/775-1623

Website: [www.cvsa.org](http://www.cvsa.org)

### September 15

#### 3rd Annual Northern Border Highway Carrier Conference

Niagara Falls, NY

Open to C-TPAT members, but preference given to cross-border carriers.

Website: [www.cbp.gov](http://www.cbp.gov)

### September 19-22

#### TMC Fall Meeting & Supertech

Raleigh, N.C.

Presented by the Technology Maintenance Council of the ATA

Contact: 703-838-1700

Website: [www.truckline.com](http://www.truckline.com)

## CHECK IT OUT: **LOWEST OOS EVER!**

**N**orth American truck drivers and their trucks are the safest they've been in history even as truck traffic increased over recent years.

The three-day, **2011 ROADCHECK** enforcement blitz produced the lowest out-of-service rates since the program began in 1991, proving, says the Commercial Vehicle Safety Alliance (CVSA), that the commercial carrier industry continues to improve its safety operations.

Nearly 8,000 certified inspectors at 2,550 locations across North America performed 70,712 truck and bus inspections in 72 hours (that's about 16 every minute).

Overall, the commercial vehicle compliance rate settled at 80.7 percent (a little higher than the 80 percent in 2010), with an overall driver compliance rate of 95.8 percent.

On its own, Canada fared even better. Canada-specific records show OOS lows for both trucks (18.9 percent) and drivers (just three percent), with over 7,500 units inspected. (The actual pass rate is arguably even higher since the figures do not include vehicles waved through and automatically considered "passed" due to the presence of a recent valid CVSA decal).

Ontario, where the most trucks are inspected (3,304), improved to 18.1 percent OOS from 21 percent in 2010. Quebec, the second-most checked jurisdiction (923 trucks), continues to perform



remarkably well, — scoring a 13-percent OOS rate and a nation-wide lowest driver OOS of just 0.4 percent.

With the exception of Saskatchewan, the OOS rate for both trucks and drivers remains higher in the western provinces, although B.C. improved from last year (22 percent for trucks and 4.8 percent for

drivers). Alberta's rate edged up on both counts, however, to 25.8 percent and 4.7 percent, respectively.

Although overall OOS rates are at record lows, CVSA stated—as it does every year—that there's still "room for improvement until the roads are free from vehicle and driver violations."

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The MTO was appealing a previous ruling by a traffic court judge who threw out speed-limiter charges against owner-op Lee Ingratta.

The driver—who says he was in compliance with the law's stated maximum setting of 105 km/h at the time—refused to allow an inspector to plug in a device that the MTO uses to check speed settings unless the officer first signed a waiver assuming responsibility in the event of damages to the engine.

The officer refused and fined Ingratta for not submitting to an inspection, which is still a violation under the Highway Traffic Act.

(Ingratta—a self-described computer expert—as well as others in the industry claim that the so-called Ez-Tap tool can transmit static charges and viruses to truck ECMs. The MTO won't comment on the ongoing case or others like it, but it has not refuted the reported problems).

However, last year a traffic court judge apparently shared some of Ingratta's concerns and dismissed the ticket.

Arguing that judge "erred" in his judgment, the MTO asked the Appeals Court to either overturn the first decision and find Ingratta guilty or order a new trial. He chose the latter option, giving both the MTO and Ingratta another chance to make their cases.

Despite having already beaten the government once, Ingratta says he isn't at all worried about MTO getting another shot at him.

"As far as the appeal is

## heard on the Street

■ **Dave Giroux**, formerly Meritor's global brand manager, has been appointed director of public relations and corporate communications for **DAIMLER TRUCKS NORTH AMERICA** (DTNA). He will be responsible for DTNA's PR and communications strategy for Freightliner, Western Star, Detroit Diesel, and other company brands.

■ **BIG FREIGHT SYSTEM** is continuing its transformation into a diversified supply-chain-management business with the acquisition of Winnipeg-based **PARAMOUNT STORAGE**, which controls 400,000 sq ft of warehousing space near the Inkster Industrial Park. Paramount's 72-truck freight hauling division went into receivership in June, succumbing to the mix of rising costs, debt and lower revenue.

■ Canadian truck and trailer parts supplier, **FORT GARRY INDUSTRIES**, has named **Dave Cannon**, senior manager of Business Development. He was most recently the director of Sales and Marketing, for brake pad and lining supplier, Fras-le.

■ **CUMMINS** says that **Tim Solso**, the company's chairman and CEO since 2000, will retire at the end of the year. Tom Linebarger, Cummins president and COO, will take over on January 1, 2012. Linebarger was formerly president of Cummins Power Generation and served as the company's chief financial officer.

concerned, the MTO hasn't won anything," Ingratta tells *Today's Trucking*. "I have a lot more to say, too."

He says he's looking forward to calling witnesses—other truckers and diesel technicians—who will testify that the device could damage truck engines and is known to read settings improperly on certain models.

"Knowing I have a new trial and I have more under my belt now to win this case is a good thing," he says.

"I don't want it left in Limbo anymore. I feel by doing this that in the long run it's going to get rid of this law for good."

The trucker says he has spent over \$10,000 out-of-pocket fighting the charges. The Owner-operators Business Association of Canada (OBAC), of which he's a member, has set up a legal defense fund on its website for Ingratta and other truckers who challenge the speed limiter law.

■ Regina's ambitiously titled "Global Transportation Hub" took a big step toward living up to its name. The **YANKE GROUP OF COMPANIES** announced a \$20-million investment in the intermodal facility, joining the two other charter tenants, CP Rail and Canadian Logistics Services. The 40-acre project will reportedly bring up to 500 loads a week to the area. The company says it sees the hub as a "paradigm shift for the trucking in Saskatchewan."

■ Canada's showiest, head-turning trucks and trailers drew plenty of "ahs" and "wows" when displayed on screen at the **PRIVATE MOTOR TRUCK COUNCIL OF CANADA** (PMTC) conference in King City, Ont. A few winners include: **Saputo Dairy Products Canada G.P.** and



**Loblaws** (Tractor-trailer); **Unilever Canada** (Straight Truck); **Molson Coors** (Special Events/Promotion & Night-Time Safety); and **E.G. Gray Transportation** (Human Interest).

■ Meanwhile, 132-truck fleet Home Hardware captured **PMTC'S PRIVATE FLEET SAFETY AWARD** for the fifth time, while Maple Leaf Foods accepted the Most Improved Fleet award. And drivers **Luigi Colosimo** (Maple Leaf Foods), **John Stell** (John Deere) and **Claude Rivard** (TONA Québec) were all inducted into the PMTC Driver Hall of Fame.

## Health & Safety Fire Protection Rules Urged For Truckers

The clothes you wear just might be the last unregulated aspect of trucking.

Some people want to change that.

Truck drivers who haul explosive or flammable goods should be made to wear fire-resistant clothing says the family of a Windsor, Ont., truck driver who was

seriously injured in Michigan when his load of Crown Royal whisky burst into flames after a collision.

Mark Thibert sustained third degree burns to much of his body when his transport truck side-swiped another parked tractor-trailer and caught fire.

His aunt Anne Marie Banka told local media that the family wants a government mandate that would force drivers to wear a fire

suit when on a run with a flammable product.

While she said the suits worn by race car drivers would be ideal, even fire resistant work clothing, such as that worn by oil industry workers to protect against flash fires, would be an improvement.

There are currently no rules in Canada covering the use of fire-resistant clothing for truck drivers hauling flammable or explosive materials.

### Cargo theft

## If You Build It, They Will Con

Phony FAST cards, special compartments designed for smuggling cash, completely illicit truck companies designed for theft and one-time \$30G payments for your drivers.

Those are among the latest trucking-industry tricks used by organized criminals, according to an

intelligence report from The Folks Who Always Get Their Man (RCMP).

In response, the Mounties have launched Project Stall. While details about the actual project are scant, trucking insiders think it's about time the cops started taking this kind of criminal activity seriously.

Trucking experts have long known about criminal activity in the industry and people such as Canadian Trucking Alliance (CTA) boss David Bradley have been calling for authorities to step up their crime-fighting efforts.

He says unfortunately cargo crime is often not taken as seriously as other crimes because losses are usually covered by insurance.

However, these crimes are becoming more violent and more brazen, says Bradley. And the RCMP report confirms that proceeds from cargo theft goes to pay for drugs and guns, which leads to increased street violence.

The report also notes that the recent recession hurt smaller carriers and owner-operators, providing opportunity for "organized crime to offer financial incentives to supplement flagging incomes."

The report does hold some good news for truckers, though: It suggests that cross-border trucking will be expanding over the next few years.

However, criminal gangs are exposing the vulnerability of cross-border security programs like FAST which are meant to streamline and expedite trade. ▲

## Priceless Cargo: Trucker pulls a rolling war memorial

Truck driver Paul Corey proudly watched as the Duke and Duchess of Cambridge paid respect to Canadian soldiers killed in Afghanistan in July.

The giant mural of Canada's war dead, in front of which Will and Kate spent some of their final minutes in Canada, is housed in a 53-foot trailer—and it got to Calgary behind the rig Corey drives for Ayr, Ont.-based Trans-FRT McNamara.

He's the lead driver for the Portraits of Honour rolling memorial that traveled half the country in recent months. "This is the most

The painting is the brainchild of Cambridge, Ont., artist and Kinsman Dave Sopha, who has done work for veterans in the past.

"This painting will last 500 years, the way it's done," he says.

But getting the giant painting on the road proved to be a huge challenge. The company that was supposed to pull the specially designed trailer backed out at the last minute. In a panic, the Kinsmen put out a "desperate plea at the eleventh hour—actually 11:59" and called Greg Palmer and Ward Tregoning, owners of Trans-FRT McNamara.

Organizers can't say enough about Trans-FRT McNamara's help. "You can't just take a 53-ft trailer and attach it to the back of your Mazda pickup," says Sean Libin, a past national service director with Kin Canada. "We literally would have been sitting in the middle of a parking lot somewhere without their help."

Adds Bruce Lloyd, the national project manager: "This tour was meant to be. There's no two ways about it."

He points out that one of the aims of the tour is to raise money for soldiers returning from Afghanistan with psychological and physical needs.

Tregoning says he is pleased to be part of such an important project.

"We've moved everything from airplanes to buildings to hazardous materials, but this is up there as the most unusual," he says. "Certainly it's the most emotional!"



important cargo I've pulled," says Corey. "It's priceless, buddy, just priceless."

The oil painting bears the portraits of 155 fallen soldiers (two more are being roughed out and will soon be added to the mural). Trans-FRT McNamara has lent incredible support to the project, donating the use of a tractor, and assigning Corey as full-time driver.

"I get a lot of thumbs up as people pass on the highways, and lots of friendly waves," says Corey, a 20-year driver. "The guys on the radio are always wanting to know what's going on. Everyone's for it."

## SITED ON THE WEB

### Hero trucker saves 'drunk' cop

In what sounds like the first draft of a bad buddy movie script, a Manitoba trucker helped rescue a Detroit police officer from certain death last week. But saving the cop from an almost certain firing is another matter.

Wally Senkow of Steinbach was hauling through Detroit when he noticed a smashed police cruiser. Senkow got out to check the scene and noticed the cop inside was unconscious. He pulled the officer out minutes before the car caught fire and blew up. Later Senkow learned that it wasn't only the car that was smashed. The officer he saved was probably drunk and high on drugs, according to reports.

"It's almost tabloid material," Senkow said.

No, it's just Detroit.

**MORE @ <http://tinyurl.com/goodtrucker-badcop>**

### D%\$@ Canadian drivers!

Immigrants to Canada's most ethnically diverse city are less likely to get into accidents than native-born residents.

Don't take our word for it. So says a new study by UofT and the Sunnybrook Health Sciences Center.

Regardless of people's perceptions, the decade-long study tracked almost a million new Canadians and compared their crash involvement to that of longtime residents and it turns out, according to researchers, that the newcomers—mostly from India and China—were 40 to 50 percent less likely to wind up in bad smash up.

Supposedly, the immigrants' likelihood of winding up in a crash grows the longer they're here.

Hey, man, we're just the messengers.

**MORE @ <http://tinyurl.com/canuckdrivers>**

### I Am Moose, Hear Me Roar!

In the latest **todaystrucking.com** Dispatches podcast we're joined by Dave Menzies, well-known Toronto radio personality and magazine columnist. As with anything that involves the "Menzoid" this promises to be a whacky one.

We discuss the drive to recruit drivers from the "other" half of the population, but question whether complaining about workplace harassment will do much good. **PLUS:** FMCSA takes another big hit as its own former fatigue expert blasts his old agency's HOS agenda; and whose fault is it if you hit a moose on the highway on The Rock? Hokey Smoke!—the government/taxpayer, of course.

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Join the Conversation!

## U.S says 'Si' to Mexican trucks; But OOIDA's like, 'No way, Jose'

After a bitter cross-border trade war, Mexican trucks can now deliver into and pick up freight in the U.S.

But the U.S.'s biggest driver organization—abetted by some disgruntled Democrats and protectionists—isn't taking the decision sitting down.

Within hours of U.S. Secretary Transportation Ray LaHood's trip to Mexico City to ratify a **new three-year pilot program** that would once again allow Mexican truckers into the U.S., the Owner-Operator Independent Drivers Association (OOIDA) filed a petition for review, asking a court to "enjoin, set-aside, suspend or determine the validity of the implementation of this program."

"If the agreement is good for the U.S. why the hell is he [Secretary LaHood] sneaking down there to sign it?" said OOIDA President Jim Johnston.

Critics also point out that allowing Mexican trucks is irresponsible considering the southern border is a virtual war zone, riddled with drug-related violence.

And yet, the 49th parallel is what gets all the scrutiny.



**MORE ON THE BORDER BATTLE @ <http://tinyurl.com/mexborder>**



### From Marco Beghetto's Right Turn Blog

#### Sound the Alarms

You gotta' love the MSM. Even as it points the finger at the 'Internet' and 'changing demographics' for its **longstanding woes**, it continues to crank up the sensationalism dial while denying it has a severe integrity deficit.

In an **article** picked up by dozens of newspapers and blogs in both Canada and the U.S., the Canadian Press' Steve Rennie reports that a database obtained by CP from the Dangerous Goods Accident Information System shows that there were nearly 20,000 hazmat related transport accidents in Canada over the last 20 years.

About half of them are a result of "human error," although the report doesn't clarify (as I suspect is the case) how many of those reported incidents are the fault of truck drivers or other vehicle operators involved in multi-vehicle events. As many of us know, just about every survey done on the subject in North America and Europe concludes car drivers are overwhelmingly at fault in car-truck crashes.

Other factors cited in the report include "improperly loaded and handling of dangerous cargo, losing control of vehicles, and carelessness and negligence."

But the author or editor still can't help sensationalizing what's clearly the most underwhelming aspect of the data.

Consider this opening lede paragraph (my bold type):

*Truckers hauling explosive or flammable loads have killed and badly injured people after getting **drunk** or **stoned** behind the wheel, an analysis by The Canadian Press has found.*

*Government crash reports reveal that thousands of people who transport dangerous cargo put themselves - and others - at even greater **risk by driving while impaired** and not taking enough care on Canada's roads and rails.*

Much farther down in the story we're told just how many "drunk, stoned or impaired" drivers were reported:

"Impaired drivers caused 21 accidents and another 83 happened because drivers fell asleep at the wheel" — that's apparently over 20 years, folks.

That tone-defining lede certainly encapsulates the true landscape in the hazmat sector, doesn't it? Rather than marveling at the remarkably low fatigue and impairment rates of truck drivers—about one percent—CP instead chooses the "Charlie Sheen drives truck" angle.

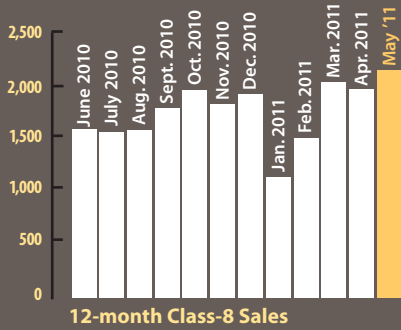
Nice reporting.

**MORE POSTS @ [www.todaystrucking.com/blog/](http://www.todaystrucking.com/blog/)**

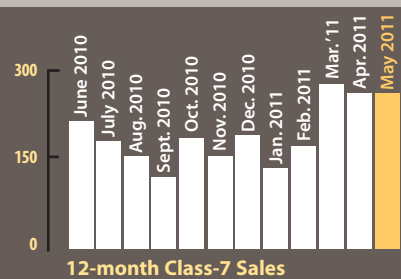
Canada: Truck Sales Index

May 2011

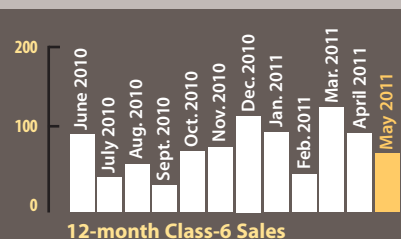
CLASS 8	This Month	YTD '11	YTD '10	Share
Freightliner	468	2364	1517	27.1%
International	444	1814	1961	20.8%
Kenworth	448	1547	1451	17.7%
Peterbilt	257	946	818	10.8%
Volvo	186	879	670	10.1%
Mack	174	593	384	6.8%
Western Star	177	579	473	6.6%
<b>TOTAL</b>	<b>2154</b>	<b>8722</b>	<b>7359</b>	<b>100.0%</b>



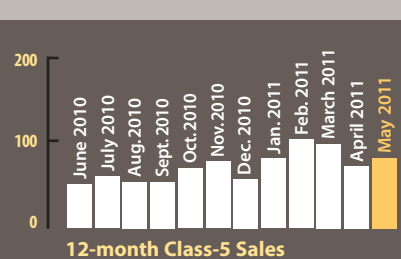
CLASS 7	This Month	YTD '11	YTD '10	Share
International	129	472	379	41.5%
Kenworth	53	199	137	17.5%
Hino Canada	23	177	110	15.6%
Freightliner	39	159	113	14.0%
Peterbilt	33	129	122	11.4%
<b>TOTAL</b>	<b>277</b>	<b>1136</b>	<b>868</b>	<b>100.0%</b>



CLASS 6	This Month	YTD '11	YTD '10	Share
Hino Canada	20	209	93	51.1%
International	34	147	135	35.9%
Freightliner	8	50	22	12.2%
Peterbilt	1	3	6	0.7%
<b>TOTAL</b>	<b>63</b>	<b>409</b>	<b>266</b>	<b>100.0%</b>



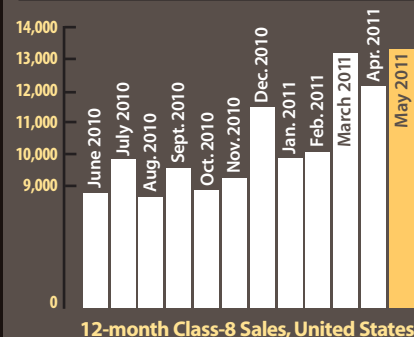
CLASS 5	This Month	YTD '11	YTD '10	Share
Hino Canada	32	266	213	63.6%
International	30	129	78	30.9%
Freightliner	13	14	2	3.3%
Kenworth	0	7	24	1.7%
Peterbilt	0	2	0	0.5%
<b>TOTAL</b>	<b>75</b>	<b>418</b>	<b>328</b>	<b>100.0%</b>



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U.S.: Retail Truck Sales

CLASS 8	This Month	YTD '11
Freightliner	3880	19,280
International	2634	11,723
Peterbilt	1939	8069
Kenworth	1978	7285
Volvo	1711	6769
Mack	1047	4483
Western Star	101	631
Other	0	6
<b>TOTAL</b>	<b>13,290</b>	<b>58,247</b>



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	24	39	14	39	203	103	35	10	0	1	468
International	42	37	8	31	179	100	24	9	0	14	444
Kenworth	39	168	29	16	108	76	12	0	0	0	448
Peterbilt	15	90	15	32	54	45	5	1	0	0	257
Volvo	10	15	0	12	96	31	17	3	0	2	186
Mack	7	19	12	9	92	22	4	7	0	2	174
Western Star	40	57	7	5	22	34	11	0	0	1	177
<b>TOTAL</b>	<b>177</b>	<b>425</b>	<b>85</b>	<b>144</b>	<b>754</b>	<b>411</b>	<b>108</b>	<b>30</b>	<b>0</b>	<b>20</b>	<b>2154</b>
<b>YTD 2011</b>	<b>696</b>	<b>1702</b>	<b>361</b>	<b>644</b>	<b>3013</b>	<b>1685</b>	<b>408</b>	<b>147</b>	<b>9</b>	<b>57</b>	<b>8722</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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# Street Smarts

**INSIDE:**

**19** The phone number all your drivers need

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY

**LEVEL (HEADED) CROSSINGS:** Operation Lifesaver will help you get the message to your drivers.



## Get Your Training Wheels On

**safety** *The number of train-truck collisions should be decreasing but it's not. Here's what you might want to do to help. By Peter Carter*

**N**ineteen years ago, at Firdale Man., a westbound freight found itself running alongside a tractor trailer. A few minutes before the two vehicles reached the level crossing, the truck driver sped up and tried to cross.

The collision, while resulting in no fatalities, led to the loss of about \$40 million worth of goods and the total evacuation of the village of Firdale.

The subsequent investigation proved that the accident was the trucker's fault. The ensuing payout broke his company.

"Thank goodness nobody was hurt but what it did do is provide us with a good example of what we're trying to avert,"

comments Dan Di Tota, the national director of Operation Lifesaver, an organization dedicated to minimizing train-vehicle accidents.

"Imagine," he says, "Your trucking company could have been in business 30 or 50 years and all you need is one incident like this and you're out of business."

Rodney Hickey of Miramichi, N.B., is a driving instructor with Canada's largest truck-training institute, Transport Training Centres of Canada. He put it this way: "I tell my guys that taking a bit of extra care around a railway track is all that's



Dan Di Tota

between you and you with your neck in a vice for the rest of your life."

Don't be surprised if, in the next few months, you hear more about truck-train safety. Di Tota's organization is stepping up its game to reach

more truckers, because the safety message doesn't seem to be hitting home.

Operation Lifesaver was born in 1981. That year, there were more than 1,000 train-vs-motor-vehicle accidents. As recently as last year, there were under 200; a reduction of almost 80 percent.

The thing is, those stats only apply to

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cars. The number of truck-train accidents has not decreased over the same period. “We’re not sure why,” Di Tota says, adding, “and the numbers are not big—but for some reason, our message doesn’t seem to be hitting home.”

In response, OL is preparing a new truck-training package to be distributed through schools or fleets, driving the key messages to where they’re needed most.

“We’ve developed a lot of material specifically for commercial drivers. We want to reach out to this audience; we’ve recently updated our professional driver information packages and have an instructor’s guide, student notes, a safety quiz and a video intended for truck-driver instructors.

“We’d be glad to provide it in a user-friendly format.

“The problem we’re facing is reaching out to all these different schools. It’s available free of charge and all we want to do is eliminate those collisions.”

Instructor Hickey of Transport Training Centres of Canada says staff at his school are familiar with and already employ Operation Lifesaver’s curriculum.

“Our people have to learn that if you’re in a crash with a train, there’s no way you’re going to come out the winner, so we drill the safety into them,” Hickey says.

“You can never tell how fast a train is moving or how long it’s going to take to get down on top of you,” he says.

Hickey as well as Di Tota note that one of the most common problems for trucks at crossings occurs when a truck crosses tracks safely but for whatever reason, the



## A FEW STATS TO CONSIDER WHILE WAITING AT THE CROSSING

- Number of level crossings in Canada: **At least 40,000.** (20,000 federally regulated public crossings; 20,000 privately held.) There are others on abandoned or short lines that are used infrequently.
- Average distance from home base within which most train-motor-vehicle accidents occur: **40 km.**
- Number of train-motor-vehicle accidents in Canada during the first five months of 2011: **66.**
- Number of fatalities during that period: **12.**
- Percentage of train-vehicle accidents in which the vehicle actually strikes the train: **30.**
- Who to contact if you want more information or if you’d like an individual to make a safety presentation on the topic: **[www.operationlifesaver.com](http://www.operationlifesaver.com).**

driver comes to a stop prematurely on the other side and leaves part of the trailer hanging over the tracks.

Sometimes it’s because of heavy street traffic or, more common at private crossings, trucks must stop to gain entry to say, a gravel pit, so there’s a lineup.

Says Hickey: “I tell my students that

they’re driving a 75-ft rig; and if they aren’t sure they have 75 feet of space to go before stopping on the other side of the tracks, they’re better off staying on this side.”

Furthermore, the 30-year veteran says if a driver does see that the rear of his truck is still on the tracks and a train is coming, the trucker should take the path of the least damage.

That could mean squeezing up on the right shoulder or even putting on your four-ways and creeping left into the oncoming lanes. Anything that gets your overhang off the tracks. If you’re really stuck, Hickey says, and this applies in only the most hopeless of cases, pushing the car ahead of you a bit with your bumper until your trailer’s off the tracks beats getting hit by a train.

“The cost of a car is going to be less than the cost of a train.

“You just can’t take chances. Your truck might be 80,000 lbs but that train’s a lot heavier and it hits harder than Muhammad Ali.” ▲

## GET THEIR NUMBER SO YOURS DOESN’T COME UP

**A**t all public rail crossings, there’s an emergency number posted so if a driver gets stuck on the tracks, he can alert the train’s dispatcher in the hopes of having the train stopped. (A loaded freight train needs up to two kilometers to pull up to a full stop.)

“There’s usually a big yellow sticker at the signal bungalow,” says Operation Lifesaver’s Di Tota. “It gives the crossing identification number and exact location by mileage and subdivision. It might be on the back of the crossbuck or on the pole itself, telling you that information so you can pass it along to the dispatcher.”

Unfortunately, Di Tota says, there’s nothing requiring the owners of private crossings to post the numbers, though he adds that responsible property owners should do so. He says his organization is lobbying Transport Canada for changes to the legislation governing private crossings.

# What a Little **birdie** Can Tell You



So, what is social media good for anyway? And how can you as fleet managers take advantage?

**BY MARCO BEGHETTO**

**n**ow that the U.S. economy is booming again, spending and debt are under control and global conflicts have all flickered out, there's plenty of time for the leader of the Free World to sit down and figure out this social media thing on his iPhone 4.

And so, Barack Obama announced last month that he will start doing his own tweeting and then promptly hosted a national Q&A session via Twitter. We can only hope that he'll be a lot better at it than Anthony Weiner was.

Anyway, for those of us who live somewhere between Earth, the Twitterverse and blogosphere, the news of the first-ever tweeting commander-in-chief—whose presidential momentum in 2008 flowed through the channels of social media—was a truly significant event.

Although I work in a demographically top-heavy industry that's been understandably slow to embrace free online tools like Facebook, Twitter, LinkedIn and Youtube, I'm convinced that you

don't have to know the title of a single Justin Beiber song to be able to recognize that even trucking is entering an organized, intricately woven social B2B-branding age.

Just ask Canadian fleets like Challenger and Yanke and independent owner-ops like Al Goodhall who have active Twitter accounts or Facebook pages.

A GenXer myself, I'm not exactly a child of social media. When I was in journalism school in my early 20s, we used molasses-paced dial-up and Google wasn't a verb; cell phones the size of your forearm were for talking, not texting; and Facebook creator Mark Zuckerberg was still a moneyless, girlfriendless high-school geek.

Yeah, yeah, I know ... when you were kids there were no computers and Internet. Sure, for some of you guys "calling" meant door knocking and you had to walk 22.5 miles with Moccasin snowboots through a Nipissing ice storm to the schoolhouse. I get it. Life used to be harder.

I'm just saying that when all this social messaging started, it didn't come naturally to me either. Many aspects of it—for one, the inherent narcissism—kind of turned me off. After all, the world won't spin off its axis if it isn't promptly notified on Facebook that you “just got home and are thinking of taking a nap.” Thanks for the info.

So, what is social media good for, then? And in which forms can you as fleet managers take advantage?

A few months ago, I was invited by the Ontario Trucking Association (OTA) to be part of a webinar that focused on that very question. As editor (Warning: narcissism alert) of the industry's leading trucking news site, [todaystrucking.com](http://todaystrucking.com), I had already been dabbling casually in social media and multimedia, such as blogs and videos.

Trained originally as a print reporter, but maturing in the job market during the wild adolescence of the mass media Internet, I'm today somewhat of a hybrid media user/producer—equal parts cynical and curiously enthusiastic.

The turning point for me, though, was Twitter.

You've all heard of it, but like me a couple of years ago, you might still be asking, “what the heck is it?” Fair enough. Like the name suggests, think of it like a flock of birds perched on a branch—the type and total number is entirely up to you—chirping to one another. You're a “tweeting” bird in that conversation.

Basically, it allows you, personally, or through a brand name—@todaystrucking, for example—to send notes or share info in short, quickly digestible 140-character bursts with like-minded or interested “followers.” Those followers in turn might “retweet” your messages or “mention” you to their own followers, constantly exposing you to new contacts via the multiplier effect.

Blogs—where pajama-clad “citizen journalists” could create their own news sourcing and opinion pages—had already spun mainstream print and broadcast media on its head. Twitter was the next, instantaneously viral, commoditized phase.

With subjects now able to create their own narrative in real-time, some journalists were understandably fearful. Though, I admit it absolutely fascinated me.

Facebook certainly has its strengths as a virtual community builder and synergizer of all other media (as I'll discuss later on), but as a purely diverse news/information aggregator and self-promotion tool, I prefer the simplicity and immediacy of Twitter.

In less than 24 months, we've attracted about 1,600 “followers” to our account. Because we use Twitter mainly as a news bulletin delivery system, where we “tweet” out a description of [todaystrucking.com](http://todaystrucking.com) (TT.com) stories and link back to our homepage, we've driven up our monthly “unique visitor” traffic on our TT.com webpage by as much as 6,000 individuals (about 25 percent) since we signed up.

## working for you

### MAKING CONTACTS

As many businesses are starting to realize, relying on social media as a stand-alone marketing channel won't do much for you. But used to accent your overall processes, it's highly effective.

Business-wise, social media is evolving into a multifaceted tool, but for beginners sites like Twitter and the more corporate-minded LinkedIn essentially serve three main external purposes:

1. To acquire and share knowledge and monitor the mood of a particular business community. I can't tell you how many of my articles have been inspired by ideas from these forums and people I've made contact with who have turned into valuable sources.
2. Free and limitless self-promotion and brand exposure. Many of you splash your company nameplates and logos on the sides of your trailers. I presume this is done to stake your slice of marketing share on the highway. So, why not brand yourself the same way on the information highway?

3. Enabling two-way interaction for revenue-generating business. Some of you travel several times a year to attend networking events and conferences. Surely it can't hurt to make yourself known to hundreds of like-minded companies and professionals from all over the world without leaving your office.

JAN Kelley Marketing's Peter Petch, with whom I shared the panel at the OTA webinar, says smart users “sell” business-to-business offerings by spreading positive mentions and endorsements.

“Your sales team is no longer the only information conduit,” he says.

By “tapping” into professional social ecosystems, a business can with the click of a mouse expand its reach like never before. (Twitter's reach, for example, is said to be double its 50-million-plus active user base).

Users learn about customers' changing needs or appetite for new products

## FACE TO facebook® EVENT

**LOOKING TO CHAT**—in real life—with other truckers who are experimenting with social utilities to enhance their careers or businesses? The first-ever **Truck Driver Social Media Convention** is coming to Tunica, Mississippi, on Oct. 15.

The all-day event will feature seminars on social media and networking in the transportation industry, three full meals, and entertainment.

Speakers include Austin Walsh, who organizes describe as one of the U.S.'s top social media gurus; as well as career planning, truck safety and employment law experts. Go to [www.truckingsocialmedia.com](http://www.truckingsocialmedia.com) for more info.



## Social Media

simply by monitoring conversations and testing reactions to the market in a particular sector, says Petch.

As well, social tools are great problem solvers. Many a time, I've thrown out "how-to" questions to the Twitterverse and received prompt, informative responses.

Let's say you're a four-truck fleet owner tripling as a driver, mechanic and IT guy: "Following" the right people on Twitter or "Liking" a related Facebook page could lead you to a solution for that software problem long before you get an answer from the 1-800 customer service rep in India.

It should go without saying (though, I'll say it anyway) that you'll need to be vigilant and selective. A fruit-bearing social network doesn't grow all on its own; and left unmaintained, it could get overrun with weeds.

Also, be prepared to be overloaded with pitches from companies you've never heard of. As MSM Transportation's Mike McCarron said in a recent *Today's Trucking* column about his foray into social networking: "be wary about someone who won't pick up the phone to introduce himself personally."

It's a fair point. But I really believe that the opportunities—both quantifiable and the intangible—far outweigh the nuisances.

### INTERNAL AFFAIRS

We constantly hear consultants evangelise about the importance of company culture, whatever that actually means. However you define that, I do know that it involves buy-in from staff as well as ongoing dialogue concerning how they communicate with each other and the outside world. And with such a large percentage of your workforce out on the road or based in other terminals, is there a better way to routinely express and reinforce these messages than through the Internet?

A Facebook page, for example, can be an information depot for staff—company updates and notices, industry news (linked from [todaystrucking.com](http://todaystrucking.com), of course) etc. The beauty of Facebook, unlike a standard corporate webpage, is that it's interactive, allowing staff (or customers and clients if you wish) to contribute to the fabric that goes into building that tight-knit culture so many companies struggle to establish.

## SOCIAL MEDIA 101

**Blog:** Derived from the words "web" and "log." Usually featuring opinions, commentaries on current events or a particular theme.

**Facebook:** The largest social network on the planet with more than 500 million users. Connects people with friends and others from all over the world. Watch the movie.

**Forums:** Or message boards. Categorized by topic, where multiple users can have online discussions on a particular issue or subject.

**Google:** Seriously, don't tell me I have to explain this one. Google Buzz, though, is a social networking and messaging tool within the browser.

**Hashtag:** Used on Twitter to annotate a word or phrase by typing "#" just before it. So, your message with #trucking will get entered into its own forum with others who have done the same.

**LinkedIn:** A business-oriented social networking site mainly for professionals. 75 million registered users.

**Podcast:** Audio or video webcasts that can be downloaded and played on a media player or smart phone. Check out our own podcast, titled Dispatches, found on [todaystrucking.com](http://todaystrucking.com).

**Twitter:** Online platform that allows users to share 140-character messages and small images publicly and instantaneously.

**Viral:** A posting, image, video or audio file that is circulated rapidly through the Internet and increases in popularity.

Try creating sub-forums within your page so people can share ideas or, dare I say, express grievances. One for long-haul drivers and another for cross-country dispatchers, perhaps? How about a similar forum for drivers' wives to stay connected while their husbands are out hauling freight for you?

Facebook is also where you can post pictures and host Youtube videos from company events.

If you think of your company as one big family, this is a virtual, cost-effective tool to bring that family together.

With capacity tightening and driver demographics being what they are, social media is another mechanism to market your business to potential new recruits. In an industry that struggles mightily to attract young people, it shows a certain level of sophistication that next-gen drivers are on the lookout for. As well, it provides an enhanced level of connectivity between drivers and their families and friends while they're away from home.

Not that I would want to dissuade anyone from running a recruitment ad in a trade publication but a creative promotional video about your company uploaded to Youtube will probably get a more effective response from young people still in the process of making career choices than a classified ad in the *Toronto Star*.

This goes double for foreign drivers. Some companies involved in overseas recruiting spend thousands on international marketing to get professional drivers to Canada. A short Youtube video can bring down some of those costs and do an effective job selling your company and its offerings to potential recruits in the U.K. or other lands.

Plus, if there's one current that runs through every story I've ever done on foreign recruiting, it's about the importance of linking immigrant drivers with their cultural communities in their new country. Not feeling at home is the number-one reason foreign drivers quit the company that spent thousands getting them here, so it's in carriers' best interests to make them comfortable and provide as much familiarity as they can. Social media can help do that.

**INCREASE AWARENESS**

Obviously, this magazine is an open supporter of the trucking industry, but ultimately you folks are your own best advocates.

We've all been appalled by anti-truck articles by a mainstream media that is at best ignorant of our industry and at worst, openly hostile. Well, you don't have to sit back and let the CBC control the narrative anymore.

I know you don't always have time to write a letter to the editor in defence of your profession, but Twitter and Facebook give you an opportunity to have a say instantly. Counter biased articles about "polluting" or "dangerous" trucks with your own environmental or safety facts and expose the media outlet's readers to alternative viewpoints.

In the end, that's what trucking PR is all about—humanizing our industry and winning the hearts and minds of the public (i.e. your customers' customers).

Social media is also a great way to make the popular press and public aware about milestones, charities or initiatives at your company or keep them apprised of special

projects that might affect them. I've seen a few carriers do this when they're involved in a large heavy-haul convoy.

Additionally, use your available resources, like the info in this magazine or from an association, to give truckers a voice among the Web chatterers. Remember when fuel surcharges were a struggle to pass on? Constant news about skyrocketing oil prices and rising inflation made your challenges difficult for shippers to ignore; and after a while surcharges became pretty standard.

With little effort, each of you can affect how people see trucking.

**'FRIEND' SOMEONE**

To some of you all of this can be strange and overwhelming. I know that the personal intrusions can be uncomfortable and the information overload can be noisy to the point of turning into background static.

You're not alone.

But don't let age or your lack of experience deter you. Playing along can be as easy as you want it to be.

If you don't know where to start, my biggest piece of advice is to ask someone

**FOR MORE INFO** 

A FEW HELPFUL **ONLINE RESOURCES** TO GET YOU STARTED OR TAKE THE NEXT STEP.

- [www.allfacebook.com](http://www.allfacebook.com)
- [www.twitip.com](http://www.twitip.com)
- [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)
- [www.emarketer.com](http://www.emarketer.com)
- [www.problogger.net](http://www.problogger.net)
- [www.mashable.com](http://www.mashable.com)

around you. Feel free to ask me if you want to, but especially talk to each other about your early experiences—what you think works or doesn't work.

If they'll give you the time of day, be sure to ask your kids. (Mine are under 13 so they still talk to me). Even if they just give you a tutorial on the basics, they know more about this stuff than anyone.

And who knows? If we old guys take over Facebook, it's only a matter of time before the kids think it's uncool and we'll have it all to ourselves. ▲

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### BY ROLF LOCKWOOD

**A**ir disc brakes have been around forever, yet haven't exactly taken the market by storm. Still, is it finally time to give them a little consideration when you're next in spec'ing mode? As always, it depends on what kind of trucking you do and where you do it. And maybe on your approach to safety.

New stopping-distance regulations went into effect on August 1 as far as most new tractors are concerned, and while those regs don't yet mean air discs are the only answer, that day may come. For now (see "The New Rules" below), only three-axle highway tractors with modest gross weights are covered, but in exactly two years time, on Aug. 1, 2013, heavier trucks will be held to the new rules. And for some of those, it's possible that only air discs will make the grade.

That's one thing that will motivate your brake-spec'ing decisions, but if you're buying Peterbilt tractors, the decision has already been made for you. The Texas outfit declared this past March that air

drivers know all too well that after snubbing S-cam brakes all the way down a long grade, you need an awful lot more pedal—if there's anything left at all—by the time you reach bottom. Air discs, on the other hand, are unfazed by the heat generated in that situation and simply don't fade.

They do cost more up front but by all accounts many of you—maybe most—would save enough on shop costs to put you in positive investment territory eventually. Defining "eventually" is a bit tricky, and could be as much as 600,000 miles or so if you haul light over predominantly flat terrain. Given different conditions, that mileage figure could be half or even less.

At least one very well known and respected Canadian fleet owner we know has already made the decision. Claude Robert, president and occasional driver at Quebec's Transport Groupe Robert, specs nothing but air discs already. And he loves them, especially in hilly terrain.

"More important," he says, "the maintenance of disc versus drums... no

16.5 x 5 in. instead of 15 x 4, with new friction as well. And they also cost more, though much less than discs, while performing better than anyone ever expected drum brakes could do.

#### THE NEW RULES

As of this month, August 1 to be exact, the National Highway Traffic Safety Administration (NHTSA) demands that



**BRAKE LINES:** Claude Robert, president of Transport Groupe Robert, has been spec'ing nothing but air discs for three years now.

tractor-trailers running at 60 mph be able to come to a complete stop within 250 ft when loaded with a gross weight under 59,600 lb. That's a 30-percent drop from the old standard of 355 ft. The rule we're talking about here is good old FMVSS 121, or CFMVSS 121 in Canada, an exact copy.

The testing is done with an air-braked tractor pulling

an unbraked trailer, for trial purposes only, not as an attempt to mimic real life.

That's just Phase 1 of the new stopping-distance mandate, covering about 70 percent of all tractor production. Another kicks in on Aug. 1, 2013 when configurations other than a three-axle tractor

# Disc Disc

In case you haven't been paying attention, new stopping rules come into effect this month. Exactly two years from now, there'll be more for heavier trucks. **HERE'S WHAT YOU HAVE TO KNOW.**

disc brakes are now standard fare on all class 8 Peterbilt models. It's a first, and a bold move, but does it make sense?

Yes, at least in performance and maintenance terms. Air discs offer the shortest stopping distances possible today but they also trim weight, reduce maintenance demands, and drivers uniformly love the extra stopping power discs provide, not to mention their fade resistance. Mountain

comparison. If you do proper preventive maintenance a job brake for a wheel is less than 15 minutes; on drums it's a minimum of two hours. Our company has been buying only discs for over three years and the results are fantastic."

With all of that said, both Bendix and Meritor have created bigger S-cams for steer-axle applications that do meet the new rules for most applications—they're

grossing up to 59,600 lb are targeted. Then, all two-axle tractors will also have to meet the 250-ft standard, as will three-axle types grossing up to 70,000 lb and four-axle machines up to 85,000 lb. Bigger trucks—three-axes above 70,000 lb and four-axes above 85,000 lb—will have a 310-ft stopping-distance limit.

Will owners of tractors made before Aug. 1, 2011 have to retrofit the bigger





**STOPPING TIME:** Servicing an air-disc brake like this Meritor unit takes minutes, not hours.

brakes? No, there's no retroactive clause in there.

NHTSA estimates that the new braking requirement will save 227 lives annually, prevent 300 serious injuries, and reduce property damage costs by over \$169 million annually. Those are U.S. numbers, and the Canadian equivalent hasn't yet been expressed by Transport Canada.

In fact, truck makers tested for stops in about 280 ft under the previous rules. And under the new regime OEMs will likely aim for—and reach—a lot less.

They can do this mostly by adding brake torque on the steer axle alone. Whether drum or disc, you'll see significantly longer brake life to offset the downside of extra cost. Note that a 16.5-in. steer-axle drum brake provides a 65-percent increase in wearable lining volume, compared to the current 15-in. brake. Incidentally, some 37 percent of trucks are already equipped with the larger brakes up front, and fully 98 percent of trailer axles.

At present, air discs have a lowly four percent market share in steer-axle brakes,



**BRAKING GOOD:** Meritor says its newest 16.5-x-5 Q-Plus drum brake can come very near to air-disc performance on a standard highway rig.

disc brakes and good old S-cams and how they can both meet the new standard.

Meritor spent five years developing solutions to the challenge, aiming to better the regs by at least 10 percent. In practice their targets were drum brakes that stop at 225 ft on average and discs that can stop a truck at 215 ft on average. They made it, of course, though the air disc has long been up to the task. Both those distances are very near to car territory. Think about that for a minute. Amazing.

Meritor's Q-Plus drum product can pull it off when configured correctly. That means bigger brakes on steer axles, as we've noted, either via larger diameter or increased width or both, and wider brakes on the drives. A key part of the equation is new Meritor-approved advanced friction materials. As well, they use larger 3/4-in. fasteners.

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according to Chad Mitts, general manager of Meritor's North America Braking Products operation.

### **MERITOR'S THINKING**

Meritor recently hosted a webinar for a small group of journalists to talk about the revisions to FMVSS 121 and their implications. Chad Mitts and Joe Kay, its chief brake engineer, led the way. The chat focused on the differences between air

## Brakes

Among the benefits is optimized tractor-trailer balance by increasing peak torque values on the front brakes to better match torque between front, rear and trailer brakes.

Meritor says that this advanced Q-Plus can get to within about 10 ft of an air disc's stopping distance. Not so surprising was that lining life is about equal between the two due to increased lining volume on the S-cam. In fact, in some circumstances drum linings can last longer, Meritor says. And if you're worried about weight gain brought on by these beefier S-cams, there are lightweight drums and stamped-steel spiders to get you back to normal. At a cost, naturally.

Like all such brakes, Meritor's EX-platform air discs offer real advantages in braking stability and fade resistance as well as maintenance savings by way of increased lining life in some especially taxing applications. In ordinary over-the-road use, you'd need to run a disc-equipped rig 700-800,000 miles before you'd begin seeing a benefit on the service front, says Mitts.

Back in 2006 when NHTSA first launched us down this road, it was thought that air discs would be the only way to meet the stopping-distances being discussed. In

**MERITORIOUS EFFORT:**  
Meritor's EX L12 single air disc. The company has over 90,000 air-disc brakes in the field.



Joe Kay's words, they expected a "big shift to air discs, but fleets made it clear they didn't want the extra up-front cost."

At this point discs represent a small part of the heavy-truck market, and Mitts figures the ultimate potential is just 22-percent penetration. By 2015 that figure will likely be 15 percent, he said.

One very interesting point here: Joe Kay said we're pretty much maxed out now in terms of how much brake torque can be thrown at an axle. Beyond this, the limiting factor becomes tires and the adhesion

to the pavement they can muster. In other words, even if brakes got bigger and stronger, a truck's tires couldn't keep up and you'd lose grip—needing more road to stop in the process.

### BENDIX SPEAKS

The folks at Bendix Spicer Foundation Brake are also ready for all this, of course, with both drum and disc products. Earlier this year they introduced a new, higher performing version of their Extended Service drum brake specifically to meet the new NHTSA standard. The improved single-anchor-pin ES brakes are available in a variety of sizes for steer-axle applications, including the big 16.5 x 5. The line is now fully launched.

The brakes achieve higher performance levels through mechanical enhancements like more durable bronze bushings (instead of plastic) and precision cams, both of which contribute to better dimensional control and durability. But, as with Meritor, the biggest gain is through new "state of the art" lining materials.

Today's S-cam brake is very, very different from the ones we've had in the past, a remarkably superior stopper, says Gary Ganaway, director for the company's foundation brake group.

"This new friction is just outstanding," he said in a phone interview. "In some configurations we're seeing over a million miles on drum brake linings. In highway use lining life has been simply incredible."

He adds that Bendix data suggests that a million miles is actually the mean, given

## The NEW Stopping Distance Rules

NHTSA, and Transport Canada, demand that tractor-trailers running at 60 mph be able to come to a complete stop within 250 ft with a gross weight under 59,600 lb. That's a 30 percent drop from the old standard of 355 ft.

Compliance Date	Vehicle Configuration	Tractor GVWR (lb)	60 mph Loaded Stopping Distance (NEW, in feet)	60 mph Loaded Stopping Distance (Old, in feet)
<b>Phase 1</b> Aug. 1, 2011	3 axles	0 to 59,600	250	355
<b>Phase 2</b> Aug. 1, 2013	2 axles	All	250	355
	3 axles	59,600 to 70,000	250	355
	3 axles	above 70,000	310	355
	4 or more axles	0 to 85,000	250	355
	4 or more axles	85,000 & above	310	355

**FOR MORE INFO** 

[www.meritor.com](http://www.meritor.com)  
[www.foundationbrakes.com](http://www.foundationbrakes.com)



▲  **BRAKE LITE:** The Bendix ABD22x with aluminum hub and splined rotor. Lighter, stronger, and easier to service

**BIG FRICTION:** Bendix can meet the NHTSA Phase 1 standard with drums, largely thanks to new friction materials and much more lining area. ►

this new friction on the current high-performance brake with its improved bushings and other mechanical bits.

Ganaway notes that the big 16.5 brake may in some cases demand a bigger auto slack adjuster and a chamber-size increase from 20 to 24 sq in. And the torque gain in going from an old-style 15 x 4 ES brake to the newest 16.5-in. type is substantial — from about 6,500 lb ft to 9,000, he says.

Of course, Bendix is also a major supplier of air discs, and Ganaway is pretty high on their capabilities while acknowledging that they're not required in Phase 1 of the NHTSA stopping-distance regime. He says they're really catching on, not least because of Peterbilt which uses his air discs.

In fact Bendix has opened a new production line at its Bowling Green, Ky., plant to meet increased demand for the ADB22X air-disc brake, and Ganaway says the build rate has doubled in each of the last two years. Fleets, he says, are realizing the return on investment isn't to be measured only in terms of service gains but in driver appreciation.

"Not only are they finding the cost of ownership to be very attractive, but their



drivers also like the feel of air discs and the added stopping power they get."

Ganaway goes on to talk about the NHTSA test regime that specifies a speed of 60 mph and a "very low" brake temperature of 200 F (392 C). In those conditions, a new drum brake can get relatively close to an air disc in terms of stopping distance. But "at the bottom of a grade on the West Virginia Turnpike," a truck's brakes will be a lot hotter than that, which is where the disc shines.

"At that point the two are worlds apart," he says, the disc outperforming the drum by far. "It's a dramatic difference."

Add speed to the equation, like 65 mph instead of 60, and the same holds true. That small 5 mph difference represents nearly a 20-percent bigger demand on a truck's braking system. That's why, says Ganaway, his company's product develop-

ment efforts assume 65 mph, which he figures is closer to reality than 60.

The 60-mph test speed only makes sense from a regulatory standpoint, as a means to establish standards, but there are experts who suggest it would probably make more sense these days to test at 75 mph.

The disc advantage is even more apparent there, and dramatically so. A few years back, using a rig with a GVW of 56,500 lb, Meritor did some tests showing that a tractor with 15-x-4 drum brakes could stop in 267 ft from 60 mph. And from 75 mph? Those extra 15 mph meant the stopping distance more than doubled to a whopping 541 ft, and there were some tests that noted a figure of 618 ft.

Put air discs all around the tractor and the 60-mph stop was accomplished in 204 ft, or 324 from 75.

Note that bigger "high performance" drum brakes also recorded decent numbers, achieving 223 ft from 60 mph and 387 ft from 75.

The bottom line here is that while you won't necessarily need to spec air-disc brakes on your new highway tractors, and may never have to, the advantages are very real. ▲

# building better bodies

A Saskatchewan gravel hauler hits the highway to prove long-haul truckers don't have to be out of shape. | **BY ALLAN JANSSEN**

**J**eff Throssell, an owner-operator from Moose Jaw, Sask., never bought into the notion that truck drivers can't be physically fit. He just figured they have to try harder than most people.

And to prove it, he parked his gravel truck, took a job as a long-haul driver, and spent a year eating healthily and working out at truck stops.

Then he won an amateur bodybuilding competition.

"I just got tired of hearing people say I couldn't do what I do with a highway job," he says. "I didn't go out there aiming to train for a competition. That was not my goal. I just was able to do a lot more training than I even thought possible and I started to see some size coming back, like I had in my early 20s."

The timing was right for a spring bodybuilding competition in Lloydminster, so he entered.

"I thought, wouldn't it be something if I could do well in competition," Throssell recalls. "It would legitimately prove that if I could do this, then the average trucker could easily stay healthy on the road."

Winning the tournament qualified him to compete at the provincial meet, where he placed second in his weight category (lightweights are 155 lbs and under). That was in 2009. In 2010, he won his class outright.

"I totally outdid myself," he says. "When I go back and watch the videos I took to document this, I'm jealous of that guy. The guy is so driven... and I can't believe that was me!"





**PUMPED UP KICKS:** Jeff Throssell didn't intend to be a competitive bodybuilder. He just wanted to prove something to himself.

# FIVE Steps to Fitness

Tony Ollenberger, a driver from Saskatoon, sent in a few of his tips for staying healthy on the road, gleaned from experience training to join the local police service. At the time he was running weekly trips between Saskatoon and Toronto.

"By replacing other leisure activities with a simple walk or trip to a local gym, I was able to get into shape and easily passed the physical testing for the police," he writes.

"Most drivers want to think outside the box a bit and realize exactly how easily an exercise routine can fit into a trucking lifestyle."

Tony wasn't successful in other aspects of the police application process, so he's still driving truck. But the lessons he learned about eating and exercising have stayed with him.

"Getting fit while out on the road, and staying fit, really doesn't have to be as hard as people think. It requires willpower, for sure, and also a little planning. But it's not tough."



### HERE'S OLLENBERGER'S LIST OF WAYS TO STAY HEALTHY IN THE CAB:

- 1** Before you get out of the sleeper, make yourself do push-ups and sit-ups. You can do them right on your bed. Try alternating sets of 12, 10, then eight. When this becomes too easy, increase your reps.
- 2** Walk or run every day. Instead of stopping for pie and coffee to get that afternoon perk-me-up, walk or run 15 minutes away from your truck then back again, and grab a coffee to go. Leave the pie for dessert after supper (... and then work it off with some more exercise!).
- 3** If you skate, pick up a pair of roller blades. They fit very nicely in your jockey box. In a half hour skate even at a relaxed pace you can easily cover a few miles. While you're at it, buy a helmet and pads too... you'll thank yourself later.
- 4** Many towns and every city will have a gym where you can get a good workout for around \$10. If you walk to it, you'll have done a good portion of your exercise right there.
- 5** If you've got a fridge or cooler in the truck, stock it with good foods from a grocery store, rather than eating all your meals at a truck stop. Even the walk to the store will add to your general fitness. And you'll save money.



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## FRANK PALMER: A NICE ROAD TRUCKER

The city of Juneau, Alaska, has just renamed the ferry terminal at Auke Bay in honor of **Frank Palmer**, a truck driver who died last year at 69, but who, before he went, made the world a better place.

*Today's Trucking* generally restricts its coverage of truck-driving accomplishments to Canadian drivers, like Throssell. But we're extending our area of interest this month for two reasons:

1) The naming of the ferry terminal after a "Joe-driver" type deserves emulation because it is such an extraordinary way of recognizing that the thousands of people behind our wheels are key players in the economy; and,

2) We think Alaskans are closet Canucks. Palmer wasn't a body builder; he wasn't a highway hero; he was just a plain old trucker who did his best. No wonder half the town showed up when they did the official name-change at the terminal.

The citation came courtesy of Alaska Senator Jerry Egan, who was born across the street from where late driver was raised in Juneau.

"Palmer was an icon who worked for nearly five decades at the Auke Bay Ferry Terminal," Egan said. Palmer began pulling trailers off the Alaska Marine Highway System's ferries in 1962, the year service from Prince Rupert started.

Egan told *Today's Trucking* that Palmer was "well known as a man who could skillfully get large vehicles on and off of ferries with ease. Although most of them are completely unaware, the list of Alaskans whose lives were touched indirectly by Palmer as



he helped move their goods on and off of ferries is long."

"Through his decades of work loading and unloading ferries, he was an integral part of the marine highway system that serves as the road that connects the communities of Southeast Alaska.

An explanation of why the terminal bears Palmer's name and photos will be displayed on site for the many passengers and visitors to Juneau. — *Peter Carter*

It's almost like I stepped out of myself to do this."

This year he competed in a drug-tested event in Ontario, placing second. For next year, he's considering taking another run in Ontario to see if he can't win his class there too.

"It was close. I might have it in me," he says humbly. "I'm not a young guy. I'm 36. I don't feel any different than I did when I was 20. Maybe my back is a little sore at times, and it takes me longer to warm up than actually work out. But this is a young person's sport. We'll see."

What started as an experiment in healthy driving has awoken his passion for bodybuilding and given him a unique story to help him promote physical fitness for drivers.

"For a long time I've wanted to write a book or do a series of videos on how to be healthy on the road," Throssell says. "I don't know if I quite have a full book yet,

but I know I have something. I just want to help people. I don't expect them to do what I do, but I think it's definitely easy for truck drivers to stay reasonably healthy if they have a mind to do it."

His brother-in-law, Jim Soper, says the long-haul experiment turned out to be a "grueling period" for Jeff which had its costs, both physical and emotional.

"He's a very quiet and unselfish person," Jim says. "I think his story is an inspiration for many people, especially those who live the same life he does... on the road."

"Anyone can work out, they just elect not to or they think it is too difficult and they don't realize how really easy it is. They don't have to do a lot, just go for more walks and eat healthily," Throssell says.

"From what I see, there's a lot of wasted time out there. You sit in the truck all day and then you go in the truck stop and they're either sitting in there or sitting in the TV room. I did see some who were

walking around, but most of those were the ones that take dogs with them on the road."

The physical consequences are bad enough, but Jeff says an idle life punctuated by bad eating habits is also emotionally unhealthy.

He sees truck stops full of what he described as "defeated people."

"It's not so much their weight, or their health. They just had a look in their eyes that I just didn't like and I don't ever want in my eyes," he says.

Not that he intends to "preach" about it. "I try to let my lifestyle speak for itself. If people ask me about fitness, I'm happy to help, but I don't go out preaching about it. It just doesn't work," he says.

"Everybody wants help but when they realize they have to work at it, they don't want it. There is no pill. Staying healthy is probably 60-70-percent diet, and the rest is a little bit of exercise—and I'm not talking about a lot. A little goes a long way." ▲

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**SILVY WRIGHT**, President, Markel Insurance Company of Canada (Toronto), which is Canada's only national trucking insurance company who will be addressing recent developments in the area of risk management of motor carriers.

**TIM KOERNER**, VP and Chief Security Officer, CN, Montreal, will be speaking on cross-border security issues from a rail perspective

**RICHARD KUNST and MARIELA CASTANO**, President and Vice President of Kunst Solutions Corp, Toronto, will be addressing the subject of lean logistics from an operational perspective.

**ROBERT LANDE, CFO**, FXCM, Forex Capital Markets, New York, will be speaking about Foreign Exchange Markets, and in particular, Canada-U.S. currency.

**GEORGE MAGLIANO**, Sr. Principal Economist, IHS Global Insight, New York, will address the issues involving the significant automotive haulage changes which have occurred since March 2011, in North America.

**MIKE RIGGS**, Chairman, Jack Cooper Holdings Corp, Atlanta, has expanded the operations of this auto-hauler in Canada. The company has approximately 2500 employees and \$500 million in North American revenues.

**ERIC ZALUD**, Partner, Benesch Friedlander, Cleveland, who will be speaking about the increased liability for brokers and shippers when engaging carriers in the United States, according to the new CSA safety monitoring standards.

**DAVID J. BALDWIN**, Partner, Potter Anderson & Corroon LLP, Delaware, will be speaking about US Bankruptcy law and how it applies to transportation companies.

**GEORGE STALK**, Senior Advisor and a BCG Fellow of the Boston Consulting Group, will be addressing the issue of the inadequacy of both rail and truck infrastructures in North America in the next decade.

**MARTIN COLBECK**, Regional Sales Manager, Auto Warehousing, Michigan, who will be addressing the issue of surviving the volatility of increasing volumes in the auto industry.

**MARK FEDUKE**, Director, Trade Compliance, VLM Foods, will be addressing the new Food Safety Modernization Act and E-manifest as it pertains to the future licensing of food importers.

**PATRICK OSTROWSKI**, Supply Chain Specialist, US Homeland Security, who will be speaking on the new developments in cross-border security issues and C-TPAT regulations.

**DR. KENRICK JORDAN**, Senior Economist, Industry & Country Analysis, BMO Capital Markets, will be speaking on the Economic Outlook for Canada in the next year.

### FEATURED MODERATORS:

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**WILLIAM KERRIGAN**, Global Logistics Consulting

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Last year, over 300 companies attended the event in order to learn and exchange views on logistics innovation and cost savings. Manufacturing companies from the consumer goods, automotive, grocery industries, as well as trucking, railways and intermediaries, receive an overview of the solutions to a number of current problems in the transport industry. This year we shall be focusing on Canada/US currency exchange, fuel cost volatility, developments with regards to trucking insurance and the lack of rail and truck capacity upon economic recovery.



# In Gear

**INSIDE:** 36 A/C made E-Z  
37 Anti-theft tips  
38 Medium-duty engines  
40 Nissan NV work-truck

EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS



**TEED UP:** Kenworth's T700 went from a twinkle in an engineer's eye to a full production Class 8 rolling off the assembly line in Chillicothe Ohio in less than 15 months.

## A worthy successor

**test drive** *The T700 takes the best of the T2000, and improves considerably on the rest.* By Jim Park

**C**all it evolutionary rather than revolutionary. The T700 is of course the successor to the T2000, unveiled in May 1996. Radical as the T2000 was at the time, the T700 is less so, but the list of refinements and incremental improvements is substantial. Most obviously, the push for better aerodynamics has flattened out most of T2000's rounded form, leaving a more angular appearance.

The change might seem counter-intuitive, but Kenworth says the T700 is about five-percent more aerodynamic than the T2000.

The styling of the truck is geared for better aero performance. From the steeply sloped hood to the sculpted side fairings, moving air more efficiently over and around the truck is what it's all about.

Advances in materials technology since 1996 have resulted in more durable chassis components that require less routine maintenance and are easier to repair. The bumper is made of two pieces and the hood of three pieces to reduce repair time and cost.

Evolution has led to better manufacturing techniques, resulting in better, more solid cab structure than before. The T700 uses the same (though improved) urethane-impregnated balsa wood floor and composite sides, rear and roof panels. They use a better adhesive and a new bonding process to hold it all together.

And the T2000 didn't have the MX engine, one of the lighter power plants in the field today. Weight was a concern with the earlier versions of the T2000, but the

## SPEC SHEET

### 2011 KENWORTH T700

**ENGINE:**

Paccar MX 455/1650

**TRANSMISSION:**

UltraShift LAS 10 speed w. Hill Start

**BRAKES:**

Bendix air-disc all around

Front susp. 59-in. taperleaf w. shocks

**FRONT AXLE:**

Dana Spicer E-12011 12,350-lb

**FRONT TIRES:**

Michelin XZA3 275/80R22.5

**REAR SUSP:** AG400L

**REAR AXLE:** Dana Spicer DSP41

40,000 lb, ratio: 3.42

**REAR TIRES:**

X-One XDS2 445/50R22.5

**SLEEPER:** 75-in. aerodyne

**WHEELBASE:** 218 in.



**GAUGING INTEREST:** Attractive and highly functional, the dash works in all respects except the radio. It's too far out of the line of sight.



**SIGHT LINES:** The huge side windows and big aero mirror leave little to chance on the right-hand side.



T700 has that well under control. While I wasn't able to get axle weights of this particular T700, a similarly spec'd T700 I drove a while back came in under 19,000 lbs bobtail with about 150 gallons of fuel aboard—and under 11,000 lb on the steer axle.

The T700 we had on this test drive was equipped with Bendix air disc brakes at all wheel positions, and Michelin X-One wide-base single tires. The stability and handling in the truck was truly grand. It's a very tall, very wide cab, but even in tight corners or in serpentine maneuvers the wide-single tires really enhanced the stability.

I've driven the AG400L suspension on

different Kenworth trucks and found it very stable. It's a 40,000-lb suspension to begin with, which adds a little roll stiffness, but that coupled with the wide-single tires made it a dream in the turns.

And the positive braking associated with the air discs added to the stability. Not that there's anything deficient with S-cam brakes, but the discs do feel different—better in my mind.

### ROOM, WITH A VIEW

The cab of the T700 redefines “room with a view.” At seven feet wide and eight feet tall, the interior dimensions of the sleeper read more like a condominium floor plan.

There's more than 30 in. between the seats, and there's enough vertical clearance for the occupant of the upper bunk to sit up tall and proud without risking a head injury.

Upper and lower windows in the sleeper give it a nice airy feel, while the huge wrap-around windshield and raked hood give the driver a view of the road that is without parallel. The large door windows add to the panoramic view, and leave few spaces around the truck for the driver to guess what might be lurking there. In short, the visibility is terrific.

The ergonomics of the driver's area are worth a note too. While this would vary by body type, height, weight, etc. I—at 5-ft, 11-in, and 205 lb—found the space just about perfect. The armrest on the door is wide and flat, making an ideal resting spot for my idle wing. The UltraShift eliminates the gear shifter, so my right arm did most of the steering.

The dash panel seemed high at first, but with the seat properly adjusted the view of the road down close to the front of the truck was very good. The engine brake and cruise control switches are built into the steering wheel, which saves a good deal of reaching for a switch, but the radio placement concerns me a little. It's way out on the far right of the dash; within easy reach, but the buttons and the display are small and require some seconds of eyes-off-the-road time to adjust.

Granted, a driver who was used to the form and function of the radio might not have much difficulty with it, but for older folks with failing eyesight, those small buttons are a curse. Kenworth isn't alone here. Most OEs use radios designed for cars and that should change, IMHO. Truck radios should have larger displays, larger and fewer buttons, and they should be mounted closer to the driver's line of sight with the road.

Overall, the cab/sleeper on the T700 scored very well in my books for comfort, room, ride quality and noise levels. Just one other minor irritant to report, and

that's the dearth of power outlets. There was just one "cigarette lighter" power source along with the CB radio connection points. Today's driver might have half a dozen or more "outboard peripherals" on the go at any one time, so more outlets please, Kenworth.

**THE DRIVING EXPERIENCE**

Although I had the T700 for just a few hours, the loop I drove through central Ohio—departing from the Kenworth plant in Chillicothe—included some two-lane driving, as well as four-lane and urban driving. There were a few decent hills and a few tricky turns, so relatively speaking I was able to give the truck a pretty thorough going over.

As I alluded to earlier, I found the ride and handling very sure-footed, and quite responsive. I've driven T2000s that felt pretty sloppy on the front end, but not this T700. I don't want to over-credit the tires but experience tells me they do make a difference in stability. I think too, that the front suspension is tuned nicely for the truck. The long taper leaf springs provide a forgiving ride, and the shocks keep the ride tight.

You'd expect a wide tall cab like the T700 to sway a little in a turn, but I honestly didn't notice it. It felt every bit as good as a T660, even on high-crown, two-lane highways.

Dealing with the city streets in Chillicothe wasn't a problem either. The truck provides a very good sense of where it is on the road, so maximizing the turning radius without crossing a lane or running up on a curb was easy. The visibility is terrific, so blind spots are few.

The noise and vibration levels in the cab were very low. The MX engine is pretty quiet to begin with, but wind and road noise were minimal. And while the truck had only 10,000 miles on it, there were no squeaks and rattles on the inside. It was a solid sounding truck, and the absence of vibration and harsh suspension performance suggest drivers would be quite comfortable in a T700 for many hours longer than I was able to drive it.

Upon my return to the yard, I backed the trailer into the line of parked trucks at the plant, and found the mirrors provided excellent visibility. Given the cab-over-

esque cab width, it was like backing, well, a cab-over. Just hang out the open window and steer the trailer into the hole. Even with my lack of day-to-day experience, I jacked it in from 90 degrees on the first try. I'll take a little credit for that, but the truck sure made it easy.

The T2000 wasn't Kenworth's best selling model, but it had a loyal following among fleets and team operators. Expect

the T700 to keep all those customers coming back, and it'll probably bring in other conquest customers as well. In the large cab market, the T700 quickly develop a loyal following, I predict. It's that much better than its predecessor. It would have much of a future if the reverse were true. That's what evolution is all about: survival of the fittest. The T700 has big shoes to fill, but it's easily up to the task. ▲

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# Cool ideas for keeping your air conditioned

**tech tips** *Maintaining your A/C isn't necessarily something only a pro can do. By Neal Cassady*

**I**t's summer. Don't let your cabs or drivers overheat. And you don't have to be a licensed A/C tech to keep your units in top shape.

Too often, the A/C gets attention only after the words "won't blow cold air" appear on a job ticket.

"A lot of truck owners figure that if a technician isn't certified to work on air conditioning, or the shop doesn't have the service equipment, then A/C maintenance is out of their hands," says Frank Burrow, warranty and product support manager at Red Dot Corp. in Seattle, a manufacturer of HVAC systems, components, and replacement parts for commercial vehicles.

"It's true that once the system fails, a qualified A/C specialist should do the repair job. But you don't need special skills or equipment for preventive maintenance."

Here are a few things your techs can do to ensure your trucks aren't stopped, roadside, with a frustrated and sweating driver at the wheel.

Most require no more than a basic knowledge of the A/C system, just a year-

round commitment to regular preventive maintenance:

**BAN THE CAN:** The oil mixed canned refrigerants might not match your compressor's original PAG or ester oil spec; a canned refrigerant with sealant can gum up needle valves or tubes; and if you're losing refrigerant, you shouldn't just pour in replacement fluid; find out why it's leaking.

**CONNECT THE DOTS:** Whenever you change the engine oil or have a vehicle in for scheduled maintenance, check the sight glass on the moisture indicator. A blue dot means the refrigerant is dry; pink, white, or grey indicates acid or moisture in the system.

According to Burrow a dryer should be replaced once a year or every time the A/C system is opened. (Check with the OEM for specific recommendations.)

**CLEANLINESS IS COOL:** Keep the condenser clean but be careful doing so. A high-pressure hose can do a lot of damage to the fins and tubes. Also keep connections tight and well clamped.

**JUST CHARGE IT:** One reason trucks

repeatedly experience short A/C clutch or compressor life is low voltage at the clutch coil lead wire.

On a 12-volt system, the A/C compressor clutch needs at least 11.5 volts to create the electromagnetic field required to engage the clutch pulley so refrigerant can flow.

Here are two things to remember about reading voltage:

■ Re-create the full demand for voltage. "With the engine and air conditioner running, turn on lights, wipers, radios—anything that draws power. Then take a reading," Burrow says. "Ideally, we want 13.5 volts but not less than 11.5 volts at the clutch coil."

■ Many clutches are grounded through the compressor casing, as evidenced by a single wire on the power side of the clutch. You can pick up a ground on a bolt or bracket, but sometimes that bolt or bracket is the source of the bad ground due to corrosion or even resistance that comes from paint. With a case-grounded clutch, measure the ground at the compressor body.

The clutch is the heart of the A/C system and a big warranty cost item. Perform a simple visual inspection every three months.

Ask for help. Or training. Your A/C system manufacturer will be more than happy to oblige. Cool huh? ▲

# Paying somebody to rob you

*How to see through the "aura of legitimacy"*

By Peter Carter

**H**ave you been hearing a lot about cargo theft as practised by crooks who try to pass themselves off as legitimate operators?

At the heart of the crime, Markel Insurance Director of Safety and Signature Services Rick Geller says, is the fact that "criminals want to create an aura of legitimacy." It's up to you to see through that aura before you pay somebody to rob you of your freight.

At a recent TransCore Link Logistics users' seminar, the audience was given a list of best practices for brokering freight, but they're easily applied to carriers and independents as well.

## HERE ARE THE TOP 10:

**10:** When you get a bid for a load, check your load board's membership department to confirm membership immediately.

**9:** Take a hard look at the paperwork you've received to ensure it's valid. As Geller told the TransCore Link Logistics audience recently, "it's only a piece of paper."

These days, all kinds of amateur designers and Photoshop users think they can counterfeit documents. But as Geller, a former cop says, "you can learn to spot badly faked documents." Look closely for mismatched fonts faded company colors. "If you're dealing with Markel, our company colors are blue and gold and they're always the same shade. Look for anomalies. They tell you whether you need to check further; whether you need to get hold of people."

**8:** Compare authorities you've received with those listed on the DOT website to certify their authenticity.

**7:** If a company claims that they are a secondary office of a U.S.-based company or other large company, call the primary

office to confirm the phone numbers and location of the secondary office. If it is a U.S.-based carrier, ensure you receive their Canadian authorities.

**6:** Call the insurance broker to confirm coverage. Do not simply call the broker listed on the "copy" of the policy you've received. Check the number at [www.canada411.com](http://www.canada411.com).

**5:** Use call display. If no number shows up, check to see if it's a landline or a cell phone

by going to [www.phonedetective.com](http://www.phonedetective.com).

**4:** Rates: Know them. If a carrier's offering a rate that sounds too good to be true, think twice.

**3:** Talk to other carriers and/or shippers.

**2:** Ask for references and check them. Ensure you know the reference are legitimate companies.

**1:** If you ever have been the victim of fraud, report it. ▲

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### SHORT-VAN SYNDROME:

As owners see a need for more capacity, they're bumping up a class or two and for trucks like Freightliners M2s, that means bigger engines, too.



# Little engines that could

**medium-duty** *Why more beer means less truck, and other mid-range phenomena. By Tom Berg*

**M**ore power from smaller packages. That sums up what's been happening in medium-duty engines recently, as diesels of modest displacement are making more horsepower and torque than was possible before the advent of electronic controls and advanced combustion methods.

Performance is at the lower end of midrange, which as a whole we'll call Class 4, 5, 6 and 7 (weighing 14,000 to 33,000 pounds fully loaded). Class 5 trucks have become more popular in recent years as operators realize that a less-massive truck can haul just about anything they want but costs less to buy and run. So they've switched from Class 6 to 5.

That's where the sales action has been in commercial trucks, even during the Great Recession, when all sales were down but not quite as much in Class 5.

Domestically built Class 4 and 5 trucks are closely related in chassis and powertrain specifications, and the most popular current sellers from Ford and Dodge are derived from Class 2 and 3 pickups.

These all come with 300-plus-horsepower diesels that also make 500 to 600 or more pounds-feet of torque. Their drivers want them to go like their personal pickup trucks, and keeping drivers happy is important because they'll be more likely to more efficiently perform their primary tasks, whatever they might be. Brisk acceleration lets a truck keep up with traffic and theoretically moves it from one job to another, so maybe there's some benefit there, too.

Practicality is at the higher end, in Class 6 and especially Class 7. As owners see that their trucks must carry more tools or products, they've been buying bigger and stronger bodies and chassis, moving them

from Class 6 into 7, and extending into Class 8 territory as they cross the 33,001-lb threshold. Heavier Class 7s and Baby 8 trucks need more propulsion power, so horsepower has been going up.

Trucks and tractors that deliver beverages to retail outlets are one example cited by Tim Shick, director, engine sales and marketing, at Navistar International, which sells nearly half of all Class 6 and 7 trucks. "It used to be 80-percent straight truck," he says of beverage hauling. "Now it's almost switched the other way around, and it's nearly 80-percent tractor."

It really started about three years ago, he says, when operators found that customers were buying more soft drinks and beer, and they were hauling more product on their trucks. So the trucks got bigger, but it was more productive to go to tractor-trailers. The trailers are still the beverage type, with bays and roll-up doors, but there are more bays in those trailers, and in straight trucks, too.

"About 35 percent of the trucks in Class 6 and 7 are 225 to 245 horsepower," Shick says. "Above 250 horsepower is another 30 percent. Above 300 is another eight percent; that was only two percent just three years ago. The rest is in the low 200-hp range, like the 195 V-8 and 210 DT. The 210 used to be 50-to-60 percent of the market; the 210 DT was the midrange engine. Not anymore. It's the result of bigger, heavier trucks."

But most customers haven't been consciously specifying more power, says Brian Daniels, product manager, powertrains, for Daimler Trucks North America. "It's manufacturer demand rather than customer demand. Manufacturers have been calling for more power" as they've seen their vehicles grow in size and weight. "And they want more power in a smaller package."

For Freightliner's FLs and M2s, that meant more use of Cummins' ISB diesel versus the larger ISC. The current 6.7-liter ISB now makes up to 300 hp and more for emergency use. The 8.3-liter ISC goes to 350 hp in commercial trucks and more for emergency and other applications where maximum output is only occasional. The 8.9-liter ISL, a heavy-duty diesel with medium-duty displacement, is rated by Cummins at up to 380 horses.

Helping the small-engine concept are automatic transmissions, which now go into a large majority of medium-duty trucks. Torque-converter automatics, mostly from Allison in domestic trucks, multiply torque at startup, allowing smaller engines to do more work. A steady flow of torque and horsepower make up for any low numbers in either category, so a truck with an automatic will out-accelerate one with a manual transmission, even if a bigger, more powerful engine is running through the manual. Only at high sustained road speeds will the larger engine do better, but that's seldom a requirement in a midrange truck.

Optimization—precise matching of

engine, drivetrain and chassis—also helps, because the engine can more effectively propel the truck and its load, Daniels says. Allison uses the product name Optimized to describe a line with special care in pairing its transmissions with engines and vehicles, and Daimler Trucks has an exclusive on this feature into March.

Longer service life was and is a reason to buy a bigger-block engine, and in midrange trucks the issue was “parent” bore design versus “wet sleeve” construction, Daniels recalls. The latter’s cylinder sleeves, called wet because they’re partly surrounded by liquid coolant, can be pulled and replaced or machined at

rebuilding time. A parent-bore engine has no cylinder sleeves, so some block material is ground away during rebuilding—fine if done properly, but it’s a less safe process than dealing with sleeves.

However, advances in metallurgy and other areas have allowed parent-bore engines to last much longer than before. So the ISB, as an example, may well last beyond the life that the truck’s first owner needs or wants. He might trade it in before the B50 life of 350,000 miles, and the second owner can contend with rebuilding the engine, or not if its second life sees low annual miles. And the ISC might last well beyond what its first owner needs, or be economically buildable even if he wants 400,000 or 500,000 miles of use.

Meanwhile, engine makers have done away with under-200-hp ratings of their smaller medium-duty models. For example, 170- and 190-hp versions of the ISB are now gone, partly due to fewer orders but also to streamline the expensive emissions certification process. An engine builder must demonstrate that its engines meet government exhaust-emissions limits, and this must be done for each rating. The exacting tests cost millions of dollars, so it makes immense sense for a builder to reduce the number of ratings. ▲

**THAT GOLF-CART SOUND:**  
Azure Dynamics makes the power plant for the all-electric Ford Transit Connect.



## IS ALT-FUEL A REAL ALTERNATIVE?

**H**ybrids, alternative fuels and electric power trains represent separate but slowly growing power categories in midrange trucks, and they have gotten considerable attention in recent years.

All are ways to avoid use of imported petroleum and while thousands are on the road, they constitute a small percentage of the total midrange truck population. But their future is assured if diesel fuel prices climb, as they have been doing recently, and governments continue to consider tax incentives and subsidies for such vehicles.

The **HYBRID TRUCK USERS FORUM** (HTUF) formed in 2000, has encouraged development and trial use of hybrid-drive trucks, and now has wrapped its arms around alternative fuels and electric trucks. Bill Vam Amburg, who helps run HTUF from his post as vice president at CalStart, a specialty management and advocacy group in Pasadena, Calif., says there are about 3,500 hybrid trucks now in use and many more are using natural gas and propane.

At least six truck builders—Freightliner, Freightliner Custom Chassis Corp., (FCCC) Navistar International, Workhorse,

Kenworth and Peterbilt—now produce medium-duty hybrids, most of them using Eaton’s diesel-electric drive system. Ford

supplies chassis for hybrid conversion by Azure Dynamics, which also builds a pure electric version of Ford’s Transit Connect compact van. Navistar has its Euro-style eStar electric van, which it’s assembling in Indiana.

FCCC worked with Enova Systems and Tesla Motors in engineering an electric drive into the MT-45 walk-in van chassis, which is also available with diesel, gasoline, natural gas and hybrid powertrains. Smith produces a Newton low-cab-forward electric truck, a British design that’s assembled in Missouri. Several small companies convert Japanese-made LCFs into electric drive.

“There are some non-traditional engine development projects under way as well,” Van Amburg says, “including some renewed interest in turbines, both in hybrid and series electric-drive applications. In fact, this has surprised me, but there are some OEs who think from a criteria and carbon perspective, and efficiency, they can achieve multiple goals with a turbine in many designs,” and turbines can burn almost any liquid fuel. “This is not a tomorrow market issue, but a growing development focus.”

# Worktruck envy

**commercial-truck** Nissan, already covering most of the globe, enters the N.A. market. By Peter Carter

**N**issan is trying to get a piece of the Canadian work-truck market with its brand-new NV (Envy, get it?) line of vehicles, launched last month and soon to appear at selected Nissan dealers across the continent.

While the NV marks Nissan's commercial-truck debut in North America, the Japanese OEM has been producing work trucks for 75 years in other markets, most notably Asia.

The NV is a body-on-frame (a.k.a. truck) construction and it's going nose-to-nose against Mercedes' popular Sprinter line of work trucks.

The NV comes in 13 configurations, with models ranging from the NV1500, with standard-height roof and four-liter, 261-hp V6 power plant (MSRP: \$30,998) to the top-of-the-line NV3500, which comes with a high-roof body and a 317-hp 5.6-litre V8 and an MSRP of \$39,668.

All NVs are equipped with five-speed automatic transmissions.

between the wheel wells accommodates a standard sheet of drywall perfectly.

The storage compartment contains multiple reinforced mounting points for easy upfitting as well as three dome lights.

withstand the rough treatment they're bound to get on the road. (Nothing says a truck's past its best-before date quite like a driver's seat held together with industrial grade 3M duct tape.)

In a dramatic demonstration of the NV's raison d'être, Nissan Canada let a small platoon of trucking journalists test drive the new vehicles by delivering an assortment of bathroom fixtures and other plumbing supplies to a building site in northeastern Toronto.



**JAPANESE INVASION:** Nissan already provides commercial trucks to 75 percent of the world; now it's time for North America.

In the cab, the multifunction front console offers some surprisingly practical office-type conveniences. The passenger seat folds down to become an instant desktop; the operator can plug a computer into the standard-issue 120V outlet; the centre console slides out for more office convenience, and there are storage compartments everywhere you look including a cool space under the console designed specifically for hanging files so your technician has no excuse for keeping things organized.

Also, the extremely comfortable seats are not only water—and Timmie's—repellent, they are constructed with a special durability patch on the sides, designed to

The house in question is a Habitat-for-Humanity project, which is one of Nissan's favorite charities (See "Habitat For Humanity 101," pg. 41).

Nissan Canada workers have invested more than 1,600 hours in sweat equity to Habitat for Humanity and Nissan has donated over \$350,000 in goods.

In his introduction to the truck before the journalists took to the wheels to make their deliveries, Nissan Canada's senior manager and chief marketing manager Jason Legere described the NV as a "game changer."

The broad expansive sidewalls are ideal for your shop's advertisements, Legere pointed out, adding "There's no vehicle in the market that looks like this vehicle." ▲



Among the NV's key selling points: It's a pickup-style truck, which means no engine doghouse in the cab to trip up the technicians who use it as an office.

Also, the rear doors open a generous 243-degrees; the walls in the cargo area are virtually vertical; the wheel wells are flat-topped, making them more practical for loading and storage; and the space



# HABITAT FOR HUMANITY 101

**N**ISSAN CANADA is the title sponsor of one of the homes that will help a struggling family break the cycle of poverty this year. Here's how Habitat Works.

Habitat builds homes using volunteer labor and donated materials.

The homes are then sold to qualified families who must put in a minimum of 500 hours of work on the project.

The families are sold no-interest, no down-payment mortgages, with monthly payments set at 25-percent of their gross income. (This includes principal repayment and property tax; at the discretion of the affiliate, homeowner insurance may be collected as

well, in which case payments would not exceed 30 percent of gross household income.)

The head of the household must be employed to qualify and monthly mortgage payments go into a revolving fund held by the affiliate that built the home. This fund is reinvested into the community, as it is used to build more homes for low-income families in need.

The house size is determined by the number of people in the household, assuming that offspring of the same sex can share bedrooms.

Nissan Canada's support of Habitat for Humanity Canada

began in 2008 and includes both financial support and employee involvement in building Habitat for Humanity homes across Canada. Each year, Nissan donates about \$100,000 to the non-profit organization and on the day of



the NV launch, delivered over \$5,000 in supplies to help build a Nissan Canada home in Scarborough.

"It makes for a really powerful

partnership when our employees across Canada can actually pick up a hammer and physically contribute to the completion of a home for a family in need," said Allen Childs, President of Nissan Canada. "We are equally pleased that today Nissan's NV could be put to use on the build site to support the cause."

Over 150 Nissan employees have donned hard hats and steel-toed boots to donate their own physical labor to bring Habitat homes to completion.

To find out more about Habitat for Humanity Toronto's Kingston Road project, please visit: [www.torontohabitat.ca](http://www.torontohabitat.ca).

— Peter Carter



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



## IN-CAB Computing

### BLU.2 IS PEOPLETNET'S NEW COMPUTING SYSTEM

The latest integrated onboard computing and communications system from **PEOPLETNET** is said to be both more efficient and more compact than its predecessor. This new version, BLU.2, enhances driver efficiency and is said to be 65-percent lighter and thinner, making mounting easier. It also provides better extreme temperature performance with a claimed 40-percent faster start-up in cold weather.

BLU.2's platform is the same as BLU, so users can add the new version to their current network. The software for each model is nearly identical, so the new display can be easily added without reprogramming back-office software, says PeopleNet.

As well, existing Driver Terminal customers can upgrade to the BLU.2 device while using their existing onboard computing and mounting options.

Useful new features include: the driver's ability to change duty without having to contact dispatch or the safety department; the onscreen keyboard; and electronic logs available on screen for DOT instead of having to call dispatch to have logs printed and faxed to them.

PeopleNet says drivers will find the switchover easy and will like the bigger, 7-in. color display. Roadside inspections should be quicker and easier, because the eDriver Logs grid displays full details of a driver's time.

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

### SEVEN NEW CRANES

**PALFINGER LOADS** NEW MODELS ONTO THE NORTH AMERICAN MARKET  
Seven new crane models were recently introduced by **Palfinger North America**, offering claimed benefits like more lifting power with the same weight and maintenance-free boom systems.

Among them, the PK 19502 is a flexible tool said to be cost-efficient. With a lifting capacity of 13,440 lb (6,100 kg), it can be equipped with up to six hydraulic extensions with a maximum outreach of 56 ft, 1 in. (17.1 m). It has compact transport dimensions, low dead weight, and large stabilizer width.

The PK 22002-EH combines functionality, comfort and safety, equipped with a double telescope stabilizer system and a stabilizer width of 24 ft 3 in. (7.4 m). Its maximum lifting capacity is the same 13,440 lb.

Both these two new models sport a "maintenance free" boom system, partly due to the use of sliding elements made from special synthetic materials.

The first 'SH' series crane has also made its way to North America. The PK 34002-SH represents a "completely new crane concept" combining lightweight construction, maneuverability, ease of maintenance, and controllability, the



company says. Equipped with a continuous slewing system, maintenance-free boom, and Power Link Plus, it reaches heights of 69 ft 11 in. (21.3 m) with a maximum lift capacity of 22,050 lb (10,000 kg).

See [www.palfinger-northamerica.com](http://www.palfinger-northamerica.com)

## ALUMINUM DUMP BODIES

RUGBY EXPANDS CLASS 3-5 DUMP LINEUP

**Rugby Manufacturing** says it now offers a complete line of aluminum dump bodies in the most utilized sizes and capacities in the industry. The bodies feature rigid or lightweight fold-down sides that provide versatile access.



Aluminum bodies are said to weigh up to 50-percent less than traditional carbon steel, increasing payload while decreasing fuel, tire and brake expenses, Rugby says.

The hardened aluminum alloy material is said to provide durability and eliminate the need for paint. These bodies also feature a stainless-steel 'EZ-Latch' upper tailgate mechanism.

Rugby dump bodies come with a three-year warranty.

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

## SLIPPERY TRAILERS

SMARTTRUCK OFFERS AN AERODYNAMIC FIX

With a new Canadian distributor announced at the same time, **SmartTruck** has introduced the second generation of its UT-6 Trailer UnderTray system. It's said to be more durable and versatile while still delivering a fuel-efficiency gain of more than 10 percent.

Redesigned components, along with a more universal hardware package, combine for easier installation on a wider range of trailer models, cutting installation time to less than two shop hours per system.



SmartTruck's new Canadian distributor is Winnipeg-based Northern Aerodynamic Solutions.

The new UT-6 UnderTray components are higher off the ground and allow the 'sled' to be independent of the suspension system. The rear diffuser is also smaller, allowing the suspension to travel to the full rearward position.

Along with increased fuel efficiency, a secondary benefit is cooler operating temperatures around the brake, tire and wheel assemblies due to increased airflow under the trailer.

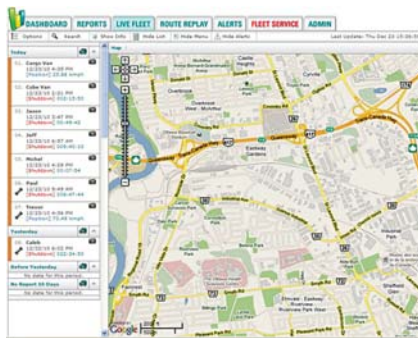
See [www.smarttruckbrands.com](http://www.smarttruckbrands.com) and <http://northernaerodynamic.com/home.html>

## MOBILE TRACKING APP

REAL-TIME INFORMATION FROM ANDROID SMARTPHONES

**FleetMatics** says its newly enhanced Mobile App is a "powerful" mobile delivery platform that offers a portable, full-featured version of the FleetMatics 8.0 GPS Vehicle Tracking System.

The mobile application provides fleet managers with real-time access to vehicle locations, alerts, reports and dashboards any time and anywhere, using a native Android smart phone application.



It allows users to run their fleets smoothly and efficiently right from their smartphones, whether they're in the office or out in the field, the company says. Like the company's Web-based application, it provides full-featured integration with Google Maps and Google Street Views, so drivers can be directed to exact customer or delivery locations quickly and easily.

Dispatchers can quickly respond to customer calls and route technicians to urgent jobs using Live Fleet.

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

## SMARTWAY DRIVE TIRE

FIRESTONE'S FD695 PLUS IS SMARTWAY-APPROVED

From **Bridgestone Commercial Solutions Group**, the new Firestone-brand FD695 Plus drive tire is said to be built for "exceptional fuel efficiency without sacrificing removal mileage." It's approved for use on Environmental Protection Agency (EPA) SmartWay-certified equipment. It's also California Air Resources Board (CARB)-compliant.



The FD695 Plus is primarily aimed at tandem-axle tractors in long-haul and regional operations.

With what are said to be low-rolling-resistance tread and sidewall compounds, the FD695 Plus also has a deep 26/3 original tread depth to limit wear. Continuous shoulder ribs distribute weight and torque evenly to fight irregular wear, and they're coupled to an aggressive center lug tread design to provide solid wet traction, the company says.

The FD695 PLUS casing was designed with retreadability in mind, with four full steel belts and a steel body ply. It can be retreaded for either trailer or drive axle use.

See [www.firestonetrucktires.com](http://www.firestonetrucktires.com) and [www.epa.gov/smartway](http://www.epa.gov/smartway)

## DISPATCH MANAGEMENT

PROPHECY DISPATCH, COMPATIBLE WITH THE LATEST PC\*MILER

**Prophesy Transportation Solutions** says its Prophesy Dispatch management system is compatible with the newest version of ALK Technologies' PC\*Miler. Dispatch users will be able to use PC\*Miler 25 to help calculate mileage

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**1 OF 15 2009 VOLVO DAY CABS,** CUMMINS ISX 485 HP, 13 SPEED, 12/46 AXLES, 4.10 RATIO, 22.5 TIRES. -59877



**2008 VOLVO VHD64BT,** VOLVO ENG; D13, 485 HP, RTLO16913A TRANS; 14.6 & 40 AXLE(S), 190" WHEELBASE, 3.90 RATIO, STOCK #3012, 334,064 KMS. -62568



**2009 VOLVO VNL300,** CUMMINS ENG; ISX, 485 HP, 13 SPD TRANS; 12 & 46 AXLE(S), W/WET KIT, STOCK #3035 -61946



**2009 VOLVO VNL 300,** CUMMINS ENG; ISX, 485 HP, RTLO18913A TRANS; 12 & 46 AXLE(S), AIR RIDE SUSP; 165" WHEELBASE, W/WET KIT, 4.10 RATIO, STOCK #3030 -62587



**2004 VOLVO VNL 670,** 61" DOUBLE BUNK SLEEPER, CUMMINS ENG; ISX, 450 HP, MERITOR TRANS; 12.5 & 40 AXLE(S), AIR RIDE SUSP; 207" WHEELBASE, 3.58 RATIO, STOCK #2979-1 -62588



**2008 VOLVO VT800,** VOLVO ENG; D16, 550 HP, 18 SPD TRANS; 12.5 & 46 AXLE(S), W/WETLINE KIT, STOCK #31103-2 67,838 KMS - 61949



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

## DIAGNOSTICS BY EAR

TRACER 'HEARS' PROBLEMS BEFORE THEY'RE BREAKDOWNS

**Tracer Products** has introduced the Tracerline Marksman ultrasonic diagnostic tool, said to be a highly accurate instrument that converts and amplifies inaudible ultrasonic sound into audible 'natural' sound. Technicians can use it to easily hear sounds that signify problems such as air-brake leaks, gear and bearing wear, as well as vacuum and EVAP system leaks.



It uses a two-tiered process to ensure accurate diagnosis. First, the receiver unit converts inaudible sound into audible sound using a process known as heterodyning. Then the receiver fine-tunes it into the natural sound emitted by the defect itself. A 10-bar LED display indicates the intensity of incoming signals.

The TP-9370 kit comes with a receiver, full-sized headphones, two anodized probes, and an ultrasonic emitter that allows technicians to test for faulty seals, gaskets, and weather stripping in passenger compartments, trailer bodies and other unpressurized enclosures.

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



THERE'S A  
**NEW**  
Mercedes-Benz  
**ACTROS**

**D**AIMLER has introduced a replacement for the **ACTROS**, on the European and international scene for 15 years with more than 700,000 units sold. It's now the only Mercedes intended for long-distance transport (previously the Axor also took on that application).

The original Actros was no slouch, but its successor is said to be more fuel-efficient while handling better and offering more driver comfort in a stunning new cab interior.

At the heart of it is a modular system offering seven different cabs, working and living areas now fully separated. Unique features include a new, optional "calm zone" for "maximum recuperation" for the driver. This area on the co-driver's side is shaped like a corner sofa unit and is set back against the rear wall.

The new Actros is said to be the first and, to date, the only truck developed to comply with the Euro VI emissions standard.

Fuel consumption in the optional Euro V variant is around six percent lower than its predecessor, and the Euro VI version reduces consumption by another three percent while reducing AdBlue (DEF) consumption by some 40 percent, Daimler says.

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

## TRUCK GPS

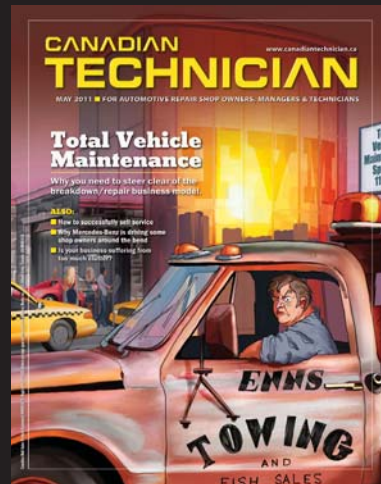
RAND McNALLY INTELLIROUTE TND AVAILABLE IN CANADA

**Rand McNally** now offers its line of truck GPS devices for sale throughout Canada. It has features that uniquely address driver needs in Canada, such as the ability to warn of border crossings ahead, the company says.

Beginning with truck-specific navigation, the units feature a speaker and mounting device designed for truck use, an extra-long power cable, and a



# Here's the Beef



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Quebec's **SIMARD SUSPENSIONS** has introduced a North American first, an electro-hydraulic steering system installed on both rear axles of a semi-trailer for concrete mixer transport.

Made by Vehicle Systems Engineering BV in The Netherlands, VSE for short, Simard has adapted it for North American use. The product has already been proven in the harshest of conditions in Europe and abroad on more than 25,000 trucks and military vehicles from several European manufacturers, since 1986.

The project is a partnership with Unibéton, a division of Ciment Québec Inc., London Machinery, and Trailex as well as VSE. It runs under the SVSE brand (Simard Vehicle Systems Engineering).

Simard says the microprocessor-driven ETS system—**ELECTRONIC TRAILER STEERING**—is “the modern way” of controlling a semi-trailer while also reducing operating costs. The electro-hydraulic steered axles are said to improve fuel economy, reduce tire wear, and increase both safety and efficiency. Since the system uses an adjustable hydraulic and digital system, the result is maximum steering angle with a minimum of components.

The SVSE system is a response to the problems of maneuverability that carriers meet in urban environments, the company says. By minimizing the risk of property damage and time lost in negotiating narrow streets, costs can be better controlled. And then there's the challenge of compliance with the differing rules and regulations from jurisdiction to jurisdiction. SVSE is said to be a solution to all these issues.

This single trailer with two rear steer axles has been designed with optimization of steering angle and maneuverability in mind, which is why it was mounted with single wheels instead of the duals normally used on this type of trailer.

Established in Baie-St-Paul, Quebec way back in 1935, Simard specializes in extra-heavy truck suspension systems as well as being a conversion and modification center.

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

## ELECTRO-HYDRAULIC STEERING

suite of specialized tools to assist drivers in managing the business aspects of trucking. Many of the features in the TND 510 (5-in. screen) and 710 (7-in. screen) models were developed as a direct result of tens of thousands of comments from ‘Tell Rand,’ the company says, an on-device feature that provides continuous feedback to Rand McNally from the driver community.

The units will first be available at Traction, Heavy Duty Parts stores, Lordco – Auto Parts, and at Amazon.ca. The IntelliRoute TND line is distributed here exclusively by SYNnex Canada.

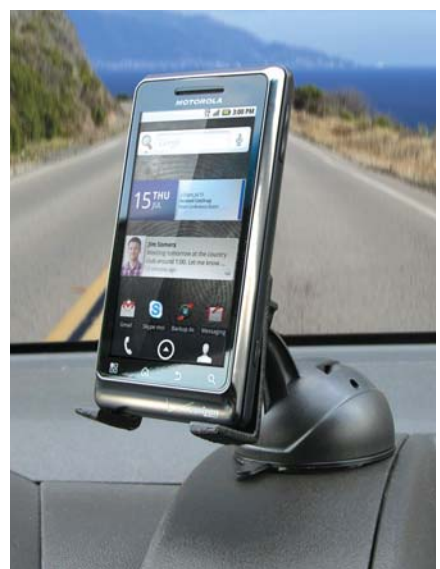
See [www.randmcnally.com](http://www.randmcnally.com)

## UNIVERSAL GPS MOUNT

COBRA ELECTRONICS UNVEILS NEW MOUNTS FOR PHONES, GPS UNITS

**Aries Manufacturing**, a licensee of Cobra Electronics, has announced eight new universal device mounts to hold most portable wireless devices. Each mount can be easily and quickly installed with no mess or tools, the company says. All of these mounts feature adjustable locking joints for ease of viewing while allowing full access to all ports and controls.

The line's key feature is the ‘Ever-Last BreakAway Adhesive’ that's said to add extra security to a device as it sits in the mount, but it won't leave behind any residue, nor will the sticky area ever need to be replaced. If the stickiness is ever affected, Cobra says you can just spray it



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WHITEHORSE	135.9	-1.5	118.2
VANCOUVER *	131.2	-0.4	90.6
VICTORIA	129.2	-0.3	94.2
PRINCE GEORGE	120.4	-0.2	89.3
KAMLOOPS	126.2	0.0	94.8
KELOWNA	125.6	0.1	94.2
FORT ST. JOHN	127.0	-1.6	95.6
YELLOWKNIFE	130.5	-0.5	111.2
CALGARY *	110.2	-1.8	91.9
RED DEER	112.9	-2.0	94.5
EDMONTON	106.6	0.0	88.5
LETHBRIDGE	113.9	-1.0	95.5
LLOYDMINSTER	114.9	-1.0	96.4
REGINA *	115.4	-0.5	90.9
SASKATOON	119.1	-1.0	94.4
PRINCE ALBERT	119.9	-3.0	95.2
WINNIPEG *	114.9	0.0	93.9
BRANDON	113.9	-1.0	93.0
TORONTO *	125.2	0.0	92.5
OTTAWA	124.2	-0.7	91.6
KINGSTON	121.9	-2.5	89.6
PETERBOROUGH	122.4	-2.0	90.0
WINDSOR	122.9	-0.8	90.5
LONDON	123.2	-2.7	90.8
SUDBURY	122.9	0.5	90.5
SAULT STE MARIE	123.7	0.4	91.2
THUNDER BAY	124.1	0.4	91.5
NORTH BAY	122.6	-0.3	90.2
TIMMINS	128.9	0.0	95.8
HAMILTON	121.5	-3.0	89.2
ST. CATHARINES	118.9	-1.7	86.9
MONTRÉAL *	128.9	-1.5	90.9
QUÉBEC	126.6	-1.3	88.9
SHERBROOKE	125.2	-2.7	87.7
GASPÉ	126.0	-3.0	92.2
CHICOUTIMI	126.9	1.0	93.0
RIMOUSKI	125.4	-1.0	89.8
TROIS RIVIERES	125.9	-2.0	88.3
DRUMMONDVILLE	123.9	-3.0	86.6
VAL D'OR	124.9	-1.3	91.3
SAINT JOHN *	125.6	-2.0	87.9
FREDERICTON	124.9	-3.0	87.3
MONCTON	125.6	-3.0	87.9
BATHURST	127.2	-3.0	89.4
EDMUNDSTON	126.6	-2.6	88.9
MIRAMICHI	126.3	-2.9	88.6
CAMPBELLTON	126.4	-2.9	88.7
SUSSEX	125.0	-3.9	87.4
WOODSTOCK	128.6	-2.7	90.6
HALIFAX *	120.4	-3.7	85.3
SYDNEY	123.4	-3.1	87.9
YARMOUTH	122.5	-3.7	87.1
TRURO	124.7	-0.8	89.0
KENTVILLE	121.9	-3.7	86.6
NEW GLASGOW	122.5	-8.8	87.1
CHARLOTTETOWN *	120.4	-1.1	90.5
ST. JOHN'S *	128.2	-4.0	93.0
GANDER	124.7	-4.0	89.9
LABRADOR CITY	135.5	-3.9	99.4
CORNER BROOK	128.9	-4.0	93.6
<b>CANADA AVERAGE (V)</b>	<b>121.7</b>	<b>-1.0</b>	<b>91.4</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

with simple glass cleaner and wipe off the area, thus reviving its grip.

The most innovative mount in the line is said to be the Mini Mount. Although extra small in size, it has been designed to be used just about anywhere with double the adhesive power, featuring a sticky-footed base as well as an Ever-Last BreakAway Adhesive device mounting area. This mount is ideal for the GPS, MP3, or smart phone user, says Cobra.

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

## DEEP-TREAD DRIVE TIRE

GOODYEAR UNVEILS TIRE WITH FUEL MAX TECHNOLOGY

SmartWay-verified, **Goodyear's** latest tire balances longer life with fuel-economy improvements. The new G572 LHD drive tire sports 'Fuel Max' technology and 30/32nds of tread, said to be the deepest-tread drive tire with SmartWay approval on the market.

The tire replaces the G372A LHD, which has the same tread depth, but the G572 is said to be nearly 10-percent better in lowering rolling resistance, thus improving fuel economy. Goodyear says testing also shows the new drive tire to be excellent in dry and wet stopping distances, plus overall traction.

When used in conjunction with Goodyear Fuel Max steer and trailer tires, operators can expect up to a four-percent-plus increase in fuel economy, as compared to standard Goodyear tires, the company claims.



The G572 LHD's belt package features four ultra-tensile steel belts to reinforce the tread and to promote retreadability.

It comes in four sizes: 11R22.5 and 11R24.5 (in G and H load ratings); and 295/75R22.5, and 285/75R24.5 – both in G load ratings.

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

## TIRE RUNOUT GAUGE

EASY-TO-USE K-LINE GAUGE CAN REDUCE TIRE COSTS

**K-Line Industries** has introduced what it calls a "simple-to-use, economical" tire runout gauge that measures both radial and lateral tire runout conditions. The



tool can help eliminate irregular tire wear and ride vibration extending tire life, the company says.

The patented gauge uses a roller wheel placed against the tire tread combined with a gauge bar, individual low- and high-spot sliders, and magnified measurement readout that quickly shows the amount of runout present. If it exceeds stated limits, a check can be made and repairs completed for faults such as bent or cocked rims, improperly adjusted wheel bearings, improper tire bead seating, tire flat spots, improperly tightened rim clamps and rear rim spacers.

The K-Line gauge can pinpoint problems either directly related to the tire and rim or some other trouble area. It's an early indicator of wheels and/or tires that need to be reworked or discarded.

See <http://klineind.com> ▲




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## Featured

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1988 VOLVO LADDER TRUCK  
FIRE TRUCK, DETROIT ENG;  
6V92, 250 HP, AUTOMATIC  
TRANS; 20 & 44 AXLE(S),  
WALKING BEAM SUSP; 226" WHEELBASE, 75'  
LADDER, STK#Y1...more




2007 FREIGHTLINER FLC 120  
HIGHWAY TRACTOR, 73"  
CONDO SLEEPER, DETROIT  
ENG; 14L, 455 HP, 13 SPD  
TRANS; 12 & 40 AXLE(S), AIR LINER SUSP;  
229" WHEELBASE,...more



(2) 2006 VOLVO VNL670  
HIGHWAY TRACTORS, 61"  
HI-RISE SLEEPER, CUMMINS  
ENG; ISX, 450 HP, 12 SPEED  
AUTO-SHIFT TRANS; 12 & 40 AXLE(S),  
AIR-RIDE SUSP; 215"....more



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By Peter Carter

# Rough around the edges

## Want your employees to treat your outfit like it's their own? Let'em blow a little harp now and then.

**M**y father, who ran a fleet of about 50 buses, knew a thing or two about solving problems. Take, for instance, Tom's solution to what he saw as a looming driver-shortage dilemma.

He and my mom Huena had 10 kids. She gave birth to five boys, five girls. No labor—or pun—shortage in our family.

We were good drivers, too.

I once remember hearing my oldest brother Pat, who left the family bus company to drive truck, say, "Carter boys are the best drivers in Canada and why aren't we?". (Carter girls were good too but didn't brag so much.)

My brother Ed was such a skilful wheelsman that when he got his first ticket at 15, the cop only charged him with speeding and skipped the driving-without-a-license rap. And the cop let him drive the car home.

Tom was entrusted with delivering literacy all around our home town of Sudbury, behind the wheel of the Sudbury Public Library Book-mobile tractor trailer when he was, I think 17. Good thing they hadn't invented cougars—the two-legged variety—because we'd have accused him of using the bookmobile to hunt them. (I'm thinking Tom was so transfixed on jammin' gears he wouldn't have known a cougar if it bit him.)

Alex, who taught me to drive our '68 Dodge pick-up with its non-synchro three on the tree, is a musical guy and learned how to play the harmonica behind the wheel of that truck, because it didn't have a radio and he didn't smoke so he had nothing to do with his left hand.

The good driver, my dad used to say, drives so that his passengers are comfortable. To this day I feel like I've succeeded if everybody in the car except me nods off.

Get this. When my Dad finally did wind down the business, in the early '80s, he gave as many of us that wanted one, a 44-passenger bus of our very own.

True fact.

Dad was retiring a handful of units. I was living on my own as a newspaper reporter near Espanola, Ont..

I'm fairly certain that one of the reasons my new (at the time) friend Helena is my wife today is that when I first met her I took her for a ride around the windy hills and narrow byways of area-code 705 in my very own bus—unquestionably the longest vehicle of any guy she'd ever dated to that point.

(Maybe as a special celebration of our 25 Wedding Anniversary this month we'll catch a Greyhound across the country. Or not.)

Besides skill, another problem solved by getting your kids to work for you is it cuts waste.

I was at a PeopleNet users' conference a year or so ago and heard a woman named Cari Baylor, from the Mississippi-based Baylor

Trucking talk about growing up in a fleet.

"You can tell I was raised in trucking," Baylor said, "because I'm cheap."

We were trained to drive not only as if there were an egg under the accelerator but an egg that was peeled and soft-boiled. Dad even told us to never use turn-signals unnecessarily.

Plus family-fleet-trained crews don't waste time on the phone.

Some of us Carters, when we were younger, thought it was

called a "damn phone" because every time it rang at home, somebody wound up working.

When your kids work with you; they and you both get treated as people first. (I mean, as much as you might want to, you can't really lay off your own son, right?)

I suppose that's what people aim for when they want to run a family-oriented company. Treating workers like family.

Trust them to do their best; don't run them off the property for a piddling speeding ticket or maybe once in a while playing the harmonica on company time, and they'll treat you with the same respect.

They won't swipe your duct tape to fix their furniture; they'll try to help you save money and they'll proudly brag about how your company might be a little rough around the edges but full of heart and promise inside.

And if they want to borrow one of your Petes to go courtin', it's your call but I know how I'd vote. ▲



**BOYS'N THE DAD:** The male half of Team Carter, from left, Peter, Eddie, Pat, Tom Sr., Tom Jr., Alex.



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