

**CSA 2010:** It's going to take a toll on driver pool, PG. 31

Driver  
Elliott  
Wilson



March 2010  
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# Today's Trucking

The Business Magazine of Canada's Trucking Industry

## CANADA'S Top 100

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Our annual tally of Canada's biggest for-hire carriers, PG.32

**PLUS:** Exclusive shipper survey reveals top-performing fleets, PG. 43



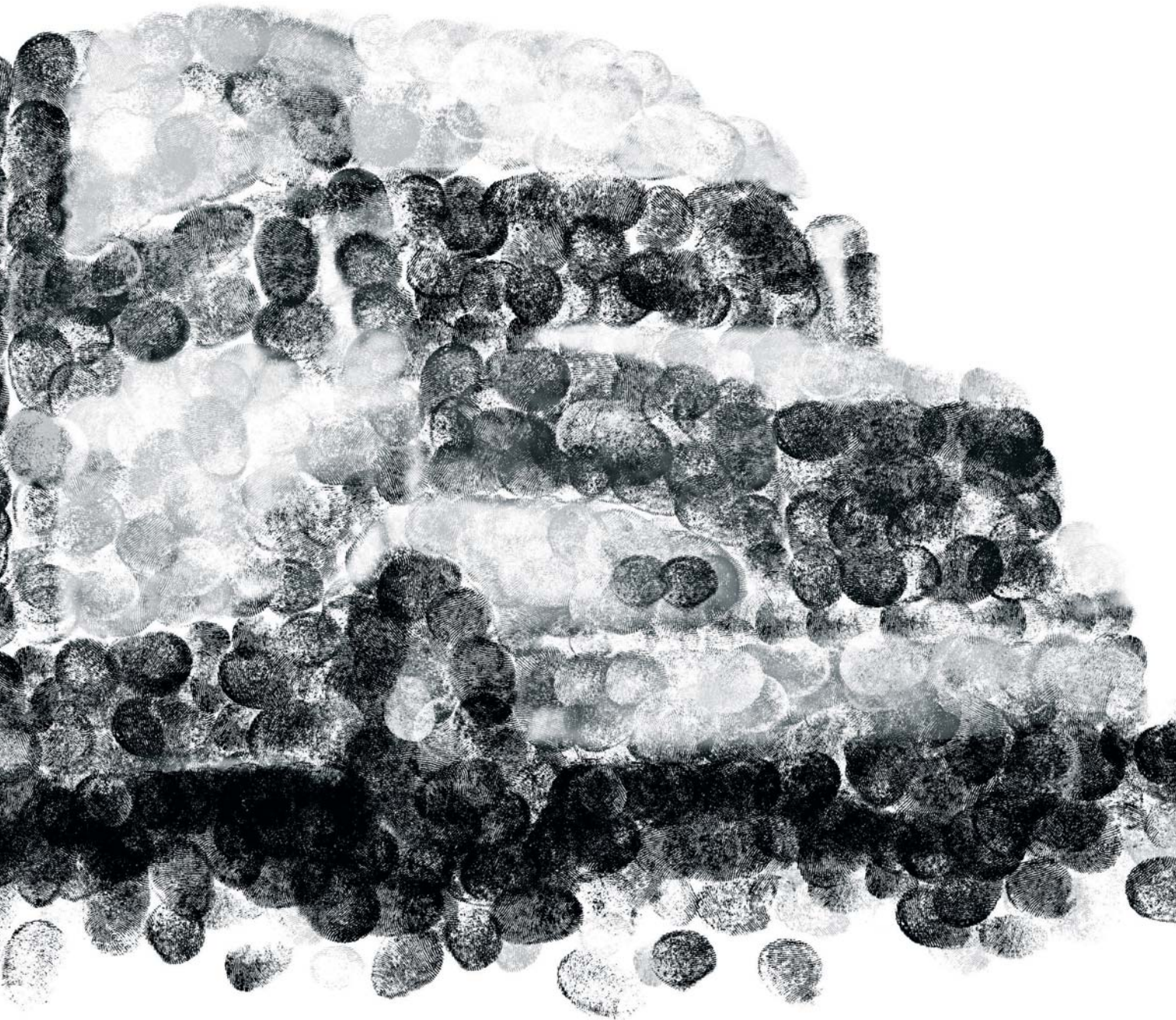
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# Today's Trucking

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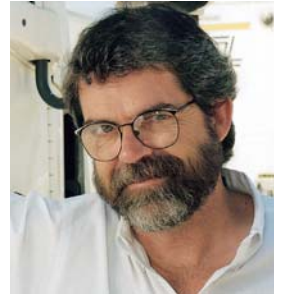
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By Rolf Lockwood



# State of the Trucking Union

Things are certainly improving but we're not out of the woods yet. Not even close.

**M**arch means the Top 100 issue and a broad look at the state of our industry from an eagle's height. It's tradition. Well, I've been writing this particular editorial for about two decades now and things are as cloudy as I've ever seen them. A clear path forward just isn't visible.

But yes, there are positive signs.

I've seen surveys that suggest shippers aren't getting the bargain they've been enjoying for the last year and a half. It may well be that freight rates have bottomed out and are preparing to rise. That said, they've got a long way to go before they're truly compensatory. And for that matter, intermodal carriage is sharing some of those gains as it continues a slow but fairly steady climb.

Truck sales remain pretty flat after a little flurry in the last quarter of 2009 and all indications are that they'll stay that way through at least the first half of '10. That implies an aging fleet and thus a rise in maintenance costs, with renewed vigour on the truck-buying front to follow. But that's not a sure thing given the uncharted extent to which fleet equipment is presently under-utilized.

How many trucks and trailers have been parked against the fence enjoying a rest over the past year or two? Lots. And if the demand for road carriage doesn't rise quite sharply, many operators will simply do an exchange—retire the tractor with 500,000 clicks on the clock for one with an odometer that reads just 300,000 after sitting idle. No purchase necessary.

To put numbers on it, people seem more or less agreed that class 8 truck sales will fall somewhere around 125,000 units this year in the U.S. and Canada combined—maybe 140,000. A far cry from the 325,000 sold in 2006. But think back to 1991, when heavy truck sales barely crested 100,000, just a little worse than last year. We came back then, we'll come back again. The question is, how far?

At the macro level, we all know that much of what drives Canadian trucking starts with manufacturing or construction activity in the U.S., and not just for cross-border carriers. Our economy at large is substantially dependent on what happens

south of the border, and their recession has been much worse than ours. Their recovery is also mighty gradual.

U.S. industrial production is slowly coming back but it's nowhere near the glory year of 2007. And I don't have to tell you what's happening in the truly integrated North American auto industry.

Housing starts to our south hit a 50 year low in 2009 with only modest growth likely this year, to about a third of the highest level seen lately, which was in 2004. Obviously, the Canadian factory turning out carpet or furniture for new houses just isn't seeing a bunch of orders from such a radically reduced number of American home buyers. And if it ain't made, it ain't hauled.

I don't mean to paint a gloomy picture, just a realistic one. Things are getting better, certainly, but the rosy-cheeked optimists who think all will soon be well are smoking something illegal.



Changing the subject entirely, I have to write just a few words about Bill Buckham, the owner of Buckham Transport who died in early February at the way-too-early age of 52. He was a friend of mine, one of the most literate, civilized, and engaging men—and quirky too—of the many I've come across in this job over the years.

We met at an industry lunch years ago, sat together, and perhaps a little rudely, pretty much ignored the tedious speechifying going on at the podium. The thing was, as we carved through the rubber chicken, we discovered a mutual enthusiasm for spy fiction. Not Robert Ludlum airplane fare but the serious stuff coming out of people like John Le Carre and Graham Greene before him. Each of us excited to find another who shared this taste, we had a literary discussion that wouldn't have been out of place in my university years.

What most people won't know is that Bill was a writer too and was working on his own espionage novel. I don't know that he ever finished it.

I'll miss Bill Buckham. ▲

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

**It may well be that freight rates have bottomed out and are preparing to rise.**

# Dispatco

BY MARCO BEGHETTO

## Virtual Realities

The number of choices you'll have in your future truck purchases likely depends on you.

**T**he Asians are coming. Or so we keep hearing.

We're not referring to a reboot of any Cold War-era satires, obviously. As it happens from time to time in these pages, we're talking trucks.

The North American trucking market may be in the dumps, but that doesn't mean new truck makers from emerging overseas markets don't want a piece of it.

At a recent industry dialogue in Las Vegas on globalization in the trucking industry, Juergen Reers of Munich-based Roland Berger Strategy Consultants described how stateside OEMs continue to compensate for torpid domestic sales by setting up shop and forming development

partnerships with foreign commercial vehicle makers for distribution in burgeoning markets like China, India, and South America, which have generally recovered more quickly from the global recession than America has.

The trucking industry is "in the middle of the game" of globalization, says Reers, who manages the international automotive and transportation consultant firm's North American offices.

Increasing economies of scale; convergence of market trends and regulations; more interchangeable trucks; and the rise of global fuel and raw material prices indicates that truck manufacturers will become even more virtually integrated over the next decade.



### MERRY-GLOBE-ROUND:

There may be a 'world' truck one day, but it'll likely always have some competition.

As well, while the truck sales industry remains cyclical, those peaks and valleys are more globally aligned than ever before, which helps mitigate exposure in a downturn while maximizing returns during good times.

Meanwhile, truck OEMs are sourcing more parts in-house, trending towards the

European model of vertical integration. "It's increasingly difficult to manage new [environmental and safety] regulations if you can't manage or have control of the technology and [costs] in-house," says Reers.

The lack of uniformity on technical and environmental

# ches



**LINEUP OF LOVE:** Trucker Adam Goron's send off was something that the locals of Dunnville won't soon forget.

regulations around the world has anchored down the vertical integration movement somewhat, as have manufacturers' limited distribution networks in foreign markets. But while that's changing—as governments seek international treaties on things like emissions standards and supply partnerships between companies provide access to each other's dealer networks—OEMs cannot underestimate the North American truck buyers' stubborn appetite for choice.

Times have changed for both trucking and automotive since the Model T first rolled off assembly lines and Henry Ford famously quipped that customers "could have it in any color as long as it's black."

It's no coincidence that overseas-based OEMs like Daimler and Volvo have led the charge towards integration, but even they know all too well that a Euro-style model, built for shorter routes and lighter loads, has traditionally been limited on this side of the pond. The vast and diverse North American terrain and climate, the near endless array of freight sectors, plus our innate independent spirit, helps maintain healthy demand for mechanical variety.

Skeptical of being too dependant on the OEM for everything on the truck, dealers have also resisted complete integration, preferring the available flexibility and service redundancy component suppliers can provide.

Although there's a strong business case to be made in this economy to oversee productivity, streamline costs, and increase profits through more integration, ArvinMeritor president and CEO Charles "Chip" McClure says there will always be a place for reliable suppliers that can differentiate themselves and offer OEMs value on cost and service, as well as advanced technology sharing.

McClure tells *Today's Trucking* that his company remains in a firm position because of its ability to support customers around the world; and by continuing to invest in its global footprint, it can maintain "cradle-to-the-grave" service on its products.

Part of the reason ArvinMeritor divested its light vehicle business units was because execs like McClure realized the company "couldn't be all things to all people," and so it reorganized to fully support its core customers in the commercial highway vehicle and off-highway segments.

## A TRUCKER'S TRIBUTE

IT WAS A SEND OFF FIT FOR A TRUCKER

**F**riends and co-workers of 35-year-old owner-operator Adam Goron were shocked one morning last December when they had heard he died in a collision on Hwy. 401. But they gathered themselves to say goodbye in a tribute that would have made Adam glow.

A week before Christmas, a group of local truckers slapped some plates on Goron's first truck—which he had held on to despite recently buying a new model—and used it as the lead in a memorial convoy. About 40 trucks bobtailed west along Ontario's Highway 3 for the short drive between the funeral home in Dunnville and Canfield.

"People were coming out of their houses to see what was going on," says co-worker and friend Ben Hamilton. "Canfield is a town of about 500 people and when we arrived it seemed like half the town was out on their front lawns trying to figure out what was going on."

Adam died when his truck collided with a semi merging onto Highway 401 near Tilbury, ON. The impact dislodged a load of sheet-metal coils from his flatbed and crushed the cab.

"He was one of the best guys you could ever meet in your life

and he made the best of any situation," recalls close friend Danny Daneluk.

He and Goron had been working on and off together for 15 years. They first met on the job when they were hired to haul scrap in Canfield, Ont. It was at the beginning of Goron's trucking career, which, his friend says, was a lifelong dream come true.

"He was one of those guys always working on fixing something; working on cars and trucks," says Hamilton. "He always dreamed of driving a truck." His original Kenworth was still an important part of Goron's life. "He loved that truck," says Daneluk. "It didn't even have plates and even though he wasn't driving it, he couldn't bring himself to sell it."

A trucker Hamilton hired to drive one of his trucks in the convoy videotaped the whole event and placed it on YouTube (search "Adam Goron's Memorial Convoy"). It's a seven-part series, and it's clear the convoy became a community event.

"If he could've seen it he would have just sat and laughed, it was one of the craziest things to see," says Daneluk. "I've never seen anything like it. It was a very emotional day."

— Steven Macleod



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Although McClure acknowledges that parts and component suppliers recognize more insourcing by OEMs as a “possible threat” going forward, the ability to deliver innovative technological solutions to OEMs—either on a proprietary basis or by leveraging joint-venture partnerships—will help tiered suppliers secure space in the market.

Another side effect from top-to-bottom integration is the challenge for OEMs to differentiate their brands. And there’s certainly something to be said about the strategy of holding the line and carving out a competitive niche in specification diversity.

But, adds Reers, integration is an easier sell if recession-worn customers trend towards favoring price

point over customization.

Conversely, though, Reers doesn’t think there will be a day when all major trucks are manufactured outside of the U.S. In fact, the high costs of energy and related shipping costs are forcing manufacturers to shorten supply chains and rethink outsourcing strategies for domestic markets.

“Customer proximity and building where you sell still has enormous benefits,” says Reers. Additionally, he says the growing middle-class status of emerging nations “is shrinking the cost advantage benefits” of offshore building for export to the North American market.

Meanwhile, as truckmakers travel down the global highway, the world’s largest truckload and intermodal carrier shrugs off worldwide

## ALLIANCE ATLANTICA

The carriers sporting two of Atlantic Canada’s most well-known nameplates have joined forces in a deal that is said to make both companies stronger in what hopes to be a revitalized Atlantic market.

Effective April 1, 2010, Warren Transport and D.D. Transport are merging their general freight and equipment-repair facilities under the fleet banner, Atlantica Diversified Transportation Systems.



Warren's Vaughn Sturgeon

Warren’s Vaughn Sturgeon will serve as ADTS’s president while D.D.’s Gordon Peddle will be vice-president and chief operating officer.

The combined fleet will consist of 300 pieces of equipment with annual sales in the range of \$25 to \$30 million over the next year.

Warren’s dry van and refrigerated operations and the entire flatbed operations of Mount Pearl, Nfld.-based D.D. Transport Ltd., are part of the deal. But

Warren’s bulk transport and construction divisions are not included.

Nor are any layoffs. The companies say all affected facilities will remain open.

Neither carrier is very big on its own; but both fleet owners have been influentially involved in trucking advocacy at both the regional and national levels.

Whereas D.D. Transport provided more regional coverage, Warren Transport will cover North America “so Atlantica will benefit from better reach in a world where security restrictions are expanding every day,” said Peddle.



## LOG BOOK

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

### March 25-27

#### Mid-America Trucking Show (MATS)

Kentucky Expo Center, Louisville, Ky.

Contact: 1-800/626-2370;  
clockwell@truckingshow.com

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

### April 15-17

#### Vocational Truck & Equipment Expo

International Centre, Toronto (In conjunction with Truck World 2010)

Contact: Joan Wilson, 416/614-2200  
Website: [www.truckworld.ca](http://www.truckworld.ca)



### April 15-17

#### Truck World 2010

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Contact: Joan Wilson, 416/614-2200

Website: [www.truckworld.ca](http://www.truckworld.ca)

### April 19-20

#### 18th Annual Emerging Issues and Customs Conference

Toronto Airport Hilton

Contact: 416/595-5333

Website: [www.caie.ca](http://www.caie.ca)

### May 1

#### Operation Air Brake Across North America

(Exact date TBD)

Contact: 202/775-1623

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

### May 4-5

#### Transpo 2010 Conference & Exhibition

Contact: 613/726-1577

Website: [www.cita-acti.ca](http://www.cita-acti.ca)

### May 29-30

#### Road Today Truck Show

Powerade Centre, Brampton, Ont.

Contact: 905/487-1320 or  
ruckshow@roadtoday.com

Website:

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

### May 29 - June 1

#### Heavy Duty Distributors Council 22nd Business Conference and AGM

Halifax Marriott Harbourfront, Halifax

Contact: 519/631-9424

Website: [www.hddc.on.ca](http://www.hddc.on.ca)

### May 30 - June 2

#### 45th Canadian Transportation Research Forum

Courtyard by Marriott, Toronto

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expansion as far as hauling freight is concerned.

In a separate panel discussion, Jerry Moyes of Arizona-based giant Swift Transportation [and former Phoenix Coyotes owner] questioned the overall success of some carriers' Chinese endeavors.

Once freight volumes recover, coupled with an expected 20 percent trimming of truck capacity through fleet bankruptcies and downscaling, Moyes says there will be more than enough business opportunity for him on this continent.

We didn't have the guts to ask if that involves a second NHL team in southern Ontario.

### Regulations

#### DOT Sends Truckers Anti-text Message

Riddle us this: Which of these two actions attracts less attention to truckers in parts of the U.S. carrying a loaded gun or holding a phone with a text message while behind the wheel? Not really a trick question.

While carrying a firearm is okay in a handful of U.S. states, the DOT made good on a promise to crack

down on truck drivers with tippy-tap fingers and in late January banned texting by commercial vehicle operators across the country.

If caught texting while behind the wheel of a moving truck or bus, violators could face fines between \$200 and \$2,750.

The regulatory guidance introduced by DOT bypasses the legislative process—which could have taken years—by re-interpreting and applying existing highway traffic rules.

As we went to press, there was some debate over whether all states would enforce the Federal rule.

Following the announcement, Transportation Secretary Ray LaHood described distracted driving as a national epidemic, citing studies that liken texting and talking while operating a vehicle to drunk driving.

On his blog at the DOT website, LaHood wrote that the rule isn't intended to interfere with everyday trucking practices, but will "help prevent unsafe activity within the cab, and we want to make it crystal clear that texting is one of those unsafe activities



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## SURVEY SAYS: RAIL STILL OFF TRACK

Canada's two largest railways have some work to do when it comes to keeping shippers happy, a survey commissioned by the federal government has revealed.

The survey, conducted by **NRG Research Group** as one part of Transport Canada's Rail Freight Service Review, found that only 17 percent of rail shippers were generally satisfied with the level of service the railways provide.

Just over 260 shippers were interviewed. About 35 percent of them gave scores that classify as "dissatisfaction" and 45 percent say their satisfaction level had decreased over the past three years.

A significant number of customers—62 percent—said they have "suffered a serious financial impact as a result of poor rail freight service."

Over half of the shippers said they believe that there "are no or very few measures in place to hold railways to account for their customer service performance."

Between the two major railways, the shippers indicated that CN was the quicker and more efficient operation, but those who use both railways were more satisfied with CP's service by a two-to-one margin.

*(To see how Canadian LTL truck carriers keep shippers satisfied, check out Best in Class II on pg. 43).*



Despite making freight gains, Canadian railways still have trouble staying on track, shippers say.

these regulations prohibit. "...Look, we know that a commercial truck or bus driven by someone texting or talking on a cell phone is a lethal weapon."

There was no mention as to whether the government plans to expand the ban to passenger car drivers in the future.

In fact, the texting ban is just the opening salvo in a wider campaign to control digital technology specifically in commercial vehicles.

The texting ban came just a few months after Advocates for Highway and Auto Safety, a group that is notoriously harsh on the trucking industry, filed a petition with the DOT

to restrict the use of "unsafe electronic devices" by commercial truck drivers, regardless of whether they're needed for the job.

Henry Jasny, the general counsel for the group, told media that focusing on truck drivers was the "most direct and fast approach" to address highway safety.

The American Trucking

Associations supports banning the use of hand-held electronic devices and texting cellphones.

Meanwhile, on this side of the Pacific Highway and Peace Arch border crossings, B.C. has clarified the rules of its own cellphone-texting ban, which kicked in on Feb. 1. Although there were some RCMP media releases to the contrary, the legislation allows use of two-way radios and push-to-talk 'Mike' phones.

The B.C. Trucking Association confirmed that drivers can receive calls on hand Mikes used with compatible speaker phones or headsets. Initiating calls on hand mikes, which requires drivers to hold the mike and look at the screen, is prohibited, however. GPS systems that are mounted on the vehicle (permanently or temporarily) and are pre-programmed or voice-activated are also allowed.

### Economy

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## Dispatches

# heard on the Street

■ After 37 years at the helm, brothers **Evan** and **Larry Meyers** are passing the reins of **MEYERS TRANSPORTATION** to their daughters **Jacquie** and **Natalie Meyers**.



The Meyers cousins.

Jacquie Meyers, daughter of Evan, will be president of the MTS Group of Companies. Natalie, Larry's daughter, will assume the role of chairperson.

Jacquie has worked in the industry for over eight years in pricing, operations, and sales. She has also successfully managed Mosaic Logistics for the last two years. Natalie will be focused on operations, safety, administration and finance.

■ **GREAT DANE TRAILERS** bought **JOHNSON REFRIGERATED TRUCK BODIES**, which makes insulated fiberglass refrigerated truck bodies and all-electric refrigeration solutions. Great Dane says the purchase expands the manufacturer's sales platform and product offerings in the reefer segment.

■ **CONTRANS** has acquired **TRUBOY FREIGHT INTERNATIONAL** and plans to blend the Hagersville, Ont.,-based flatbed carrier with its existing Laidlaw operation. "Adding Truboy offers the existing Truboy customers a great platform for growth and expanded service capacity... and will extend our reach to a new customer base," says **Stan Dunford**, CEO of Contrans.

■ Want to kick the treads of a few used trucks? **RYDER SYSTEM** recently opened its new "mega" retail used truck centre in Oakville, Ont. It's one of the company's largest used-vehicle centers on the continent and the biggest in Canada.

Located on more than four acres near Hwy. 403 and QEW, the facility has more than 300 trucks available, including panel vans, light-and heavy-duty straight trucks, and tractors.

Association (OTA) carriers think that better times await in the not-so-distant future.

Overall, 52 percent of the carriers said they were optimistic about the industry's overall prospects over the next three months—the most since the OTA started its quarterly Business e-Pulse Surveys.

Comparatively, in the first quarter of 2009, the same number of respondents were pessimistic about the upcoming months, while only 17 percent of carriers were buoyant.

However, (the conjunction almost always

trails any positive economic forecasting, doesn't it?) accompanying the brighter outlook is a healthy dose of uncertainty, says the OTA, as 37 percent of respondents said they were unsure of the industry's overall prospects.

"The survey results give credence to the view that the worst is over for the economy, but things remain fragile," says OTA president, David Bradley. "There is still concern for the U.S. economy, in particular southbound shipments, which also reflects upon the outlook for Ontario's export-based economy as well."

The proportion of carriers reporting declines in freight volumes over the past three months shrank in each of the major markets. There are still worries over prices, but the sentiment isn't nearly as dour as before. Carriers reporting decreasing freight rates fell from an average of 35 percent in all markets a year ago, to less than 11 percent today. Only 5.5 percent said that rates were still decreasing in the intra-Ontario and interprovincial markets, compared to southbound U.S. rates (19 percent) and northbound U.S. rates (13 percent). ▲

Canada: Truck Sales Index

December 2009

CLASS 8	This Month	YTD '09	YTD '08	Share
International	411	3997	6246	28.8%
Freightliner	212	2651	4646	19.1%
Kenworth	249	2010	3763	14.5%
Peterbilt	214	1281	2411	9.2%
Volvo	74	1236	2426	8.9%
Mack	106	1022	1691	7.4%
Western Star	88	908	1290	6.5%
Sterling	26	791	2066	5.7%
<b>TOTAL</b>	<b>1380</b>	<b>13,896</b>	<b>24,539</b>	<b>100.0%</b>



CLASS 7	This Month	YTD '09	YTD '08	Share
International	54	601	1295	32.8%
Peterbilt	13	352	713	19.2%
Kenworth	33	350	658	19.1%
Hino Canada	14	233	373	12.7%
Freightliner	18	204	422	11.1%
Sterling	1	90	300	4.9%
<b>TOTAL</b>	<b>133</b>	<b>1830</b>	<b>3761</b>	<b>100.0%</b>



CLASS 6	This Month	YTD '09	YTD '08	Share
International	11	265	381	41.9%
Hino Canada	9	243	209	38.4%
Freightliner	7	62	133	9.8%
Sterling	2	36	61	5.7%
Peterbilt	6	27	0	4.3%
<b>TOTAL</b>	<b>35</b>	<b>633</b>	<b>784</b>	<b>100.0%</b>



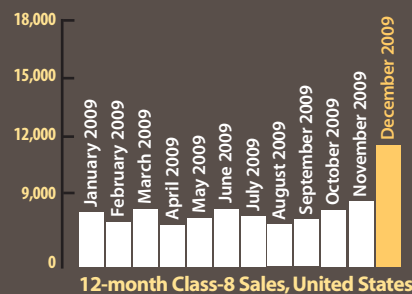
CLASS 5	This Month	YTD '09	YTD '08	Share
Hino Canada	17	364	651	37.3%
Sterling	50	362	836	37.1%
International	6	162	509	16.6%
Kenworth	5	66	203	6.8%
Peterbilt	0	16	0	1.6%
Freightliner	0	5	42	0.5%
<b>TOTAL</b>	<b>78</b>	<b>975</b>	<b>2241</b>	<b>100.0%</b>



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U.S.: Retail Truck Sales

CLASSE 8	This Month	YTD '09
Freightliner	3665	25,884
International	2603	25,642
Peterbilt	1474	12,277
Kenworth	1655	11,652
Mack	1107	7533
Volvo	833	7066
Sterling	111	2984
Western Star	85	708
Other	4	20
<b>TOTAL</b>	<b>11,537</b>	<b>93,766</b>



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
International	21	28	16	11	215	99	5	14	0	2	411
Freightliner	23	25	5	6	55	59	20	10	0	9	212
Kenworth	42	65	7	9	62	57	7	0	0	0	249
Peterbilt	8	46	23	9	66	36	18	8	0	0	214
Volvo	4	5	0	7	45	8	3	1	0	1	74
Mack	6	8	8	6	55	15	6	2	0	0	106
Western Star	17	24	3	3	19	15	4	3	0	0	88
Sterling	3	6	0	0	3	14	0	0	0	0	26
<b>TOTAL</b>	<b>124</b>	<b>207</b>	<b>62</b>	<b>51</b>	<b>520</b>	<b>303</b>	<b>63</b>	<b>38</b>	<b>0</b>	<b>12</b>	<b>1380</b>
<b>YTD 2009</b>	<b>1046</b>	<b>2190</b>	<b>708</b>	<b>807</b>	<b>4796</b>	<b>3024</b>	<b>710</b>	<b>441</b>	<b>37</b>	<b>137</b>	<b>13,896</b>

Sources: Canadian Vehicle Manufacturers Association and Ward's Communication.



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**Truck sales hurdles persist**

Could new truck sales in 2010 actually be less inspiring than the massive crater left in 2009? It depends on several factors, but it's certainly possible, says Eric Starks, president of FTR Associates. What was clearly an acute pre-buy last fall could have lingering effects well into 2010 if the general economy doesn't improve as robustly as some optimists hope.

**MORE AT:** [tinyurl.com/salesgap](http://tinyurl.com/salesgap)

**From the whowouldathunkit files**

In case they needed it, proponents of the theory that increased law enforcement leads to better behavior from motorists have a new study in B.C. to help support their claims. In 2009, the ministry conducted an evaluation, which examined the effectiveness of enforcement levels and impact on traffic collisions and fatalities. The result? Yup: More cops leads to less traffic stupidity. **MORE AT:** [tinyurl.com/mocops2](http://tinyurl.com/mocops2)

**Recession good for freight filchers**

Had to work extra hard in this economy? Well, so have the guys who steal your freight, apparently. Cargo thieves may not have had as much selection last year, but they weren't slowed down one bit. Despite the economic doldrums and industry efforts and new technology to combat cargo theft, thieves made off with more truck cargo in 2009 than has ever been recorded, according to FreightWatch International.

**MORE AT:** [tinyurl.com/good4thieves](http://tinyurl.com/good4thieves)

**IdleAire calls it quits**

What was once the next big thing in anti-idling has been unplugged. IdleAire Inc., the company that provided truckstops with no-idle electrification, has run out of juice after a nine-year run. The company, which was saved from Chapter 11 in 2008, closed up shop when it couldn't find a buyer for its assets. At one point, IdleAire looked to move into Canada, but expansion targets were repeatedly missed.

**MORE AT:** [tinyurl.com/noidleair](http://tinyurl.com/noidleair)

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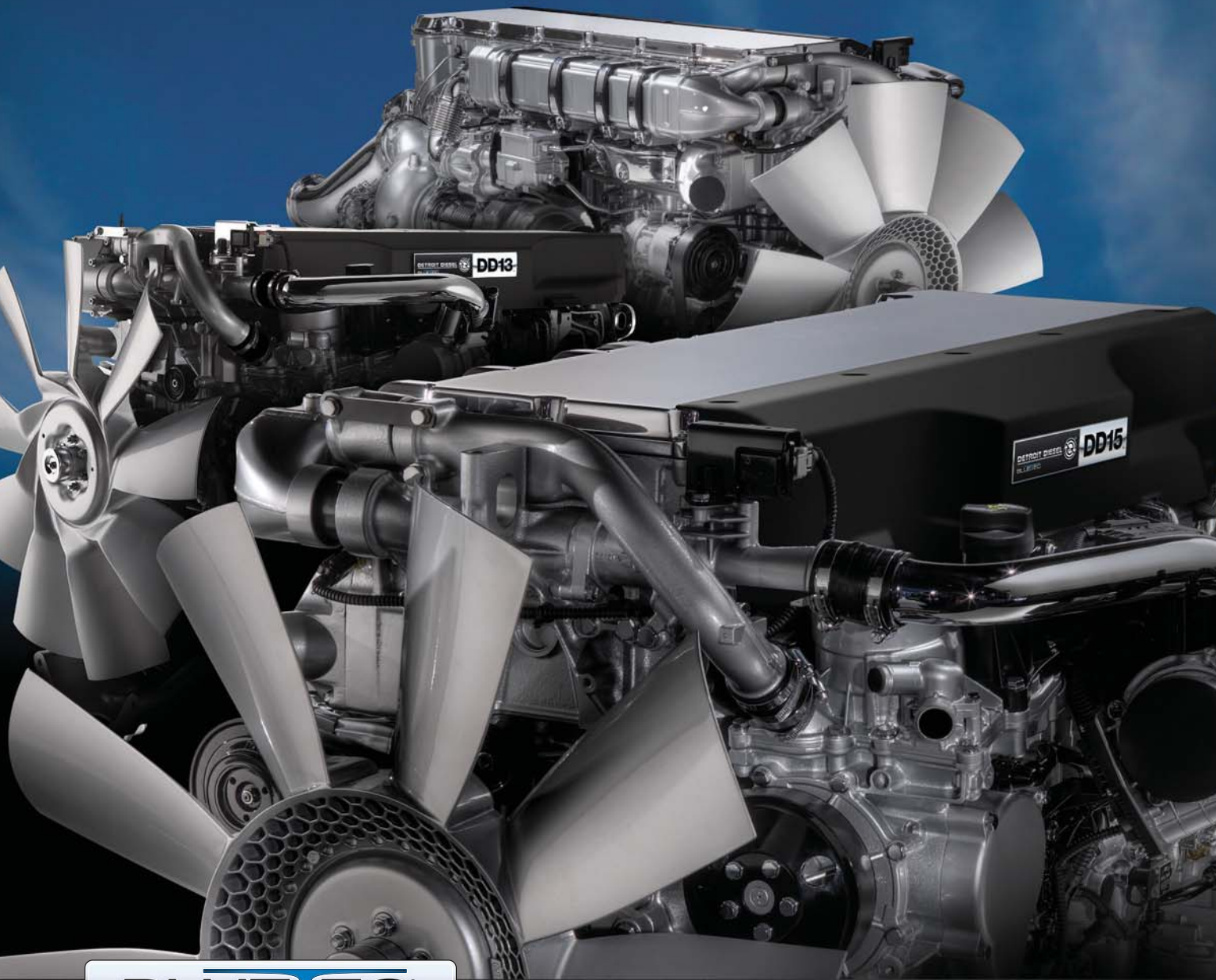
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# Street Smarts

## INSIDE:

29 Daylight wasting time

31 CSA 2010 wakeup call

## MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY

**RESTING UNEASY:** The HOS rules haven't taken availability of truck stops into consideration.



## A Safe Place to Park

**safety** *It's obvious. There's a shortage of good spots for drivers to sleep. But at least some people are on the case.*

By Farrah Cole

**H**ope Rivenburg was pregnant with twins the night her truck-driver husband Jason was killed.

It was Thursday, March 5, 2009. Jason had pulled into an abandoned gas station in South Carolina for the night, out of hours and, one must presume, fatigued.

His next delivery wasn't until morning—the same day Hope had a doctor's appointment.

"I had been trying to call him on Friday," Rivenburg says. "Then the guy that [Jason] was driving for called and asked if I had talked to Jason, and I said 'no'. [The com-

pany] informed me that the delivery didn't take place."

She and her family called everyone they knew: Jason's friends and fellow drivers, rest stops, hospitals, whoever they could think of. On Saturday morning, the body of her 35-year-old husband was found in the cab of his truck. He had been shot and killed. The motive: robbery.

His killer made off with a measly \$7.

Hope is now a widow with three small children, living in a tiny rural town in North Carolina.

Still—her full plate notwithstanding—

Rivenburg is determined to make sure the same fate doesn't happen to anybody else. While there are rest stops, gas stations, even some customer lots where truckers can park, the simple, clear-cut reality is there is a shortage—and a large one, depending on who you talk to—of safe parking for truck drivers.

Rivenburg came up with a plan.

After a whirlwind introduction into the world of bureaucracies, federal politics and lawmaking, Rivenburg finally engaged the help of New York Democratic Congressman Paul Tonko, with whom she had "Jason's Law" introduced into Congress on April 29, 2009.

Jason's Law would go a long way to ending the extremely hazardous shortage of truck stops and sleeping areas across North America.

"We tried to not let the anger get to us and put [Jason's death] into something

## Street Smarts

positive," she says. "We're trying to protect other people so that nobody else—even if we only help one person—has to go through this."

The law, as proposed, would update, build and maintain truck stops from coast to coast in the U.S. The plan calls for a budget of \$20,000,000 per year for six years. Tonko helped write the legislation and hopes to have it passed in the next year or so. He understands the only opposition he will face in the house is fiscally related.

"How do you put a price tag on safety and prevention?" Tonko asks.

"It's very difficult for some people to absorb the argument of prevention," he says. "We're ready to defend this bill because of its worthiness and effectiveness. We believe it would be very worthy in providing worker safety, trucker safety and therefore, everyone's safety."



**JASON RIVENBURG:**  
Slain for a measly \$7.

If Tonko and Rivenberg get their way, the \$120 million in grants would be spent on several projects, including: new rest areas; expansion of facilities near existing truck stops and travel plazas; the opening up of parking facilities at weigh stations and park-and-ride facilities; the promotion of programs for parking facilities; improvements to seasonal parking facilities and improvements to the design of interstate interchanges so parking facilities are easier to enter and exit.

Tonko's bill was referred to the House Transportation and Infrastructure Committee for consideration.

Since the introduction of the bill, Rivenburg has had messages of support from drivers around the world. She remains optimistic.

North of the 49th, while the violent crime rate is lower, the shortage of parking spaces for truckers is dramatically worse.

Joanne Ritchie is the executive director

## FOR MORE INFO

### Find Out How You Can Help

Learn more about **Hope Rivenburg's** campaign at [www.jhrivenburg.com](http://www.jhrivenburg.com). To learn more about **OBAC's** safe-truck-stop campaign, visit [www.obac.ca](http://www.obac.ca).

for the Owner-Operator's Business Association of Canada (OBAC). Last Fall, her organization surveyed drivers to get their views on the shortage of truck stops and she plans on presenting the results to Transport Canada in an effort to improve the situation.

However, Ritchie says because the provinces are responsible for most of their own transportation infrastructure and enforcement, legislation similar to Jason's Law could never work in Canada.



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“[Canada] has a very fragmented approach when it comes to the provincial system,” Ritchie says. “You have to work around it. It causes huge problems for something like trucking where a truck is a mobile unit that operates in every jurisdiction. That’s why it takes so long to get anything done.”

Ritchie says safe parking for drivers has been an issue for years. She says there are a few short-term fixes the government could look into to make it easier to protect drivers while they rest.

“[The government] could take some existing municipal property and turn it into rest areas,” Ritchie says. Alternatives include transforming closed-down scales into safe parking areas.

Those properties are ideal, she says, as they have already been cleared and paved. But currently, they’re blocked off by barriers and ditches to prevent truckers from parking illegally.

Ritchie says she understands that provincial governments don’t want to open the gates haphazardly and accept the insurance and liability issues but adds “it may be cheaper to put lighting and some toilet facilities on existing land than building something new.”

Derek Hurst, of Utopia, Ont., has been driving since 2002.

Right now, he makes daily runs between Toronto and Buffalo, but prior to that, he trucked through the U.S.

He says the Americans have done a better job of supplying rest areas on major highways than Canada, but recognizes that there’s still a major disconnect between supply and demand.

“Even though [the U.S.] has a significant amount [of rest stops], they’re still not adequate to meet the needs of all the trucks that are on the highway,” Hurst says.

“Very often, you would get to a rest stop and it would be very full—and instead of stopping you would have to drive on to the next one.”

Ritchie also points out that when both the American and Canadian governments created the hours-of-service (HOS) rules, neither thought about where drivers would park when they ran out of hours.

“Drivers always have to balance the need to comply with the rules of getting the work done, and where are they going

to park,” says Ritchie. “The rules say they have to stop because they need to rest, and they need to be able to eat. It really doesn’t matter where you are, or who you are; every driver has the same problem every night of their lives on the road.”

Stateside, there’s hope. If Jason’s Law is passed, the amount of safe and available parking in the U.S. will increase substantially over the next six years.

In Canada, the only way for every driver to have a safe place to park is by getting everyone who is part of the supply chain involved in creating and paying for those spaces, says Ritchie, including shippers, receivers and the provincial governments.

“I don’t know how we’re going to that, given the complexity of it all,” Ritchie says. Here’s hoping we find a way. ▲

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# Daylight Wasting Time

**safety** *Different hours-of-service rules apply, depending on where in Canada you drive. That can't be a good thing. By Brian Botham*

**A**s I am thinking about this column, I am standing in a snow bank in Calgary wondering why.

First, why am I in a snow bank? I mean, hadn't I just missed a Chinook?

But also, why is it that we cannot have uniform transportation regulations from one province to the next?

The carrier that I was visiting in Calgary operates commercial vehicles outside Alberta but also has trucks that run only in the Calgary area. According to the Alberta legislation he must operate on the federal hours-of-service rules for the entire fleet.

On the other hand, if none of his trucks left Alberta, he would only operate under the provincial hours-of-service rules. Again, I ask why?

Why is it that in Alberta, if you have a truck that drives on the highway and city streets and weighs over 11,794 kg and never leaves the province of Alberta, the driver of said truck can drive 13 hours, be on duty for 15 and only have eight hours off and can extend his day by taking more off-duty time?

Yet the very same truck and the very same driver now heads to Field, B.C., a mere couple of clicks from the Alberta-B.C. border and he is restricted to 13 driving, 14 on-duty, a 16-hour work shift and must have 10 hours off duty? I don't get it.

It took our collective governments, industry associa-

tions and stakeholders something in the neighborhood of 13 years to develop the hours-of-service legislation, but when it came time to make laws in each province, no-one could agree to adopt the rules as written into their

**"It's like telling one of your children it's okay to run with scissors in the kitchen near a hot stove but telling the other child to stop it."**

respective highway-traffic acts. It's like telling one of your children it's okay to run with scissors in the kitchen near a hot stove but telling the other one in the same breath to stop it. Somebody's going to lose an eye here.

Back to my original point; Why can't we have one set of rules that work for every driver, whether they haul logs in B.C., lobster from P.E.I. to Texas or run Toronto-Montreal every night?

While these drivers and their loads and requirements are unique, they are still travelling the roads and interacting with the public and they need to be safe. The new hours-of-service rules, like them or not, are much safer than the previous ones, and no-one wants a sleepy truck driver tearing down the boulevard anywhere near them.

Meantime, our friends to the south have been sent back to the drawing board to formulate a new set of HOS regulations. I have also heard many rumblings about mandatory EOBR's coming in with this new rule set.

I think they will probably be phased in over a period of time but it won't be long before we see them as a reality.

But I also don't think EOBRs will be helpful in Canada unless we make the rules consistent from province to province.

I could go on and on about the differences in rules not only across our country but between the U.S. and Canada as well. I may be living in a fantasy world, but I think and hope that



And in my opinion, it's none too soon.

Electronic Onboard Recorders (EOBRs) are far superior to paper logs, and studies have shown that carriers who have already hopped on the EOBR bandwagon are 32-percent more productive in their operations. They're operating safely and making more money. Isn't that what we all want?

one day a uniform set of regulations will be implemented, North-America wide.

Then again, I'm up to my waist in snow at the moment. Anything looks better than the fix I'm in. ▲

Brian Botham, CDS, is a certified director of safety through NATMI. He can be reached at 519-533-3656 or [bbotham@cmvsafety.ca](mailto:bbotham@cmvsafety.ca).



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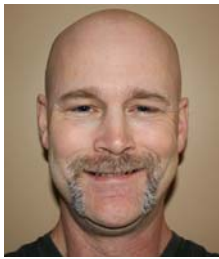
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# The CSA 2010 Wakeup Call

**strategies** *The new safety standard is weeding out the bad drivers. So what happens next? By Elliott Wilson*



**L**ike most of this magazine's readers, I have done wiring and plumbing in my own home. I have also done it well enough to pass all inspections and close all permits.

But I will be the first to admit this does not make me a plumber or an electrician. It would take me years to learn everything I do not know about those skilled trades.

Likewise, I can take a plumber, for example, out in my truck and teach him to shift, back up well enough to do a three-point turn, and do a proper pre-trip.

He might even pass his road test.

Does this make him a professional truck driver? I say it doesn't. I say it would take him several years to learn everything there is to know about trucking. In the plumbing world, real apprenticeships have long been a fact of life. But not in trucking. In trucking, we don't require new entrants to spend time working alongside a more experienced person.

As a result, we're all paying the price.

Read the news about all the new legislation coming in, banning this or banning that. Do we need these new laws? I think if we had experienced drivers on the roads we wouldn't. Most good drivers know that slowing down gives us more time to react and

**"No wonder when I listen to the guys on the CB they all sound like I feel; i.e., it's time to get out."**

saves money and that reading messages and texting while driving are both extremely dangerous distractions.

But the industry's losing its good drivers, and the new, inexperienced replacements lack experience and common sense.

The trouble is, you can't legislate common sense.

As I see it, trucking companies need operators and what they are getting is steering-wheel holders, so they cry driver shortage. I say there

has never been a driver shortage, and there never would be if the job was considered skilled and compensated as such. I had a job back in 1988 pulling flat beds for 32 cents per mile. I loved the work, I felt I was paid well and that it was worth the time away from home.

Twenty two years later, and

I earn 42 cents per mile. No wonder when I listen to the guys on the CB they all sound like I feel; i.e., it's time to get out.

But because anyone like me who passed 40 awhile ago knows there are few options out there, we will plod along unhappily and in fear of all the inexperience around us.

But I think there's been a wake-up call.

I believe that CSA2010 is going to weed out the really bad drivers. I'm just hoping the industry has a plan to replace them with better-educated and better-trained professionals.

Part of that plan has to include making the industry

lucrative enough to be attractive and worth the sacrifices. If carriers fail to see the importance of both driver and public education and the importance of bringing wages in line with the times, we will have a driver shortage like there's never been before.

If you think it's bad now that shippers laugh while rates fall because there's always somebody around willing to haul it cheaper, it's going to be worse if rates start rising, but you don't have anybody around to drive your trucks.

If the guys with all the experience and skill and common sense say retirement is looking really good, what will we be left with?

There has to be a shift in thinking about driver compensation and professionalism. I mean, would you hire a guy with a few weeks electrical training to wire your house? ▲

Elliott Wilson is a 25-year veteran of the industry and is currently a driver with Morrice Transportation in Windsor, Ont.

# TOP 100

## In Fighting Trim

Our annual industry snapshot shows a fleet that's fit and ready for battle.

**W** BY PETER CARTER

ere we putting the finishing touches on this year's Top 100 charts when into our inbox dropped another chart, this one from Nulogx Transportation Management. They're the rate-tracking people who produce the monthly Canadian General Freight Index (CGFI).

The newly arrived graph—it's actually the preliminary results from December, the most recently measured month—shows that overall freight rates have actually stopped their freefall and in some cases, crept upward.

As you can see from the chart, they were at their zenith last September and kept sinking for more than a year and they're still dismally low. However, as David Bradley, the CEO of the Canadian Trucking Alliance (CTA) says, the worst is over but things are still "fragile." (See Seeds of Optimism, pg.16)

Rates weren't all that was sinking over the past 12 months. As the results of our annual tally came into our office, it became painfully clear that the big fleets got a lot smaller.

Count after count came in; and most told the same story. There are far fewer tractors and trailers out there.

At the top of the charts, TransForce offloaded more tractors than most companies own. Their tractor count went from 7,200 last year to 6,630 as of Jan.1 2010. TransForce's owner-operator headcount went from 1,818 to 1,730.

Groupe Robert shed 54 tractors and 262 trailers, winding up a fleet of 787 power units and 3,620 trailers.

Not all the drops were so dramatic. Vitran reported 2,253 tractors last year and 2,042 this year.

Some, like Canada Cartage, reported their numbers remained stable.

A few fleets grew, most notably MacKinnon Transport of Guelph, Ont., but its numbers swelled primarily because of the much-publicized purchase of another former Top-100 fleet, L.A. Walker (which, as far as the nameplate goes, filed for bankruptcy in January). MacKinnon's tractor fleet swelled to 151 from 95; its staff went from 169 to 223.

But the fleet sizes are generally down and, presumably, more right-sized. As rates stop falling so will fleet sizes.

Furthermore, many people in the industry are expecting the right-sizing to continue as CSA 2010 forces unfit trucks and drivers—"bottom feeders" who lowball rates and save on maintenance and wages—off the roads.

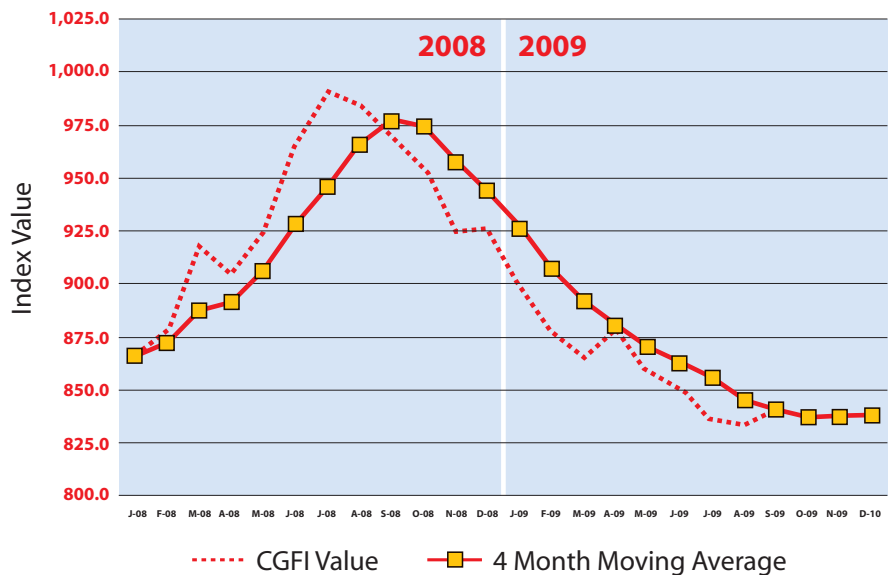
"CSA 2010's the best thing that ever happened to trucking," is how one Michael Ludwig of Ludwig Transport put it.

According to a recent report from the ACT Research company, old trucks are losing their value; banks are losing interest in propping up failing companies, and people are going to start buying new rigs. Soon.

Kenny Vieth, a senior analyst with ACT explains it this way: "When you combine increased carrier bankruptcies with record large fleet-capacity reduction efforts, the truckload sector is forecast to see freight volumes outstripping tractor supply by mid-year, which will set the stage for dramatic improvements for both trucking and commercial vehicle demand."

Maybe it's best summed up by one of the Ontario carriers who

CANADIAN GENERAL FREIGHT INDEX: Have rates bottomed out?



didn't report shrinkage this year. Doug Mackie, of the Oshawa-based Mackie Group sees 2010 as a year of sustained but flat operations. His trucks run mostly around Ontario and Quebec, thereby avoiding the still-stagnant economy to the south of us, although as an auto-parts supplier, there's lots of room for improvement.

Says Mackie: "Stronger companies will survive." ▲



# Today's Trucking

# 2010

CANADA'S TOP 100

Rank (2009)	Company Name, City, Province	Total	Trucks	Tractors	Trailers	O/O's	Employees
1 (1)	<b>TransForce Inc.</b> , Saint-Laurent, PQ	20,400	0	6630	12,040	1730	13,805
2 (3)	<b>Vitran Corporation Inc.</b> , Toronto, ON	10,845	201	2042	8100	502	4496
3 (2)	<b>Mullen Group Ltd.</b> , Okotoks, AB	10,218	1119	2114	5974	1011	3000
4 (5) <sup>1</sup>	<b>Day &amp; Ross Transportation Group</b> , Hartland, NB	7754	1079	1323	3314	2038	2217
5 (4)	<b>TransX</b> , Winnipeg, MB	6604	71	1474	4207	852	2195
6 (6)	<b>Challenger Motor Freight Inc.</b> , Cambridge, ON	5308	10	1500	3500	298	2000
7 (7)	<b>Groupe Robert</b> , Rougemont, PQ	4611	15	787	3620	189	2200
8 (8)	<b>Canada Cartage Diversified Income Fund</b> , Mississauga, ON	4410	400	1500	2000	510	3500
9 (10)	<b>Bison Transport Inc.</b> , Winnipeg, MB	4284	13	957	3037	277	1700
10 (9)	<b>SLH Transport</b> , Kingston, ON	4090	5	255	3525	305	684
11 (11)	<b>Armour Transportation Systems</b> , Moncton, NB	3810	150	835	2750	75	1675
12 (12)	<b>Contrans Income Fund</b> , Woodstock, ON	3374	0	433	2228	713	901
13 (13) <sup>2</sup>	<b>Trimac Transportation Services LP</b> , Calgary, AB	3304	0	453	2331	520	1582
14 (16)	<b>Siemens Transportation Group</b> , Saskatoon, SK	2874	44	725	1985	120	1650
15 (15)	<b>Manitoulin Transport Group</b> , Gore Bay, ON	2857	198	775	1758	126	0
16 (17)	<b>UPS Canada</b> , Mississauga, ON	2661	2213	131	317	0	4386
17 (18)	<b>Gibson Energy ULC</b> , Calgary, AB	2408	67	543	1433	365	320
18 (19)	<b>Transfreight Inc.</b> , Kitchener, ON	2367	0	272	2056	39	1130
19 (21)	<b>XTL Group of Companies</b> , Etobicoke, ON	2355	425	425	1250	255	170
20 (22)	<b>H&amp;R Transport Limited</b> , Lethbridge, AB	2345	0	577	1576	192	927
21 (26)	<b>M-O Freightworks</b> , Brampton, ON	2213	142	381	1167	523	6
22 (33)	<b>Erb Group of Companies</b> , New Hamburg, ON	2201	158	1028	902	113	1107
23 (20)	<b>Reimer Express Lines</b> , Winnipeg, MB	2061	35	479	1367	180	1487
24 (23)	<b>QuikX Group of Companies</b> , Mississauga, ON	2035	65	540	1250	180	1100
25 (24)	<b>Schneider National Carriers Canadian Division</b> , Aberfoyle, ON	1950	0	500	1400	50	700
26 (28)	<b>Purolator</b> , Mississauga, ON	1946	122	440	984	400	12500
27 (39)	<b>Kriska Transportation</b> , Prescott, ON	1777	0	405	1292	80	525
28 (30)	<b>Rosedale Group</b> , Mississauga, ON	1775	35	390	1250	100	775
29 (35)	<b>Gibson Transport</b> , Alliston, ON	1736	0	288	1400	48	498
30 (34)	<b>C.A.T./Canadian American Trans.</b> , Coteau du Lac, PQ	1715	0	335	1350	30	450
31 (14)	<b>Calyx Transportation Group Inc.</b> , Concord, ON	1687	14	85	1454	134	945
32 (27)	<b>SGT 2000</b> , St-Germain-de-Grantham, PQ	1625	0	345	1250	30	525
33 (25)	<b>Allied Systems Canada</b> , Burlington, ON	1610	0	741	794	75	1100
34 (46)	<b>HBC Logistics</b> , Etobicoke, ON	1609	0	206	1403	0	275

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Rank (2009)	Company Name, City, Province	Total	Trucks	Tractors	Trailers	O/O's	Employees
35 (36)	<b>Groupe Guilbault</b> , Ste-Foy, PQ	1581	3	264	1256	58	700
36 (38)	<b>Celadon Canada</b> , Kitchener, ON	1575	0	385	960	230	200
37 (39)	<b>Shadow Lines Transportation Group</b> , Langley, BC	1572	8	278	1012	274	84
38 (40) <sup>2</sup>	<b>Clarke Inc.</b> , Halifax, NS	1526	32	310	942	242	522
39 (43)	<b>Consolidated FastFrate</b> , Woodbridge, ON	1490	90	400	700	300	2000
40 (32)	<b>Yanke Group of Companies</b> , Saskatoon, SK	1437	0	300	1050	87	700
41 (41)	<b>Meyers Transport</b> , Peterborough, ON	1418	16	325	1025	52	502
42 (42)	<b>Penner International</b> , Steinbach, MB	1397	0	310	800	287	138
43 (45)	<b>Northern Industrial Carriers</b> , Edmonton, AB	1370	0	265	1100	5	200
44 (52)	<b>Team-Transport Services Ltd</b> , Richmond, BC	1311	0	124	1063	124	22
45 (44)	<b>Verspeeten Cartage</b> , Ingersoll, ON	1286	0	119	917	250	260
46 (50)	<b>Simard Transport</b> , Lachine, PQ	1245	60	275	740	170	710
47 (47)	<b>Vedder Transportation Group</b> , Abbotsford, BC	1231	0	275	869	87	435
48 (53)	<b>DCT Chambers Trucking</b> , Vernon, BC	1212	40	296	750	126	201
49 (62)	<b>MacKinnon Transport Inc.</b> , Guelph, ON	1147	0	151	835	161	223
50 (48)	<b>B&amp;R Eckel's Transport</b> , Bonnyville, AB	1145	60	220	845	20	375
51 (31)	<b>Wilson's Truck Lines</b> , Etobicoke, ON	1140	0	240	700	200	50
52 (51)	<b>Rosenau Transport</b> , Edmonton, AB	1131	55	210	795	71	350
53 (nr)	<b>V.A. Inc.</b> , Laurier-Station, PQ	1062	11	230	820	1	600
54 (56)	<b>Transport Morneau</b> , Saint-Arsene, PQ	1058	20	238	755	45	709
55 (54)	<b>International Truckload Services</b> , Belleville, ON	1037	2	235	630	170	320
56 (55)	<b>Cooney Group</b> , Belleville, ON	1029	0	222	800	7	300
57 (59) <sup>2</sup>	<b>Musket Melburne</b> , Mississauga, ON	1000	0	225	660	115	320
58 (49)	<b>Arnold Bros. Transport Ltd.</b> , Winnipeg, MB	953	3	125	693	132	307
59 (58) <sup>2</sup>	<b>Travelers Transportation Services</b> , Brampton, ON	913	0	256	650	7	345
60 (61)	<b>Thomson Terminals</b> , Etobicoke, ON	886	3	230	650	3	0
61 (60)	<b>Groupe Boutin</b> , Plessisville, PQ	885	6	259	609	11	475
62 (70)	<b>Sokil Transportation Group</b> , Edmonton, AB	877	132	145	600	0	270
63 (67)	<b>Normandin Transit Inc.</b> , Napierville, PQ	863	1	256	581	25	430
64 (63)	<b>Arrow Transportation Systems Inc.</b> , Richmond, BC	842	0	105	530	207	231
65 (65)	<b>Paul's Hauling Group</b> , Winnipeg, MB	834	0	243	590	1	304
66 (37)	<b>Bruce R. Smith Limited</b> , Simcoe, ON	816	0	190	600	26	290
67 (64)	<b>Wolverine Freight System</b> , Windsor, ON	808	3	185	545	75	185
68 (68)	<b>Hyndman Transport</b> , Wroxeter, ON	751	0	213	516	22	238
69 (77)	<b>AYR Motor Express Inc.</b> , Woodstock, NB	705	0	145	505	55	370
70 (72)	<b>Mackie Moving Systems</b> , Oshawa, ON	675	30	90	450	105	400
71 (57)	<b>TVM Limited</b> , Cottam, ON	670	0	163	359	148	28
72 (74)	<b>System 55 Transport</b> , Oakville, ON	667	4	134	476	53	98
73 (83)	<b>McKevitt Trucking</b> , Thunder Bay, ON	633	2	165	425	41	205



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Rank (2009)	Company Name, City, Province	Total	Trucks	Tractors	Trailers	O/O's	Employees
74 (76)	<b>Groupe Goyette</b> , Saint-Hyacinthe, PQ	606	1	67	486	52	188
75 (75)	<b>BLM Group</b> , Kitchener, ON	595	0	125	440	30	250
76 (80)	<b>Samuel Son and Company Ltd.</b> , Mississauga, ON	591	6	170	280	135	0
77 (66)	<b>Williams Moving &amp; Storage</b> , Coquitlam, BC	580	122	118	302	38	300
78 (82)	<b>Caravan Logistics Inc.</b> , Oakville, ON	575	5	160	385	25	185
79 (84)	<b>Transport Bourassa Inc.</b> , St-Jean-sur-Richelieu, PQ	571	2	147	421	1	279
80 (79)	<b>Transport Bourret Inc.</b> , Drummondville, PQ	563	14	139	410	0	385
81 (85) <sup>2</sup>	<b>ProNorth Transportation</b> , North Bay, ON	556	0	145	405	6	210
82 (86)	<b>Les services logistiques Trans West Inc.</b> , Lachine, PQ	555	0	190	275	90	380
83 (87)	<b>Groupe Jules Savard</b> , Jonquiere, PQ	545	0	160	380	5	300
84 (78)	<b>Fluke Transport</b> , Hamilton, ON	545	20	135	325	65	100
85 (81)	<b>Transport Herve Lemieux</b> , Saint-Laurent, PQ	535	25	215	265	30	395
86 (91)	<b>Muskoka Transport</b> , Bracebridge, ON	500	4	125	355	16	165
87 (nr)	<b>Total Logistics Trucking</b> , Vaudreuil, PQ	471	0	78	302	91	258
88 (92)	<b>Empire Transportation</b> , Grimsby, ON	467	1	74	388	4	92
89 (89)	<b>Transport LFL</b> , Vallée-Jonction, PQ	466	44	116	300	6	250
90 (93)	<b>Con-way Freight - Canada</b> , Mississauga, ON	438	0	168	270	0	188
91 (94)	<b>Transport Bernieres</b> , Decary, PQ	395	0	100	295	0	200
92 (71)	<b>Andlauer Transportation Services</b> , Etobicoke, ON	388	26	21	208	133	323
93 (90)	<b>Gosselin Express</b> , Thetford Mines, PQ	345	20	55	260	10	165
94 (nr)	<b>Doug Coleman</b> , London, ON	327	31	74	191	31	163
95 (97)	<b>Transport Gilmyr Inc.</b> , Montmagny, ON	326	0	96	228	2	249
96 (98)	<b>Chester Cartage</b> , Toronto, ON	315	50	65	200	0	0
97 (96)	<b>J.D. Smith &amp; Sons</b> , Concord, ON	310	30	55	225	0	215
98 (nr)	<b>Marcel Dion Distribution</b> , Farnham, PQ	305	1	54	225	25	115
99 (100)	<b>Transport Bessette et Bourdreau Inc.</b> , Saint-Hyacinthe, PQ	301	3	106	188	4	161
100 (nr)	<b>Transport Matte Limited</b> , Donnacona, PQ	285	1	93	191	0	110

FOOTNOTES: 1) Day & Ross figures do not include McCain Transport, a wholly owned reefer fleet based in Maine. 2) Estimates. The company was on last year's Top 100 list, but their numbers were not updated in time for this year's deadline. 3) Clarke Inc.'s listing of number of trucks includes tractors, flatbeds and vans. nr = not previously ranked. na = information not available. 4) UPS provided numbers but not a breakdown on vehicle types.

## HOW WE DID IT

1. Companies are ranked based on total vehicle counts, including power units and trailers owned by owner-operators, as reported in January, 2010. Only trucks of class 6 or above are enumerated unless otherwise noted. Vehicles and employees based in the United States are included provided they are administered from a Canadian head office.
2. Most of the statistics were entered into the Today's Trucking data base by representatives of the companies themselves. The remaining companies and additions were gathered by Today's Trucking editors via phone, email or fax. While we strive to present accurate figures, the statistics have not been independently verified.
3. Several large fleets do not respond to our requests for information. These include Irving Transportation Services (comprising Midland Transport, Sunbury Transport and RST Industries based in New Brunswick). As well, the Canadian operation of Federal Express is not on the list.
4. If you have any enquiries or if you think your company should be on next year's list, please contact Peter Carter at 416-614-5828 or peter@todaystrucking.com

# 2010 CANADA'S TOP 100 Company Directory

Company Name	Total Units	Rank ('09)	Company Name	Total Units	Rank ('09)
<b>A</b>			<b>F</b>		
Allied Systems Canada	1610	33 (25)	Fluke Transport	545	84 (78)
Andlauer Transportation Services	388	92 (71)	<b>G</b>		
Armour Transportation Systems	3810	11 (11)	Gibson Energy ULC	2408	17 (18)
Arnold Bros. Transport Ltd.	953	58 (49)	Gibson Transport	1736	29 (35)
Arrow Transportation Systems Inc.	842	64 (63)	Gosselin Express	345	93 (90)
AYR Motor Express Inc.	705	69 (77)	Groupe Boutin	885	61 (60)
<b>B</b>			Groupe Goyette	606	74 (76)
B&R Eckel's Transport	1145	50 (48)	Groupe Guilbault	1581	35 (36)
Bison Transport Inc.	4284	9 (10)	Groupe Jules Savard	545	83 (87)
BLM Group, Kitchener, ON	595	75 (75)	Groupe Robert	4611	7 (7)
Bruce R. Smith Limited, Simcoe, ON	816	66 (37)	<b>H</b>		
<b>C</b>			H&R Transport Limited	2345	20 (22)
C.A.T./Canadian American Trans.	1715	30 (34)	HBC Logistics	1609	34 (46)
Calyx Transportation Group Inc.	1687	31 (14)	Hyndman Transport	751	68 (68)
Canada Cartage Diversified Income Fund	4410	8 (8)	<b>I</b>		
Caravan Logistics Inc.	575	78 (82)	International Truckload Services	1037	55 (54)
Celadon Canada	1575	36 (38)	<b>J</b>		
Challenger Motor Freight Inc.	5308	6 (6)	J.D. Smith & Sons	310	97 (96)
Chester Cartage	315	96 (98)	<b>K</b>		
Clarke Inc.	1526	38 (40)	Kriska Transportation	1777	27 (39)
Consolidated FastFrate	1490	39 (43)	<b>L</b>		
Contrans Income Fund	3374	12 (12)	Les services logistiques Trans West Inc.	555	82 (86)
Con-way Freight - Canada	438	90 (93)	<b>M</b>		
Cooney Group	1029	56 (55)	Mackie Moving Systems	675	70 (72)
<b>D</b>			Mackinnon Transport Inc.	1147	49 (62)
Day & Ross Transportation Group	7754	4 (5)	Manitoulin Transport Group	2857	15 (15)
DCT Chambers Trucking	1212	48 (53)	Marcel Dion Distribution	305	98 (nr)
Doug Coleman	327	94 (nr)	McKeivitt Trucking	633	73 (83)
<b>E</b>			Meyers Transport	1418	41 (41)
Empire Transportation	467	88 (92)	M-O Freightworks	2213	21 (26)
Erb Group of Companies	2201	22 (33)	Mullen Group Ltd.	10,218	3 (2)

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# Company Directory **2010** CANADA'S TOP 100

Company Name	Total Units	Rank ('09)	Company Name	Total Units	Rank ('09)
Musket Melbourne	1000	57 (59)	TransForce Inc.	20,400	1 (1)
Muskoka Transport	500	86 (91)	Transfreight Inc.	2367	18 (19)
<b>N</b>			Transport Bernieres	395	91 (94)
Normandin Transit Inc.	863	63 (67)	Transport Bessette et Bourdreau Inc.	301	99 (100)
Northern Industrial Carriers	1370	43 (45)	Transport Bourassa Inc.	571	79 (84)
<b>P</b>			Transport Bourret Inc.	563	80 (79)
Paul's Hauling Group	834	65 (65)	Transport Gilmyr Inc.	326	95 (97)
Penner International	1397	42 (42)	Transport Herve Lemieux	535	85 (81)
ProNorth Transportation	556	81 (85)	Transport LFL	466	89 (89)
Purolator	1946	26 (28)	Transport Matte Limited	285	100 (nr)
<b>Q</b>			Transport Morneau	1058	54 (56)
QuikX Group of Companies	2035	24 (23)	TransX	6604	5 (4)
<b>R</b>			Travelers Transportation Services	913	59 (58)
Reimer Express Lines	2061	23 (20)	Trimac Transportation Services LP	3304	13 (13)
Rosedale Group	1775	28 (30)	TVM Limited	670	71 (57)
Rosenau Transport	1131	52 (51)	<b>U</b>		
<b>S</b>			UPS Canada	2661	16 (17)
Samuel Son and Company Ltd.	591	76 (80)	<b>V</b>		
Schneider National Carriers Canadian Division	1950	25 (24)	V.A. Inc.	1062	53 (nr)
SGT 2000	1625	32 (27)	Vedder Transportation Group	1231	47 (47)
Shadow Lines Transportation Group	1572	37 (39)	Verspeeten Cartage	1286	45 (44)
Siemens Transportation Group	2874	14 (16)	Vitran Corporation Inc.	10,845	2 (3)
Simard Transport	1245	46 (50)	<b>W</b>		
SLH Transport	4090	10 (9)	Williams Moving & Storage	580	77 (66)
Sokil Transportation Group	877	62 (70)	Wilson's Truck Lines	1140	51 (31)
System 55 Transport	667	72 (74)	Wolverine Freight System	808	67 (64)
<b>T</b>			<b>X</b>		
Team-Transport Services Ltd	1311	44 (52)	XTL Group of Companies	2355	19 (21)
Thomson Terminals	886	60 (61)	<b>Y</b>		
Total Logistics Trucking	471	87 (nr)	Yanke Group of Companies	1437	40 (32)

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| **EAT•N**

**EAT•N**



This—the second-ever Canadian LTL Customer Satisfaction Survey—reveals which carriers are tops at keeping their customers satisfied and what they’re doing so right. | **BY MARCO BEGHETTO**

**T**he last time we published a synopsis of Mastio & Co.’s extensive Canadian LTL shipper survey, we expected a few raised eyebrows from some carriers who didn’t make the final list, either because their customers didn’t have a lot to say or, most likely, their customers weren’t part of the pool of shippers interviewed.

This time, though, nearly 300 more Canadian-based shippers were consulted than in the 2006 survey—from 587 to 841—resulting in thousands of observations on over 150 different LTL carriers. Out of those, 35 LTL carriers had enough responses made about them to qualify for the final rankings in 2009.

Also, Mastio’s Kevin Huntsman acknowledges what some readers noticed in 2007: that the differences in performance scores among the top 10 or 15 carriers were marginal in certain categories.

MASTIO & CO. Canadian LTL Study – 2009				2006 Study	
In Rank Order by Weighted Quality Score					
COMPANY	CRITERION 1 Number of Observations	CRITERION 2 Weighted Quality Score*	CRITERION 3 Overall CV Index Score	COMPANY	CRITERION 3 Overall CV Index Score
KINGSWAY TRANSPORT	40	102.31	102.52	UPS FREIGHT	102.72
MEYERS TRANSPORT	151	102.19	101.02	TST OVERLAND EXPRESS	102.19
TST OVERLAND EXPRESS	64	101.94	100.70	PUROLATOR COURIER LTD.	101.84
APEX	56	101.92	103.58	CON-WAY	100.83
PUROLATOR FREIGHT	171	101.76	101.63	APEX MOTOR EXPRESS	100.77
ARMOUR TRANSPORTATION	30	100.94	103.69	YELLOW ROADWAY [CDN OPS]	100.69
NATIONAL FAST FREIGHT	30	100.69	102.58	MEYERS TRANSPORT	100.68
EPIC EXPRESS	48	100.67	101.14	MIDLAND TRANSPORT	100.56
FEDEX FREIGHT	32	100.20	102.37	KINGSWAY TRANSPORT	100.27
MANITOULIN TRANSPORT	100	100.17	96.76		

\*The MASTIO Quality Award is based on the Weighted Quality Score (Column 2)

# HOW DO YOU SPELL TIRES WITH HIGH VALUE?

# H-A-N-K-O-O-K

In the age of unlimited competition, we can agree that having the right parts is the first step in providing quality services. Therefore, many owner-operators and fleet managers turn to well-recognized brands that provide high quality products with high price tags. In the tire industry, it is no different. Many companies purchase tires manufactured by the top three companies despite high prices without considering purchasing other brands, simply because of the perception that the other brands are manufactured by overseas companies with low technology to make them cheap. Certainly, the perception is justifiable to some brands, but not to Hankook. Here is why:

**Fact: Hankook Tire is a global company, not an overseas company.**

In fact, Hankook Tire is the 7th largest tire manufacturer in the world with one of the fastest growth rates in the industry\*.

\* Modern Tire Dealer, 2008

**Fact: Hankook Tires are produced with innovative technology.**

Grouped with energetic, smart and consumer-oriented engineers, Hankook Tire continuously re-invests approximately 5% of its revenue into Research and Development. At the Akron Technical Center of Ohio, energetic and dedicated engineers develop tires that reflect the weather, road and drivers of North America. The dedication and effort in advancing tires has been noticed from several highly respected organizations. First, Hankook Tire is the original equipment tire

supplier to International Trucks and I.C. School Buses on drive and steer positions. The tires meet and exceed the requirements of the highly respected company and continue to satisfy drivers and fleets in North America. Secondly, Hankook Tire has been recognized by the U.S. Environmental Protection Agency and received EPA SmartWay certification on three truck and bus tires for reduced rolling resistance that creates a smaller carbon footprint. The recently launched AL07+ steer tire, top-seller Z35a drive tire and advanced TL01 trailer tire provide reduced rolling resistance of 3% or more to meet SmartWay standards. The certified Hankook tires provide improved fuel economy and reduced costs to drivers and fleet managers. In addition, Hankook focuses on improving fuel efficiency and lowering the rolling resistance of current and future products with an annual investment of \$19 million on R&D to make more environmentally-friendly products that reduce the operating costs of O-Os and fleets. Certainly, you will hear about additional Hankook products being certified for the SmartWay Program.

**Fact: Hankook Tires provide tremendous value to the consumer.**

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company's effort has been recognized and certified. But did you know the tires provide excellent value to consumers? Hankook tires are very cost effective in comparison with comparable quality products and have been well-recognized for their value. Call your local dealer today to find out how much you can save with Hankook products and how they can deliver better value. The news you hear about the price, quality and value of Hankook Tires will be some of the best news you will hear in 2009.

**Fact: Hankook medium truck tires are available at your local dealer.**

With thousands of dealers across Canada, Hankook truck and bus tires are available at your local dealer to help you earn more value for your purchase. From the ports of Vancouver to the lumber mills in the Maritimes, the dealers are proud to sell Hankook products and they are widely available. In addition, the new large distribution centre in Ontario can service Ontario fleets directly and help you to reduce costs, which will help your fleet in this challenging economy. For further information, please contact Hankook Tire Canada Corp., at 1-800-843-7709.

**So, how do you spell tires with high value?  
H-A-N-K-O-O-K**



**Tame the Road**



**Hankook**  
driving emotion

True, says Huntsman, but that's because when you get down to the short strokes, most of the carriers ranked are all high-quality fleets, who overall are comparable, but are perhaps separated by very specific sectoral, ancillary, or value-added strengths in the eyes of shippers. For real-estate reasons, *Today's Trucking* could only include the first 10 ranked companies (pg. 43), but the complete rundown is available from Mastio.

There's been a change in how the firm promotes the rankings, however. Both now and in 2006, the research firm chose to split the rankings two ways—Weighted Quality Score (which is created from shippers' opinions on carriers' service performances only) and CV Index Score (which combines the former attributes with shippers' views on carriers' rate pricing).

Last time, the final rankings came from the CV Index column. But while shippers' views on price are still worth noting, the top carriers are now rated strictly on serviceable benefits, says Huntsman.

Keeping in mind that shippers generally value price over everything else by a 70:30 split, "we felt it's not fair to judge—or reward, if you will—with so much of the emphasis based on price," says Huntsman.

How Mastio determines the Weighted Quality Score is basically the same. Shippers are asked to score their service providers on various attributes, a few of which are broken up this way:

- **Baseline requirements:** "These," says Huntsman, "are the basic things you must do. They're the tickets to entry." (e.g. shipments delivered with no shortages or damages; shipments delivered or picked up when promised).

- **Conscious differentiators:** "Things that you know you need." (e.g. effective problem resolution).

- **Latent differentiators:** "Things you didn't know you need, but would want." (carriers with strong corporate image; clean equipment).

Also not illustrated here, but available from Mastio, are "value maps" that compare on an axis grid a consolidation of the above service attributes separated from price.

**"One thing that stands out in the Canadian survey is that unlike in the U.S. there wasn't a whole lot of change."**

high-price option combined with lesser quality service is ... not a sustainable position in the long run," says Huntsman.

Not at all radioactive for a majority of shippers is the middle tier—carriers with average service and average price. "This, typically, is the economical carrier who's trying to capture marketshare

"Ideally, carriers who are able to maintain above-average pricing and still do well in Weighted Quality are in the best position in the market, while a

to increase revenue."

Another important component to the Mastio survey is the Net Promoter Score (NPS) Analysis (above). Essentially a customer loyalty measurement, these numbers indicate the likelihood a shipper would "promote" or recommend a carrier. *Today's Trucking* recompiled the NPS data into categories based on the number of respondents per carrier as to not unfairly deflate the NPS of carriers with many more respondents.

Only a handful of shippers need to promote GOJIT, for example, for that carrier to achieve a 70 percent-plus NPS; while

## MASTIO & CO. NPS Analysis Overall – 2009

Sorted by Highest Percentage of Promoters (Respondents 10-25)

COMPANY	CRITERION 1	CRITERION 2	CRITERION 3	CRITERION 4
	Number of Observations	Percentage of Promoters	Percentage of Detractors	Percentage of Passives
GOJIT	15	73.3%	6.7%	20.0%
ERB TRANSPORT LTD.	11	72.7%	9.1%	18.2%
MINIMAX EXPRESS	11	72.7%	9.1%	18.2%

MENTIONABLES: Hercules Freight (70.0%), Van-Kam Freightways (65.0%), Guilbalt Group (64.3%)

### Percentage of Promoters (Respondents 26-56)

COMPANY	CRITERION 1	CRITERION 2	CRITERION 3	CRITERION 4
	Number of Observations	Percentage of Promoters	Percentage of Detractors	Percentage of Passives
ROBERT TRANSPORT	27	66.7%	7.4%	25.9%
FEDEX FREIGHT	32	59.4%	25.0%	15.6%
KINGSWAY TRANSPORT	39	53.9%	12.8%	33.3%

MENTIONABLES: Quik X Transportation (52.8%), Epic Express (47.9%), Armour Transportation (46.7%)

### Percentage of Promoters (Respondents 56-100)

COMPANY	CRITERION 1	CRITERION 2	CRITERION 3	CRITERION 4
	Number of Observations	Percentage of Promoters	Percentage of Detractors	Percentage of Passives
TST OVERLAND EXPRESS	64	60.9%	6.3%	32.8%
VITRAN EXPRESS	65	46.2%	13.9%	40.0%
APEX	55	45.5%	10.9%	43.6%

MENTIONABLES: Canadian Freightways (41.4%), Reimer (36.7%)

### Percentage of Promoters (Respondents 100+)

COMPANY	CRITERION 1	CRITERION 2	CRITERION 3	CRITERION 4
	Number of Observations	Percentage of Promoters	Percentage of Detractors	Percentage of Passives
MEYERS TRANSPORT	151	61.6%	9.9%	28.5%
MIDLAND TRANSPORT	110	54.6%	11.8%	33.6%
PURULATOR FREIGHT	169	48.5%	9.5%	42.0%

MENTIONABLES: Manitoulin Transport (45.0%), Day & Ross (44.7%)

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## LESS THAN LUCRATIVE

During the legwork for the 2009 U.S. Mastio & Co. LTL shipper survey, author Kevin Huntsman was talking shop with a medium-sized U.S. carrier who shared a pricing tale that involved losing four accounts to a much larger, national carrier whose recent struggles have been well chronicled.

"The customers," relays Huntsman, "told the carrier that 'the price is so low that we don't think we'll ever see pricing like this again, and we have to take it.'"

And if, as it's been speculated, the carrier goes under with the freight left on the shipping dock?

"We'll deal with it when it happens," the customers told him. "The price right now is just too cheap to say no to."

You hear stories like that all the time in the LTL sphere, which has arguably rivaled flatbed as the trucking sector that has taken it the hardest on the chin during this freight downturn.

"We've all been Walmartized," says Huntsman. "Once you give someone those discounts it's awfully tough to take them back. To change their mindset that they're not going to get them anymore is going to take time."

And time for LTL fleets seems to pace slower than in most other freight modes, which for the most part touched bottom last fall and, at least in terms of volumes, have incrementally shown some improvement ever since. "It seems that the [general] freight economy could be at the bottom from an activities perspective—tonnage—but for LTL I'm not sure we're even at the bottom yet," says Rick Gaetz, CEO of Vitran Corp. "Although it feels that we may be approaching it."

First, though, the sector—perhaps more than others—has to self-adjust a gross capacity imbalance that's overfilled by as much as 30 percent. Subterranean consumer confidence, the degrading USD and other weak economic conditions only underline a much bigger pricing problem in cross-border LTL which, carriers alone can correct, says Mike McCarron of Bolton, Ont.-based MSM Transportation.

"The deal doesn't start when the freight is quoted. The true cost is when you start working with customers at a much deeper level, which is not pricing," he says. "But, as truckers, we are selling on price and price alone."

"We control the equipment. We control the market. But we have dropped our pants because some people that have not properly managed their business are allowed to give it away because the banks and lenders won't pull the plug."

the many additional respondents for carriers such as Vitran or Meyers naturally spread out their NPS in comparison.

"In Canada we saw the NPS go up big time," says Huntsman. "That's interesting because in the current pricing environment it's pretty easy to switch carriers. But as well, if I'm a sales guy and I know everybody's beating down my customer's door



with a better price, I'm going to do everything else possible to let them know I'm there for them. And I think that's reflected in the loyalty scores."

While depressed freight market conditions led to a handful of notable placement changes in the 2009 survey, many familiar nameplates jostled for position among the main 35 fleets.

There are many who think the unprecedented scale of the recession will have profound shape-shifting effects on LTL. Larger, national-scale carriers, which exist mainly in the U.S., have struggled to maintain route density and, in the face of shrinking marketshare, have been under immense pressure to fill those linehaul and P&D trailers with revenue-solid shipments. Plus, with so many fixed costs imbedded in a vast cross-dock and breakbulk infrastructure, it remains much more difficult for LTL carriers to downscale in proportion to earnings.

As supply chains shrink and suppliers-distributors move closer to retailers and end users, Claude Robert thinks that the new normal for LTL carriers in both Canada and the U.S. is to hunker down and regionalize if they're going to maximize efficiencies throughout their network.

"The cost of infrastructure today and the price they're getting on freight, they just can't keep up," says the Robert Transport owner. "People today are forced to ration. You cut the number of trucks, naturally. But where the guy on a P&D schedule was able to do 60 miles in the day, he now has to do 125 miles—and it's half loaded. That's not [sustainable]."

In the U.S., anything within a 500-mile radius is considered regional because of multiple pockets of high density. Here, though, the emergence of a compassed hub-and-spoke distribution system might start to make sense if "hubs" outside of southern Ontario like Atlantica and Centreport prove successful; and the long-haul spokes across this vast land are propped up with an improved rail system.

But for many Canadian LTL carriers, to be able to market rounder, cross-border regional service packages while keeping a lid on both fixed and variable costs outside of their footprint, interlining and brokering alliances with other carriers will continue to be a growth trend.

At the same time, LTL's—those with decent balance sheets that survive the expected capacity purge, anyway—will need to reassess regional lanes in isolation from the whole network.

Avoiding circumference-based routes in certain core P&D runs and adding more short linehaul runs to cut down on redundancy and backtracking; putting to work more straight trucks on lower tonnage routes; and accepting more non-traditional LTL freight like expedited are just a few ways LTL carriers are adapting to new market conditions.

To diversify their portfolios further, other medium-sized LTLers are trying to mimic fleets like FedEx, UPS and Con-Way by offering expanded supply chain visibility and inventory solutions to customers who might be lured by 3PLs as the primary source of transport services.

As this market has shown, though, being overexposed in unfamiliar territory with more responsibility than you can handle, can be perilous when things do head south. — Marco Beghetto

"One thing that stands out in the Canadian survey is that, unlike in the U.S., there's wasn't a whole lot of change," says Huntsman, "and sometimes that's as good as anything."

"While it's true the Canadian market is much smaller and more [consolidated], I think there's also better continuity in the performance of the carriers." ▲



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## Something's Gotta Give

**cargo securement** *How confident are you that your cargo-securement straps are as good as new? By Jim Park*

**N**ext time you're out shopping for new or replacement cargo securement straps, note the pricing on the available product. There's not a huge difference between the highest and lowest priced product. In a market where pennies count, cost could be a determining factor—all things being equal. But that's the problem. For the slight difference in cost, there could be a huge gap in quality. The

problem is there's almost no way to tell.

In January 2006, *Today's Trucking's* sister publication, *highwaySTAR* ran a story about the poor quality-control standards of the cargo strap manufacturing sector called, "A Ticking Time Bomb?" It never ran between these covers, but the essence of the story was that labels attached to cargo straps don't really say anything about the quality of the product you're buying.

In that story, I quoted two of the leading cargo strap makers in North America, Ralph Abato, director of sales and marketing at Ancra International, and Larry Harrison, now president of Kinedyne Canada Ltd. Both agreed there were some serious quality issues with cargo strapping labeled and sold here as having an indicated working load limit rating when in fact under testing certain product proved to be considerably less robust.

"The biggest issue is the influx of importers and local sellers of strap assemblies that don't meet any standards at all," Abato said at the time. "They either don't understand the standards or don't care. They don't do any testing, and they put

out vastly inferior product that's basically mislabeled."

Harrison had a similar view. "We're seeing a lot of off-shore product being sold on Canadian shelves, and frankly, some of that material just isn't up to standard. I think if some of that product was tested by the manufacturers, they'd be embarrassed by their own results."

That story was prompted by a story in

the Dec/Jan 2005 issue of the Australian trucking trade publication, *Trailer/Body Builder Journal*. It had reported results of testing the magazine had commissioned to determine if various brands of cargo strapping available in that country lived up to the markings on the strap. Testing was done to published standards, and of 13 brands tested—purchased randomly over the counter—five failed, some by a signifi-

cant margin, the magazine reported.

Abato says the manufacturing and testing situation hasn't changed. Many of the sellers of this product are simply incompetent, don't test, or import sight-unseen, he says. "I often liken this to table lamps in the U.S. You cannot buy a \$10 table lamp here without the UL Laboratory tested logo on it. It must pass Underwriters Lab certification [CSA here in Canada]. Yet, you can drive down highway any day past load straps securing tons of cargo on trucks that were made to no standards."

**IT GETS WORSE**

If it's not bad enough that you can't trust new product, research and testing recently completed in Germany on cargo straps made there and distributed here suggest that straps subjected to normal wear and tear degrade faster than was once thought. Current tolerances for slightly damaged cargo strapping [minor tears, abrasion, holes, etc. (49 CFR 393.104)] is based on 25-year-old data, says Abato, and much has changed since then. "We did some testing on our own brand new material to simulate in-service wear, and frankly, we were surprised by what we found."

Researchers tested several samples of four-in. continuous woven cargo strap, each having a rated breaking strength of

Testing recently completed in Germany on cargo straps made there and distributed here suggest that straps subjected to normal wear and tear degrade faster than was once thought.

20,000 lb. In pull tests to determine the actual breaking strength, all samples exceeded the rating. The worst broke at 20,058 lb. The best went to 21,047 lb, indicating the straps were of rated quality.

Test results from 10 four-in., 20,000-lb strap samples, each having a 10.2 mm cut made in one edge (10 percent of the strap width, or 0.4 in.) showed breaking strength was diminished on average by about 55 percent to about 9,100 lb. Break strengths for the test ranged from 7,864 lb to 10,570 lb, down from 20,000 lb.

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# CARGO SECUREMENT AND CSA 2010

For carriers running into The States, cargo-securement violations are going to take on a completely new meaning beginning in July when **CSA 2010** goes live.

FMCSA's Comprehensive Safety Analysis 2010 program aims to reduce the number and severity of truck crashes by sanctioning drivers and carriers that pose the greatest potential risk to highway safety. Weighted points are assigned to carriers and drivers for various violations, including cargo securement, and those with poor records of compliance will sooner-than-later have FMCSA come a-knockin'.



### WHAT SINS ARE HIDING UNDER YOUR TARP?

Cargo securement violations will factor into driver and fleet scores under CSA 2010.

There's a great deal at stake here. Those familiar—or becoming familiar—with the CSA 2010 methodology will likely have seen the 64-page list of violations assembled by FMCSA. Of the six categories called BASICs (Behavior Analysis and Safety Improvement Categories), Safety Management System Table 6, Improper Loading/Cargo Securement, runs more than five pages, listing more than 100 different violations. Of those, only a handful carry a violation weighting of less than 10—the maximum.

The violation severity weights are scaled from one to 10, where one represents the lowest crash risk and 10 represents the highest. It's worth noting that a 10 in the Cargo Securement category won't carry the same punitive impact as a 10 in the Unsafe Driving category, but a 10 is a 10 is a 10. You can't get much worse. If you rack up the cargo securement violations fast enough, it won't be long before your first letter arrives.

More to our particular point here, damaged cargo straps and tiedown devices (393.104b) carry 10-point violations. But given what tests have shown about damaged cargo straps, a 10-point whack over the head might be easier to take than discovering the hard way that even slightly damaged straps are less than half as strong as we previously assumed them to be.

Looking for a hot topic to discuss at your next driver safety meeting? The implications of improper cargo securement within CSA 2010 would be high on my list, right after you ask every driver to bring in and or replace all of their damaged tiedown devices.



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## Canada phases out default WWL rating for cargo tiedown devices

Canada is now three months into a phase-out program for unmarked and unrated tiedown devices. Prior to January 1, 2010, Canada allowed the use of such devices, granting them default working load limit ratings as published in the National Safety Code Standard 10—and still recognized in the U.S. Beginning January 1, 2011, the default ratings will no longer apply. Each unmarked device in a cargo securement system will be zero-rated.

Between January 1 and December 31, 2010 verbal direction and/or written



warnings will be issued to raise awareness of the change. Violations will not be recorded unless improper or inadequate use of the required minimum number of tiedowns—marked or unmarked—would pose a safety risk. Using unmarked or unrated devices will not result in an Out-of-Service order unless a significant safety risk is created.

Unmarked tiedowns will continue to be assigned default Working Load Limits until January 1, 2011, when they will be eliminated from the Standard.

**BOTTOM LINE:** You have nine months to purge all the unmarked and unrated straps, chains, binders, etc. from your cargo securement supply boxes. And don't forget, a good, rated piece of gear with an illegible marking is considered unmarked.

In a test designed to determine the effects of abrasion, 10 four-in. straps were subject to 500 cycles of a rough-surfaced bar exerting 25.6 lb of pressure on the straps before they were pulled to breaking. The damage was visible, but not severe. The results showed an average 30.5 percent degradation in breaking strength, down to 13,911 lb. Break strength ranges for this test were from 12,195 lb to 15,617 lb,

down from 20,000 lb.

A third single-defect test was done, making a straight cut across the face of the strap to 10 percent of its depth. Breaking strength diminished on average by 35.1 percent to 12,993 lb.

Then, to simulate real-world use, testers damaged the straps as described above, and subjected them to up to 100 load/unload cycles to only their working

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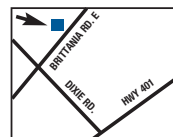
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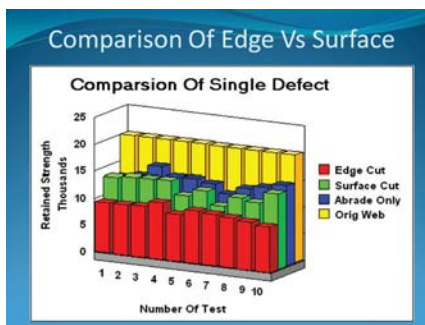
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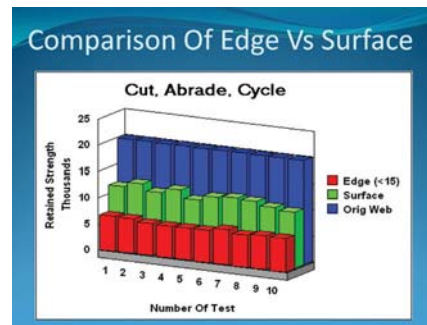
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▲ **BEHIND THE BELTWAY:** Edge cuts and surface abrasion are proving to be harder on straps than originally thought



▲ **VERY CUTTING CORNERS:** Among single defects, edge cuts proved particularly lethal, with an average breaking strength reduction of close to 50 percent.



▲ **DEADLY STRAPWEAR:** Straps that get beat up in service, experiencing combinations of edge and face cuts, and abrasion suffered reductions in braking strength of nearly 70 percent.

load limit (6,600 lb). Straps tested with a 10-percent edge cut and abrasion wear failed at just 15 cycles to 6,478 lb—or about 32.3 percent of their rated breaking strength. Viewed the other way, the straps subject to that wear had lost nearly 70 percent of their rated strength.

“While this testing illustrates the actual breaking strength of brand new, high quality straps under controlled conditions, it leaves me wondering about the

durability of in-service straps that have been subject to all sorts of wear, including exposure to road salt and various other chemicals—and to UV,” says Abato. “I wonder too, how some of the lesser-quality off-shore cargo straps would fare in tests like these. Until now, we’ve been operating on the assumption all strapping is created equal, and we know that’s not the case.”

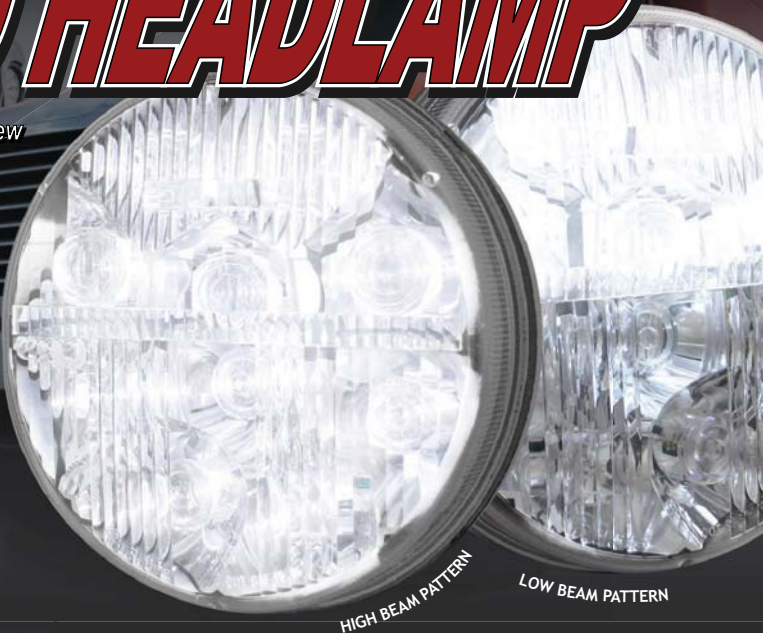
FMCSA and CVSA are said to be inter-

ested in this testing, and Abato says more testing is planned on actual in-service, used straps.

“There’s still some question about how we’ll qualify those used straps, but we’ll be looking specifically at estimated UV exposure,” he says. “There are no hard and fast numbers we can use for comparison, and no way to measure to quantify UV exposure in the real world, but we’ll be getting some interesting results, I’m sure.” ▲

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<sup>1</sup> Based on Wet Braking test results for LT-metric sizes versus Bridgestone Dueler H/T 684 II, Goodyear Wrangler SA.

<sup>2</sup> Based on p-metric wear test results versus Bridgestone Dueler H/T 684 II, Goodyear Fortera TT.

<sup>3</sup> On all LT sizes.

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# DPF TLC

**filters** *A new filter can run you up to \$8,000. Save yourself that money and follow these tips instead. By Steve Sturgess*

**E**very truck manufactured with a 2007 and later diesel engine is equipped with a diesel particulate filter. Many bus fleets started using them in 2005. There are something like two million DPFs, as they're called, in North America already.

Soon, on a phased-in program, every truck in California will also have to have a DPF, retrofitted to comply with California's mandate to reduce particulate emissions and their perceived health hazard. Other states are expected to follow California's lead.

At some point, these filters are going to require servicing, and that could well be an opportunity for independent service shops to pursue.

Some transit agencies have been using DPFs as retrofits since the mid-2000s, in duty cycles that are significantly less kind to the component than most on-highway truck applications. A linehaul truck may go 150,000 to 300,000 miles—sometimes more—before the filter needs maintenance. But transit and trash-truck managers may be looking to establish a filter maintenance program that cleans these expensive components every 50,000 miles.

## ABOUT DIESEL PARTICULATE FILTERS

The DPF's job is to clean up particulate matter, or PM. The filters trap this microscopic carbon, cleaning up the exhaust to the point where a clean linen handkerchief placed over the exhaust remains completely clean and doesn't even smell of diesel exhaust.

The carbon trapped in the filter burns off in the excess air and nitrogen monoxide in the exhaust when the stream is hot enough. This depends on duty—a truck running up and down hills has enough heat to regenerate the filter passively.

But there are many trucks, and especially buses, running lighter duty cycles and there's not enough heat to light off the carbon particles. In the early days of pas-

sive-only filters, this meant removing the filter element when the backpressure light came on and cleaning out the accumulated particulate matter and any ash that came over from lube oils. (A new oil standard, CJ-4, requires lower levels of ash-causing components.)



**FILTER TIPS:** Most DPFs are designed for easy servicing.

But with the DPF appearing on trucks in 2007, regeneration on the vehicle has been available, with the "active" regeneration promoted by injected diesel fuel into the exhaust stream heating up the filter. But the ash from the oil remains, and it has to be removed on a regular basis—maybe as often as every 150,000 miles.

This is the point at which the filter must be serviced.

## HANDLE WITH CARE

When it comes to handling a component that can cost as much as \$8,000 if damaged, it pays to have a program that treats the filter element kindly. So it was standing room only at a workshop on diesel particulate filter maintenance at the fall meeting of the Technology and Maintenance Council of the American Trucking Associations (TMC). The workshop was co-presented by Chuck Blake of Detroit Diesel, Kevin Otto of Cummins, Brent Cluskey of Caterpillar and Vince Lindley of Volvo.

The last thing you want is the technician removing the filter from the exhaust system and banging it on the shop floor to clear out accumulated ash. That would be bad for two reasons. One, the ash is not classified as hazardous in most places, but you still wouldn't want your shop staff exposed to its fine particles. Two, bang the delicate filter on the floor and you'll break it.

Correct handling and cleaning of the filter is something fleets may well want to avoid. So an outside service that has experience and the equipment to correctly and

thoroughly clean filters represents an opportunity for the aftermarket. And based on the business plan you can download from cleaner manufacturer FSX, it can be very lucrative indeed. In the company's analysis, clean 30 filters a week and your contribution to the year's bottom line will be over \$325,000 net cash flow.

## PROBLEMS WITH FILTERS

Besides the build-up of ash, there can be other problems with diesel particulate filters. The presenters at the TMC session mentioned some that are mostly a result of mechanical failure.

This could be of the filter element or, as it is more correctly described, the ceramic monolith. It is one piece of ceramic—hence monolith—that must retain its integrity in order to cause the diesel exhaust to pass only through the fine-filtering walls of the ceramic material. If it is cracked either through poor handling by the technician, through vibration, or because the driver has driven the truck across railway lines

## In Gear

and bashed the DPF, it will allow diesel particulates to the downstream side of the filter. Thus, when tearing down to service the filter, if any black deposits are found on the downstream side of the filter, the monolith is bad and must be replaced.

The other early removal cause is through an engine problem, usually a turbo failure that allows lube oil into the filter matrix, or a leaky injector that loads

it with raw fuel. Both block the through-the-wall flow of exhaust and produce a sudden rise in backpressure.

### GETTING THE ASH OUT

Ash is the long-term and predictable reason for filter service in over-the-road trucks.

With fleets running more and more post-2007 trucks, there has been a gradual move to the latest, low-ash formulation

CJ-4 oil that is recommended for use with DPFs. But CJ-4 oil is usually more expensive than earlier formulations, so it has been slower to catch on. When older oil formulations are used, ash may build up sooner in the DPF. The result is potentially more filter servicing work for the right shop.

Another issue is the amount of sulfur in the fuel. Since late 2006, most on-highway fueling locations provide ultra-low sulfur fuel with 15 ppm rather than 500 ppm sulfur content to protect the DPF and the precious-metal catalysts on the surface of the ceramic. It is believed that one or two fuel loads of the higher sulfur fuel will not do any serious harm to the filter, but more could cause a reduced service life for the element.

For over-the-road trucks, DPF service is predicted to be anything from 150,000 to 300,000 miles at the earliest. In cleaning, the filter element is returned to a percentage of its as-new capacity that can vary from around two-thirds to almost as good as new. But there's considerable debate about which process is better.

### SERVICING THE UNIT

Most DPF systems are designed to be quick and easy to service. But there are different service requirements. Volvo, Mack and Cummins all use the FleetGuard systems that require an air blast cleaning in a purpose-made cabinet. Detroit Diesel says its DPF is best cleaned with de-ionized water, although more recent service bulletins have announced air blast cleaning is acceptable. Early on, Caterpillar had a vacuum-cleaner like device that doesn't require disassembling the filter system, though more recently Cat dealers offer air-pulse cleaning off the truck using a Caterpillar/SPX developed cleaning machine. Paccar recommends Kenworth and Peterbilt dealers use a system by FSX that individually blasts air down each cell of the filter from both ends, rather than just pulsing the whole assembly from one side.

In most cases the filters are designed to be easy to access. They require simple hand tools and a jack rather like a transmission jack for the low-mounted tea-kettle type DPFs found on Volvo and Mack trucks. Peterbilts and Kenworths have

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low-mounted cylindrical DPFs, but there are also stack-mounted units. All are heavy enough to require some support as they are serviced.

In most designs, the filter housing is held together with easily removed bands so the filter assembly can be separated and a new filter installed in 30 minutes to an hour. The actual cleaning process on the machine takes around 20 to 45 minutes, and the general recommendation is that a cleaning can be accommodated during an oil change.

A special case that calls for filter cleansing is contamination by engine lubricant or unburned fuel such as may occur in a turbocharger or injector failure. In some of the pre-2007 testing, we heard of fleets that had trouble getting the expensive monoliths cleaned of the gooey lube oil that had been dumped into the filter. In most cases, the filter must be baked in a chamber such as the Donaldson Thermal Regenerator, though there is also some disagreement over how often to bake and the maximum temperature. FSX says its

Stage 2 process is carefully controlled with warm-up and cool-down, but in operation is very simple, as it is fully automatic.

### SERVICE OPTIONS

The devices to clean the filters are not complicated or hard to use. A number of companies have developed proprietary equipment for cleaning the DPF of accumulated ash. Systems from FSX, SPX, Cleanair, Donaldson and Claire, for example, use patented techniques involving compressed air, vacuuming and ash collection.

But the cleaners are expensive. A big fleet maybe can justify the \$20,000 expenditure, but for many, the service exchange will be the way to go. This gets over many of the dust-handling issues as well, which may include being classified as a low-level hazardous waste generator in California.

Some truck dealers, notably the Rush group, are investing in cleaning devices, but it's more likely engine distributors will offer a service that allows dealers to carry cleaned or new DPF filters on the shelf. Volvo and Mack, who share similar DPF

equipment from FleetGuard, recently announced they will have service exchange—remanufactured—diesel filters offering more than 90 percent of their original capacity, remanufactured on FSX equipment at the Mack facility in Middletown, Pa.

Because it has a different, fluid-based cleaning method, Detroit Diesel/Freightliner has a remanufacturing program administered through its dealers. Special packaging materials are available to protect the filters in transit and to ensure core credits. Cat distributors have their own services.

By providing reliable and prompt service for local fleets, aftermarket shops could realize a major profit opportunity. Using the right equipment ensures the maximum life for the super-expensive filter element and protects the fleets from the hazards, training and handling issues. In the long run, fleets will likely find it less expensive and a whole lot easier to send out filters to a shop that has made DPF cleaning a specialty service. ▲

# Are you ready for CSA 2010?

The FMCSA is rolling out its new **Comprehensive Safety Analysis (CSA) 2010**, a major initiative intended to improve safety and reduce crashes.

Under the new system, **24 months** of all safety-based inspection violations will be used to rank and target carriers for new FMCSA enforcement interventions.

Now more than ever, you need to make sure your company is addressing the **7 Behavior Analysis & Safety Improvement Categories (BASICs)** of CSA 2010:

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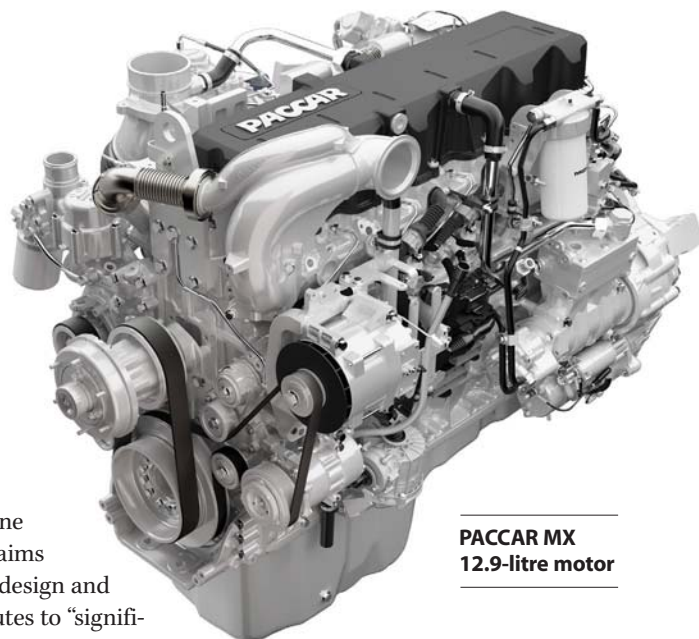


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# PACCAR MX ENGINE

AFTER 50 MILLION TEST MILES,  
THE MX IS COMING THIS SUMMER



**PACCAR MX**  
12.9-litre motor

The latest heavy-duty engine to fight for North American market share is the PACCAR MX, a 12.9-litre motor that's already a European and international veteran. Some 125,000 MX engines, designed and built by PACCAR-owned DAF in the Netherlands, are already successfully operating in DAF trucks around the world. The engine has been modified, of course, for EPA 2010 standards and will use selective catalytic reduction in combination with exhaust gas recirculation to limit emissions. DAF trucks have used SCR to meet Euro 4 and Euro 5 rules for several years.

The MX will be ready for use in Kenworth and Peterbilt trucks this coming summer, for both over-the-road and vocational applications, available with a horsepower range of 380 to 485 hp and torque outputs up to 1,750 lb ft. A higher rating already offered in Europe, 510 hp and 1,850 lb ft, will be offered here some time in the future.

Among the 'new' engine's key features is a lightweight design based on the high-strength compacted graphite iron (CGI) used in the block and cylinder head, which DAF pioneered. It's a premium material said to be more durable and lighter than conventional grey iron resulting in superior power-to-weight performance. There's also an electronically controlled high pressure fuel-injection

system working at 36,000 psi, naturally, as well as an integral engine brake. The company claims that the engine's block design and rear gear train contributes to "significantly lower in-cab noise levels."

The MX will be built in PACCAR's new engine factory in Columbus, Miss., now being fitted with production equipment, though the first MX motors available here will be manufactured at the company's Dutch plant. Timing of the transition will not be hurried, PACCAR says.

Not incidentally, the MX engine is popular in the Chinese coach market. It's been honored with the "Best Engine of the Year Award" for three consecutive years at the Bus World Asia Exhibition held in Shanghai, China.

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

## SUPER SINGLE TIRE

GOODYEAR'S LATEST OFFERING CLAIMS LONG MILEAGE FOR MIXED-SERVICE CUSTOMERS

Goodyear says its new G296 MSA wide single tire features an optimized footprint for enhanced traction in steer and drive positions, more wearable rubber on the tread for enhanced mileage, and special compounding that helps reduce cuts, chipping and tears.

The tire is also available with DuraSeal

Technology (in a 425/65R22.5 size) which—unique among super singles—seals up to 1/4-in. diameter punctures in the repairable area of the tread, though not in the sidewall. It uses a gel-like, solvent-free compound built into the inner liner of the tire, preventing flats and increasing uptime.

Developed for heavy on- and off-road applications such as mixers, dump trucks, pumpers, and other specialty heavy trucks, the G296 MSA is available in three sizes – 385/65R22.5 (load range J), 425/65R22.5 (load range L), and 445/65R22.5 (load range L).

The tires offer 23/32-inch tread depth, which is up to 4/32-in. more than previous Goodyear super-single mixed-service models. That's 23 percent more wearable rubber on the tread than the previous-generation equivalent tire, but the new G296 MSA is actually lighter by as much as seven percent.



## In Gear

The G296 MSA also features an all-steel, four-belt package in a tough casing that can handle multiple retreads, the maker says.

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

### CONVERTIBLE TAG AXLE

A NEW CONCEPT, DANA SPICER OFFERS TWO CONVERTIBLE TAG AXLES

Dana's new Spicer tag axles are said to improve fuel efficiency and reduce weight, while making it easy to convert a 6x2 into a 6x4 configuration. The company has also introduced

new Spicer conversion kits, providing the option of converting existing 6x4 vehicles to 6x2. Dana says the conversion makes it easy for owners to increase the resale value of their trucks.

Fuel economy improvements have been estimated at up to three percent, by decreased mechanical drivetrain losses and a total weight reduction of roughly 400 lb compared to a traditional 40,000-lb tandem.



When spec'd with either a Spicer S170 or Spicer S190 single-drive axle in the forward drive position, the new tag axles also maintain the same 40,000-lb GAWR of a traditional tandem axle, while maintaining up to 100,000-lb GCWR.

The single-axle design requires 14 fewer pints of lubrication, lowering maintenance costs.

If you're worried about 6x2 traction problems, Dana says they can be mitigated with the use of a differential lock, a six-channel ABS/TCS system, or the

adjustment of air-suspension bag pressures to shift weight temporarily to the driven axle at low speed.

The axles are available now, with new model numbers S21-060B and S23-070B respectively replacing rear-axle model numbers RS404/RS405 and R40-170/R46-170.

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

### A BOSE SEAT

NOT SOUND EQUIPMENT BUT AN INTERESTING TRUCK SEAT

The new **Bose** Ride system replaces a conventional air-ride truck seat with a sophisticated suspension base and an integrated, custom-designed seat top. The company claims it provides over-the-road truckers with "an unprecedented level of protection from road-induced shocks and vibration."

Well known for speakers, headphones and the Wave music system, the company's founder, Dr. Amar Bose, also worked for many years on a suspension system that's now evident in this premium truck seat. And 'premium' is the word, with a price tag in the region of \$10,000.

Bose says that even with the best conventional air-ride seats, over-the-road drivers experience constant road-induced vibration, or whole-body vibration, which can reduce comfort, add to fatigue, and stress the spine and body.



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\*28.1% fewer vehicle out-of-service events, 32.4% fewer driver out-of-service events and 37.8% fewer moving violations when compared against Canada benchmarks.\*\* Based on PeopleNet Professional Services engagements.

The Bose Ride system is claimed to reduce the damaging effects of such vibration by sensing, analyzing, and counteracting the forces from the road. The proprietary technologies at work here include: a high-power linear electromagnetic actuator, capable of counteracting the forces caused by road disturbances and a regenerative amplifier, powerful enough to energize the actuator to precisely position a truck driver while drawing less average power than a 50-watt light bulb.

The seat is compatible with most makes and models of North American heavy-duty trucks and Bose says it can be installed by a trained mechanic in under two hours, using the existing seat bolts, air line, and a 12-volt power line that connects to the truck's battery.

It's available directly from Bose Corporation now on a build-to-order basis for volume purchases by truck fleets, and will be offered to smaller fleets and owner-operators at an unspecified later date.

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

## ZF PEGS HORTON TO SELL CLUTCH LINE

**Z**F has signed a sales agreement with **Horton** to provide sales support for the German company's Sachs line of clutches to the heavy-duty aftermarket in the U.S. and Canada.

Worldwide, ZF Sachs is the largest manufacturer of clutch systems for heavy commercial vehicles. Among its innovations are the dual-mass flywheel, TwinXtend self-adjusting clutch, and the ConAct pneumatic clutch actuator, all of which aim to reduce torsional vibrations, increase clutch life, and ease pedal effort. Interestingly, the company also makes the unbelievably tiny clutches used in most Formula One cars.

ZF's Michigan-based North American operation needed help with what it calls the growing demand for Sachs 15.5-inch (293.7 mm) manual-adjust and TwinXtend clutches on this continent. It chose Horton because of its strong field presence, ZF says.

See [www.hortonww.com](http://www.hortonww.com) and [www.zf.com](http://www.zf.com)



**PEOPLENET**  
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# Taming the Fuel Monster



By Jamie Williams  
President  
PeopleNet Canada

Fuel is unquestionably the toughest cost driver to tame for trucking firms due to volatile prices.

What trucking executive wouldn't snag the opportunity to improve fuel efficiency if the program paid for itself? If that sounds too good to be true, just read on.

When fuel costs spiked at over \$4.00 per gallon last summer ('08), P&S Transport VP Scott Smith pressured his drivers for better results. When he heard about PeopleNet's MPG Guarantee Program's guarantee, he couldn't pass up an opportunity to try it. And that was after P&S had already saved a million dollars conducting its own initiative.

PeopleNet Professional Services garnered ROI results in less than one month that far exceeded Smith's expectations. He says that PeopleNet's fuel-management process expanded the company's view of fuel economy beyond raw speed and idling time to include less evident factors like routing, maintenance, customers, drivers and trucks.

- \$35,000 hard-cost savings after two weeks
- \$70,000 in first month
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- 9% increase in MPG
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- Earlier identification and resolution of mileage issues

This new perspective is a departure from how fleets are typically managed. Instead of managing to the fleet's average truck performance, PeopleNet customizes an expectation for each truck based on years of historical performance data in our database. What's more, the information is delivered in a format that makes it easy to manage to the expectations for each truck.

Don't think P&S' results are an aberration. USA Logistics Carriers increased MPG from 5.5 to 6.9 on more than 500 trucks that log millions of miles each month – an incredible savings. The list goes on and on.

In fact, the program has saved fleets \$2,000-\$10,000 per truck and improved fuel economy by 5-15 percent during the first full year of a focused fuel management program. In some cases, it has even doubled a firm's profitability.

Intrigued by an average savings of \$1.7 million for each fleet we've worked with over the past five years? Think about calling the PeopleNet fuel monster tamers.

Williams can be reached at  
[jwilliams@peoplenetonline.com](mailto:jwilliams@peoplenetonline.com)

## In Gear

### DROPDECK TRAILER

FONTAINE EXPANDS REVOLUTION LINE WITH NEW DROPDECK MODEL

Fontaine Trailer is launching a 48-ft x 102-in. dropdeck trailer that weighs only 9,300 lb. The new Revolution Hybrid



Dropdeck features steel main beams with an extruded-aluminum floor. It has a concentrated load capacity of 54,000 lb in just 5 ft.

The trailer's patented unitized design, using technology borrowed from the aerospace industry, is said to maintain the integrity of the trailer geometry under load and under centrifugal force to provide reduced tire wear and improved fuel economy. Its inherent stability, says Fontaine, "virtually eliminates side-bow" so secured loads are less likely to shift in transit, reducing rollover potential.

Fontaine also says the one-piece extruded aluminum siderail withstands impact damage better than steel siderails. The trailer has an integrated load-securement system.

This is the third branch of the Revolution family, the others being the all-aluminum Revolution 60 and 52 flats plus the Hybrid composite flatbeds.

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

### AIR CLEANERS

PETERBILT'S NEW STAINLESS-STEEL AIR CLEANERS PROMISE BETTER PERFORMANCE

Peterbilt has developed an all new proprietary stainless-steel, cowl-mounted air cleaner and cap. Available now, it's said to offer improved performance and style



with increased durability and serviceability.

Developed in conjunction with Donaldson, it's available on Peterbilt Models 389, 388 and 367, in both 13- and 15-in. diameters

for single or dual side installations.

Its new proprietary air filter developed by PACCAR utilizes nanotechnology and is said to aid in trapping submicron contaminants, extend maintenance intervals and prolong engine life. A new air filter seal has been designed to reduce contamination and facilitate easier inspection and servicing.

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

### STEERABLE LIFT AXLE

RIDEWELL'S STEERABLE TRAILER AXLE FOR CANADIAN SPIF TRAILERS

Ridewell's RSS-232T-20K is a self-steering, liftable auxiliary axle suspension system with a capacity rating of 20,000 lb. Available in ride heights ranging from eight to 21 in., the system includes a lightweight, fully integrated axle and utilizes Kaiser kingpins for



reduced maintenance and longer product life. Kaiser pins are said to offer up to four times the life of any other kingpin product.

The suspension's simple structure reduces complexity, increases strength, and optimizes weight.

Key features of Ridewell's RSS-232T-20K include: 12.5 in. of total axle travel; 7 in. of vertical travel at 15-in. ride height; long-life urethane bushings; as much as 135 lb lighter than traditional self-steer combination.

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

### DRIVE TIRE

CONTINENTAL HDR1 HAS OPEN SHOULDER TO INCREASE TRACTION

Continental Tire says its new HDR1 drive tire integrates tire technologies learned from building tires for regional applications, including features developed to combat wear and tear created by rough, unpredictable road conditions. The tire features a "proven" open shoulder design that's said to offer superior



## In Gear

wet and dry traction, and 28/32nds of tread depth for long mileage. The manufacturer also says the tire uses a cut- and chip-resistant compound for even wear and durability.

The HDR1 also features stone-ejection technologies that help prevent penetrations to the tire's casing. The stone bumpers eject small stones or prevent them from reaching the bottom of the groove, where premature casing damage can start. Reducing stone damage can increase the tire's longevity and its potential for retreading.

The HDR1 can be used as an all-position tire and is available in the 11R22.5, 11R24.5, 275/80R22.5 and 285/75R24.5 sizes.

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



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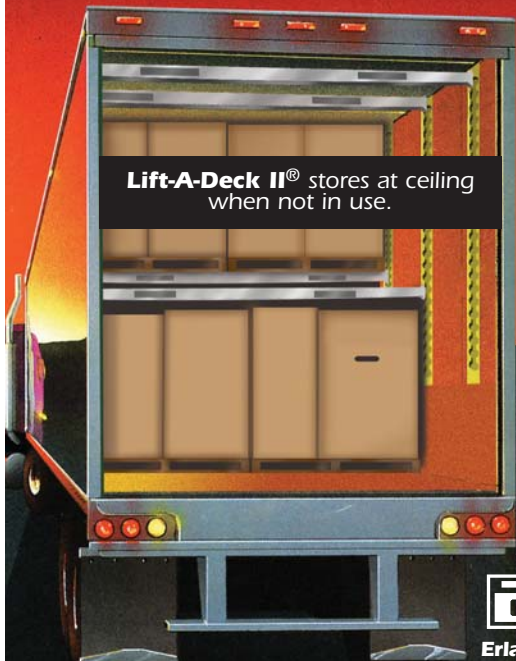
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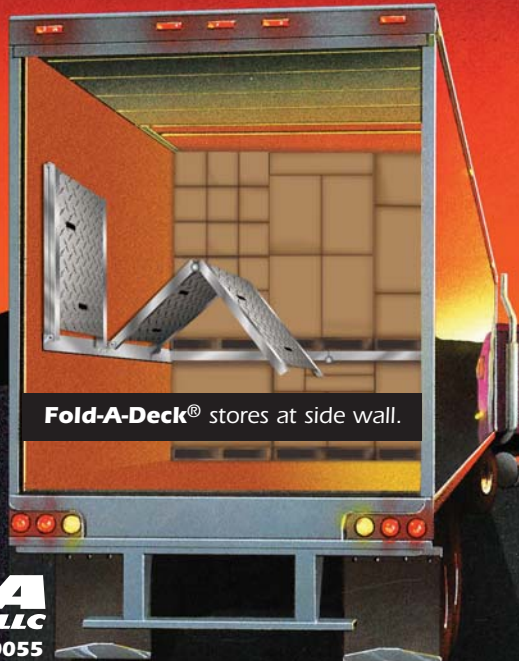
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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	104.9	5.5	88.7
VANCOUVER *	101.4	-1.3	64.8
VICTORIA	100.5	0.0	69.4
PRINCE GEORGE	97.2	-1.8	69.7
KAMLOOPS	101.6	0.0	73.9
KELOWNA	98.9	-0.3	71.4
FORT ST. JOHN	99.9	0.0	72.3
YELLOWKNIFE	105.6	0.0	87.5
CALGARY *	87.3	-3.3	70.1
RED DEER	90.9	0.0	73.6
EDMONTON	84.7	-2.5	67.7
LETHBRIDGE	89.9	-1.3	72.6
LLOYDMINSTER	92.4	-2.5	75.0
REGINA *	93.6	-1.3	70.1
SASKATOON	94.1	-1.8	70.6
PRINCE ALBERT	95.4	-1.5	71.9
WINNIPEG *	97.9	0.0	77.7
BRANDON	92.9	0.0	73.0
TORONTO *	96.2	-2.7	73.4
OTTAWA	93.4	0.0	70.7
KINGSTON	96.3	-1.0	73.4
PETERBOROUGH	95.9	-2.0	73.0
WINDSOR	95.2	-2.0	72.3
LONDON	96.9	0.0	74.0
SUDBURY	97.9	0.0	74.9
SAULT STE MARIE	92.9	0.0	70.2
THUNDER BAY	96.7	-1.4	73.8
NORTH BAY	97.1	-1.2	74.2
TIMMINS	100.9	0.3	77.8
HAMILTON	94.3	-3.2	71.5
ST. CATHARINES	93.6	-0.7	70.8
MONTREAL *	105.9	0.0	73.6
QUEBEC	103.6	-1.1	71.6
SHERBROOKE	104.9	-0.5	72.7
GASPÉ	105.9	-0.5	77.4
CHICOUTIMI	105.1	-0.3	76.7
RIMOUSKI	104.6	-0.3	74.3
TROIS RIVIÈRES	103.9	-0.5	71.8
DRUMMONDVILLE	100.9	-2.5	69.2
VAL D'OR	105.9	-1.5	77.4
SAINT JOHN *	102.6	-0.9	69.9
FREDERICTON	102.9	-1.3	70.2
MONCTON	103.7	-1.2	70.9
BATHURST	105.2	-1.3	72.2
EDMUNDSTON	104.6	-1.4	71.7
MIRAMICHI	104.4	-1.2	71.5
CAMPBELLTON	104.4	-1.2	71.5
SUSSEX	103.0	-1.2	70.3
WOODSTOCK	105.9	-1.0	72.8
HALIFAX *	99.3	-1.6	68.5
SYDNEY	102.3	-1.9	71.1
YARMOUTH	101.4	-1.9	70.3
TRURO	100.1	-1.8	69.2
KENTVILLE	100.2	-1.9	69.3
NEW GLASGOW	101.3	-3.2	70.2
CHARLOTTETOWN *	99.4	-4.4	70.5
ST JOHN'S *	109.9	-0.2	76.8
GANDER	106.4	-0.2	73.7
LABRADOR CITY	115.2	-2.3	81.4
CORNER BROOK	105.6	-3.2	73.0
<b>CANADA AVERAGE (V)</b>	<b>96.6</b>	<b>-1.8</b>	<b>71.1</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)





By Peter Carter

## It's Howdy-duty Time

Truck World's around the corner.  
Make our day and stop by.

Earlier this year, we published a story about an owner-operator from Czar, Alta., named Stephen Large who babied his W900 so lovingly that he got more than two million miles out of it but didn't take such great care of himself and had a mild stroke at the too-young age of 44.

Like so many owner-operators, Large has no long-term disability, down-time insurance, or any other safety net.

The story mentioned a new organization interested in helping truckers in predicaments like Large's.

For a buck a day, LifeLine Truckers Logistic Services Inc. gives members all manner of discounts, access to insurance and other hard-to-get privileges. See for yourself at [www.LifeLineTruckers.com](http://www.LifeLineTruckers.com).

A few days after the magazine came out, LifeLine executive administrator Marc Holterman called and asked me to put him in touch with Large.

"We were touched by his story," he said. "We'd like to give him a free membership and see what we can do to help."

I contacted Large, he and Holterman connected, and now they're working together to get the Large family a bit more security.

I love stuff like that.

Bringing together people is one of the best things about being a journalist.

The first time it happened was when I had my first reporting job in Espanola, On.

Somebody in England had contacted the local police chief asking if there was any way he could help them reconnect with family they hadn't seen since WWII. The chief came to me, the town reporter, I did a story about the request, and two weeks later, the family was reunited.

And to tell the truth, I was just as excited getting Large in touch with LifeLine last month as I was in Espanola three decades ago.

"That kind of thing," I remember the chief saying, "really puts wind in your sails."

Connecting never gets old.

The same thing with meeting new people.

When I was a kid, I shuddered in humiliation when my dad stopped to chat with every single person he encountered: waitresses, parking-lot attendants, cops, didn't matter who.

He had to extract life stories from them all. No matter how long it took.

And now of course I do the exact same thing.

My daughter Ewa put it this way: "Dad, do you plan to meet everybody in the world before you die?"

Short answer: Yes.

Meeting people face to face is pretty much my favorite thing to do, standing up.

Meeting people is fun and makes the world a more interesting place. Eye-to-eye encounters are invariably good for business and occasionally, beneficial for the soul.

You never know when something like the Stephen Large-LifeLine thing's going to happen.

That's one of the reasons I like trade shows and why I'm looking forward to TruckWorld 2010, at the International Centre in Toronto. It runs Thursday, April 15 to Saturday, April 17. (Truck World is produced by Newcom Business Media, which publishes this magazine.)

The staff around here has reassured me that the show will be even cooler than previous Truck Worlds, and that's saying something because they've always been pretty entertaining and educational from my standpoint.

In addition to the miles of aisles of iron, supplies and hands to shake, visitors can check out the seminars and workshops. Among them: Rolf Lockwood's fleet forum on sleep apnea, an affliction that's poisoning the industry, a cost-per-mile workshop for owner-operators presented by my friend Jim Park and moderated by Jim's friend, me.

There's also a whole section of the show devoted to vocational trucking and another called the Green Mile, which has nothing to do with the Stephen King story but everything to do with technology that lets us all operate more cleanly.

(For more, check out [www.truckworld.ca](http://www.truckworld.ca) or just flip to pgs 20 and 21 of this issue.)

Lastly, if you do make it to Truck World, drop by our booth to chat. (I call standing around our booth saying hi doing "howdy-duty." Get it?)

Never mind.

Jokes, like business deals and friendships, work better face to face. ▲



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