

WHAT DRIVES A CHAMPION?

"When they say use chains, use chains," PG. 25

Driver
Dean Grant
of Agrifoods



Today's Trucking

The Business Magazine of Canada's Trucking Industry

November 2010
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DAIMLER ATEGO:
The 2011 Truck of the Year



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you think

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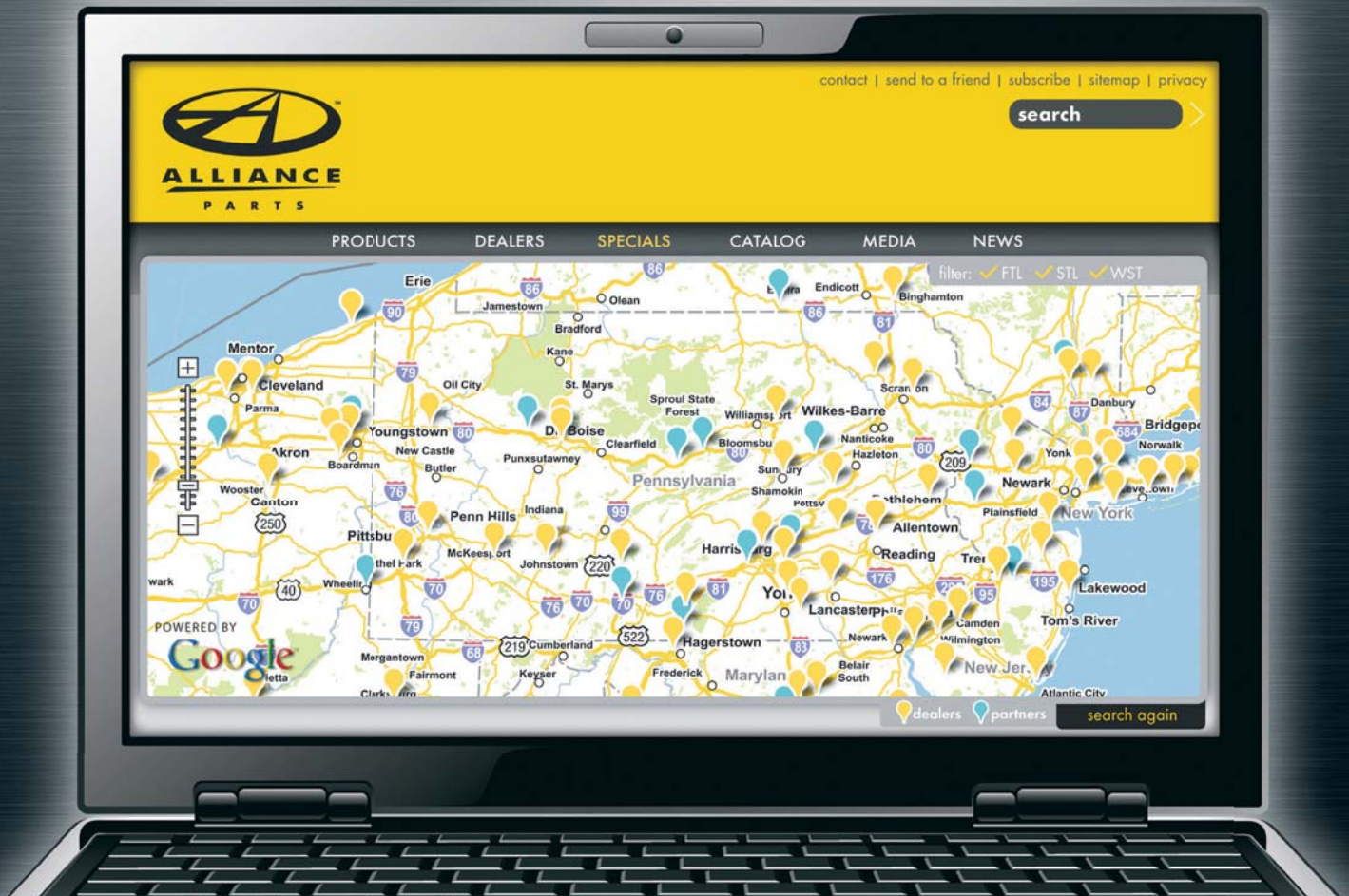
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Today's Trucking

The Business Magazine of Canada's Trucking Industry

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Today's Trucking is published monthly by NEWCOM BUSINESS MEDIA INC., 451 Attwell Dr., Toronto, ON M9W 5C4. It is produced expressly for owners and/or operators of one or more straight trucks or tractor-trailers with gross weights of at least 19,500 pounds, and for truck/trailer dealers and heavy-duty parts distributors. Subscriptions are free to those who meet the criteria. For others: single-copy price: \$5 plus applicable taxes; one-year subscription: \$40 plus applicable taxes; one-year subscription in U.S.: \$60 US; one-year subscription foreign: \$90 US. Copyright 2010. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without prior written consent of the publisher. The advertiser agrees to protect the publisher against legal action based upon libelous or inaccurate statements, unauthorized use of photographs, or other material in connection with advertisements placed in *Today's Trucking*. The publisher reserves the right to refuse advertising which in his opinion is misleading, scandalous, or in poor taste. **Postmaster:** Address changes to *Today's Trucking*, 451 Attwell Dr., Toronto, ON M9W 5C4. Postage paid Canadian Publications Mail Sales Agreement No. 40063170. **ISSN No. 0837-1512. Printed in Canada.**

We acknowledge the financial support of the Government of Canada through the Publications Assistance Program toward our mailing costs. **PAP Registration No. 10788.**

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And if the warning light fails?

Forgive me for being cynical, but why don't we just give drivers a joy-stick and let them drive their trucks from the comfort of their lazy-boys at home?

Knowing the historical "dependability" of the engine computers currently installed in trucks, I would be very careful before allowing the IVBSS technology to "detect, alert and respond" to driver inexperience or error.

While I am certainly not opposed to passive safety devices within reason, I'm afraid that younger/less experienced drivers will no longer use their brains while at the wheel of their trucks and will feel invincible because IVBSS is supposed to warn them of any potential critical situations.

What if the system fails at the most inopportune moment? Will the system manufacturer be held accountable—or will a collision still be judged driver preventable?

Andre Perret,
Hamilton, Ont.

The tedium is only relieved by the monotony

Whenever I read about lawmakers trying to ban cellphones and other so-called driver distractions, it always seems to be yet another example of regulators not having a full grasp of a situation.

Sure there are times such as in bad

Letters

weather and heavy traffic when drivers need both hands on the wheel, but what these lawmakers don't realize or appreciate is the fact that the vast majority of the time, long-distance drivers are bored.

Ten hours on the road is a long, long time.

Before I retired, I drove big rigs just under two million accident-free miles in 12.5 years. As a person with a reasonably active mind I know that I never could have maintained that performance (and my sanity) without my distractions: the CB, the cell or the music.

To a professional driver, a well-managed diversion isn't necessarily a dangerous distraction. The police have an assortment of devices that would qualify as distractions, don't they? Of course they're trained, professional drivers. But then again, probably no more so, in my opinion, than seasoned truck drivers.

James H. McLellan,
Nova Scotia

Achy breaky trucks

I own a fleet of seven trucks in and I also run a repair garage. (In a small town you need to diversify to survive.)

So I see lots of trucks that need work but the owners don't always get it done. You can't blame them because it costs a lot of money to repair stuff. But you can't have it both ways.

If you want to run safely, it's going to cost you.

Maybe I'm not normal, but I would rather cut my wages than see an unsafe truck going back to work.

If you do have to set repair priorities, I'd say brakes are first, then come suspensions, drivelines, tires, and electricals.

Then, way down come the wash jobs and the cosmetic items.

You need the truck to actually *be* good, not just look good.

I think if we look at ourselves in the mirror, we can always find stuff to improve on.

Statistics do not lie, the percent of OOS is still too high, and we owner-operators have only ourselves to blame.

Claude Bourgeois,
Cheticamp, N.S.



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By Rolf Lockwood



Can't Get No Satisfactory

A few unsettling reasons why CSA leaves your rolling stock in a very vulnerable position.

Sitting here in the brilliant sun and the heat of Phoenix, Arizona, this northern lad is not perfectly comfortable. It's just plain unnatural to be so warm.

Here at the American Trucking Associations Management Conference, I've just left a seminar on the legal implications surrounding CSA 2010 and other bits of new or pending legislation, regulation, and the like. Presented by South Carolina transportation lawyer Rob Moseley, it was disturbing in some respects. And it left me with the impression that fleet managers—whether in the U.S. or Canada—will be increasingly tested by all these changes on the safety front. That's certainly not a new thought. In fact it's the very definition of modern trucking, but I think it's going to be worse than I once figured. And I'm afraid that many of you will be as uncomfortable with all of this as I am soaking in the sun.

Moseley made a useful point about CSA 2010, namely that it isn't about regulatory change. It's just an internal U.S. Federal Motor Carrier Safety Administration (FMCSA) reporting and data-collection switch, albeit a significant one. A speeding ticket is still a speeding ticket, the difference being how that infraction is recorded and integrated into your safety record. A key downside here, given that there's no rulemaking involved, is that the safety mavens can essentially do what they like. The industry can try to influence the changes—and Moseley says we must do so aggressively—but in the end the FMCSA is on its own.

For instance, as of this month, there will no longer be a 'satisfactory' rating for carriers but as of yet there's nothing to replace it. He strongly advises carriers to tell their shipper clients about this change ASAP because some contracts demand that 'satisfactory' moniker and shippers may not understand what's happening when it's not there any more.

Another note: under CSA 2010, if your driver gets a roadside 'warning' about some infraction—but not a full-bore violation—there's no way for you to challenge it. There is simply no due process. So it's on your record, period.

Never before, said Moseley, has trucking been as transparent as it is now.

If your driver gets a roadside warning about some infraction—but not a full-bore violation—there's no way for you to challenge it. There is simply no due process.

While I toil away writing stories—on a Phoenix patio or in my messy office at home—nobody's looking over my shoulder. You judge me, ultimately, when my words hit the street, and if I've made a mistake you'll tell me so. It happens. And I do have the ogre of a libel suit hanging over my head in a somewhat distant but ever-present sort of way.

But what you do, what your drivers do, is open for all to see. In the moment, right now, though maybe 3,000 km from your desk. And you can't just say, "Well, crap happens."

I'm sympathetic, I promise you, because you're accountable 24/7. And especially so if you haul into the U.S.

ON ANOTHER NOTE ENTIRELY, I have to offer my praise to both Shell Canada and the Heavy Duty Distributor Council of Canada (HDDC). They're teaming up to help address the severe shortage of technicians in our industry by offering the Rotella & HDDC Heavy Duty Technician Scholarship. The intent is to provide financial assistance to Canadian students in a transport-related program to support the next generation of skilled workers.

Thank you, thank you.

As I've noted more than once, the driver shortage isn't the only one we face, and while the situation on the shop floor may be at least as troublesome, it gets an awful lot less attention. I had a call the other day from an industry veteran who wants to change that. He also thinks that this is an especially crucial issue and he wanted to discuss things we might do to attract young people to the heavy-duty wrenching world.

Well, the Shell/HDDC effort is one terrific response to that challenge, providing six regional scholarships of \$2,500 each, an increase from last year. Students enrolled full-time and in their last year of a program or an apprenticeship in the field of heavy-duty equipment, focusing on road transport, are eligible to apply. The recipients will be chosen based on academic merit and financial need, but also on their reply to an essay question and their commitment to contributing to the trucking industry. One student will be selected for a scholarship from each of the following regions: British Columbia, Alberta/Northwest Territories/Yukon, Ontario, Quebec, Saskatchewan/Manitoba, and the Atlantic provinces.

The application deadline is November 30th, 2010. For more information on the scholarship, visit www.hddc.on.ca or www.shell.ca/rotella. So nominate someone, eh? ▲

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Dispatch

BY MARCO BEGHETTO

Safest Year Ever

Rip and post this story about trucker accidents. Prove to your staff, your friends, your insurance broker in fact, that trucks are safer—and far less likely to cause accidents—than cars.

Just like the headline says. In spite of some special interest groups' relentless campaigns to continue portraying heavy trucks as the biggest menace out on the road, 2009 saw the lowest commercial truck crash rates ever recorded in the U.S.

More significantly, perhaps, the year-over-year truck-involved fatality improvement in 2009 was disproportionately much higher than that of passenger vehicles for the first time in a decade.

In a recent webinar, Dr. Ralph Craft of the Federal Motor Carrier Safety Administration's (FMCSA) Analysis Division broke down the numbers: Between 2004 and 2008, large truck fatalities dropped, albeit quite modestly, between one and five percent. Then in 2008, the numbers took their first significant

y-to-y dive, dropping by 12 percent. And then last year, truck fatalities plunged again—a whopping 20.4 percent from the year before (4,245 to 3,380), the largest single-year drop since crash data records began in 1975. The last two years combined represent an extraordinary 30-percent descent from 2007.

Until now, passenger car related fatalities have been falling at a similar rate, even keeping pace with the impressive 2008 drop of trucks (10.5 percent compared to 12 percent). But in 2009 that trend came to a halt like your drivers do when that Honda Civic cuts them off 30 feet before a red light.

While truck-involved fatalities cratered by over 20 percent last year, passenger vehicles only posted an 8.5-percent improvement, a remarkable difference of nearly 12 percentage points.

"Truck and passenger

vehicle numbers pretty much track at the same rate either going up or down, except when you get to 2009," says Craft. "[Trucks] have decoupled from passenger vehicle trends, at least for this year, and that's a remarkable difference. Over the past decade, the largest

[gap] between the two has been 5.4 points."

Canadian national motor vehicle traffic collision statistics aren't as current—nor do they track car and truck trends together as comparatively as the U.S. does—but available provincial data (nothing, too, that the U.S.



NO LOOKING BACK: It'll be tough to replicate 2009's record-setting truck crash stats, but researchers are marveling at just how safe heavy trucks are compared to other vehicles.

Crashes



and Canada have nearly identical truck and driver compliance rates), points towards a possible similar correlation on this side of the border as well.

So, then, why was there such a large gap in fatalities between cars and trucks last year, unlike any other year? "I don't know for sure why large truck crashes went down so [drastically] and I don't think anyone can prove scientifically why they went down, but I do believe never to trust a single factor explanation," says Craft.

Much is being made of how the Great '09 Recession depressed freight volumes and, in turn, commercial

vehicle miles traveled (VMT), which of course correlates to less crashes and fatalities. The official tally for total 2009 VMT isn't available yet, but there's little doubt that it's lower than in recent years, indicating that the economic downturn played a role, perhaps even a significant one. If one were to look back at the longest periods of consecutive quarterly declines of truck crashes, those periods do match up with the three major recessions of the last 30 years.

However, this recession would have affected miles traveled for passenger cars as well and there was little change in those fatalities. Nor do traffic data officials expect to see VMT reduction for trucks mirror the 21-percent plunge in fatalities. And it doesn't account for the considerable 12-point drop in fatalities in 2008 when for most of the year the economy was robust and VMT increased over the previous year.

"We have to look at other explanations rather than just VMT," says Craft.

What else, then? Well, keeping with the economic theme, but for different reasons, the downturn likely took thousands of unqualified drivers off the road and put

UPON FURTHER VIDEO REVIEW...

The most regulatory-laden era in trucking history could see another salvo of safety rules in the coming years. Concluding a year-long investigation of a multi-vehicle truck-involved accident in Oklahoma last year, the National Transportation Safety Board (NTSB) urged regulators to mandate video event recorders for heavy trucks and require all carriers to implement a fatigue management program, among other recommendations.

That's not all: The NTSB also said that the Federal Motor Carrier Safety Administration's (FMCSA) fatigue educational materials—based on a North American Fatigue Management Program—need to be improved and routinely updated online.

It reiterated previous recommendations that the FMCSA develop standards and complete rules for deployment of collision warning systems like adaptive cruise control and, perhaps eventually, active braking systems, electronic stability control (ESC) and other technologies to reduce fatigue-related accidents.

Wait, there's more: The board called for continued research into and testing for "an eventual rulemaking" related to highway trucks' impact speed and "structural incompatibility" with passenger vehicles; namely, better energy-absorbing under-ride protection for trucks.

The report stems from the NTSB's finding that truck driver fatigue was to blame for a horrific crash that claimed 10 lives near Tulsa on June 26, 2009.

The 76-year-old driver plowed into a line of vehicles that were already stopped as a result of another accident in which an 18-year-old passenger car driver drifted into a parked transport truck on the shoulder.

Investigators said the driver was fatigued, most likely as a result of a sleep apnea condition, when he crashed into the queue of cars, killing 10 occupants and injuring six others, including himself. He apparently never applied brakes or performed any evasive maneuvers to avoid colliding with traffic, the report stated.

While the investigation focused on driver fatigue, the NTSB found that contributing to the severity of the accident, among other things, were the tractor-trailer's high impact speed and "its structural incompatibility" with passenger vehicles.

"This crash points out the need for three important actions by federal regulators that would go a long way to reducing this type of accident on our roadways—a fatigue management system would have helped the driver get the rest he needed to perform well behind the wheel, event recorders would have provided our investigators with the details about the crash once it occurred, and a collision warning system would have significantly reduced the likelihood that this accident could have ever happened," said NTSB chairman Deborah Hersman.





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more than a few not-so-scrupulous carriers out of business. It's a good bet that the working driver pool now consists of more experienced, safer veteran drivers than in previous capacity-crunched years. "We thought of that," says Craft. "While there's no way to test for it, it's logical that you would lay off your poorest drivers and keep your best ones."

On the flip side, the same is likely true for car drivers, limiting the risk that the worst operators on the road will run into a truck. "The biggest drop in [passenger car driving] is with young people as parents cut down on expenditures, so some of the most inexperienced car drivers aren't out on the road as much either."

(Incidentally, the 2009 data also reinforces what truckers have always known—but what much of the public and the media refuse to let sink in—that

Fatal Head-on and Rear End Crashes

Two Vehicle Large Truck/Passenger Vehicle Crashes	2007	2009	Percent Drop
Rear End: Large Truck strikes Passenger Vehicle	123	73	-41%
Rear End: Passenger Vehicle strikes Large Truck	382	290	-24%
Head-on: Large Truck crosses center line	73	50	-32%
Head-on: Passenger Vehicle crosses center line	364	288	-21%

Source: FARS

car drivers are overwhelmingly at fault when involved in a crash with a truck. As well, in the rare instances when they are at fault, trucks in 2009 showed much bigger reductions in both rear-end and head-on collisions—crashes where causation can be easily proved).

Not surprisingly, transport regulators and enforcement agencies are tripping over themselves to take credit for the explicit improvements. The numbers, though, do back some of the claims. Whether it's

genuine concern for safety or cash-strapped states pressing for more revenue streams, truck cops took sharper aim in 2009 than previous years. According to Craft, compliance reviews and inspections rose only five percent in '07 and '08, but level-3 inspections, which focus on the truck driver at roadside, jumped 17 percent. "That's a good thing," he says, "because all crash causation studies show that the driver is the key factor in crashes." Additionally, fines imposed went up 18 percent

and out-of-service orders based on compliance reviews shot up 30 percent.

All this is not to underestimate the role the trucking industry has played. Technology has surely helped cut down on crashes, but truck drivers are seemingly improving their on-road behavior at a better rate than other drivers. Violations like speeding and failure to keep in the proper lane dropped much more for trucks than cars in 2009. DUIs, though, continue to make up the largest disparity. And that's nothing new.

Only 1.4 percent of truck drivers were coded as being under the influence in 2009, compared to 16.6 percent of passenger vehicle drivers.

"Truck drivers," says Craft, "and passenger vehicle drivers sort of make the same mistakes—though car drivers make them more often—except when it comes to drugs and alcohol."



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January 17

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January 18-20

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The Mirage, Las Vegas

Contact: 708/226-1300

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February 9-11

SAE 2011 Hybrid Vehicle Technologies Symposium

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Contact: 248/273-4085

Website: www.sae.org/events/training/symposia/hybrid/

Dispatches

FMCSA officials now eagerly await 2010 crash and fatality tallies to better understand if the 2009 results were a one-year anomaly or whether they can be matched even as freight conditions improve.

"We are not anticipating anything," says Craft, "but we are cautiously optimistic that we can keep the same level, even though we know it'll be a tough job."

The Border

Big Beaver Border Dammed by CBSA

Michael Leahy of Leahy Orchards trucks between 50 and 75 loads of apples from New York to his Quebec-based plant each week.

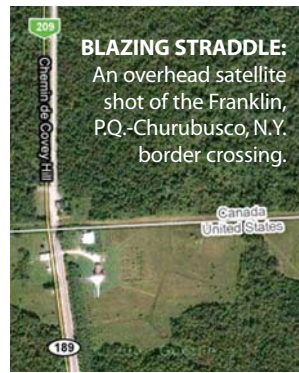
He is one of the biggest

employers in his part of the province, with about 230 workers processing about 175 million lbs of fruit every year.

If the Canadian Border Security Agency (CBSA) gets its way, though, the border crossing through which he imports apples will be closed April 1, 2011.

To Leahy, that's not a very funny April Fool's prank. Re-routing the apples could cost him upwards of \$100,000 a year in extra fuel and wages, and his trips will take at least an hour longer.

The crossing, on Route 209 between Quebec and New York State, is one of three rural border points on the CBSA's chopping list. The other two are a Montana-to-Canada crossing near the



BLAZING STRADDLE:
An overhead satellite shot of the Franklin, P.Q.-Churubusco, N.Y. border crossing.

village of Big Beaver in south-central Saskatchewan and a Quebec crossing near Huntingdon on Jamieson's Line.

According to the CBSA statistics, the Big Beaver crossing sees an average of five travelers per day, with no commercial traffic.

At the affected crossings, the Americans will maintain their operations. That means

that you will be able to leave Canada but not re-enter. Nobody quite knows what that will actually mean. Will there be a fence across the northbound lane, with open country on either side like the ridiculous toll gate in the middle of the Texas desert, from the classic spoof western *Blazing Saddles*?

Leahy says he doesn't understand why the CBSA thinks the Route 209 crossing isn't worth keeping. "It seems to me that the border people wanted to do some cost cutting so they threw a dart at the map and made their decision that way," he told us. "For the amount of federal tax we pay per year and the services we receive," he says, "they could keep the border open and come out ahead."



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LANDRY SAYS 'LATER

With some "trepidation and regret" Paul Landry, the longtime president and CEO of the **B.C. Trucking Association (BCTA)**, has announced his resignation.

The change will be effective no later than June 30, 2011. Landry told carrier members that he's giving nearly a year's notice so the BCTA has plenty of time to find a suitable replacement.

Landry, who's been the head of the BCTA for 16 years, told *Today's Trucking* that he's not planning on putting up his feet forever, but he isn't actively looking for a job either. He said he hopes to eventually continue serving the trucking industry on an advisory basis and is particularly interested in the areas of truck safety and the environment. "I want to stay engaged. I think I benefited from knowing so many people in the trucking industry and learned a lot from those people and I'd like to use that to help in other endeavors."

Under his watch, BCTA motor carrier membership doubled to about 500 companies. Landry says he's also proud of the political inroads made by the national umbrella group, the Canadian Trucking Alliance, with the cooperation of the provincial associations like BCTA.

He says his successor's challenges will continue to be the "three-legged stool" of improving safety and new driver qualifications; ironing out the National Safety Code to be a "more effective" tool to curb under-performing carriers; and trying to mitigate the impending driver shortage by attracting professional, qualified drivers.

GPS also likes the Route 209 crossing. If you Google a trip from, say, Plattsburgh to St. Louis De Gonzague, Que., the Google map will take you up 209.

The mayor of the nearby town of Franklin Centre, Suzanne Blair, is helping Leahy and others fight the closure.

Blair also happens to

be in trucking. When she talked to *Today's Trucking* she was speaking from her desk at C.K. Blair Transportation. Leahy is one of their biggest customers.



Paul Landry

Blair has launched a petition that will be presented to the Canadian Parliament in October by the local MP, Claude DeBellefeuille.

"I don't know how they decided but it's going to have a big effect," Blair said. "I remain hopeful that they will change their mind."

Truck Tech

Senate On Board With EOBRs

Memo to trucking regulators: Pick up the pace on an electronic on-board recorder rule for trucking operators.

That's effectively what U.S. Senators Mark Pryor (D-AR) and Lamar Alexander (R-TN) were saying when they tabled a bipartisan bill in the U.S.



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Fact: Only Cummins ISX15 comes with the 600-braking-horsepower InteBrake.™ Fact: Better reliability, durability and resale value with the big-bore ISX15 is best for your bottom line. Fact: Cummins has the largest and most capable service and support network in the industry. To get all the facts, visit cumminsengines.com. To get the better fuel economy and performance you deserve, spec Cummins. Every time.



Senate that tasks the DOT with issuing a final EOBR rule to monitor hours-of-service compliance within 18 months of the bill's enactment.

"No one wants to share the road with tired truckers, but we all expect our stores to be full of merchandise. Meeting these expectations is a constant balancing act for the trucking industry," Pryor said in a press release.

The bill is meant to propel the EOBR rulemaking that for years has been stuck in the regulatory gears of the Dept. of Transportation.

Earlier this year, the FMCSA proposed a requirement for truckers with a 10-percent or greater HOS violation rate to install the devices. The agency has

DRIC OR TREAT: DON'T COUNT OUT BRIDGE BILL YET

The rumored demise of a project to build a second crossing at the **Windsor-Detroit Gateway** is "greatly exaggerated" proclaimed the Ontario Trucking Association (OTA) and other supporters. House and Senate lawmakers compromised to keep the Detroit River International Crossing project alive, albeit on a short leash, by limiting spending on the project to \$750,000 through the end of May 2011. The Legislature also prohibited the Michigan DOT from entering into any new DRIC contracts until enabling DRIC legislation is passed. That vote was halted by the Republican-controlled state Legislature in the fall. But while that specific vote isn't expected to be taken up again, the Legislature reconvenes this month for a lame duck session, at which time there's a chance a new DRIC bill could be approved.

"While there is still a lot of work to do, a majority of business and public interest groups on both sides of the border support DRIC and there are still many reasons to remain optimistic that a deal can be done before the end of the year," said OTA president David Bradley.



indicated that a stricter, broader mandate could be on the way (possibly as early as December).

The legislation came on the same day that National Traffic Safety Board recom-

mended several new rules to reduce the number of fatigue related crashes, including mandatory video event recorders (see pg. 11).

A coalition of large trucking companies

involving J.B. Hunt, Knight Transportation, Maverick USA, Schneider National, and U.S. Xpress, publicly endorsed the bill.

Don Osterberg, the esteemed senior VP of safety

Meet the latest *fuel saving technology*: the SmartDriver

With fuel costs consuming a large part of a fleet's budget, it makes sense to do whatever you can to save. That's why more and more companies are training their drivers to be **SmartDrivers**. **SmartDriver for Highway Trucking** is a professional drivers' course designed to help you save money on fuel and improve your bottom line. Your drivers will learn techniques that will help them get the most from their vehicle, their driving skills and themselves. And, a company can reduce its fuel consumption by 5-10% after participating in a driver training program.

SmartDriver training is a one-day course and sessions are available across Canada throughout the year.

Current sessions are

Partner	Session Dates	Location	To register
Trucking Human Resources Sector Council Atlantic	January 14 '11 January 21 '11 January 28 '11	Halifax Cape Breton Woodstock	Visit www.thrsc.com , email admin@thrsc.com or call 902-893-8410
Partners in Project Green	February 8 '11	Toronto (Airport)	Visit www.partnersinprojectgreen.com
Ontario Trucking Association	November 13 '10	Toronto	Email events@ontruck.org
British Columbia Trucking Association	January 19 '10 March 23 '10	Kamloops Langley	Email BCTA@BCTrucking.com

SmartDriver trainers are also available to provide in-house training for groups of ten or more professional drivers.

Now's a great time to put **SmartDrivers** on your team and get your fuel costs down. And it's good for the environment too. Please visit www.fleetsmart.gc.ca for more information and an up to date training schedule. Email us at SmartDriver@Bronson.ca or call 613-253-1086 for questions or to reserve your in-house session.

SmartDriver for Highway Trucking is a recognized training program offered by Natural Resources Canada's Office of Energy Efficiency.



at Schneider National says EOBRs will reinforce the "science-based, reasonable, and effective" hours-of-service rules currently in place.

"The problem isn't with the HOS rules, but a lack of compliance with the rules. Electronic logs [EOBRs] take the non-compliance issues off the table."

Canadian transport regulators, meanwhile, are meeting with their counterparts to ensure the technical specs of EOBRs are harmonized. At the same time Canadian politicians are said to be digesting the findings of transport regulators, based on discussions with industry stakeholders, before embarking on a more detailed implementation strategy.

on the Docket

TURN DOWN THE AMPS:

Carriers involved in the Advanced Commercial Information (ACI) eManifest program who disclose and correct incidents of non-compliance prior to a CBSA audit will get a break from Administrative Monetary Penalty System (AMPS) penalties. The "precedent-setting decision," announced by the Canada Border Services Agency (CBSA), was quickly endorsed by the Canadian Trucking Alliance (CTA).

Previously carriers risked being penalized even when providing corrections voluntarily under the CBSA's "Voluntary Disclosure Program" and the failure of the program to guarantee immunity from AMPS discouraged carriers from coming forward with corrections. The decision means that carriers will only "be accountable for the information they are given at the time it is given to them," says CTA's vice president of customs, Jennifer Fox.

TIRED TIRE RULES:

The National Highway Traffic Safety Administration is proposing a rule to require more stringent endurance and high speed



tests for heavy load range tires. The upgraded tire standards would also require tire sidewalls be labeled with the tire's maximum speed rating.

RETRO RULE DONT FIT YET:

The B.C. Ministry of Transportation and Infrastructure says it will allow carriers at least another six months to comply with the province's diesel retrofit requirement. The regulation, which was supposed to take effect on Oct. 1 2010, was delayed because many of the required emission control components are currently unavailable for delivery or are on back order.

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Crime

Trucker Hate Blamed for Beating?

Stranded motorists and hitchhikers take notice: Nothing personal, but there'll likely be a few less truckers stopping to help you out as a result of a contemptible, unprovoked attack last month on a driver in B.C.

Alex Fraser, a 67-year-old driver for Monarch Transport, told police that he was beaten unconscious and left for dead. His crime? Being a good Samaritan, supposedly.

Fraser says he was on the Yellowhead Highway near Blue River, B.C. when he stopped his truck to help what appeared to be two men standing next to a stranded car on the side of the road.

Fraser got out to assist the men. He claims he was walking towards them when he heard someone shout "you truckers are all alike!" and was hit on the back of the head by what he believes was a third attacker. The last thing he remembered before waking up is getting beaten on while lying on the ground.

heard on the Street

■ As predicted by industry watchers, the last of the big trucking companies operating as an income trust has gone corporate.

Calgary-based bulk hauler **TRIMAC** says that come Jan 1, 2011, "...units of the fund will be exchanged for Class A Common Shares of a new corporation, to be known as **TRIMAC TRANSPORTATION LTD** (New Trimac)." After the Feds announced four years ago that income trusts would no longer have tax advantages over corporations, one by one carriers TransForce, Mullen, ATS, and Contrans switched back to corporate status.

■ **ROSENAU TRANSPORT** is once again doing its part to make sure families in need have themselves a merrier little Christmas. The carrier is kicking off the Season of Giving early with its

annual 18 Wheels of Christmas campaign in Calgary and, this year, Saskatoon. **KAST LOGISTICS** and **FOUNTAIN TIRE** have generously donated funds for the new Saskatoon trailer. As in past years, the company is asking for non-perishable food donations to fill up a 53-ft trailer. To arrange a pick-up contact Colleen Nickel at 403/279-4204 or email 18wheels_xmas@rosenau.org.

■ **Doug Harvey**, principal owner of construction trailer maker, **ARNE'S WELDING**, has appointed **Gerald (Butch) Bouchard** to the position of president. Bouchard replaces Bob Munro who recently retired. Prior to Arne's, Bouchard spent 25 years at Midland Manufacturing where he began his career as a welder, building trailers on the shop floor.

■ **PACLEASE** continued its expansion with the opening of 23 new North American locations, including a trio of Canadian sites. They are: Peterbilt Atlantic PacLease, Saint Louis du Ha Ha, Que.; Peterbilt Atlantic PacLease, Little Bras D'or, N.S.; and Peterbilt Pacific Leasing, Terrace, B.C.

Covered in blood and able to see out of only one eye, Fraser says he was able to drive to a Husky Station in Blue River, where he received help. He underwent reconstructive surgery for a damaged eye socket and three broken bones in his cheek.

Too traumatized to drive again, Fraser said that he is ending his 45-year, four-million-mile career in trucking.

First to react was Larry Hall, president of the North

American Truckers Guild in B.C. He immediately began canvassing for contributions for a reward fund for information leading to the arrest and conviction of the perpetrators.

Days later, the B.C. Trucking Association (BCTA) moved in and offered a \$10,000 reward on top of the \$2,000 reward typically put up by Crime Stoppers. (Monarch Transport is a BCTA member carrier).

The Canadian Trucking Alliance has since boosted the fund to \$20,000.

At last check, police were still investigating the attack but had no further details.

The motive, though, remains a mystery. Fraser says he wasn't robbed, and nothing was taken out of his truck.

Anyone with info is asked to call Crime Stoppers at 1-800-222-8477 or the Valemont RCMP at 250/566-4466. ▲

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You hear a voice: "Can you help me?"

It's from inside your cab.

You look over your shoulder to the sleeper. Sitting there in buckskins is Custer. Yeah, that Custer. You go cold in your seat. Then he's gone.

Truckers can have some frightening experiences in this line of work, although they mostly involve the truckstop chef's Special of the Day. But the ghost of the doomed general as a backseat driver?

One trucker swears it happened. And you'll be able to read his whole shuddersome story, and many others like it, in an upcoming book called *Trucker Ghost Stories: Haunted Highways, Weird Encounters & Legends of the Road*.

The book is a mix of true tales and trucker lore primarily told by long-haul drivers and others in the transportation industry. On top of Custer's apparently never-ending last stand, you'll read about a phantom truck (no, not 309) that saved a driver's life.

Author Annie Wilder says she's worked very hard to keep these stories in the truckers' own voices. Even though this book is the third in her paranormal series, Wilder says the seeds for the idea were planted when she was a teenager working at her father's mining plant. "I really liked the whole trucker vibe. They spoke less often, but when they did there was a certain drama about it."

One driver told her a ghost story she would never forget. He's since passed on, but Wilder says she'll dedicate the book to him. "He sort of started the idea."

More at <http://tinyurl.com/ghostruck>

It's All Greek to Me



From Marco Beghetto's **Right Turn Blog**

Truckers in Greece are marching on Athens to protest their government's commendable attempt to liberalize the trucking industry.

The Greek Parliament had a wakeup call and is now finalizing passage of the controversial bill that would open up the over-regulated trucking sector as well as other so called "closed" professions. Specifically, the government wants to increase the number of trucking licenses it doles out to certified operators in order to spur competition and reduce exorbitantly high freight costs.

While it's understandable that truckers would be upset about the end of the absurd level of protection they enjoy, they need to realize—as the socialist government finally does as it watches its basket-case economy teeter over the abyss—that the current economic model there is unsustainable.

As even the ruling class is starting to figure out, who's going to keep paying for that model? Not Greeks, that's for sure. Greece competes with a handful of other countries for the lowest birthrates on the planet and has very strict immigration laws.

I say all this because some sectors in Canada and the U.S. are trending towards similar union-driven, protectionist temptations.

Look at the ports.

There's a movement afoot at the ports of Vancouver and L.A. to control the number of "independent" truckers in the drayage sector, standardize how they're paid, and even dictate the sorts of drivers carriers can hire.

No, it's not Greece or Spain—not even close. But is the container sector just an isolated case in North America or is it a symptom of something more encompassing down the road?

JOIN THE CONVERSATION AT
todaystrucking.com/blog



BITS & BITES

Barack Obama: A great train robber?

As Barack Obama urged the extension of truck weight allowances in Main and Vermont, the Association of American Railroads is accusing the president of, well, train robbery. In Vermont, a pilot program permits up to 120,000-lb six-axle trucks while in Maine, 100,000-lb trucks would be allowed. The Association of American Railroads, though, thinks this is a horrible idea and said as much in a letter to Capitol Hill. In addition to the age-old accusation that heavy trucks cause infrastructure damage, the AAR said "the program will rob the railroad industry of revenue needed for reinvestment and add congestion to the nation's highways."

More at <http://tinyurl.com/trainrob>

LMAO ... WTF??? BANG!, study shows

Texting while driving can be hazardous to your health. San Diego-based driver-monitoring company, SmartDrive released a study that says "commercial drivers with the most distracted driving events are 7.4 times more likely to be involved

in a collision or a near-collision." And the top three activities: texting or using a hand-held GPS device, eating, or talking on the phone. So, in other words, ST&D (that would be 'stop texting and drive' for us born before 1994).

More at <http://tinyurl.com/texttest>



Cruisin' for a bruisin'

The owner of one of the world's swankiest cruise ship lines thinks truck drivers are a smelly bunch and that his customers should not have to mingle with them. Lord Sterling, the boss at the five-star Swan Hellenic Cruise Lines, was reportedly "taken aback" when he saw that his "prized passengers" would be boarding at the same time lorry drivers were unloading freight for local ferries.

We think that if Mr. Sterling would prefer trucks NOT deliver the caviar, champers, food, and fuel his prize passengers need, he could merely have a car sent 'round to pick it up.

More at <http://tinyurl.com/sirsterling>

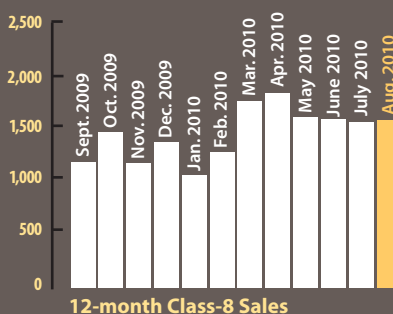


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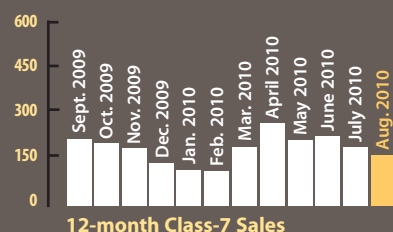
Canada: Truck Sales Index

August 2010

CLASS 8	This Month	YTD '10	YTD '09	Share
International	314	3100	2586	25.9%
Kenworth	327	2419	1076	20.2%
Freightliner	369	2388	1741	19.9%
Peterbilt	167	1358	603	11.3%
Volvo	172	1091	896	9.1%
Western Star	88	782	639	6.5%
Mack	99	702	703	5.9%
Sterling	1	132	665	1.1%
TOTAL	1537	11,972	8909	100.0%



CLASS 7	This Month	YTD '10	YTD '09	Share
International	42	555	372	39.7%
Kenworth	29	236	204	16.9%
Freightliner	47	231	137	16.5%
Peterbilt	11	202	205	14.4%
Hino Canada	18	157	156	11.2%
Sterling	0	17	81	1.2%
TOTAL	147	1398	1155	100.0%



CLASS 6	This Month	YTD '10	YTD '09	Share
International	9	205	180	46.6%
Hino Canada	14	130	179	29.5%
Freightliner	22	63	44	14.3%
Peterbilt	1	30	18	6.8%
Sterling	0	12	27	2.7%
TOTAL	46	440	448	100.0%



CLASS 5	This Month	YTD '10	YTD '09	Share
Hino Canada	39	302	266	64.5%
International	4	109	116	23.3%
Kenworth	1	32	40	6.8%
Sterling	0	12	230	2.6%
Peterbilt	1	8	9	1.7%
Freightliner	1	5	4	1.1%
TOTAL	46	468	665	100.0%

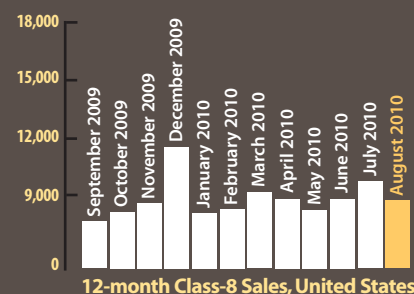


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U.S.: Retail Truck Sales

CLASSE 8	This Month	YTD '10
Freightliner	2630	21,525
International	2628	19,799
Peterbilt	957	7547
Kenworth	1060	6819
Volvo	810	5671
Mack	618	5139
Western Star	126	704
Sterling	1	466
Other	9	20
TOTAL	8839	67,690



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
International	14	34	3	10	136	76	25	5	1	10	314
Kenworth	36	145	7	13	58	64	4	0	0	0	327
Freightliner	18	36	26	12	186	50	27	8	6	0	369
Peterbilt	13	71	15	7	31	22	8	0	0	0	167
Volvo	6	7	1	16	86	45	7	1	0	3	172
Western Star	11	39	0	3	16	13	6	0	0	0	88
Mack	4	6	8	3	55	20	2	1	0	0	99
Sterling	0	0	0	0	0	1	0	0	0	0	1
TOTAL	102	338	60	64	568	291	79	15	7	13	1537
YTD 2010	862	1942	536	676	4139	2751	621	346	16	83	11,972

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

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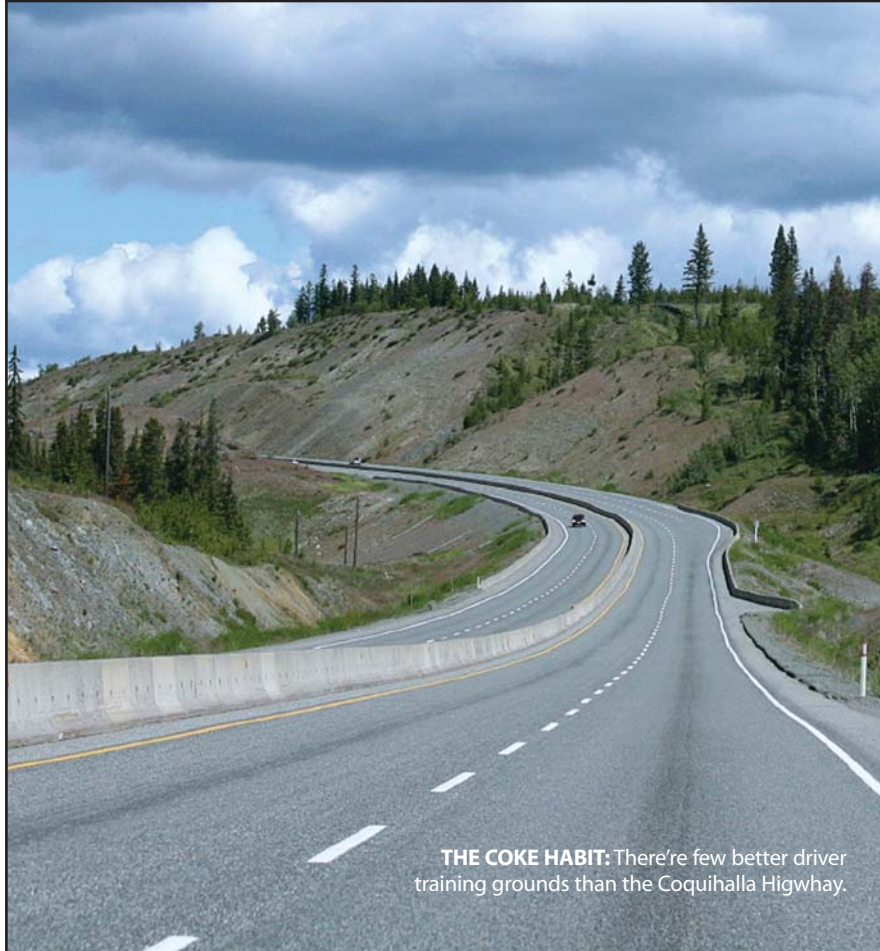
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Street Smarts

INSIDE:

29 Why those elite driver teams are important

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



THE COKE HABIT: There're few better driver training grounds than the Coquihalla Highway.

Meet the Best Drivers in Canada

THE **WINNERS** OF THE 2010 NATIONAL PROFESSIONAL TRUCK DRIVING CHAMPIONSHIPS ARE:

Step Van: Randy Smith, Alta.,
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Straight Truck: John Klassen, Man.
(WM Dyck & Sons)

Single-Single: Evan Hirst, B.C.
(Canadian Freightways Ltd.)

Single-Tandem: Jeff Maclean, Ont.
(SLH Transport)

Tandem-Tandem: Dean Grant, B.C.
(Agrifoods International Co-op)

Super B-Train: Ken Wiebe, Man.,
(EBD Enterprises)

Rookie of the Year: Robert Archambault,
Man., Step Van Class (Bison Transport)

Team Award: B.C.
(Dean Grant, Dale Scott, Hans Wettstein,
Tony Gomez, Evan Hirst, Adam Besse,
Team Reps: Shaun Garvey, Dave Dressler)

Grand Champion: Dean Grant, B.C.,
Tandem-Tandem Class
(Agrifoods International Co-op)

Art of a Driver

driver skills *Want to be the champion-est driver in Canada? You have to practise all year long. On the Coke.*

By Peter Carter

Agrifoods' fleet of milk haulers will be hitting the heights and depths of the Coquihalla powered by 560 horses under the hoods of factory-fresh 2011 Freightliner Cascadias later this month.

And at the helm of one of them: Canada's champion driver, Dean Grant, 53.

Grant won bragging rights in September, in Winnipeg at the National Professional Truck Driving Championships.

Grant has competed since 2000, and the competitions have taken him as far east as Truro, N.S., Agrifoods pays his expenses and entry fees. "It's a pretty good morale boost," he says. "The fact that they pay shows they care about the quality of their drivers."

In previous outings he has emerged in first place in various categories such as the single-single and the single-tandem, but this marks the first year he steered right to top place.

"Next year," Grant says, "I'm going to enter in straight trucks. I want to eventually win in every category."

That should come as good news to Grant's bosses at Agrifoods, the dairy co-op. Because as Grant himself says, his desire to win another championship will make him a better driver between now and then. Part of the requirement for winning is a preventable-accident-free year, leading up to the trials. Grant concedes that having a champ driver in your fleet sends a pretty strong and positive message to your customers, too.

The competitors come from all across Canada, having won local competitions in their own jurisdictions.

This year, 38 drivers vied for top marks at the finals. (Grant earned his provincial

Street Smarts

Grand Champion title at the British Columbia driving competition in June.)

The competition takes place over two days. The first day is given over to written tests and truck inspection. Judges plant defects on trucks and the drivers are awarded points for finding them on pre-trips.

The second day is all driving. And what driving it is.

Depending on what type of truck they're piloting, drivers are asked to—among other feats—thread their way around pylons staying within the confines of narrow lanes, pull away from stop signs around corners, park the rear trailer wheels over a simulated weigh scale, stop on a bullseye, and back the truck into a loading dock with a few inches on either side to spare.

"And it's all," adds Brian Hopfner, Grant's ops manager at Agrifoods and a former driver, "done against the clock."

The drivers were not using their own trucks but rather vehicles provided by sponsors.

"It's achievable," Hopfner says, adding, "they don't set you up to fail. But it's not easy by any stretch. And it's a game of inches."

They also decrease the clearance as the competition unfolds. "At the last part," Grant says, "you only have about two inches on either side."

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PHOTO: Ian Smart

INCHING TO WIN: The championship driving feats are doable, but very very tough.

For his part, Grant practises year-round pulling b-trains full of milk around the Okanagan.

"We tell our new people," Hopfner says, "that cows work seven days a week, 365 days of the year so until we find a way to get the cows to tell the difference between Christmas and regular days, our trucks are going to run every day, all day."

Which means Grant is pulling his trains through all kinds of weather, up and down the Coquihalla, come what may.

He's a company driver and a union steward and Hopfner says in addition to being a careful operator, Grant is well-liked by colleagues and likes to contribute ideas that improve the Agrifoods ops. "He's a model employee and always quick to give ideas on how to make things better in the workplace."

Driving milk dictates not only an ability to get along with the farmer customers but you also have to maneuver deftly. Some of those loading spots are very tight. "Farmers," says Hopfner, "want to cultivate their land; they don't build superhighways."

Navigating the sensational Coke also means that Agrifood's B.C. trucks, loaded, average 60 km/h.

Just last year, Grant saw what happens when you do the opposite of championship driving.

He was about two hours out Vancouver, ascending a big hill near Hope, an ascent that has a nickname we won't print in this magazine.

"And here's this truck coming down the hill towards me; he'd totally lost it and was bouncing from cement side to cement side, coming right at me.

"He hit the center post and if he'd bounced over that, he would have hit me straight on. But he didn't, he went right over the side and it was the first time I ever saw a 48-ft trailer airborne."

Grant stopped, leapt out of his truck and ran down the hill. "It was all slushy and I ran down about 150 feet. My legs were sore for a week afterwards. I went down and there he was wedged in. All I could see was the top of his head."

"I was totally expecting to see a dead man," Grant says.

Turns out, the cab was crushed but the driver walked away with a few cuts and bruises.

DEAN'S List



The 5 habits of a highly successful champion driver

1. Shift with two fingers so you don't force the transmission.
2. Set yourself goals. Dean Grant aims to make it to next year's driving championships and he won't qualify if he has an avoidable accident.
3. Go down mountain hills at least as slow as you go up and let your engine do the braking.
4. Life will be less stressful if you drive slower.
5. Try to enjoy your job. Never get excited.

"Stuff like that means that when they say you should put chains on," Grant observes, "you really should put chains on."

Grant also says he never descends a hill faster than he goes up one. "And you use your brakes as little as possible."

Knowing that his eye is focused on next year's championships, Grant's bosses at Agrifoods can rest assured he's not going to take any chances on the road.

More important than trophies, though is what's waiting for him at home. He's got two daughters, a son (who is currently playing hockey at Michigan State and who has been drafted by the Senators) and Grant's wife of 27 years, Debbie.

Adds Hopfner: "Dean's a great driver, a real well-rounded person and a great family man. What more do you want in a driver?" ▲

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Keys to the Truck

drivers *Why you should care about those elite-driver organizations that you're always reading about. By Guy H. Broderick*

If you ask someone walking down the street what it takes to be a professional truck driver, there's a good chance he'll say something like "the ability to shift gears and a bad attitude."

Far too many people simply just don't "get" trucking and that's bad for all of us. For one thing, members of the public are often afraid of big trucks and there's no reason for that. But also, we're facing a driver shortage that is about to get a lot worse. Some experts predict the new CSA rules will cut a wide swathe through our ranks.

We have to work to attract new bright people to the profession and clean up our image.

Fortunately, some groups are already hard at work on the task, but they need your help.

I'm talking about programs like the Ontario Trucking Association's (OTA) Road Knights, the Ambassadeurs des la route, which is run by the *Association du Camionnage du Quebec* (ACQ) and the American Trucking Associations' (ATA) America's Road Team.

The OTA decided to get into the team-building game back in 1994. Looking for ways to improve trucking's image among the general public, the OTA decided to find the best drivers in the industry and have them spread the word: hence, the first Road Knights team.

In 1995 a panel of judges

(consisting of members of the media, Ontario Ministry of Transportation, the Ontario Provincial Police and the OTA) interviewed drivers from across the province.

Drivers could be owner-operators or company drivers, but what they had to have in common were perfect

In addition to attending career fairs at schools across Canada, the Knights discuss career opportunities within the transportation industry and give safety presentations to community service groups and other agencies.

Meanwhile the *Association du Camionnage du Quebec*

driver shortage and the *Les Ambassadeurs des la route* is a perfect way to promote the lifestyle, safety and the career choices people have in the industry." The Quebec team also serves for two years.

In the U.S.A. the ATA forms America's Road Team, another team of star drivers.

At this time, the OTA is now looking for drivers for their 2011/2012 team. If you feel you might qualify or if you know somebody who might deserve Knighthood, check out www.ontruck.org.

The *Association du Camionnage du Quebec* will be looking to select their next team in autumn 2011.

The Quebec information can be found at www.carrefour-acq.org.

For information on the ATA group, click on www.truckline.com

There are upwards of 400,000 professional drivers in Canada. But the ranks are thinning. So it's important that we attract fresh and capable new people. Programs like the ones mentioned will not only change the public image but will bring new faces into the industry. If we want our businesses to survive, we will need them. ▲

Guy H. Broderick is a very professional driver and trainer with APPS Transport Group in Brampton, Ont. and member of the OTA Road Knights.



safety records and a desire to change the public's image and promote safety on Ontario's highways.

Doug Switzer, vice president government affairs of the OTA, says the scheme worked.

"The program has done exactly what it was intended to do. It has changed the way we see drivers and the jobs they do. It has planted seeds in people's minds and sparked an interest in the industry."

The OTA drafts a new team of Road Knights every two years.

(ACQ) has *Les Ambassadeurs des la route*.

Their program was created in 2001 on the occasion of the association's 50th anniversary. Their mission: "Increase public awareness of the importance of road sharing, highlight the contribution of the trucking industry in peoples quality of life and to promote careers in the industry by sharing their passion for their job."

According to Marc Cadieux, president and general manager of the ACQ, "Quebec is experiencing a



CSA 20-something

The **new safety system** in the States is way bigger than you think. And if you believe you can remain under the SafeStat radar, you're dead wrong. Read this so you won't be dead in the water.

BY MARCO BEGHETTO

If you haul south of the 49th and don't really know how you fit into the CSA 2010 puzzle, you could be in for a very rude awakening in the coming months.

The consensus among the experts tracking the rollout of the daunting new safety compliance program (it officially replaces the old SafeStat module on Dec. 1) is that a large majority of carriers still have no idea how they rank under CSA with just weeks to go; and many unknowingly rate as "deficient" as defined by the new rules.

Reportedly, out of half-a-million registered DOT carriers, about only 15,000 carriers have logged into the CSA website (www.csa2010.fmcsa.dot.gov) to review their performance status, although it's true that a large slice of those active carriers are likely too small to come into enough contact with enforcement to register in the CSA database.

Still, according to RAIR, a carrier safety risk management firm in the U.S.,

roughly one in five carriers right now is at risk of an "intervention" by truck enforcement agencies.

The Federal Motor Carrier Safety Administration (FMCSA) will begin sending out warning letters next month to anyone who rates "deficient" by exceeding a given threshold in one or more of the seven so-called BASICS (unsafe driving, hours-of-service, driver fitness; drugs & alcohol; vehicle maintenance; cargo securement; and crash indication). And, by the way, your current violation records—out-of-service or not—are already feeding the CSA database.

"There are a lot of smaller carriers that are still struggling for survival. This is the last thing on their mind. They're focusing their energy on keeping the doors open and the trucks moving," says Annette Sandberg, the former FMCSA administrator who's now CEO of TransSafe Consulting, in an interview with *Today's Trucking*. "Unfortunately, many have flown under the radar [under SafeStat] and haven't really clued in that they're now the target."

Consider it, then, baptism by fire—or in this case, baptism by bad tires.

It's hard to believe how many carriers weren't even fully aware of SafeStat, much less being on top of this more unwieldy,

all-encompassing system.

"There's a large segment of the industry that waits for a reason to do something and when they get that warning letter is when they're going to look," says Thomas Bray, transportation editor for J.J. Keller. "The problem is that even if you put the fixes in right now, it's going to take three months for the system to see any improvements, assuming there are improvements."

So, what's the big deal? You've scored pretty good under SafeStat, so you're probably kosher with CSA too, right? Actually, not so right. In fact, a carrier can look completely different under one system when compared from the other.

SafeStat ratings are determined by adding up the average score from four very broad Safety Evaluation Areas (SEAs), made up mostly of compliance data based on out-of-service orders (OOS). This allowed carriers to stay legal even while racking up various violations.

CSA, instead, brings at least two "earth shattering changes," explains Bray. It considers pretty much all safety violations recorded at roadside inspections (about 3,500 in all, ranging from bad brakes to missing mudflaps) and weighs them individually by severity in a far more surgical enforcement analysis.

"The SEAs under SafeStat were so broad that if you had an issue with one of them it could be hidden," he says. "Now that each BASIC has to stand on its own, if you're having trouble in just one area, like HOS, that's going to stand out and you're going to come to the attention of the agency."

Plus, the violations are generally treated much harsher.

"Before, say for an underinflated tire, it would have to be flat and ready to fall off before you were put out-of-service and have it affect your SafeStat score. Now that's going to count."

RIDING THE C-SAW

Having already been delayed several times to this point, some in the industry have somewhat mockingly begun referring to it as CSA 2011, or even '12. (It's a good bet that's why FMCSA dropped the calendar tag altogether and renamed it simply CSA.)

You'll find few who still suspect an 11th-hour delay is possible, but some skepticism persists whether each state's enforcement agencies will have staff fully trained on highway inspections, reviews, off- and on-site investigations, and interventions by the summer of 2011, which is the target for full-scale, nation-wide enforcement. Also coming along sometime next year is a separate safety fitness determination rulemaking that would bypass the current compliance review process and automatically assign carriers their official designa-

Today's Measurement System: SafeStat	CSA 2010 SMS
Organized by four broad categories - Safety Evaluation Areas (SEAs): Accident, Driver, Vehicle, and Safety Management	Organized by seven specific BASICs
Identifies carrier for a compliance review (CR)	Identifies safety problems to determine whom to investigate and where to focus the investigation
Uses only out-of-service (OOS) and moving violations from roadside inspections.	Uses all safety-based roadside inspection violations
No impact on safety rating	Used to propose adverse safety fitness determination based on carriers' current on-road safety performance (future)
Violations are not weighted based on relationship to crash risk	Violations are weighted based on relationship to crash risk
Assesses carriers only	Assesses carriers and drivers – the driver SMS is a tool for investigators to identify drivers with safety problems during carrier investigations

tion (satisfactory, conditional, etc.) based on their active CSA scores.

FMCA, meanwhile, has spent much of this year trying to address myriad carrier concerns. They've done that for the most part, but some cracks still persist.

The most dramatic change is how FMCSA calculates exposure to potential safety problems in the unsafe driving and crash indicator BASICs. Larger carriers complained that they were unfairly bracketed to regional carriers that travel far fewer miles, so the agency will now include vehicle miles traveled (VMT) on top of number of power units in its measurement.

After the change, carriers' scores in certain BASICs immediately swayed, wildly in some cases. The smallest fleets' (one to five trucks) risk for an intervention jumped by half (from 10 percent to 15 percent) while the risk for the largest fleet

peer group (501-plus) fell from 72 percent to 42 percent, according to RAIR, which reviewed the status of over 60,000 carriers for the report.

Even a five-percent increase is significant considering that the top risk BASICs under CSA are fatigued driving, unsafe driving, and vehicle maintenance—think logs, lanes, and lights—all areas that smaller carriers with less capital have particular problems with.

Other changes include switching the measurement criteria from number of units to the amount of relevant inspections in the controlled substances (drugs and alcohol) BASIC; and placing more individual emphasis on size and weight violations.

Although quite operational, the system is still far from perfect. Perhaps the biggest outstanding concern deals with the lack of uniformity among state enforcers.

HOURS OF SUIING

I t'll make carriers safer, yes, but CSA could also act as a personal ATM for some opportunistic attorneys. And it's not just carriers taking note.

Shippers getting sued for hiring carriers who get into wrecks is not uncommon in the U.S., but now CSA exposes shippers to greater depths of liability.

Even in less-litigious Canada, where it's harder to prove shipper negligence, CSA could be just the tool plaintiffs' attorneys need to unwind claims all the way up the supply chain.

That CSA scores are so detailed with carrier deficiencies, and will eventually be easily accessible to the public, makes it harder for shippers to distance themselves from unsafe operators.

"Shippers and brokers were being sued under the old SafeStat scores, so imagine what it's going to be like now with these seven



very [detailed] areas," says Annette Sandberg, former director of FMCSA-turned safety consultant. "If you're going to pick a carrier with even one deficient score, you need to be able to articulate to a jury what you did to vet them appropriately.

"But to completely ignore those scores altogether is definitely not advised."

Sandberg says one of her shipper clients has already determined internally that it will not use a single carrier that's over any of the thresholds. "So I

asked, 'you're going to look at it monthly and drop carriers?'" she recalls. "They said they don't know how many it'll be right now, but that's the decision even if they have to change it when they find out."

If that shipper sticks to its guns and more like-minded companies follow suit, a carrier with a good CSA rating will have an overwhelming marketing advantage. Several others won't be so happy, however.

"There are," says Sandberg, "a very high number of carriers with at least one [deficient] BASIC."

The search has begun for the 2011 highwaySTAR of the Year

We're looking for one driver who embodies the term professional. A driver with that certain outlook on life and the industry that sets them apart from the rest. A driver who gives to the community, operates with the highest regard for other road users, and who generally sits tall in the saddle. In short, we're looking for a driver with STAR quality to be the 2011 highwaySTAR of the year.

The highwaySTAR of the Year award is open

to ALL drivers — company drivers and owner-operators alike. If you know someone worthy of such an honour, please take the time to complete the nomination form and return it to us as soon as you can. We'll be presenting the award during ExpoCam 2011 in Montreal, Place Bonaventure, on Saturday April 9, 2011.

Forms are available on-line at www.highwaystar.ca, www.todaystrucking.com, or use the form on the opposite page to tell us about your nominee.

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Please take a moment to NOMINATE someone today.

The highwaySTAR of the Year may be nominated by anyone with a business or personal relationship to the nominee. We will conduct follow up interviews with both the nominee and the nominator to ensure the accuracy of the information provided.

I WOULD LIKE TO NOMINATE:

Name: _____

Company driver ☐ Owner-operator ☐

Current employer/contracted to _____

Home Address: _____

City: _____ Province: _____ Postal Code: _____

Tel. home: _____ Bus: _____ Mobile: _____

NOMINATED BY:

Name: _____

Relationship to nominee: family/spouse ☐; employer ☐; co-worker ☐; friend ☐.

Address: _____

City: _____ Province: _____ Postal Code: _____

Tel. home: _____ Bus: _____ Mobile: _____

TELL US ABOUT YOUR CHOICE. USE ADDITIONAL SPACE IF NECESSARY.

In your own words please explain why you think this person is deserving of the title highwaySTAR of the Year: Discuss their unique approach to work, their problem solving skills and business skills. Detail any courses taken, and certifications earned. Give examples of extraordinary customer service or any unique hobbies or extra-curricular interests including any community involvement.

Remember, we can only judge your nominee by what you tell us. You may make a stronger case by sending additional information on a separate sheet. Feel free to include supporting documentation with your nomination.

FAX THIS FORM TO (416) 614-8861. This form can also be found at www.highwaystar.ca and can be electronically submitted. You may e-mail your nomination with all of this information to rolf@highwaystar.ca, or, mail this entry to:

highwaySTAR of the Year
451 Attwell Drive, Toronto, ON M9W 5C4

Deadline for entries is March 1st, 2011

Description of selection criteria

In keeping with highwaySTAR's mandate, we are looking for a well-rounded, community-minded company driver or owner-operator who is active outside the trucking industry and takes the image of the industry personally. While driving record, years of service, and driving habits are important; they will be considered along with other aspects of the driver as a whole.

All nominees will be awarded points based on the extent of their community and industry involvement, efforts to improve our industry's image, general outlook on life, safety record, and years of service.

Nomination forms will be reviewed by a panel of editors and contributors to highwaySTAR magazine. A short-list of finalists will be peer-reviewed by a panel of drivers and owner-operators from across Canada.



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"There are still issues with how differently states train their officers, and even the [varying] quality of the officers," says Sandberg, herself a former inspector.

How data is collected and processed is also not close to being even across all jurisdictions. Accidents, for example, are far less likely to be reported to the FMCSA in certain states (some reporting rates are as low as 30 percent), creating competitive disadvantages based on geography.

Clarifying non at-fault accidents have always been an issue, but never more so than under CSA since each incident is noted.

As many truckers have pointed out, CSA doesn't make annotations of accidents that are not the fault of the truck driver. The American Trucking Associations (ATA), which argues that it's imperative that carriers be accountable for only the accidents they cause, wants the measurement system to remove crashes involving documented suicides; another vehicle operating in the wrong direction; and a vehicle rear-ending a truck while legally stopped.

FMCSA has stated it will look into the matter, but determining crash accountability (or remedying other reportable mistakes, for that matter) will likely prove difficult in many regions.

A carrier's ability to correct data depends on the quality of records and the efficiency of the jurisdiction the original report was produced in, since FMCSA will not make changes to the data but will appeal to the agency that issued the violation. And truckers know, as Sandberg confirms, "there are things that once a roadside officer writes it down, there are few ways to contest it."

STAYING FIT

Improving scores will require a salvo of new approaches for many carriers, especially as it pertains to the fatigue and vehicle management BASICS. To effectively comply with both, automation will have to be more seriously considered by fleets, namely small outfits.

As Sandberg notes, vehicle maintenance is one of the toughest areas to track and will require stricter controls on DVIRs. PM cycles and annual inspections. "Many drivers consider DVIRs a nuisance and just pencil whip [through] it," she

Owned:

CSA meddles with independent status?

It's not easy being an owner-op. Nor is it like a cruise down Pacific Highway to contract one. Spurred on by unions, bureaucratic busybodies in both the U.S. and Canada have spent years trying to rewrite the definition of independent operators.

Senator John Kerry has been relatively quiet since his presidential bid failed in 2004, but he popped up again recently when he introduced a bill that, if passed, would reverse the burden of proof and force employers to show there's a "reasonable basis" for not treating a contractor as an employee.

In Canada, unions are allowed very lenient guidelines to collectively bargain on behalf of owner-ops (even against their will) based on the perceived

amount of day-to-day control companies exercise over independent workers. It's no wonder, then, that carriers are fretting over how much training and direction they should offer owner-ops in helping them comply with CSA without attracting the attention of an unwanted union recruiter.

"It's a very sticky issue," says J.J. Keller's CSA expert Thomas Bray. "You have to make sure that those owner-ops that are leased to you are operating in compliance. But the trick is to get that level of compliance out of them without crossing the line and gray-ing that employee area."

To shield themselves, some carriers are simply passing along the rules and demanding owner-ops comply or they'll be

dropped, says Bray.

Unfortunately, that leaves in the cold a lot of good truckers who might just need a helping hand to stay in compliance with what's obviously a very intimidating safety regime. "You want to give your people the tools they need," says Bray, "but you don't want to start sliding toward that line either."

Christopher Andree, a labor attorney with Gowlings in Kitchener, Ont., agrees that a certain level of oversight and control of owner-ops—even if it's to ensure their safety fitness—could run afoul of Canadian labor guidelines.

"In order to avoid any suggestion that the fleet operator is training the owner-operator as it would an employee," Andree suggests, "an owner-op would be wise to pay the operator for the service just as it would an independent training company."

says. "There's so many pieces to maintenance that many companies do not have adequate controls to monitor pre- and post-trip inspections.

"It shouldn't be a paper exercise anymore."

There's plenty of indication that an electronic on-board recorder (EOBRs) rule is imminent, but CSA will likely accelerate purchases well in advance of the final rule.

In fact, some people think only the most diligent of carriers and drivers will be able keep clean under CSA's hours-of-service standards without EOBRs.

"Especially general things like form and manner, false logs and [discrepancies] like when the officer can't read or understand the records—all those things go away [with EOBRs]," says Bray. "So fleets that have issues in those areas will

be suddenly interested in EOBRs because of the auditing strength to catch mistakes and correct them."

Above all, though—because there's so much emphasis on roadside events—it's your drivers that hold the fate of your CSA report card. The rules, not surprisingly, don't spell out how to train your drivers. All that's clear is the overwhelming number of rules and guidelines they must follow now that the so-called "just-don't-get-caught" days of SafeStat are over.

"It will be tough for many carriers to maintain compliance without some level of additional training for drivers and staff," says Bray. "If you don't do specific training, especially in problem areas, you don't have a prayer when it comes to CSA."

And begging for forgiveness won't help. ▲

The 63rd running of the massive IAA in Germany saw a record 272 (count'em) product introductions. But a look behind the scenes tells you it's not party time yet.

BY ROLF LOCKWOOD

More journalists than exhibitors is what you'll find at IAA, the giant commercial vehicles show held in Hannover, Germany every second year. It always attracts some 2,500 journalists from across the globe, and this past September it also drew a record 1,748 exhibitors from 42 countries. This 63rd running of the massive event saw a record number—272—of product introductions. None of them, however, could be called truly major launches, an indication of just how firmly the development hatches—and budgets—have been battened down.

IAA, by the way, stands for Internationale Automobil-Ausstellung. And the emphasis really is on that word, 'international.'

Some 56 percent of this year's IAA exhibitors are headquartered outside Germany, but that shouldn't imply that they're European. In fact—and this will surprise you—Turkey was top of the heap with 136 exhibitors, followed by China with 117. The latter raised its participation in a serious way compared with earlier years.

As those various numbers would suggest, there was an obvious if cautious optimism in the air. Having fallen by about 50 percent last year, it's thought that the global market for heavy commercial vehicles will climb by 10 percent to 2.4 million vehicles this year. Clearly, there's still a long way to go.

Andreas Renschler, commercial vehicles chief at Daimler, offered an assessment of the industry that was both optimistic and realistic at the same time.

"How's our industry doing now? If you ask me, I'd say it's still no time to open your best bottle of Bordeaux. But I think every company that came to Hannover in 2010 can be proud to be still alive. After a market slump of 50 percent and more in 2009, that's quite an achievement.

"Now our industry is like an athlete after a major injury: we're far away from the shape of our lifetime, but we're making significant progress in rehab."

ArvinMeritor's Chip McClure, chairman, president and CEO, also spoke guardedly about the post-recession recovery while also emphasizing the need for his company to maintain its global momentum. It's investing heavily in manufacturing and research-



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THE ENVELOPE PLEASE: The Mercedes-Benz Atego won the European 'Truck of the Year 2011' award, presented at IAA. A hybrid version is in production.

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and-development capacity well outside North America. That includes plans to invest US\$15 million to expand its capabilities in Nanjing, China, with both a technical center and brake manufacturing facility. A bigger investment of US\$42 million is being made in the company's European brake operations. All of that goes along with a US\$25 million investment in R&D facilities at head office in Troy, Michigan.

In terms of the 'home' market McClure predicted that in 2012 medium- and heavy-duty North American truck sales will have climbed back to almost 2004 levels, reaching 459,000 units, still a far cry from the heady days of 2007.

ArvinMeritor chief operating officer Carsten Reinhardt introduced what was one of the more interesting product revelations at the IAA show, namely an 'intelligent' on-highway drive axle. Called the LogiXDrive, it's an electronically controlled axle that manages lubrication by sensing temperature, speed, braking, and torque. It's more than a concept at this point but won't be available until 2012, first in Europe.

Asked about North American plans for the product, he said it would probably reach our shores but he wasn't ready to promise anything.

The axle will be developed in close cooperation with individual OEMs, two of which – so far un-named – are working on it. The electronics may or may not be tied into other truck systems.



A PLUG FOR ELECTRIC VEHICLES: This concept all-electric truck, the Mitsubishi Fuso Canter E-Cell, was unveiled at IAA. With a range of about 120 km, it's based on a Canter 3S13 with a 3.5-tonne GVW.

ATEGO WINS AWARD

For Daimler, part of its progress was its Mercedes-Benz Atego winning the European 'Truck of the Year 2011' award. Chosen by trucking journalists from 23 European countries, the medium-duty Atego won in part because of the 1222 L EEV BlueTec hybrid version. Europe's first such truck in series production, it was seen by the jury as paving the way for alternative drive systems and "reduction of CO2 emissions of commercial vehicles within the European Union."

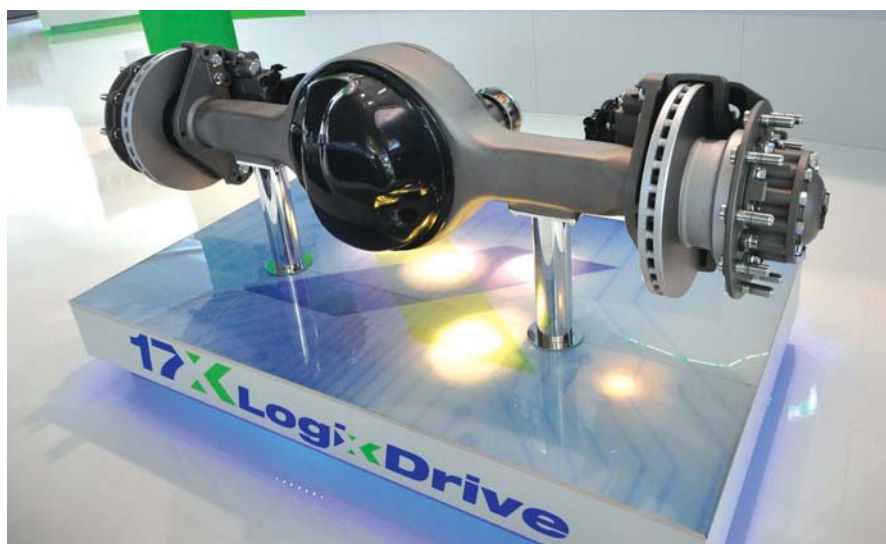
According to its rules, the jury gives the award each year to "the truck that makes the biggest innovative contribution to

road haulage in terms of economy, emissions, safety, drivability and comfort."

Daimler says the Atego hybrid has the potential for cutting fuel consumption and CO2 emissions by 10 to 15 percent in P&D service compared to a conventional diesel. The truck's available in several different wheelbase variants and in right- and left-hand drive versions, with a GVW up to 11.99 tonnes. Its hybrid powertrain is largely based on the Eaton product known well on this side of the Atlantic, along with a compact 4.8-liter OM 924 LA four-cylinder diesel engine rated at 218 hp and the automated six-speed Mercedes-Benz G 85-6 transmission.

Daimler had some 65 vehicles on display all told, ranging from vans to buses and heavy trucks. Among them was a concept all-electric truck, the Mitsubishi Fuso Canter E-Cell. Daimler, which owns 85 percent of the Japanese truck-maker, unveiled the truck at IAA to gauge customer interest.

Nearly silent, of course, and emissions-free, the little Canter has a range of about 120 km, making it suitable for urban work. The E-Cell is based on a Fuso Canter 3S13 with a 3.5-tonne GVW. It follows the introduction a year ago of the Fuso Canter Eco Hybrid truck, a diesel-electric machine that's seen some real success in Europe and especially at home in Japan. Nearly 1000 of these hybrids are already on the road, including a large-scale testing program in London, England.



SPACE-AGE AXLE: ArvinMeritor showed its 'intelligent' on-highway drive axle called LogiXDrive, electronically controlled to manage lubrication by sensing temperature, speed, braking, and torque. Coming to North America? Maybe.

In 2009, incidentally, Mitsubishi Fuso sold a total of about 99,500 vehicles, including light, medium and heavy-duty trucks and buses. It was the best-selling brand in the Daimler stable.

The Fuso operation in Japan also hosts Daimler's Global Hybrid Center which is responsible for the development of environmentally friendly technologies for all Daimler brands. As well as the Canter hybrid and electric products, for example, it also produced the Atego hybrid.

DAF'S HYBRID

DAF's LF hybrid truck was prominent in the Paccar subsidiary's display at IAA, and it was announced there that the 12-tonne LF45 will enter production at the end of this year. It was developed in collaboration with Eaton, Eindhoven University of Technology and Leyland Trucks, also a Paccar company.

The truck is fitted with the 4.5-liter Paccar FR diesel, which complies with the EU's ultra-low EEV emission requirements. In the LF Hybrid, this engine produces a maximum power of 160 hp



HYBRID DEBUT: DAF's LF45 hybrid truck will enter production at the end of this year. It uses Eaton's hybrid powertrain with a 6-speed Autoshift gearbox.

and is linked to an Eaton six-speed Autoshift gearbox.

The lithium-ion battery pack weighs around 100 kg (220 lb) and comprises 96 3.4-volt cells. When these batteries are fully charged, the truck can travel about two kilometers electrically. In practice, says DAF, this is enough to drive in and out

of the green zones in many European city centers. In those circumstances, the diesel engine also runs at idle in order to drive components like the steering pump and the air compressor. The LF hybrid is only 300 kg (660 lb) heavier in total than the standard model with a diesel engine alone.

DAF is starting to supply the truck in

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Customer Service



Ontario-based Mackinnon Transport uses PeopleNet eDriverLogs, Automated Fuel Tax and Vehicle Management to maintain an impeccable safety record. (The Ministry of Transportation rates Mackinnon Transport's log books at 98.5%, the highest ever earned by an over-the-road company.) If you think that sounds above average, it is. PeopleNet customers perform 58.4% better than the national average across three major safety indices. They experience 43.8% fewer vehicle out of service events, 66.7% fewer driver out of service events and 64.8% fewer moving violations*. And when it comes to safety and compliance, being average can be very costly. To join Mackinnon Transport and other way-above-average PeopleNet customers, visit <http://peoplenetonline.ca>.

the UK, the Netherlands, Germany, France and Belgium, countries where interest in hybrid vehicles is highest. Because hybrid technology will be developed further in the next few years — particularly batteries — the truck is offered as standard with a full operational lease contract via Paccar Financial, so that the DAF dealer can implement any potential updates during the contract term.

EMERGENCY BRAKING

Among the most significant introductions at IAA was WABCO's OnGuardPlus, also known in its Mercedes-Benz guise as Active Brake Assist 2. It's an advanced emergency braking system (AEBS), the first to comply with the European Union's expected regulation to make such equipment mandatory on new heavy commercial vehicles from November 2013. It will be offered in Mercedes-Benz Actros heavy trucks at the turn of the year.

The system fully applies brakes in imminent collision situations when reacting to moving vehicles ahead as well as decelerating vehicles that come to a

WABCO WINS TRAILER AWARD

WABCO's **TRAILERGUARD** trailer-fleet management system was honoured at IAA, winning the **2010 Telematics Award**. It combines trailer telematics with diagnostics of the braking system and other vehicle operating data, monitoring trailer temperature, doors, tire pressure, axle load and the trailer's electronic braking system, and other operating functions. TrailerGuard also helps to locate a vehicle in real time.

Fleet operators can access all information about their trailer from any location via a simple and easy-to-use internet portal. In the event of any critical situation, such as a cooling system malfunction or issues with the trailer braking system, the system alerts the fleet operator who can take appropriate and timely action such as sending an alarm via text message to the driver.

The Telematics Award is new, benchmarking innovations in 13 categories. It's presented by the German trade magazine *Telematik Markt* and the German Association of the Automotive Industry (VDA), which also organizes IAA.

standstill. It autonomously initiates emergency braking, enables maximum possible deceleration and can bring the vehicle to a complete stop. It also reacts to stationary vehicles, for example, when approaching traffic congestion.

Its predecessors, OnGuard and Active Brake Assist, were first fitted in heavy-duty trucks in 2006, and there are now many thousands of European trucks and buses with this potential lifesaver on board.

MODULAR TRANSMISSION

At ZF, the idea of a modular transmission is getting some traction, though at this stage it's still a concept, aiming at fuel savings, reduced environmental impact, and lower noise emissions, the company says. Hybrid technology readiness is also part of the logic here.

ZF is seeking the "automated transmission of the future" by way of four starting modules: a double-plate clutch pack for



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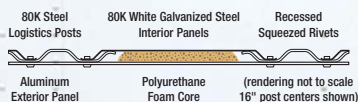
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RENSCHLER SEES PROFIT IN PARTS, SERVICE

Andreas Renschler, head of Daimler's commercial vehicles operation, had some interesting things to say about the company's emphasis in the post-recession truck market. He said there are three "decisive" trends:



Andreas Renschler

"First, the commercial vehicle business is becoming more global," he said. "Second, our business is becoming more electric. And, third, it's becoming more focused on services."

The first two are easily seen and understood but I haven't heard him — or any other European truckmaker spokesman, for that matter — put so much emphasis on the customer and on the service end of things as he did here in Hannover. Over on this side of the Atlantic the formal talk is usually about the product or about sales figures and market share and the like. Not so in this case.

"The third major change in the commercial truck industry may seem less spectacular [than the first two]. Still, its impact is equally fundamental. And that is the importance of the services business," Renschler said.

"Our customers know: the most expensive truck is the truck that's not on the road. In our business, efficiency is measured in uptime. That's why we see an ever increasing demand for services to maximize the operational time of a truck and minimize its total cost of ownership."

Sound familiar? Sure, because that phrase has been on the lips of most North American manufacturers for quite some time.

"For instance," Renschler continued, "financial services, truck rental or telematic-based fleet management. By the year 2030, for every Euro in sales we can expect to make more than 50 cents on services. Today we get just half of that. In other words, there is an amazing business opportunity on the table — for our customers and for us." — R.L.

heavy-duty applications; a hybrid module, even one suited to long hauls; a dual-clutch module to enable "especially fast shifting processes without interrupting... power transfer in the highest gears" with a view to decreased fuel consumption and emissions; and what ZF calls a converter circuit clutch.

The converter circuit clutch (WSK) module is designed for tough vehicles like heavy haulers and construction trucks. The WSK module would make heavy clutch wear a thing of the past, ZF says, because, in conjunction with the torque converter, it provides a considerably softer, more comfortable start-up for heavy loads.

ZF also presented the first applications for its mighty interesting new telematics platform, Openmatics. An electronic tachograph for data recording and an order-tracking system are the first applications for fleet operators, developed together with the telematics provider eurotelematik.

The Openmatics system, developed jointly by ZF and chip manufacturer Intel, consists of an 'on-board unit' (OBU)—we'd call it a black box—running an Intel Atom processor and a software platform that seems able to do just about anything. The



THE E-LOG APP: ZF's Openmatics system, developed jointly with Intel, is a mighty interesting new telematics platform that seems able to do just about anything.

aim is to help standardize the telematics market in the future, and that seems possible because this is a completely open system. Data can be sent to a web portal via 3G, GPRS, and WLAN.

The first 'eLog' app works as an electronic tachograph which records all trip data: it saves the date, exact times of departure and arrival, kilometers traveled, distance, place of departure and final destination. The recorded information can be retrieved via the Openmatics web portal.

ZF is forming a separate company to develop and market Openmatics, and while there's no plan to bring it to North America, it's early days and anything seems possible. This one is pretty cool stuff.

CONCEPT TRUCK

There's never any shortage of style at IAA, but this year that prize goes to German truck-maker MAN. Its Concept S truck spent time in the wind tunnel until its extremely low drag coefficient of around 0.3 was attained. MAN says that, with an appropriately slippery trailer, it uses up to 25 percent less fuel than a comparable, conventional 40-tonne tractor and semi-trailer while providing the same loading capacity.

The Concept S is an advanced development of MAN's so-called 'dolphin' truck, which was presented as a simulation model at IAA in 2008. That exercise produced initial proof of the aerodynamic potential of a tractor-trailer design based on the flow topology of the dolphin. The designers deliberately ignored existing European road infrastructure: the dolphin



MAN's Concept S

truck exceeded height restrictions in the EU by nearly eight inches. But the Concept S complies exactly with the 4.00-metre height restriction.

In the Concept S, the truck's frame and components such as the two fuel tanks, for example, have been integrated into the external bodywork design where they help to guide the flow of air past the truck. Naturally, you won't find conventional rear-view mirrors here, rather you see cameras built into the wing-like mounts for the indicator units left and right. An

electronically adjustable spoiler is integrated into the cab roof.

MAN says aerodynamics has great potential for further reduction of fuel consumption and CO₂ emissions. In making a 40-tonne tractor-trailer cruise on the level at 85 km/h, 40 percent of the energy is used in just overcoming air resistance, for example. MAN figures that with their drag coefficients of around 0.5, today's

ordinary [cabover] trucks have reached an aerodynamic efficiency "that can hardly be improved any more under the existing statutory restrictions on maximum permissible dimensions. Major improvements in reducing air resistance will only be possible when the restrictions on maximum dimensions permitted by law are loosened or replaced by alternative regulations." ▲

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HEIR PRESSURE: Peterbilt's 587 takes over, handsomely, where the 10-year-old 387 left off.

SPEC SHEET

2011 PETERBILT MODEL 587

Wheelbase: 232 in., 122-in. BBC

Sleeper: Premium 70-in., mid-level interior

Engine: Paccar MX 430 hp, 1,550/1,750 lb ft

Intended Application: 100% on highway, max grade: 6%

Weight: 18,860 lb

FRONT END

Axle: Dana Spicer E 1202I 12,000 lb

Suspension: Pete taper leaf 13,200 lb

Hubs: Conmet PHP10 Aluminum LMS

Wheels: Alcoa 22.5X8.25 alum.

Tires: Bridgestone R280 75R22.5

Brakes: 15X4 s-cam drum brakes

Power Steering: TRW THP60

REAR END

Axles: Dana DSP40 axles 40,000 lb

Suspension: Pete Flex Air 38,000 lb

Hubs: Conmet PHP10 Aluminum LMS

Wheels: Alcoa 22.5X8.25 alum

Tire: Bridgestone M720FE 75R22.2

Brakes: 16.5 X 7 S-cam drum brakes

POWER TRAIN

■ Paccar MX EPA 2010

■ 430 hp @ 1,900 rpm, 1,550/1,750 @ 1,100 rpm

■ Fuller FRO16210C 10-speed, 0.74 OD final drive

■ 1810 HD driveline, 3.36:1 rear axle ratio

Cruise speed: 60 mph @ 1,300 rpm

VEHICLE WEIGHT

(3/4 fuel with 200-lb driver)

Steer: 10,800 lb

Drive: 8,060 lb

Total: 18,860 lb

A Match Made in Denton

test drive Denton, Texas, that is. Where Paccar produces Petes. We dropped in and took a new 587 powered by Paccar's MX powerplant out for a spin. By Jim Park

When I slipped my bum into the driver's seat of the 587, the first thing that struck me was the view. The dashboard and instrument panel seemed taller than usual, but the forward visibility remained outstanding. The hood, from the driver's perch, is nearly invisible. My first impression was one of being ensconced behind the wheel of a truck designed as much for driver comfort and security as for safety and efficiency.

You can't argue with the design, engineering, and manufacturing synergies of improving on an existing product. Peterbilt's Model 587 is an upgrade of the 10-year-old Model 387, but that's simply where the story begins. While the only readily obvious changes are the resculpted hood and some aero refinements around the cab, the enhancements made to the 587 run chassis-deep and windshield tall.

The hardware is on point; so is the soft stuff, like ergonomics, visibility, and sound attenuation. It's a truck that'll please fleet owners as much as drivers.

Starting from the ground up, the 587 sits on the same chassis as the 386. Besides offering manufacturing efficiencies, it gives the 587 an additional nine degrees of wheel cut compared to its predecessor. That comes from improved steering geometry and TRW's new high-pressure steering gear.

Engineers clearly paid a lot of attention to the front axle and still brought it home at less than 11,000 lb bobtail with a driver and about 200 gallons of fuel on board.

According to Peterbilt's chief engineer, Landon Sproul, improved forward visibility was one of the key design objectives, and as I've stated, that was one of the first things that struck me.

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
- \$105,000 at 45 days
- 9% increase in MPG
- \$12,000/month savings from the sale of underperforming trucks
- 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

In Gear



PACCAR PLAYS ITS MX CARD

PACCAR'S MX engine is a proven platform, with five years of experience on European highways in SCR-only trim meeting Euro V emissions standards. An EGR system has been added to the North American version, and its fuel calibrations are unique to our needs.

The engine features some interesting mechanical attributes. It's the only engine on the market using compacted graphite iron (CGI) for both the block and the one-piece cylinder head. It uses a single camshaft mounted low in the block and a rear-mounted drive gear setup to reduce the size of the engine. The crankshaft has no counterweights, which reduces weight and improves engine responsiveness. The exhaust ports in the cylinder head are very short, which, we're told, minimizes heat transfer to the block and keeps exhaust hotter for better passive regeneration.

The composite oil pan is reversible for use in set-forward or set-back axle configurations, and the oil pump is very easily reversible too, minimizing parts inventory for different front-end setups.

The engine has a 40,000-mile service interval, thanks to a two-filter oil conditioner module. It's a bolt-on unit containing a thermostatically controlled oil cooler along with a primary and a centrifugal oil filter. All of the engine's service items are based on the 40,000-mile interval for better service management.

The engine uses six electronically

controlled, camshaft-actuated, unit injection fuel pumps providing 36,000 psi at the injector tips. Each of the high-pressure lines from the pumps to the injectors is identical, making parts stocking a little less onerous.

MX uses the proven single-stage Holset variable geometry turbocharger, and also like Cummins, the MX features a copper zeolite wash coat on the SCR after-treatment substrate for greater emission control efficiency and lower fuel consumption.

Paccar tells us it's a million-mile engine. At 12.9 liters, it's bound to be quite fuel efficient, too. The key to fuel efficiency will be its low rpm operating range and broad torque plateau. Depending on the model, you're at or close to peak horsepower at the top end of the engine's recommended operating range (1,400-1,600 rpm), and peak torque lays flat from 1,100 to as far out as 1,600 on some models. More on this in the driving section.

There are five rating combinations available, at the moment.

HP	Torque (lb-ft)
380	1,450
405	1,450
430	1,550/1,750
455	1,650
485	1,650

For more on the MX engine, and to view torque and horsepower curves, visit www.paccarengines.com.

"We had heard from shorter drivers that visibility over the hood of the 387 could be a problem," he said. "We were able to lower the front edge of the hood by a couple of inches, which shortens the distance the driver sees the ground in front of the truck by two feet."

Aerodynamic improvements were also high on the list. The 387 was good to begin with, but certain refinements are said to improve the 587 by about 2.5 percent—mostly from resculpting the hood and the front end of the truck. The lip on the lower edge of the bumper, for example, is said to improve the air flow under the bumper and around the wheels.

The electrical system has been revamped and now features extensive Gen II multiplexing and advanced diagnostics. You'll not find many wires under the dash, but those wires are pretty busy.



FLUID MOTION: The DPF/SCR cans are located between the fuel tanks, with the reaction tube between the two looped over the driveshaft. The weight would be on the drive wheels rather than the steer axle.

The engine compartment was pretty tidy, especially the firewall, and with some designed-in efficiency offered by the MX, routine maintenance and even some basic repair tasks appear to be less complex. Driver inspection items were easily accessible, with a notable exception. I predict more than a few jugs of oil will be spilled as drivers attempt to pour into the nearly concealed filler spout.

This truck was a fleet spec, and therefore a little sparse—rubber floor, vinyl upholstery, and just a handful of gauges. It's easy to impress guys like me with deep pile carpet, leather seats, 7.1 surround sound entertainment systems (which I can never figure out how to operate), and a cooler full of soda. Having none of the above, this truck had to stand on its own

humble merits, and stand it did.

Despite the lack of noise-dampening amenities, as mentioned above, the cab was still extremely quiet. Not perhaps as quiet as the Cascadia or the ProStar, but I'd bet given the full treatment, it would be a contender. Visibility was amazing, and the set-forward mirrors leave little doubt as to what's happening beside the truck. The cab's build quality and fit and finish

were very good to excellent.

If it lacked anything, it was a place to put little loose stuff, like change, pens, notepads, etc. Most of that would likely wind up on the dash instead. As well, the window activation switches lacked a full-up or full-down detent. I know I'm whining here, but why should I have to keep my finger on the button when I've got more important things to do?

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In Gear

I found the truck both highly maneuverable as well as easy to place on the road. Getting into and out of Peterbilt's Denton plant from I-35 can be a challenge. It's located on the far side of a couple of oddly difficult turns to steer through, but I got 'round the corners without curbing the trailer tires—something I couldn't do with a 389.

The ride was firm and predictable, but smooth enough that none of the coffee left the cup I had stashed in the cup holder—not very scientific, but a practical observation.

THE MX PERFORMS

I had the truck for only about five hours and wanted to give the engine an effective workout, so I steered clear of the straight, flat, and thoroughly clogged highways in the Dallas—Ft. Worth area. I ran north from Denton on I-35 to Gainesville, and then headed west on U.S. 82 to Wichita Falls before heading back to Denton southeast along U.S. 287 and U.S. 380. The principal advantages of this route were the rolling hills with steeper-than-usual off-interstate grades.

It's worth noting that this particular truck was a customer spec. The applica-

tion listed on the line-set ticket was 100-percent on-highway, meaning it was engineered for flat straight four-lane highway. I didn't think a little two-lane time would hurt it.

Here's where that broad, low-rpm torque curve comes into play. The truck was geared so that it ran 65 mph at 1,400 rpm; 1,300 rpm at 60 mph—and a little less at 55, which is the state speed limit on some of those two-lane roads. I went up there wondering how well the MX would fare mated to a 10-speed OD transmission and long-legged rears—running at close to peak torque.

I'm pleased to report that 1,750 lb ft of torque was enough to pull the truck (65,000 lb GVW) over all those rolling hills where some of the grades were close to eight percent.

Drivers who might be inclined to run a gear down in such circumstances will be surprised at how well the MX pulls down in the lower rpm range 1,000-1,200 rpm. I went over a few hills at less than the 1,100 low-end point of the peak-torque band, and the engine kept on churning. And better still, it didn't sound like or feel like it was about to come apart. Some engines



SEEING THINGS: Fleety yes, but this one was comfortable, smooth, and quiet. The 587 boasts outstanding forward and side visibility.

develop an unpleasant knocking sound at very low rpm (that's the torque spikes resonating through the drive line), but not the MX. In fact, it ran as smoothly at 1,000 rpm at 40 mph as it did at 1,600 rpm (a gear down). There's no excuse to run a gear down on roads where speed limits are less than the truck was optimized for.

The engine I drove was a multi-torque design, offering 1,750 lb ft in the top two gears, meaning in a pull you'll have max torque down to 1,100 rpm in ninth gear, or at about 40 mph. You won't run into many hills on an interstate highway where you'd need to go much below that—and you won't need a beefed-up drive train.

Conversely, a higher horsepower, lower torque engine such as the MX 485/1,650 would need to be shifted sooner on a hill. That would put the driver up into the higher horsepower (high fuel consumption) range sooner than my 430/1,550-1,750 did.

At 60-65 mph (1,300-1,400 rpm), you're 200-300 rpm above the torque drop-off point of 1,100 rpm, which still gives a good margin before a downshift would be needed in a pull. From a drivability view point, I have to say it's a perfectly setup.

I'm prepared to give this MX really high marks for drivability. It's a quiet, smooth-running engine with predictable throttle response. It's easy to up and downshift—dare I say, it shifts as smoothly and predictably as a Cat.

I can't offer anything on fuel economy because the truck had less than 1,000 miles on the clock, and the drive I did would not qualify as fuel economy test.

If this MX engine suffers anywhere, it would be in the engine brake performance. Since retarding capability is driven by both displacement and engine speed, the MX's 12.9 liters are a bit of a handicap. And as with all low rpm engines, drivers do have to downshift if they want maximum output from the retarder. I noticed a marked improvement after dropping a couple of gears, giving the engine brake the benefit of an additional 400 to 800 rpm.

THE SUM OF THE PARTS

To sum up the truck: not revolutionary, but a highly competent successor to a popular, solid, wide-cab tractor. The 587 no doubt benefits from various chassis

and suspension improvements made since I drove the 387 back in 2000. The aero refinements will prove themselves—or not—over time. The MX engine I think will prove a popular successor to the yellow engines that formerly occupied the space between the frame rails, and will appeal to those customers for a variety of reasons, not the least of which is the two engines feel remarkably similar from the driver's seat.

The MX is a light engine, which is becoming an increasing concern today

with the additional weight imposed on truckers by the blasted EPA. It's almost 1,000 lb lighter on the front end than some other trucks, and at 18,860 lb, it's a fairly light vehicle overall.

I think fleets and owner-operators will find something to like in this combination, as company drivers will too. It's big and roomy, smooth and quiet, and with a decidedly aero-friendly profile and an engine that looks really economical on paper, enjoying one of these won't take a big bite out of your earnings statement. ▲

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MAXON'S NEW GPC COMBINES EUROPEAN DESIGN
WITH NORTH AMERICAN MANUFACTURING

MAXON LIFT CORP. has introduced what it calls the first North American-made cantilever-style liftgate. The GPC 22/33/44 is said to provide precision, stability, and control thanks to four separate cylinders for lift and tilt operations. You can easily

level the load in any position, the company says, thus achieving simpler loading and unloading on uneven surfaces.

Maxon had previously sourced this niche product from a German supplier. By bringing its own GPC product to the

market, Maxon says its customers will no longer need to be concerned with overseas delivery timing for spare parts, additional overseas sourcing costs, or product spec constraints.

The GPC comes in a variety of platform sizes (both steel and aluminum) and can accommodate a wide range of bed-height requirements. The GPC features stainless-steel pins, low-maintenance bushings and grease fittings on all pivot points, a heavy-duty motor with thermal protection, lock valves on all cylinders, optional dual cart stops, and simple bolt-on installation plates. The GPC uses standard Maxon parts.

See www.maxonlift.com

FUEL FILTERS

CUMMINS FILTRATION RELEASES
REDESIGNED DIESEL PRO FUEL
FILTRATION SERIES

Cummins Filtration has released two new Diesel Pro fuel filtration systems: Fleetguard FH235 with a flow rate of 60 GPH (230 L/H) and FH236 with a flow rate of 90 GPH (341 L/H). They're claimed to provide superior uptime by removing more than 95 percent of free and emulsified water and hard particles down to 2 microns from diesel fuel systems.

The Diesel Pro series uses proprietary StrataPore media to meet and exceed OEM efficiency requirements. The patented 'Seeing is Believing' technology lets users know when to change the EleMax filter element, saving time and money. Both models provide several configurations to meet the most extreme environments and demanding applications.

Key redesigned features include the clear bowl indicating when to drain and an improved collar, which allows for easy filter change. The upgraded series is available in multiple configurations to fit a variety of applications.

See www.cumminsfiltration.com

MOBILE ALIGNMENT

BEE LINE INTRODUCES AN ON-SITE ALIGNMENT SYSTEM AT A "LOW" PRICE

Bee Line says its new mobile alignment system is a variation on the LC7000 Series computer alignment gauging system and includes all the same features. They include: the ability to gauge toe, rear tracking and camber, the number one, two and three culprits for steer tire wear; the ability to easily self calibrate, ensuring the equipment is always accurate; and the ability to align wheels to the centerline of the chassis, ensuring maximum tire life. Being computerized, the system is also said to be quick.



But the key feature is, of course, mobility. The mobile package includes a laptop computer running Bee Line's WindSpeed alignment software instead of a large cabinet and desktop PC. The company says every major component has been redesigned to improve mobility and efficiency including new wireless gyro alignment heads, the new 22000 rear-axle aligner, and the new FPT8500 floor plates.

Transporting the equipment in a van or small trailer is said to be practical, allowing alignments to be done on location.

Bee Line is currently promoting the system at US\$19,995, nearly 15 percent off the normal retail price, expiring December 1st, 2010.

See www.beeline-co.com

ACTIVE CRUISE

BENDIX WINGMAN NOW A PRODUCTION OPTION AT PETERBILT

The "next generation" collision-mitigation system launched last year by **Bendix** is now available as a production option on several **Peterbilt** class 8 trucks, including the flagship Model 587. Bendix Wingman ACB (Active Cruise with Braking) delivers forward collision warning and more.

Using a radar sensor mounted to the front of the vehicle, the system helps the driver to maintain a set following distance between his truck and the vehicle ahead. With cruise control on and speed set, Wingman ACB will warn and provide active interventions—reducing throttle, engaging the engine retarder, and, if necessary, automatically applying the foundation brakes to help the driver maintain

the intended following distance. When cruise control is off, the driver still gets the benefit of audible and visual alerts to let him know if he's getting too close. This can be especially helpful in conditions when cruise control shouldn't be used, like rain or snow and heavy traffic.

Wingman ACB is built on the Bendix ESP Electronic Stability Program that helps drivers prevent rollover and

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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.

You now know that Hankook products are made by a global company that focuses on providing innovative products that are high in quality. And the

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



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loss-of-control situations. It includes 'always on' driver warnings—including stationary object alerts—and is also upgradable for future advancements, which will include automatic emergency braking interventions to help prevent collisions when cruise control isn't on. The Stationary Object Alert system provides always-on audible and visual alerts to the driver when the vehicle is approaching a stationary metallic object, such as a car, steel drum, or other road obstruction blocking the lane. The system is also available on highway vehicles from Kenworth, International, Mack and Volvo.

See www.bendix.com and www.peterbilt.com

ON-BOARD SCALE

AIR-WEIGH ANNOUNCES A NEW SCALE DISPLAY

Air-Weigh says its new in-cab display option for the LoadMaxx series of truck and tractor scales includes all standard features in a small rectangular package that's just 1.8 x 3.3 in., or about the size

CTHRC OFFERS ONLINE LABOR DATA

Canadian fleets now have access to comprehensive online data tools that combine economic indicators and labor trends, making it possible to generate reports to support everything from business plans to recruiting strategies.

The new Labour Information Highway tools, just unveiled by the **Canadian Trucking Human Resources Council (CTHRC)**, incorporate data and projections spanning from 1987 to 2016. Users of the online tools can access the information with drop-down menus, generating results that can be sorted nationally, regionally, provincially or by occupation.

Free access to the Labour Information Highway Basic tool provides gross domestic product (GDP) data and the labor demand for nine key industry occupations.

The Labour Information Highway Advanced tool incorporates unemployment rates, details about shipments, weights, distances traveled, revenue, truck numbers, vehicle-kilometres traveled, the Consumer Price Index and population figures. Its labor data includes the size of the labor force, participation rate, incomes, wages and salaries. Details about the industry's profitability and productivity include the weight, distance and revenue per shipment, in addition to overall revenue and tonne-kilometres traveled. Cross-border information incorporates the Canada-U.S. exchange rate, export and import data, Canadian trucks returning from the U.S., the total number of trucks entering Canada, and U.S. trucks entering Canada.

Annual subscriptions to the Labour Information Highway Advanced tool are available at a cost of \$350 per trucking company, association or provincial sector council. All of these results can be used to generate graphs and populate spreadsheets with figures for further analysis. See www.cthrc.com.

Simple. Quick. Effective.

The screenshot shows the Truck and Trailer.ca website. It features a navigation bar with links like HOME, FEATURED DEALERS, FIND A DEALER, SEARCH EQUIPMENT, PRODUCTS & SERVICES, and MEMBER SERVICES. Below the navigation bar, there are three main sections: 'Buy - Rent - Lease' with filters for trucks and trailers, 'Featured' with a list of vehicles including a 1988 Volvo Ladder Truck and a 2007 Freightliner FLC 120, and 'Sell' with a 'SOLD' badge and a 'Build Your DEALER WEBSITE' button.

TruckandTrailer.ca
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Truck Trailer.ca
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The screenshot shows the Today's Trucking.com website. It features a navigation bar with links like HOME, SUBSCRIBER SERVICES, CONTACT US, and ADVERTISING. Below the navigation bar, there are several sections: 'DECISIONCENTERS' with links to TRUCKS & TRAILERS, TRUCKS FOR LARGE FLEETS, MEDIUM DUTY TRUCKS, TRUCKS FOR SMALL FLEETS, LUBES, FILTERS, AND FLUIDS, and BUSINESS & INVESTMENT; 'THEFULLSTORY' with links to PULP, LUMBER, LUMBER SERVICE, BUSINESS ENVIRONMENT, and VOLUME OF SERVICE; and 'PRODUCTWATCH' with links to YOUR FAVORITE CARS, LUMBER SERVICE, and BUSINESS ENVIRONMENT. The main content area is titled 'NewsFIRST' and features several news articles, including 'Robert hopes Blue Road turns green', 'CTA suggests fines for smoother border', 'Envirocan's own study undercuts national biodiesel plan', and 'Ice Road Trucks leaves viewers frozen in seats'.

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WEEKLY PUMP PRICE SURVEY / cents per litre

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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	115.5	2.1	98.8
VANCOUVER *	116.9	1.0	78.2
VICTORIA	114.1	0.0	81.1
PRINCE GEORGE	103.2	2.9	74.1
KAMLOOPS	105.9	3.0	76.7
KELOWNA	105.2	1.3	76.0
FORT ST. JOHN	104.9	0.0	75.8
YELLOWKNIFE	105.3	0.0	87.2
CALGARY *	92.4	0.5	75.0
RED DEER	90.2	0.3	72.9
EDMONTON	90.9	1.7	73.6
LETHBRIDGE	89.4	0.0	72.1
LLOYDMINSTER	90.9	0.0	73.6
REGINA *	96.2	1.3	72.7
SASKATOON	95.5	0.0	72.0
PRINCE ALBERT	91.9	0.0	68.5
WINNIPEG *	94.9	0.5	74.9
BRANDON	94.4	0.0	74.4
TORONTO *	105.9	4.0	75.4
OTTAWA	103.9	4.0	73.6
KINGSTON	101.4	0.0	71.4
PETERBOROUGH	103.9	5.0	73.6
WINDSOR	102.4	0.5	72.3
LONDON	101.9	1.0	71.9
SUDBURY	102.4	2.5	72.3
SAULT STE MARIE	101.9	1.1	71.9
THUNDER BAY	102.9	2.0	72.8
NORTH BAY	103.5	3.7	73.3
TIMMINS	106.7	1.8	76.1
HAMILTON	99.9	1.3	70.1
ST. CATHARINES	101.6	2.7	71.6
MONTRÉAL *	108.4	4.5	74.8
QUÉBEC	107.9	3.3	74.4
SHERBROOKE	107.9	4.5	74.4
GASPÉ	105.4	0.0	76.0
CHICOUTIMI	103.9	1.5	74.7
RIMOUSKI	107.9	3.5	76.3
TROIS RIVIÈRES	106.4	1.5	73.1
DRUMMONDVILLE	103.4	1.5	70.4
VAL D'OR	104.9	0.5	75.6
SAINT JOHN *	103.5	0.2	70.7
FREDERICTON	103.7	0.1	70.9
MONCTON	104.6	0.3	71.6
BATHURST	106.0	0.0	72.9
EDMUNDSTON	105.6	0.1	72.6
MIRAMICHI	105.1	0.1	72.1
CAMPBELLTON	105.2	0.1	72.2
SUSSEX	103.8	0.0	70.9
WOODSTOCK	106.8	-0.5	73.6
HALIFAX *	104.5	2.1	71.5
SYDNEY	107.5	2.2	74.1
YARMOUTH	106.6	2.2	73.3
TRURO	105.3	2.2	72.1
KENTVILLE	105.4	2.2	72.3
NEW GLASGOW	106.1	2.4	72.9
CHARLOTTETOWN *	102.2	1.5	73.1
ST. JOHN'S *	110.0	0.2	76.8
GANDER	106.4	0.1	73.7
LABRADOR CITY	117.8	0.2	83.7
CORNER BROOK	107.5	2.3	74.6
CANADA AVERAGE (V)	103.0	2.2	75.1

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



In Gear

MICHELIN'S X ONE: 10 YEARS, A MILLION TIRES

MICHELIN'S line of X One wide-single tires—which includes seven models for a variety of applications—recently hit the one-million tire mark since its launch in 2000. This year, the company says, it's outpacing YTD results for 2009 by nearly 50 percent.

Singles offer real fuel savings, not least because they can save more than 700 lb per truck. Michelin claims that, since 2000, trucks running on X One tires have gained up to 10 percent in fuel efficiency, resulting in more than 63 million gallons of fuel saved—and 639,000 metric tonnes of CO2 emissions that did not enter the atmosphere.



of a credit card, and only 0.8 in. thick. It can be mounted on any flat surface with permanent adhesive tape. This makes it ideal for quick retrofits or vehicles where mounting the original round gauge display in the dash is not practical. An optional dash swivel mount is also offered.



The LoadMaxx converts tractor and trailer suspension loads to an accurate on-the-ground weight. Unlike air gauges or other air-gauge-based load indicators, the company says this scale uses true digital two-point calibration to compute and display weight for steer, drive, and trailer axles. Accuracy isn't affected by altitude, temperature, or humidity and the scale is easy to install and operate, says Air-Weigh. Programmable alarm outputs that indicate warning weights and overweight on any axle or GVW are standard. Fleets may also integrate their on-board computer to LoadMaxx via J1939, J1708, or RS-232 to monitor, record, and transmit vehicle weights.

See www.air-weigh.com

POWER TOOL CABINET

SNAP-ON'S NEW MASTERS SERIES POWERCAB STORES AND CHARGES POWER TOOLS

More than just fastening a power strip to a tool box, **Snap-on's** Masters Series PowerCab (KRL1099) fits on the side of any double bank or larger 1000 Series Snap-on roll cab to give technicians a place to securely store and charge their power tools and batteries.

PowerCab is a lockable, vertical drawer bank with built-in power access. Snap-on says it offers plenty of space to hold the most commonly used cordless and air-powered tools so that every one of them is fully charged and easily accessible.

Additional features include a 'Slots and Dots' side panel that gives techs the flexibility to store power tools in multiple locations. It also comes with a 45-degree shelf and a flat shelf for additional storage space.

See www.snapon.com



Snap-on's Masters Series PowerCab (KRL1099)

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DATE

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COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ PROV. _____ POSTAL CODE _____

TEL () _____ FAX () _____

E-MAIL _____

1 HOW MANY VEHICLES ARE BASED AT (OR CONTROLLED FROM) THIS LOCATION?
PLEASE INDICATE QUANTITIES BY TYPE

TRUCKS _____ TRUCK TRACTORS _____

TRAILERS _____ BUSES _____

OFF ROAD VEHICLES _____

2 ARE ANY OF THESE VEHICLES ...

A. In any of the following Gross Vehicle Weight Classes?

Class 8: 33,001 lbs. GVW & Over ☐ Yes ☐ No
Class 7: 26,001 to 33,000 GVW ☐ Yes ☐ No
Class 6: 19,501 to 26,000 GVW ☐ Yes ☐ No
Class 3, 4, or 5: 10,001 to 19,500 GVW ☐ Yes ☐ No
Class 1 or 2: Under 10,000 lbs. GVW ☐ Yes ☐ No

B. Refrigerated

☐ Yes ☐ No

3 DO YOU HAVE MAINTENANCE SHOP FACILITIES AT THIS LOCATION? ☐ YES ☐ NO
How many mechanics here?

4 INDICATE YOUR PRIMARY TYPE OF BUSINESS:
Check ONE category only.

- (A) ☐ For-hire (Common & Contract Trucking)
- (B) ☐ Lease-Rental
- (C) ☐ Food & Beverage Production/Distribution
- (D) ☐ Farming
- (E) ☐ Government (Fed., Prov., Local)
- (F) ☐ Public Utility (electric, gas, telephone)
- (G) ☐ Construction/Mining/Sand & Gravel
- (H) ☐ Petroleum/Dry Bulk/Chemicals/Tank
- (I) ☐ Manufacturing/Processing
- (J) ☐ Retail/Wholesale/Delivery
- (K) ☐ Logging/Lumber
- (L) ☐ Bus Transportation
- (M) ☐ Moving & Storage
- (N) ☐ Waste Management
- (O) ☐ Other

5 DO YOU SPECIFY, SELECT OR APPROVE THE PURCHASE FOR ANY OF THE FOLLOWING?
Check ALL that apply.

A. New vehicles & components

- ☐ 01 Trucks, Tractors
- ☐ 02 Trailers
- ☐ 03 Powertrain components
(engines, transmissions, axles)
- ☐ 04 Vehicle systems
(brakes, lighting, suspensions, cooling, electrical)
- ☐ 05 Tires, Wheels (new or replacement)
- ☐ 06 Vehicle appearance
(paints, markings - new or replacement)

B. Replacement Components, Parts & Supplies

- ☐ 07 Replacement parts
(filters, electrical, engine parts, brakes, suspensions, exhaust)
- ☐ 08 Major replacement components
(engine, transmissions, exhaust)
- ☐ 09 Oils, Additives & Lubricants
- ☐ 10 Shop equipment and tools

C. Fleet Products & Services

- ☐ 11 Equipment Leasing
- ☐ 12 Computers, Software
- ☐ 13 Financial services, Insurance
- ☐ 14 Fleet management services
(fuel reporting, permits, taxes)

D. ☐ 15 None of the above

*** PLEASE BE SURE TO COMPLETELY ANSWER ALL QUESTIONS IF YOU ARE A TRUCK OPERATOR**

*** NON-TRUCK OPERATORS USE BOX BELOW ONLY**

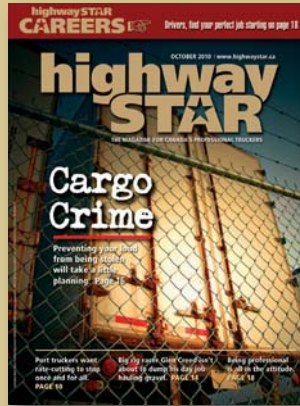
TO BE COMPLETED BY NON-TRUCK OPERATORS ONLY!!!

What best describes your basic business as it relates to truck/bus fleets?
(Check Only ONE)

- ☐ MANUFACTURER
(including factory branches) of trucks, buses, trailers, bodies, components, parts, supplies or equipment.
- ☐ NEW VEHICLE DEALER/
trucks, tractors, trailers.
- ☐ HEAVY DUTY WHOLESALE/
components, parts, supplies or equipment.
- ☐ INDEPENDENT FLEET
SERVICE/REPAIR
SPECIALIST
- ☐ OTHER (Specify) _____

DEFINING EXCELLENCE

NEWCOM TRUCKING MEDIA



Not just the best magazines and websites in the trucking industry but nationally recognized as among the best in Canada!

For 56 years the KRW Awards competition has showcased the best of the best in Canadian business journalism writing.

They are in fact Canada's Pulitzer Prize for business-to-business media.

Since 1994 Newcom's trucking magazines and websites have won 21 gold or silver KRW awards for excellence in business-to-business journalism. To put this in perspective, all other magazines and websites serving Canada's trucking industry have won a total of three (3), combined!

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CE IN B2B JOURNALISM

CANADIAN BUSINESS PRESS–KRW AWARD WINNERS FOR EXCELLENCE IN BUSINESS MAGAZINE JOURNALISM – WRITING CATEGORY • 1994–2010

RANK	PUBLICATION	GOLD	SILVER	TOTAL
1	Marketing Magazine	24	21	45
2	OHS Canada	18	12	30
3	CA Magazine	12	14	26
	Newcom Magazines (All)	12	13	25
4	The Medical Post	14	10	24
5	Canadian Lawyer	11	5	16
6	Today's Trucking	6	9	15
7	Quill & Quire	7	4	11
8	National Magazine	6	4	10
9	Le Coopérateur Agricole	4	6	10
10	Canadian Medical Assoc. Journal	6	2	8
11	L'Actualité Médicale	4	3	7
12	Canadian Occupational Safety	2	5	7
13	Graphic Monthly	3	3	6
14	Hazardous Materials Mgt.	3	3	6
15	Pharmacy Post	3	3	6
16	Benefits Canada	1	5	6
17	Food Service & Hospitality	1	5	6
18	Advisors Edge	2	3	5
19	The Northern Miner	2	3	5
20	Masthead		5	5
21	Far North Oil & Gas Review	3	1	4
22	Meetings & Incentive Travel	2	2	4
23	Nickles New Technology Magazine	1	3	4
24	Profit	1	3	4
25	Salon Magazine	1	3	4
26	Machinery & Equipment MRO	3		3
27	Canadian Technician	2	1	3
28	Transport Routier	2	1	3
29	Canadian Underwriter	2	1	3
30	highwaySTAR	1	2	3
31	Canadian Grocer	1	2	3
32	Hardware Merchandising	1	2	3
33	Solid Waste & Recycling	1	2	3
34	Canadian Consulting Engineer	2		2
35	Canadian Transportation & Logistics	2		2
36	Conseiller	2		2
37	Forum	2		2
38	Up Here Business	2		2
39	Applied Arts	1	1	2
40	Canadian Diamonds	1	1	2
41	Canadian Healthcare Manager	1	1	2
42	Canadian Jeweller	1	1	2
43	CIO Canada	1	1	2
44	Digital Marketing	1	1	2
45	Doctor's Review	1	1	2
46	Engineering Dimensions	1	1	2

RANK	PUBLICATION	GOLD	SILVER	TOTAL
47	Motor Truck	1	1	2
48	Ontario Medicine	1	1	2
49	Hotelier		2	2
50	MD Canada		2	2
51	Pharmacy Practice		2	2
52	Retail News		2	2
53	Style		2	2
54	The Nutrition Post		2	2
55	Plumbing & HVAC Product News	1		1
56	Advanced Manufacturing	1		1
57	Advisor.Ca	1		1
58	Alberta Oil	1		1
59	Better Farming	1		1
60	Biz Magazine	1		1
61	CAD Systems	1		1
62	Canadian Architect	1		1
63	Canadian Security Magazine	1		1
64	Canadian Wood Products	1		1
65	Channel Business	1		1
66	Computer World Canada	1		1
67	Design Engineering	1		1
68	Foodservice News	1		1
69	Manufacturing Automotive	1		1
70	Ontario Dentist	1		1
71	Ontario Hog Farmer	1		1
72	Registered Nurse Journal	1		1
73	University Affairs	1		1
74	Bakers Journal		1	1
75	Building		1	1
76	Cabling Systems		1	1
77	Canadian Machinery & Metal Working		1	1
78	Canadian Printer		1	1
79	Cosmetics		1	1
80	Centre Magazine		1	1
81	Medactuel FMC		1	1
82	MM&D Magazine		1	1
83	Oilweek		1	1
84	Plant Engineering & Maintenance		1	1
85	Pour Parler Profession		1	1
86	Precedent		1	1
87	Print Action		1	1
88	Professionally Speaking		1	1
89	SSGM		1	1
90	Truck West		1	1
91	Your Convenience Mgr.		1	1
	TOTAL	201	201	402

Note 1: **Bold** = Newcom Business Media publications Note 2: 1994 was the first year Newcom submitted material for judging



By Peter Carter

When Rules Take a Hike

Why the regulations that go down best are the ones we come up with ourselves.

According to the Guelph, Ont., flag-football regulations, “the defensive team must count out loud five (5) steamboats before rushing the quarterback.”

The rules go on...

“When counting steamboats, the defender must be situated within five yards of the line of scrimmage.

“If the steamboats are rushed, the offensive can call ‘fast count’ and the defence must back it up by one count and continue at the proper speed.”

As you probably guessed, I simply Googled “steamboats football” to find those rules. But that’s not important.

What’s important is that most guys who grew up in Canada playing backyard football already knew them. And others. Rules for pickup basketball or scrub baseball. I’m talking universal unwritten rules that we’re all born knowing.

Here’s another: April Fools’ tricks performed after noon don’t count.

And growing up in Northern Ontario, we knew that if you’re drinking pop, guys use two straws, girls get one.

When I asked my colleague Allan Janssen if he could think of any examples of rules that come embedded in our DNA, he quickly referred to the movie *A Christmas Story* where we’re reminded of the double-dog-dare regulation. Every kid knows that before you double-dog-dare somebody you have to go through the intermediate stage of double-daring them.

Allan also mentioned the “All-ee, all-ee in-come free!” hide-and-seek rule.

Not incidentally, a few weeks before we had that weird conversation, Allan was named as the new editor of our sister publication, *highwaySTAR*, 40,000 copies of which are distributed to truck drivers free, at truck stops, every month.

I say “not incidentally” because if you’re going to deal with drivers or, for that matter, pretty much anybody, you need a good grasp on which rules people follow, which ones they don’t, and why.

My wife Helena certainly knows.

She confided to me early on that if she wanted me to do, say,

anything, she’d suggest I don’t do it. Works every time.

And every good boss I’ve ever had knew that the best way to get me to work enthusiastically on a project is to let me think it’s my own idea.

I know how I would have reacted if my supervisor called and said “Carter, in November you’re going to write about the difference between written and unwritten rules and you’re going to mention Janssen’s new job.” (He didn’t. We editors get paid to think up this stuff ourselves.)

The clever manager knows that nobody likes being told what to do. And if you really want to demotivate a worker, tell him he

must complete a task “because I say so.”

Look at how good we are at lining up peacefully for coffee. And none of the Tim Horton’s I visit have bank-type cordoned-off areas or signs saying “Line-up here.” We just do it.

But imagine the letters we’d get if we reported that the government has just passed a law making it mandatory for trucks to flash their

lights to let the guy passing know that he’s made it all the way by.

Or that it’s suddenly obligatory to move off Channel 19 to carry on a one-to-one conversation.

Or that a truck has to pull over to let a faster vehicle pass.

Never mind the fact that everybody does that stuff already.

“How dare,” people would yell, “anybody tells us how to drive!”

On that note, I just thought of something.

If you’d like to get your drivers to, for example, slow down to save fuel, just buy an ad in Allan’s magazine. Like I said, it’d be seen by tens of thousands of drivers.

You could tell them anything you want.

That careful drivers get more dates. Drivers who use less fuel are known to have higher IQs and fatter bank accounts. One-hundred-percent compliance is a sign of ingenuity.

They’ll get your message, but it won’t be coming from the boss. So they’ll lap it up like Perrier.

The more I think about it, the more I like this idea—of mine. Funny that. ▲



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