

STRATEGIES: Why banks appear to favor your competitors, PG. 28



**Celadon's
Russell:**
Leverage is
inching back

October 2009
www.todaystrucking.com

Today's Trucking

The Business Magazine of Canada's Trucking Industry

Game-changing **GEARS**

Eaton's new **UltraShift PLUS** boasts up to 18 speeds forward, four reverse; no clutch pedal. Does this mean goodbye to gear-jamming?

PAGE
34



ALSO IN THIS ISSUE:



Anti-idling and
pro-profits

PAGE
40

TODAY'S BEST PERFORMING ENGINES TOMORROW'S PROVEN 2010 SOLUTION



BLUETEC

EMISSIONS TECHNOLOGY

Introducing Detroit Diesel's BlueTec[®] SCR emissions technology. Designed from the ground up to work seamlessly with the DD13[™], DD15[™] and DD16[™] engines, BlueTec is the most simple and fuel efficient option for 2010 emissions requirements. With 25 million test miles in North America, BlueTec SCR is more than reliable, it's proven. **Learn more at DetroitDiesel.com.**

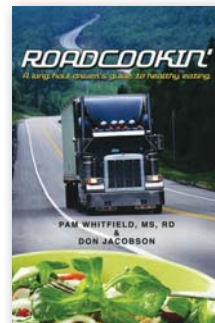
DETROIT DIESEL
DEMAND PERFORMANCE[™]





49

COOKING WITH GAS: Peterbilt is now taking orders for LNG-powered vocational.



9 Dining and dashing



34 Goodbye to gear-jamming

NEWS & NOTES

8 DISPATCHES
TANKER RETROFITS IN WORKS



- 9 Recipes for healthy drivers
- 11 MTO's "favorite" tool disallowed
- 12 Navistar okays SCR down south
- 14 MacKinnon-Walker nuptials
- 14 Trucking events to pencil in
- 17 Manitoba mandates biofuel
- 18 Big-truck scaremongering
- 19 Truck sales statistics

FEATURES

28 ECONOMY
OVERDRAFTED

Banks and financiers have become trucking's new gatekeepers. And that has serious competitive implications you ought to know about.

BY MARCO BEGHETTO

34 COVER
THIRD TIME'S THE CHARM

Is Eaton's UltraShift PLUS the automated manual transmission perfected?

BY JIM PARK

40 IDLING
GENTLEMEN, STOP YOUR ENGINES

Improving technology means more options for key-off climate control.

BY JIM PARK

OPINIONS

- 5 LETTERS
- 7 ROLF LOCKWOOD
- 25 BRIAN BOTHAM
- 62 PETER CARTER

SERVICE DEPT

- 21 CAR HAULING FOR FUN'N'PROFIT
- 27 TEAM-BUILDING TIPS
- 43 MEDIUM-DUTY ELECTRICS ARE HERE!
- 49 LOCKWOOD'S PRODUCT WATCH
- 59 COMPANIES IN THE NEWS

You can't afford to lose \$6000.00*

with unnecessary idling

Keep your drivers **warm** tonight...



IDLING TRUCK

\$



GEN SET

\$



ESPAR HEATERS

\$



*Based on 10 hrs idle time @ \$1.05 litre

for LESS.



For information on how you can start your savings today

800.387.4800 espar.com

Espar Heater Systems

a member of the Eberspächer group of companies



Today's Trucking

The Business Magazine of Canada's Trucking Industry

VICE PRESIDENT, EDITORIAL

Rolf Lockwood, MCLT (rolf@todaystrucking.com)
416/614-5825

EDITORIAL DEPT.

Editor **Peter Carter** (peter@) • 416/614-5828

Senior Editor **Marco Beghetto** (marco@) • 416/614-5821

Western Editor **Steven Macleod** (stmacleod@shaw.ca)
780/633-9113

Contributors **Jim Park, Brian Botham, Allan Janssen,
Steve Bouchard, Jason Rhyno, Eleanor Beaton,
Steve Sturgess**

DESIGN & PRODUCTION

Director **Tim Norton** (production@) • 416/614-5810

Associate Art Director **Frank Scatozza**

GROUP PUBLISHER

Mark Vreugdenhil (mark@) • 416/614-5819

SENIOR ACCOUNT MANAGER

Craig Macpherson (craig@) • 416/614-5804

SENIOR ACCOUNT MANAGER

Jack Meli (jack@) • 416/614-5827

NEWCOM BUSINESS MEDIA INC.

451 Attwell Dr., Toronto, ON M9W 5C4
416/614-2200 • 416/614-8861 (fax)

President **Jim Glionna**

Controller **Anthony Evangelista**

Production Manager **Lilianna Kantor**

(lkantor@newcom.ca) • 416/614-5815

Director of Circulation **Pat Glionna**

CIRCULATION INFORMATION

P.O. Box 370, Station B, Toronto, ON M9W 5L3
416/614-2200 • 416/614-8861 (fax)

NEWCOM MÉDIA QUÉBEC INC.

6450, rue Notre-Dame ouest
Bureau 100, Montréal (QC) H4C 1V4
514/938-0639 • 514/335-5540 (fax)

General Manager **Joe Glionna**

QUÉBEC SALES MANAGER

Denis Arsenault (denis@) • 514/938-0639

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 \$0.25 GST; one-year subscription: \$40 plus \$2.00 GST; one-year subscription in U.S.: \$60 US; one-year subscription foreign: \$90 US. Copyright 2009. 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, scatological, 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.** 

 **Kenneth R. Wilson
Award Winner**

 Member  **CCAB**
BIPA WORLDWIDE™



Truckstop woes are real

Having operated Antrim Truck Stop for over 30 years, we appreciate your editorial, "Where to Park?" (Aug. '09) and your understanding of the difficulties facing travel-center facility operators in Ontario.

Our fuel margins have plummeted in the last 20 years since the introduction of cardlocks. Fuel profits were the major portion of our income for years; now that segment is a loss column. Truckers can be more self-sufficient in meal preparation with the modern amenities available in tractors, resulting in lower restaurant sales. With the province reducing driver hours we have more trucks stopping for longer periods without an increase in sales, all at a time when construction and maintenance costs for truck parking are escalating.

Perhaps the public doesn't realize that land is worth \$100,000-plus an acre, that snow removal is \$20,000 a year, sanding and salting another \$2,000, and trash removal, sweeping, etc. easily add another \$5,000 per annum to our costs. This is all in addition to drainage, signage and pavement costs that are expanding at an incredible rate.

Keeping our facility immaculate has always been our goal. We were recently given the "Cleanest Restrooms in Ontario"



CLEAN BREAKS:

The Antrim Truck Stop was rewarded for having The Cleanest Bathrooms in Ontario.

award, which we are proud of.

We suspect in our left-leaning society that the bureaucrats believe that we are deriving a huge financial benefit from providing these facilities to the public.

Perhaps what the provinces need to do is arrange to designate selected truck stops as "Provincial Rest Areas" and subsidize their parking lot costs. Perhaps not, it's a lot easier for them to do nothing.

Jack Cameron, President,
Antrim Truck Centre Ltd.,
Annprior, Ont.

Those long long trailers

I have just finished reading Rolf Lockwood's column "What would Bob say?" (Sept. '09). We have been running LCVs in the Prairies for years. Until a few months ago I was with a company that ran 90-percent LCV and I was the only AMTA-certified instructor in Saskatchewan.

The facts are these: LCVs are involved in far fewer accidents than any other form of freight on the highway. The restrictions placed on the driver are tight.

There are even restrictions for driving LCVs in high-risk corridors during certain hours and even certain weather conditions.

Regarding brakes, a Super B has eight axles with 16 air pots, an LCV with tandem converter has nine axles with 18 air pots. So it's the same weight as a loaded Super B but with more rubber and more air pots to handle the same amount of weight. Indeed, LCVs have more effective brakes. There are

other issues but the only time I think you'll find a problem is when you have an accident with an LCV, because there's a lot more to see.

Bob Lakatos,
Titan Transport Ltd.,
Saskatoon

HOW TO REACH US: We want your feedback. Write editors@todaystrucking.com, or Letters to the Editor, *Today's Trucking*, 451 Attwell Dr., Toronto, ON M9W 5C4; fax: 416/614-8861.



Online Resources

For industry news, weekly features, daily management tips, truck sales stats, product reviews, and more, go to todaystrucking.com.

The Ultimate Synthetic Performance For The Canadian Environment



www.essolubes.ca

Introducing Mobil Delvac 1 ESP 0W-40: the ultimate level of cold weather protection and reliability from an API CJ-4 licensed SAE 0W-40 synthetic. With over 80 years of specialization in heavy-duty lubricants, Mobil Delvac is trusted by the world's top five heavy-duty engine builders and millions of truck drivers around the world. Find out more at www.delvac.ca.

Mobil Delvac
For Long Engine Life

By Rolf Lockwood



An E-day In The Life

Adventures can be had in my e-mail in-box, once I get through the dross.

Hidden amongst the 326,887 useless e-mails I had to deal with today—I call it an ambush—there were some three or four dozen business-oriented messages that were in some way important. I don't dare turn it into a ratio. Whatever the number, there were two that stood out particularly, telling tales of this crazy moment in trucking's history from opposite ends of the news spectrum. I'll get to them in a minute.

In today's batch of keepers there were lousy news, hopeful news, entertaining news, and one mighty funny joke that I couldn't possibly repeat here. I learned of several new products that are bound to make your lives much, much better when you guys buy 'em. I also had propaganda masquerading as legitimate information from governments and lobby groups, predictably enough.



The best bits in my in-boxes are always the messages from you lot, of course, and today's selection was a fine crop. I heard from a lovely trucking woman who likes my photographs, and that can't be bad. From a driver who hates piloting an LCV down Highway 401 for an extra four cents a mile. From a western fleet manager who enlightened me about LCV braking and politely fell short of calling me an idiot (but I'm actually right on that one). From a truckstop owner who had quite the opposite impression of something I'd written about rest areas. From a Saskatchewan farmer who wanted me to be nicer to biofuels. From an industry friend in the U.S. with yet more bizarre news in the on-going saga of bridges across the Detroit River. And from four trucking pals in Germany who had gathered around several pints of beer and decided they had to reach across the Atlantic to tell me they were reminiscing about a mighty amusing evening we spent together in Koln—I think—a year ago.

In other words, a good but really quite ordinary e-day in the life of one jaded journalist but happy human. I faced a wide array of information and opinion that left me smarter, that challenged me, that made me want to get up tomorrow morning and do it all again. And I laughed a fair bit in the process.

But there were also those two e-mail messages that stood out, one of them offering the gory detail of a truck manufacturer's worldwide truck sales performance in August '09 compared to the same month last year. The Volvo Group—and I hasten to add that every manufacturer is in this predicament, seeing similar results—saw its global truck deliveries drop a whopping 52 percent worldwide in August. North America fared reasonably well, falling off by “only” 33 percent. Compare that to western Europe at 66 percent and eastern Europe at an astonishing 84 percent. Year-to-date figures were even worse, if you can believe it.

The Volvo Group's truck operations, by the way, encompass Volvo Trucks, Mack, Renault Trucks, Nissan Diesel, and Eicher.

After trying to absorb all of that I found the perfect antidote in my e-tray, a note about the 2009 edition of the Atlas Van Lines King of the Road survey. This year's effort, the sixth annual, includes responses from 340 Atlas van operators in the U.S. It's published each September to coincide with a national day of recognition for the company's own kings of the road.

And what did it tell us? Well, staying healthy is tough on the road—56 percent said eating right and 24 percent said getting enough exercise were their greatest hurdles. Some are trying to stay fit by walking/running at truck stops (37 percent) and choosing water (71 percent) and fresh fruit (36 percent) as their No. 1 drink and snack. Subway, promoted as a healthy fast-food alternative, was the most popular restaurant by far, besting runners-up KFC and Wendy's.

On the hardware side of things, 12 percent of Atlas operators are using biodiesel fuel, and about a third use anti-idling systems of some sort.

There's lots more—favorite truck? Favorite tire? —so I suggest you check it out at www.atlasworldgroup.com/survey. It'll be good for what ails ya, promise. ▲

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

Dispatch

BY MARCO BEGHETTO

Tanks for Nothing

A proposed American rule that bans “wetlines” and requires massive trailer retrofits could cost tanker fleets thousands of bucks. It could be dangerous too.

It ain't easy being tanked south of the border. Not only, as we reported last time, is U.S. Customs requiring that all truckers report the exact amount of chemical or fuel residue in a tanker container when crossing into the U.S.; but it seems that the Obama administration is hell-bent on making life even more complicated (and expensive) for tank fleets that operate in America.

Actually, the federal government's scheme to ban so-called “wetlines” from the underside of new tanker trailers and mandate purging systems on existing units appear to be solutions in search of a problem.

Wetlines are basically exposed loading pipelines underneath a tank trailer—mainly on petroleum containers—which routinely hold eight to 12 gallons of fuel that remains post-

loading after the internal valve of the cargo compartment has been shut off. They were created when the industry switched from top to bottom loading in order to enhance fall protection standards as well as government air quality rules.

Except, now the American government doesn't like them anymore.

The National Transportation Safety Board (NTSB) is concerned that in serious T-bone collisions the wetlines can rupture and spill fuel, which could theoretically ignite and engulf the tractor-trailer. However, these “wetline events” are quite rare and are almost always minor when they do happen. There's been only one documented case in the U.S. of a death resulting from a wetlines incident since 2000. And even in that instance, there's no telling whether it was solely



Wetlines

the wetline that spilled fuel or if the damaged tank compartment was to blame.

After failing twice in the last 10 years to get the Department of Transportation (DOT) to write a wetlines removal rule (the DOT's two cost-benefit analysis over-

SLIPPERY WHEN WET:

A Obama admin rule that would ban wetlines and require retrofits on existing tankers could kill more people that it will save, industry says.

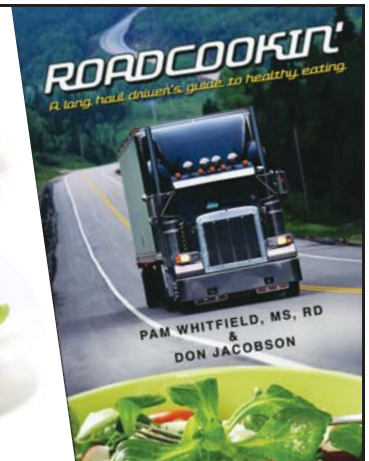
ruled the idea), the NTSB went straight to the Democratic-controlled House Transportation and Infrastructure Committee, which has since proposed a mandate that would require the installation of wetlines purging systems on all tanker trailers and the retrofitting of existing containers that haul hazmat, regardless of whether the product is flammable or not.

Each trailer would most likely need multiple purging systems that would use air or gas to push product back into each separate compartment. Currently, there's only one company known to produce such a system (Cargo Tank Concepts of Brooklyn, N.Y.).

Although trailer makers will have to comply two years after the rule passes, it appears that the retrofitting provisions won't likely kick-in until 2020.

"At first blush that seems like a positive because it would have been really disruptive if it took place in 2012," says John Conley, National Tank Truck Carriers president. "But with these trailers that have 25 years service, if you bought one in the last few years, you're still probably going to have to do a retrofit."

Eat 'n run by the book.



GRILLE MEN: TRUCK DRIVERS AREN'T HEALTHY?

JUST THROW THE BOOK AT 'EM.

Pam Whitfield, a dietician, has partnered with Don Jacobson, a writer, gourmet cook, and logistics guy, to produce "Roadcookin': A long haul trucker's guide to healthy eating."

For \$16 US, you can buy this health-oriented cookbook and maybe save a life or two.

Because when it comes to truck-driving, if there's an elephant in the cab, it's health; and this book addresses that much-neglected feature of your business.

"Our research," says Whitfield, "shows that 82 percent of truckers are overweight while 55 percent are obese. For the over three million OTR

drivers, we're talking crisis.

"But they're out on the road all alone, and that makes it tough. That's why we wrote 'Roadcookin'," she adds.

The book's not only full of plain-talking health tips and good advice, it's written in digestible bite-sized pieces; as in, the language is clear; it's playful and there's zero b.s.

The recipes, designed to be whipped up in the comfort of your sleeper, sound pretty good. The Thunder Bay Special breakfast, for example, offers a great way to use good old-fashioned Canadian bacon and Sirius Trucking Squash is best served, according to the book, with Martin's Nuked Fillets.



Want more news? Go to todaystrucking.com

Send us your feedback. E-mail editors@todaystrucking.com

In an interview with *Today's Trucking*, Conley says that having "failed twice to accomplish their objective through the regulatory process," the NTSB is trying to impose its will, based on flimsy evidence, through a more sympathetic Congress. He says the agency is trying to pad its stats in support of

the rule by contacting tank fleets involved in recent accidents to gauge whether any product specifically escaped from wetlines.

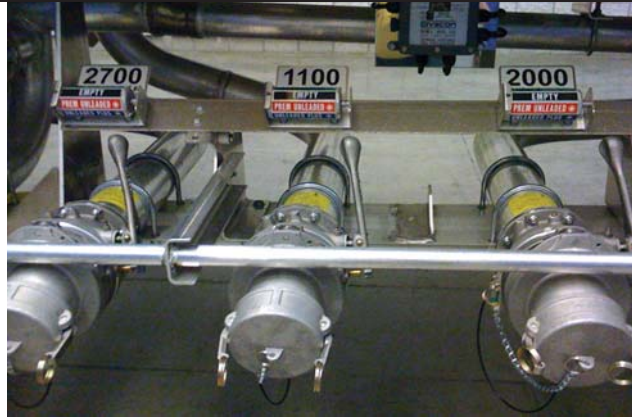
Vern Seeley of Saint John-based petroleum hauler RST Industries runs tankers all along the eastern seaboard and he thinks the American rule "is political, for sure."

Dispatches

Lost on regulators, he says, is how far tanker safety has come in the last 20 years.

“We’ve done some great things with roll stability, air operated emergency valves to limit spillage, and we build them stronger than they ever have in the past,” says Seeley.

He pegs the up-front costs of retrofitting a single trailer at about \$10,000 USD. That doesn’t include the two weeks of equipment downtime, lost revenues, plus the cost to train drivers on the purging system, which would need to be operated after every delivery, adds Seeley, who—as an influential industry voice on the working committee of the Council of Deputy Ministers Responsible for Transportation and



Highway Safety—has been instrumental in getting similar proposals taken off of the table in Canada.

It remains to be seen whether the U.S. rule would affect Canadian buyers of new tankers anyway, regardless of whether they haul stateside, since it’s improbable most U.S. manufacturers would build wetlined tankers just for the Canadian market.

What’s more, one of the reasons the DOT shelved the original proposal is that there is currently no way to account for the taxable fuel that has been metered while it’s loaded and then removed.

Industry’s objections to a wetlines mandate—especially the retrofit requirements—isn’t all about dollars and cents, however. The argument that such a rule would cause

PIPE DREAMS: The controversial wetlines proposal includes all 53-ft hazmat tankers, but for some reason appears to ignore straight trucks and combination vehicles like Michigan doubles.

far more fatalities than it would prevent is quite defensible, says Conley.

There have been 14 documented cases in Canada and the U.S. over the last 10 years where technicians doing installation work on tankers have been killed or seriously injured because the equipment was not meticulously cleaned and purged of all vapors.

“There’s lots of places for vapors to hide, say, in a little pump,” explains Seeley. “The gasoline vapors could travel back into the tank. You do a little welding ...”

And?

*Just when you think
you’ve reached your limit,
WE SAY, “STEP ON IT.”*

Who says you should put limits on efficiency, safety, compliance or customer service? Working together with PeopleNet, you can be 33% safer and more compliant* while saving \$5,000 per truck** on average. To learn how PeopleNet has helped other fleets perform above and beyond the rest, call 888.346.3486, option 3. Also ask for Blue Paper “Safety: The Trucking Industry’s New Frontier.”

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

“Just like a bomb,” he says.

Conley doesn't want to consciously overstate the dangers, but he won't hold back when addressing the point either: “I do work for an association and associations have been known to blow smoke sometimes,” he says. “But I truly believe you will kill more people with this legislation than you will save out on the roadway. Honestly. “The [regulators] don't want me to say that, and have asked me not to. But I won't stop because it's true.”

Conley isn't claiming that the challenge of purging is insurmountable. “But it's not necessary when you consider all the [costs] involved, and more importantly, the concept of retrofitting all those trailers can be scary.”

He's hoping that cooler

heads will prevail, but so far legislative staff doesn't seem overly impressed with the industry's arguments. His fear is that the wetlines mandate will come down to a “political, not regulatory” decision.

Like that hasn't happened a lot lately.

Compliance

Court Strikes Down MTO's 'Favorite Tool'

A recent ruling by the Ontario Court of Appeal has rocked how the Ministry of Transport (MTO) treats trucks with defects and penalizes drivers and carriers.

Lawyers for Davis LLP say the Appeals Court upheld a previous Justice of the Peace decision that put the brakes on MTO's fast and loose

interpretation of the law and required the Ministry to prove that a commercial truck is actually in an “unsafe or dangerous” condition before it can achieve a conviction for such a charge.

The court's ruling will affect hundreds of similar pending cases in Ontario, say defence lawyers David Crocker and Liliane Gingras, and it “significantly alters one of the favorite enforcement tools of the [MTO].”

The lawyers, representing Quality Carriers Inc. and driver Randy Banning, successfully argued that a commercial motor vehicle that may have critical defects (as described in O.Reg.512/97) could only be impounded by the MTO.

It does not provide the basis, as the ministry had

been applying for years, for charging truckers with large fines under subsection 84(1.1) of the Highway Traffic Act—a provision, the law states, that should only



An Ontario court upheld the notion that MTO must actually prove a vehicle is unsafe and dangerous before it can charge drivers like it is.

be used against vehicles in “a dangerous or unsafe condition as to endanger any person.”

It's therefore up to the Ministry, the Court stated, to prove a vehicle meets the Act's criteria before



Dispatches

inspectors go beyond impounding trucks with mechanical defects and use the provisions of subsection 84(1.1) to achieve convictions which include fines as high as \$20,000.

The whole case stems from a 2006 incident involving Quality Carriers driver Randy Banning whose tractor-trailer was found by MTO inspectors to have four of its air brakes to be over a quarter-inch out of adjustment.

Both Banning and Quality Carriers were charged with operating an "unsafe and dangerous" vehicle and fined contrary to subsection 84 of the Act.

The company challenged this, arguing that the MTO does not call evidence to prove that a vehicle is in a "dangerous or unsafe condition" but rather, it uses subsection 84(1.1) so that a vehicle with a defect shall be automatically "deemed" to be dangerous or unsafe.

At trial, Justice of the Peace A. Renaud agreed with this defence. She dismissed the charges against both the



Photo: Dale White

LCVs Sighted: The start of Ontario's long combination vehicles (LCV) project kicked-off off exactly as proponents hoped it would: Uneventfully.

The much-publicized launch of the pilot project is underway on select routes, mainly between Kingston and Montreal and a few in and around the GTA. Stretches to Fort Erie and Windsor were on the verge of getting the green light at press time.

So far, it appears the tandem 53-ft tractor-trailer units have not raised much objection from other road users.

Only "active" Ontario Trucking Association or Private Motor Truck Council of Canada (PMTCC) carrier fleets are invited to take part in the pilot. A maximum of 50 carriers have been selected by lottery.

driver and carrier, explaining that the requirement for a prosecution in the Act was specifically different than the requirement necessary to impound a vehicle.

The MTO apparently didn't see it that way and immediately appealed that decision. And when it was subsequently upheld by the Ontario Court of Justice in 2008, the government appealed it again.

However, this past June, the Appeals Court 2010 agreed with the original decision and dismissed the MTO's latest challenge.

The Davis lawyers state that the Court acknowledged its ruling likely creates a gap in the legislation, "however, it was not the role of the Court to fill that gap" and the government can make new regulations if it decides to do so.

Emissions

Navistar A-OK With SCR After All?

It might not believe in SCR technology as an emissions solution for North America, but Navistar apparently doesn't mind going with the aftertreatment strategy on its engines built a little further to the south.

Navistar International, of course, is the only major truck OEM to decline SCR in Canada and the U.S., continuing instead with "advanced" EGR. However, according to the products page on its website, Navistar's MWM International Motores subsidiary is employing SCR in its NGD 9.3E medium-duty engine for the South American market.

Spokesman Roy Wiley first confirmed to todaystrucking.com that MWM would build SCR engines in Brazil. He said the engines are at the request of Volkswagen Truck and Bus, Navistar's largest South American customer, in meeting the Euro IV

Lighten your load

Choose Power Leasing

Lighten your financial load along with your workload. Choose GO24. You'll preserve your borrowing capacity, which you can use to grow your business.

Put an end to unforeseen events, cost overruns, as well as lost time and productivity resulting from downtime. You won't have to spend another moment worrying about equipment maintenance. You'll be able to plan your expenses accurately. And should the demands of peak periods exceed your capacity, we can help. At Brossard Leasing, we have the largest fleet of short-term rental vehicles in Quebec.

Montreal 1-800-361-9720 • Quebec City 1-800-397-2433 • www.brossard.com • www.flash24.ca



emissions standards that country has adopted.

“Regulations, conditions, and environmental issues are different in Brazil and other parts of the world,” he said. “We’re a big supplier to Volkswagen and so we work with them.”

Wiley, however, couldn’t say off-hand whether MWM is working with an independent partner to produce the SCR engines.

In the seemingly endless war of words between the EGR and SCR camps, Navistar has been vocally critical of SCR as a North American emissions solution. But Wiley says such a characterization is “unfair,” adding that the company has only “discussed” the use of “urea” in 2010 SCR engines. “There’s a big difference.”

Wiley couldn’t confirm whether urea—or more accurately, the urea-based NOx-busting chemical Diesel Exhaust Fluid (AdBlue in Europe) required in most SCR engines—will be used in the Brazilian NGD engines as well.

LUCKY NUMBER 13:

While **NAVISTAR** remains busy trying to cover all the bases for 2010, it appears that the company could very well run out of 15-liter engines before its own proprietary big bore diesel is ready.

In the meantime, the truck and engine maker will try to convince heavy-duty customers to transition to 13-liter power over the next year.

That’s because the EPA could limit Navistar’s attempt to stockpile large numbers of 2009 Cummins ISX 15 EGR engines, which it would sell in 2010-model trucks for part of next year.

Chief Executive Daniel Ustian was questioned by investors whether Navistar would be able to acquire enough ‘09 Cummins engines to cover 2010 demand while the company completes development of its own MaxxForce 15 engine, which is actually based on a caterpillar C15.

With 60 percent of its trucks purchased with 15-liter engines, it’s highly suspect whether Navistar has enough supply to carry it until its big bore MaxxForce 15 hits the streets, sometime in 2011 by some estimates.

During a J.P. Morgan investor webcast conference Ustian said he’s confident that the company’s MaxxForce 13 can do the job of a 15-liter for many customers.

In fact, until plans for the 15-liter were announced, the company was marketing the MaxxForce 11 and MaxxForce 13 (both developed in concert with German

The MaxxForce 13 punches above its weight, Navistar says.



truckmaker MAN) as its big bore engines with fuel economy upside.

Ustian played down the risks for Navistar to lose market share next year, saying the 11 and 13-liter offerings provide the “potential for us to gain as many as we lose.”



Dispatches

In the past, Navistar officials have wrongly called DEF a “toxic” substance. And earlier this year, sales exec Jim Hebe said “[SCR] could be the biggest false-start in trucking history.”

He predicted that emerging technologies would come online without the need to use a urea-based aftertreatment catalyst like DEF.

International Truck & Engine President Dee Kapur basically said the same thing at a Heavy-Duty Manufacturers Association conference in Las Vegas last year.

“There may be some applications for SCR, but if so, we think it’s a stop-gap solution, and it will be marooned in the future,” he said pointedly.

Whether the company’s approach has been to attack SCR in general or specifically DEF is certainly debatable. But the revelation of the company’s approaches outside of North America has perhaps led it to change its tune overall.

More recently, Tim Shick, director of Business & Product Strategy told an online webinar audience that SCR isn’t all that bad after all. “We think SCR is a very viable technology. We can’t find anything negative about it,” he said. While he said ERG was still the best approach for 2010, he admitted that the company could move to SCR when a non-liquid form of DEF is made commercially available.

Mergers

MacKinnon-Walker A Perfect Fit

What’s there to do if you and a competitor are tired of duking it out in the suffocatingly cramped southern Ontario, cross-border van and flatbed sectors? Two of the region’s prominent family-owned fleets answered that question with one of the few major merger-acquisitions we’ve seen this year.

Evan MacKinnon, president and CEO of MacKinnon Transport in Guelph, Ont., announced in the waning days of August that his company acquired St. Thomas, Ont.-based LE Walker Transport and its subsidiary MidAmerican

Freight Systems.

Both southern Ontario carriers are major players in the southbound dry van and flatbed markets. Walker also has a growing number of tankers and container chassis and its inroads in the intermodal sector will likely complement MacKinnon’s own ancillary intermodal transport business as well.

The new entity is estimated to have revenues in the \$70 million per year range and will operate about 1,300 pieces of equipment with a team of approximately 420 people, making it one of the 50 largest fleets in the country.

Although the two presidents, MacKinnon and Julie Tanguay of LE Walker have



LOG BOOK

Go online for more events, visit www.todaystrucking.com

October 5-6

Atlantic Provinces Trucking Association Annual Conference, Brudenell Resorts, P.E.I. Atlantic Truckers have lots to discuss in these unpredictable times, including pandemics and trucking safety. Contact: 506/855-2782 or go to www.apta.ca.

October 18-21

Transportation Association of Canada Annual Conference, Vancouver, B.C. Canada’s largest annual gathering of transportation professionals. This year’s theme is titled: Transportation in a Climate of Change. Contact: 613/736-1350 or go www.tac.atc.ca.

October 18-24

Operation Safe Driver 2009, North America-wide. Organized by the Commercial Vehicle Safety Alliance, law enforcement across North America will be out in full force targeting unsafe car and truck drivers. Contact: 877/606-7323 or click on www.cvsa.org.

October 23-24

Transportation Health & Safety Association of Ontario Council of Driver Trainers Annual Conference, Sarnia, Ont. Seminars and networking for the professionals who train the guys and ladies behind the wheel. Contact: 905/219-0003 or go to www.thsao.on.ca.

October 26-28

46th Annual CTEA Manufacturers’ Conference, Fairmont Chateau Laurier, Ottawa. Hosted by the Canadian Transportation Equipment Association, the event serves the commercial vehicle manufacturing sector in Canada. Contact: 519/631-0414 or click on www.ctea.ca.

November 3-6

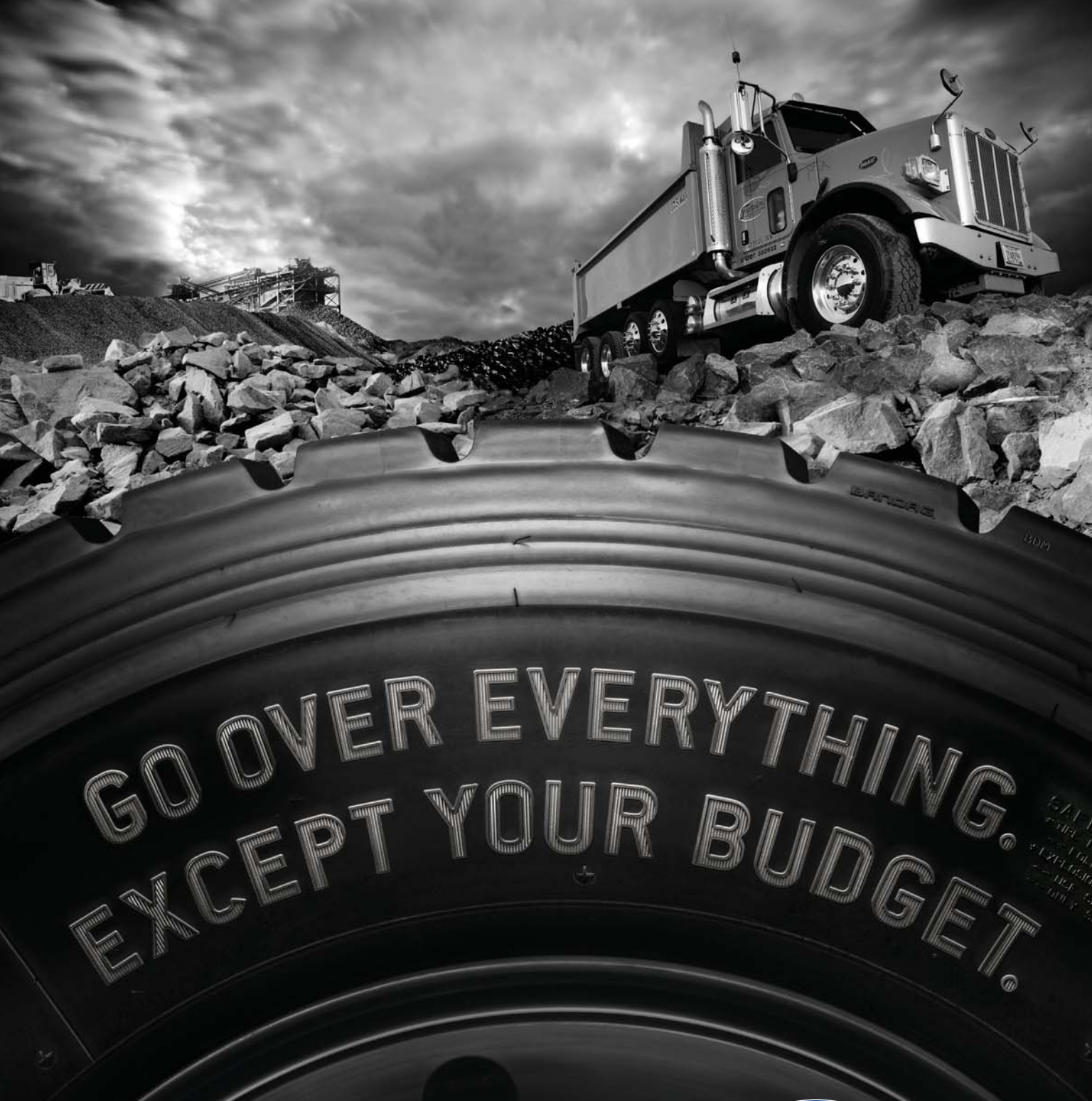
Specialty Equipment Market Association Annual Exposition, Las Vegas Convention Center, Las Vegas. Co-located with SEMA’s Automotive Industry Week, this is the premier specialty products trade event, with unique vehicles and a huge number of new products. Contact: 909/396-0289 or go to www.sema.org.

November 20

OTA Convention 2009, Doubletree International Plaza Hotel. Hear from some of North America’s leading carriers, transportation analysts & regulatory decision makers on the key issues affecting your business. Contact: 416/249-7401 or click on www.ontruck.org.

November 23

North American Cargo Securement Harmonization Public Forum, Montreal. Presented by the Commercial Vehicle Safety Alliance. Contact: 202-775-1623 or click on www.cvsa.org.

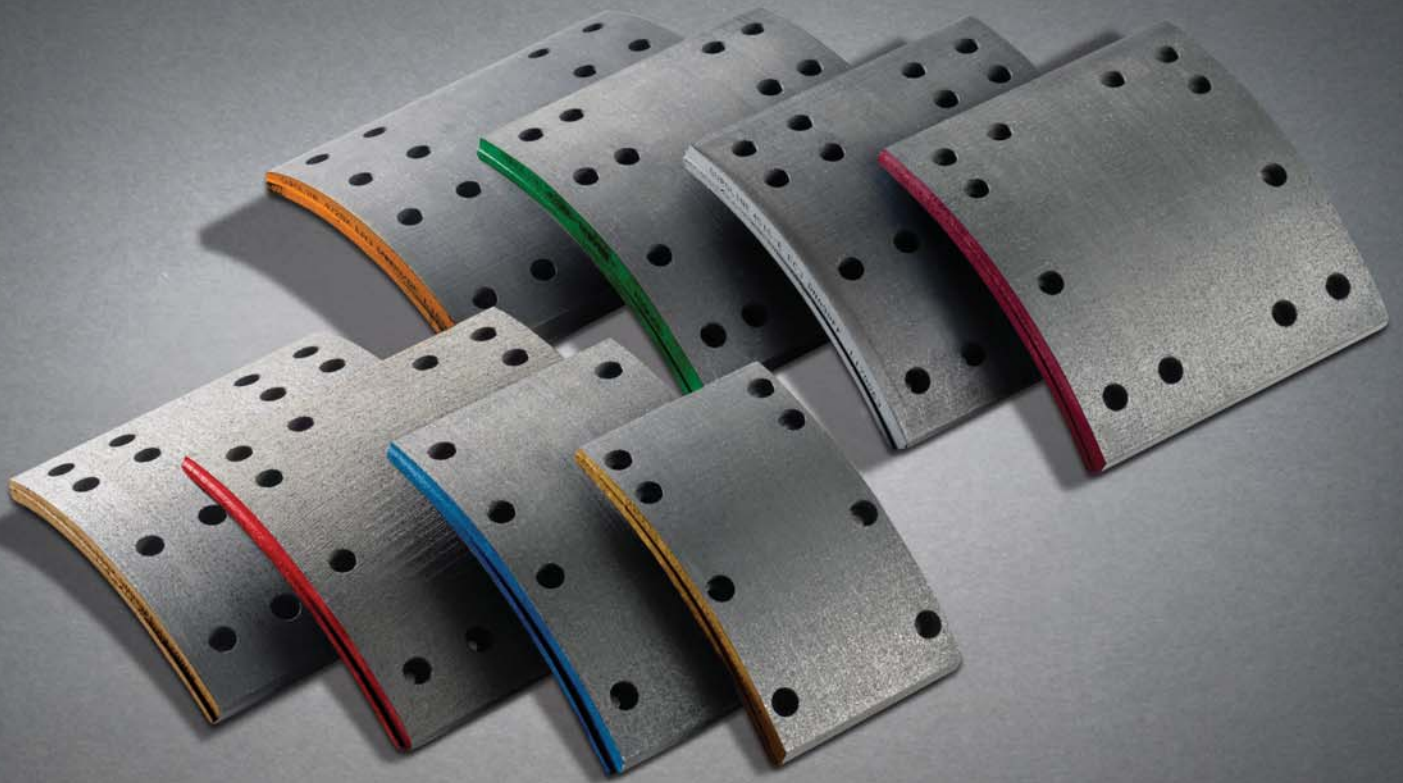


GO OVER EVERYTHING.
EXCEPT YOUR BUDGET.



NO DETOURS.™

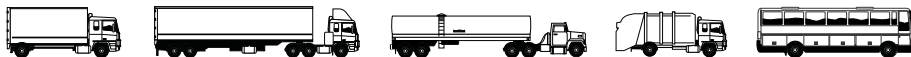
How do you thrive despite hostile driving environments and brutal economic conditions? Get a smarter tire program. With premium, best-in-class retreads. Backed by legendary service. Bandag. The company that has been leading the precured retreading industry for over 50 years. ROLL SMART. **»» FIND OUT HOW BANDAG COULD SAVE YOU 10% OR MORE ON TIRE COSTS. SEE BANDAG.COM/SAVE.**



*This relationship
is bound to cause a lot of friction.*

Introducing STEMCO Duroline.™ Superior friction technology for the North American market. For years STEMCO® has served all your wheel end component needs. Thanks to Duroline® and its unique friction formulations, we can now add high performance brake linings to our product portfolio. Over the last 20 years, Duroline® has perfected its groundbreaking wave process resulting in longer lasting, quieter and higher performing brake linings. In addition, our TQMSM program provides brake foundation and installation training, so you can increase brake life and minimize total cost of ownership. So for high quality brake linings and other wheel end components, visit www.stemcoduroline.com.

STEMCO
 **DUROLINE™**



HORIZON SP™ CREST XL™ VISTA HP™ ULTRA PEAK™

To see the full product offering of high performance friction products, visit www.stemcoduroline.com

P.O. Box 1989, Longview, Texas 75606-1989. Tel: 903-758-9981. Fax: 903-232-3508

©2009 STEMCO LP

worked together for more than a decade—through the Ontario Trucking Association (OTA) as well as their common insurance captive—this corporate marriage only had a gestation period of about eight to 10 weeks, Tanguay says.

“It’s been an exciting period,” Tanguay, who is also the OTA chair, told *Today’s Trucking*.

(For a rundown on how the companies convinced their bank to fork over expansion cash in this tight credit market, see the sidebar on pg. 29).

MacKinnon will remain president and CEO of the larger company—still named MacKinnon Transport—and Tanguay is executive vice president of sales.

Will the former president have trouble not being the company buck stopper? “Not at all,” she says. “I’ve been in a family business all of my life and I’m definitely a team player, not a dictator.”

For his part, MacKinnon said having a business partner “is something new to me, but I’m looking forward to it.”

Not surprisingly, he said the acquisition has a lot more to do with dovetailing the companies’ customer



MATCH MADE IN CHATHAM: Evan MacKinnon and LE Walker’s Julie Tanguay have different styles but share similar trucking backgrounds.

base than simply inflating capacity in this soft market.

Although they’re both in similar sectors, there’s no duplication of customers, so the company will get all the benefits of adding equipment and streamlining operations while reducing costs, without any redundancy in revenue. “The end result is we’re going to be a larger company than even in our ’05-’06 heyday years,” says MacKinnon. “It’s an opportunity to grow and create a lot of financial strength.”

Both partners point out that having similar, third-generation family company cultures, whose two leaders were

born around trucks, helps make the deal a good fit.

Of course, there’s nothing wrong with having diverse business approaches to play off of either. “Evan is a visionary and I’m more practical,” said Tanguay. “He’s five years out and I’m more immediate.”

Alt fuels

‘Toba Truckers Brace For Biodiesel

In just a few weeks Manitoba will become the first province in Canada to mandate biodiesel. And, not surprisingly, the region’s truckers are none too happy about it.

All diesel fuel sold in the province as of Nov. 1 must contain a B2 average (two-percent biodiesel), Energy Minister Jim Rondeau recently announced.

The move is aimed at boosting the agricultural sector while “reducing greenhouse gas emissions,” although the claim that biodiesel reduces our carbon footprint has been hotly debated in recent years.

One common misconception regarding the rule is that fuel retailers will be required to sell biodiesel directly at the pump. As is the case in B.C., (which likely kicks-off its B5 mandate in January 2010), fuel companies need only to produce a provincial “pool average” of B2, meaning that the actual blend at the pump is left free to vary based on customer demand.

That’s good news for biodiesel producers and the farm lobby, but not so good for truckers with no buying leverage in older, remote regions of the province.

Higher blends of biodiesel are known to cause gelling and there’s start-up issues in older engines operating in colder climates, like say, most of Manitoba throughout much of the year.

We pay you CASH for your invoices in 24 hours!



- J D offers advances up to 95%
- Non-Recourse (credit guaranty) available
- No Start up fee required
- Next day funding by wire transfer directly into your account
- Credit Management and Insurance
- Fuel Card services available
- On-line, real-time computerized reporting



J D Factors

5975 Whittle Road, Suite 110, Mississauga, ON L4Z 3N1
www.jdfactors.com Canadasales@jdfactors.com

For more information call 1-800-263-0664

Dispatches

At the very least, retail fuel pumps should be properly labeled to reveal the volume of the biodiesel being sold, says Bob Dolyniuk, general manager of the Manitoba Trucking Association (MTA). But, so far, there's been no indication that the government will implement any such requirements.

The MTA has also insisted (to little effect) that Manitoba introduce an ongoing quality-assurance program at point of production and point of sale and has asked that other modes of transport, such as rail, must also be made to comply with the rule.

But those aren't the only reasons carriers don't like the policy as it's currently written. As part of the mandate, the province is

replacing the current consumer-based fuel tax exemption on biodiesel with a 14-cent-per-liter tax break for producers instead.

"One also has to wonder," asks Dolyniuk, "where the 14-cent per-liter incentive to producers is coming from? Fuel tax revenues?"

Public relations

Debunking Truck Scaremongering

The American Association for Justice sounds, *prima facie*, like some comic book-era league of super heroes. Far from it. It's a group of overly litigious trial lawyers whose claim that more than 28,000 truckers violating federal safety regulations is "an attempt to scare citizens

into suing motor carriers," says the American Trucking Associations (ATA).

The lawyers' group says it got the numbers from the Department of Transport's (DOT) Motor Carrier Management Information System. What they don't say is that their conclusions play with the stats out-of-context and ignore key facts. A release sent to reporters is also loaded with sensationalism like this:

"As millions of American families pack-up to hit the road for the Labor Day holiday, most are completely unaware they share the road with trucks that are 'rigged for disaster.'" Clever.

The lawyers' release also states that although trucks make up less than four per-

cent of all vehicles on U.S. roads, they are involved in 12 percent of all motor-vehicle fatalities. Of course, the AAJ must have missed that in the large majority of car-truck incidences, the car drivers are at fault.

The ATA quickly countered, pointing out that the truck-involved fatality rate is now at its lowest rate since the DOT began keeping those statistics in 1975; and the Commercial Vehicle Safety Alliance's Roadcheck 2009 shows continent-wide improvements and the highest compliance rates ever for the most comprehensive roadside inspection.

That could explain, then, why trial lawyers are desperate to drum up new business however they can. ▲

oktire.com



TIRE SERVICE AROUND THE CORNER, ACROSS THE COUNTRY.

OK Tire has served commercial customers just like you since 1953. With stores coast to coast, and the ability to offer Manufacturer National Accounts, you're never far away from help when you need it. Not to mention one of the best selections of commercial tires in Canada - including all the brands you know and trust.

For the OK Tire commercial location near you, visit oktire.com.
In emergencies, visit truckdown.com.

BRIDGESTONE

FIRESTONE

Continental
TIRE

GENERAL TIRE

TOYO TIRES

KUMHO TIRES

OK TIRE™

Honestly driven.

™ The OK Tire mark is a trademark of O.K. Tire Stores Inc.
© Bridgestone is a registered trademark of Bridgestone Corporation.
© Firestone is a registered trademark of Bridgestone Licensing Services Inc., used under license.

Canada: Truck Sales Index

July 2009

CLASS 8	This Month	YTD '09	YTD '08	Share
International	290	2313	3515	29.0%
Freightliner	107	1616	2750	20.2%
Kenworth	186	922	2513	11.5%
Volvo	91	820	1365	10.3%
Mack	80	643	1073	8.1%
Sterling	88	625	1261	7.8%
Western Star	40	558	745	7.0%
Peterbilt	113	489	1641	6.1%
TOTAL	995	7986	14,863	100.0%



CLASS 7	This Month	YTD '09	YTD '08	Share
International	42	330	821	32.3%
Peterbilt	24	183	431	17.9%
Kenworth	27	179	422	17.5%
Hino Canada	21	136	250	13.3%
Freightliner	7	124	296	12.1%
Sterling	5	71	184	6.9%
TOTAL	126	1023	2404	100.0%



CLASS 6	This Month	YTD '09	YTD '08	Share
Hino Canada	22	169	127	41.7%
International	17	152	244	37.5%
Freightliner	1	42	73	10.4%
Sterling	2	24	33	5.9%
Peterbilt	1	18	0	4.4%
TOTAL	43	405	477	100.0%



CLASS 5	This Month	YTD '09	YTD '08	Share
Hino Canada	30	247	434	40.4%
Sterling	24	212	566	34.7%
International	10	105	398	17.2%
Kenworth	4	35	62	5.7%
Peterbilt	2	8	0	1.3%
Freightliner	0	4	41	0.7%
TOTAL	70	611	1501	100.0%



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
International	5	20	4	15	136	63	20	4	12	11	290
Freightliner	4	11	10	5	41	22	5	8	0	1	107
Kenworth	26	27	4	15	31	72	11	0	0	0	186
Volvo	5	10	12	5	28	16	10	4	0	1	91
Mack	4	2	19	5	32	11	4	3	0	0	80
Sterling	9	12	0	2	50	15	0	0	0	0	88
Western Star	10	9	1	1	4	7	6	2	0	0	40
Peterbilt	22	21	12	24	11	11	3	9	0	0	113
TOTAL	85	112	62	72	333	217	59	30	12	13	995
YTD 2009	565	1223	409	513	2834	1703	378	276	26	59	7986

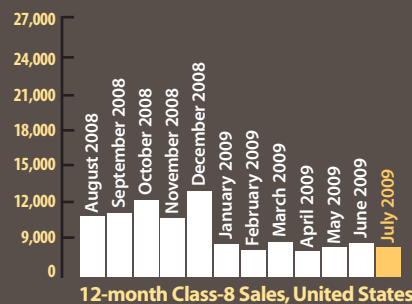
Sources: Canadian Vehicle Manufacturers Association and Ward's Communication.



www.simardsuspensions.com
1 800 423-5347

U.S.: Retail Truck Sales

CLASSE 8	This Month	YTD '09
International	2158	14,071
Freightliner	1688	13,431
Peterbilt	1032	6166
Kenworth	1038	5829
Volvo	439	3930
Mack	748	3772
Sterling	338	2328
Western Star	61	409
Other	1	12
TOTAL	7503	49,948



BRIDGESTONE

What's inside a Bridgestone radial?



time

Tires are just the beginning

Bridgestone products and programs save precious time so you can invest it where it counts – on growing your business. Ask your dealer or truckstop what else choosing Bridgestone can do for you.



BridgestoneTrucktires.com

Street Smarts

INSIDE:

25 Keeping calm in the coop

27 Management by walking around

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



STACKED IN HIS FAVOR: Pilipchuk says carrying cars requires TLC galore.

Stacking & Packing

loading *Is there still money to be made in hauling cars? Flipper Pilipchuk thinks so. By Steve Macleod*

On May 1, 2008, Larry “Flipper” Pilipchuk decided running one truck wasn’t enough so he opened the doors on Abundantia Carrier Enterprises in Gibbons, Alta., about 45 minutes northeast of Edmonton.

Think back to that time. Sixteen months ago. Instead of polishing newly finished autos, carmakers were polishing their bad-news-to-the-shareholder speeches. Auto plants were closing lines. And truckers who had relied on hauling cars to dealers were bidding on general freight.

Meanwhile, back in Gibbons, one month into his new enterprise, Pilipchuk

took on his first owner-operator. Just to keep up with demand. And he has added more since.

There are a total of nine owner-operators on contract at the moment, with two of them only doing specialty hauls. One of them has a one-car enclosed-and-heated trailer to transport high-end specialty cars. Another driver hauls a three-car trailer and only does Edmonton-Calgary runs. Pilipchuk also owns two tractor-trailer buildups, and one trailer that is looking for a truck to lead it.



Abundantia itself is plated for B.C., Alberta, and Saskatchewan and can run into Manitoba, Ontario and the Territories on permits.

Pretty much the only cars Abundantia doesn’t haul are vehicles straight from the factory.

“You need a contract from the manufacturer for that,” says Pilipchuk. “We’re not big enough to handle a manufacturer contract, and it would take huge dollars to integrate with their software systems.”

So mostly, he’s hauling vehicles for dealer transfers, auction moves, lease returns, rental agencies, and repossessions.

It’s a business that requires TLC on steroids. Which is what Pilipchuk brings to every load. “When Pegg [his business partner is his wife Pegg Smith] and I decided we were going to open our doors, I believed there was a different way to deliver vehicles than companies were used to.

“The biggest difference between car hauling and freight is you really have to watch for damage, and make sure everything fits,” adds Pilipchuk. “If you dent a two-by-four nobody will complain, but if you dent a bumper the dealer will be pretty peeved.” And it’s dead-easy to scratch a car on a trailer.

“Regardless of whether the person paid \$20 or \$20,000 for their vehicle,” he says, “that person worked hard to put the money together to buy it. It’s not our decision

whether it’s nice or not.”

The challenge in loading cars on a trailer is putting as many vehicles on as

possible, without putting them too close to each other, or to the frame of the trailer, so if they move around a bit on the trip they won’t get damaged.

“You always have to be conscious of the height and weight,” says Smith. “Flipper is known for packin’ and stackin’.”

“I like the challenge of putting the cars

Street Smarts

on,” explains Pilipchuk. “Taking eight vehicles and stacking them on a truck and trailer. To me, it challenged me to the point of, ‘how many ways can you do that?’”

And they’re just as careful about business as they are about their cargo. “We make sure we have the work before we add another truck,” he says, “and not just work for a month.”

Pilipchuk grew up the son of a trucker and wanted to drive ever since he can remember. He did attend college in Edmonton and did become a social worker, but the allure of white-collar work faded and soon he was back behind the wheel.

His plan: farm part time; truck part time. But after about a month, trucking was his

only job. For 25 years, he hauled general freight as a company driver then stepped out on his own as an owner-operator.

He didn’t like the idea of moving from carrier to carrier (four in as many years) so he and Smith decided to launch Abundantia.

Abundantia is the Roman goddess of abundance, prosperity and good fortune, which are all things every carrier would hope for. But the name itself has also turned into a good marketing tool. “It’s catchy, and lots of customers have their own variation on how to pronounce it,” says Smith. “It’s not something they’ll forget.”

When he started, Abundantia’s only truck was a yellow 2000 Pete 379, which he’d paid US\$240,000 for (including trailer) at the turn of the century. Head office was sometimes his cab and at other times, the living room belonging to their full-time sales rep.

One year ago, Abundantia found a permanent home in Gibbons’ industrial park. So now, with Smith keeping a firm grasp on the office operation, Flipper can spend his time out on the road, right where he likes to be. ▲





In weather like this, “hope” doesn’t cut it.

Trust Howes Diesel Treat & Anti-Gel to get you started and keep you on the road. Guaranteed, You Go or We Pay the Tow!

- ✓ Prevents Diesel Fuel From Gelling
- ✓ Increases Power and Fuel Economy
- ✓ Cleans and Lubricates Fuel Injectors
- ✓ Eliminates Smoking and Rough Idle
- ✓ Particulate Filter Friendly and Warranty Safe



HOWES LUBRICATOR PRODUCTS
Professional Grade Performance Since 1920
1-800 GET HOWES (438-4693)
www.howeslube.com

FREE Howes Hooded Sweatshirt
when you purchase 6 bottles of Howes Products
See stores for details or visit www.howeslube.com
Offer ends: 3/31/10, available while supplies last.



CN IS BELIEVIN’

At least one giant transport provider still has faith in southern Ontario’s beleaguered auto sector. CN Rail cut the ribbon last month on a new \$14-million Toronto Automotive Compound at MacMillan yard north of Toronto.

The new facility’s track layout will accommodate the unloading of 60 auto-carrying rail cars at once, compared with 27 unloading spots at the former compound at Mac Yard and will have room to park up to 4,500 vehicles. A planned phase-two expansion of the compound will provide parking for 6,000 cars or trucks.

“Our Toronto Automotive Compound is a key facility in our vehicle distribution network in Ontario, the largest auto market in Canada,” says James Foote, executive vice-president, Sales and Marketing for CN.

The Toronto auto compound is one of 17 vehicle distribution facilities operated by Autoport Ltd. in Canada and the United States.

Confident winter grip that clears the way to fuel savings.



©2009 MNA(C). All rights reserved. The Michelin Man is a registered trademark licensed to Michelin North America (Canada) Inc.

Go **WIDE**
Save **Green**

INTRODUCING THE MICHELIN® X ONE® XDN2® — THE ALL-WEATHER, FUEL-SAVING TIRE.

With bold open-shoulder construction, the MICHELIN® X One® XDN2® tire is the premier all-weather drive tire, giving you the same superior winter traction and confidence you've come to expect from the MICHELIN® XDN2® tire. And because it's also a MICHELIN® X One® tire, you can save fuel and haul more, helping you lower your costs and increase your revenue. Upgrade to the MICHELIN® X One® XDN2® tire - better grip and better fuel efficiency in a better tire.

Learn more about the new MICHELIN® X One® XDN2® tire and MICHELIN® Durable Technologies at gowidesavegreen.com.

Michelin. Improving your bottom line through innovation. That's a better way forward.





So... what's Lockwood's Product Watch?

Lockwood's Product Watch is a bi-weekly report on the industry's latest products and services collected and written by Canada's foremost trucking industry journalist, Rolf Lockwood. Lockwood's Product watch offers you an insider's analysis and opinion on some of the more important new products available in the market.

Subscribe today @ todaystrucking.com



**LOCKWOOD'S
PRODUCT WATCH**

www.todaystrucking.com



Under Scrutiny

safety Follow these tips and you'll have no reason to enter a coop feeling chicken. By Brian Botham

Over the past few weeks, I spent some time in audits with a few different officials from the Ministry of Transportation (MTO).

All of the auditors I spoke to had at some point been at roadside, whether working scales or patrolling. We discussed their adventures and I told a few of mine. (And yes, the statute of limitations has expired on some of the things I did when driving so I spoke freely!)

All of the auditors I spoke to agreed with one very important observation.

Driver attitude dictates the way a roadside stop goes.

The auditors all said there were occasions on which they had stopped a driver and because of a driver's attitude, he or she wound up with a few citations that might have otherwise been avoided.

With that in mind, here are a few pointers you might want to keep in mind the next time you get pulled over.

First, whenever you are stopped at roadside, find a wide spot on the shoulder. If this is not possible, get as far off the highway as you can, do everything possible to ensure your safety and that of the officer.

Stay in your truck. Keep your seatbelt on, and wait for the officer to approach you.

Jumping out of the truck to walk back to meet them is a bad idea.

Be prepared with your

license, log book, trip inspection and the usual bills of lading, operating authorities, etc. They should all be within easy reach and ready for examination.

"Believe me. If you try to conceal something you will more than likely be found out and the inspector will take a harsher attitude."

Your log must be current to the last change-of-duty status. If your last stop was 15 minutes ago or four hours ago, that is where your logbook should be. If it isn't where it should be, recognize in the time it takes that officer to walk up to your truck you will not get it caught up. The officer will probably ask you to bring it up to date but don't be surprised if you get fined, especially if it is way behind.

While there is no need to be "phony nice," act professionally.

Remember that the officer is doing his or her job, you are doing yours, and there is no reason you can't get along.

required to do this by law, Being difficult will only cause you more problems.

During the years I drove, I always found it best to be honest, and, yes, I did get caught a few times with missing or incomplete paperwork.

But every time I was honest and upfront with the officer I was given a break.

In other words, when I should have received a few tickets I only ended up with one and sometimes none. This isn't a guarantee, but I found being forthright and helpful always worked in my favor.

Finally, don't forget to include any inspections, whether they're just quick roadside checks or full safeties, include them in your log. They're on-duty, not-driving.

Keep in mind that during an audit, they will review your logs and inspection reports to ensure you have recorded your roadside stops. Failing to do so is considered a falsification and could end up in charges.

Believe me. Ministry people have seen and heard it all. They are wise to your tricks. If you try to conceal something, you will more than likely be found out and the inspector will almost automatically take a harsher attitude than if you had just come clean in the first place. ▲

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



Answer questions truthfully but never volunteer more than you are asked for. Sometimes saying too much can get you into more trouble.

If you are going to have a full level-1 inspection, you must help.

Follow the inspector's directions on building air pressure, checking low air-warning activation, holding your brakes down for mark and measure, etc. You are

IDO, big diesel protection



Lubricants

Call your local Irving distributor

Parts for Trucks
Atlantic Canada
800-565-4700 (toll free)
www.partsfortrucks.com

Shoreline Lubes Distribution Inc.
Atlantic Canada
(506) 532-1493
(800) 561-5823 (toll free)

Atlantic Oilfield
Newfoundland/Nova Scotia
(709) 745-7545
(877) 745-7545 (toll free)

Fleetline Distribution Ltd.
Nova Scotia
(902) 245-5833
(888) 505-5833 (toll free)

Doggett Enterprises Inc.
Thunder Bay, Ontario
(807) 344-0222

MacEwen Petroleum Inc.
Eastern, Ontario
(800) 267-7175

Cormack Lubricants Inc.
Western Toronto
(905) 304-0404 or
(866) 762-5309 (toll free)



Managing By Walking Around

strategies *Easy team-building strategies your bottom line will thank you for.*
By Emerson Suphal

Some of the most enjoyable times in my life were as a young employee working on the production floor of a major medical-products manufacturer.

It was almost like playing a sport. Our team would be faced with a manufacturing challenge; we'd have quick huddles and around-the-coffee-machine meetings, we'd come up with an action plan, work it, and the problem would get solved. It was most rewarding when we made it look easy, even though it never really was.

The reward wasn't money or even the chance for a promotion. The self-esteem and peer appreciation went a long way in encouraging our ingenuity. Positive feedback and acknowledgement helped instill a sense of value to the team, as did being an integral part of the team's cohesion. We also wanted to repeat our performance.

The question arises: How do you encourage the people who work for you to perform that way? The good news is, the answer is simpler than you think.

First, make job descriptions and tasks broad enough to accommodate individual decision-making.

Job descriptions should contain considerable depth (the employee should be able to make decisions to get the job done) and range (tasks should vary). Workers need enough scope to make meaningful contributions. Couple that

with honest feedback from managers as well as an environment that fosters communication among the employees themselves. That's how you build any kind of team.

Teams also need leaders they can respect and whose support they can depend on.

One method for showing that support—and the one I prefer—is recognition from the boss in the form of an award or plaque as well as a gift or dinner certificate combined with mention on the company bulletin board or newsletter.

One auto-parts manufacturer I know of implemented a "Quality Champions" program in an effort to reduce quality defects. The program was unique in that nominations for the Quality Champion Award had to come from fellow employees and peers and not from managers or supervisors.

The reasoning? Team members on the production floor were on the front line when defective parts arrived at their work stations and they had to dispose or rework them. Team members had enough job depth and job range to make suggestions for improvements. This led to the company receiving the "Supplier of the Year" award from one of the big three auto companies.

Furthermore, if you want to build the best possible team and make the most of everybody's personal strengths, make an effort to know your employees personally. You will discover

unless you seek it out.

I know of one company who recruited engineering specialists from Russia to work with some new machines but many of the Russians were not too fluent in English. This contributed to a major communication problem. Then one day the manager was "managing by walking around" and stopped to talk with one of the employees at the back end of the factory. It turns out the worker was from Sri Lanka, had a PhD in engineering from Moscow University and was fluent in Russian. What a find. The employee was "brought up" to bridge the communication gap with the Russians and he made a significant contribution to the team not to mention the company's bottom line.

Of course not everybody has a multi-lingual Sri Lankan engineer at the back of the shop.

But you probably do have opportunities for team building that you're not taking advantage of. ▲

Emerson Suphal is President of ESS Business Strategies Inc., management consultants. Contact him at esuphal@essbsi.com or www.essbsi.com.



STEP ONE: "Get to know your employees personally. You will discover untapped treasures and skills."

untapped treasures of knowledge and skills in your team. Employees are all waiting to be recognized and offer winning ideas.

We in North America have the distinct advantage of employing people from different parts of the world. Many people immigrated with significant previous educational achievements and experiences that might remain untapped,



Banks and financiers have become trucking's new gatekeepers. That hasn't paid if you've performed well in this recession.

Almost exactly a year ago, the U.S. stock market fell right over an already decimated housing sector and in its collapse, took pretty much the entire North American freight economy with it. As any trucker will attest, it's been a long, tough slog back to the plateau ever since.

If you've survived this mess, there's a good chance you fall into one of two categories. You might be a relatively healthy carrier whose balance sheet is just sound enough that your creditors have left you alone to do your business. Or, perhaps you've racked up enough debt that your lenders can't be too strict, and thereby left you alone just the same.

Dealing with bankers is about as enjoyable as dealing with a government bureaucrat these days, which is fitting since in this market the latter seemingly has just as much say on whether you can be in business or not.

As Donald Broughton, director of the equity investment firm Avondale Partners quoted a trucker as saying in a recent *Trucking Failure Report*: "Either you own the bank, or the bank owns you."

The lenders and leasers have paused on foreclosures and put a leash on the repo man because there's no space for all the assets and equipment, which is worth about 30 cents on the dollar anyway. That—along with relatively lower fuel prices and constant utilization adjustments—is keeping a lid on bankruptcies and sustaining slack capacity and bargain-basement freight rates.

"On the way down and at the bottom of a recession is not when the bankruptcies occur in our industry," says Stan Dunford, pres-

BY MARCO BEGHETTO

ident and CEO of Contrans Income Fund. "The culprits are the major lenders that finance the trucks and trailers. When

times are good they put people in our industry—especially in the van truckload business—without any equity.

"But at the bottom of a recession, that [lender] is looking outside his window and the lot is jammed. So, when the guy calls up and says he can't make lease payments, you work out some kind of a deal where he just pays the interest and principle tacked on the back-end. Because any kind of a deal is better than getting the equipment back."

At least the lenders don't appear to be discriminating too much. For better or worse, small-and medium carriers as well as the giant fleets have been thrown these lifelines. Each type of fleet, of course, will tell you it was put in that position because of encroachment from the other.

Meanwhile, it certainly hasn't paid to be a performing carrier. Most truckers stable enough to be sniffing around pre-recovery growth or possible acquisition opportunities spent the spring and summer wondering where they'll get financing. Most banks are treating anything trucking-related like it has economic leprosy and when money is available, it's usually very expensive.

And if you want to impress a potential new customer with some shiny new chrome, trade-ins are by and large out of the question for any "upside down" carrier who owes more than his used trucks are worth right now.

Jim Mickey, whose Surrey, B.C.-based Coastal Pacific Xpress is notorious for its high-wage drivers and stubbornness on rates,

rafted



admits this conundrum has played havoc with his company's MO.

"It's been bugging me for a long time, even before the recession," he says. "Lenders are even more motivated now to play ball with the worst half of the industry." When he pays what he owes and his lower-rate competitors are given a pass, he says the banks become "a silent partner" against him.



Steve Russell

Reactively, Mickey's been forced to demarket his customer base and reverse what he says is 10 years of wage increases for drivers and owner-ops. "It breaks my heart and goes against everything we tried to do for the men and women who drive for us. We can't ask them for another nickel."

With working capital loans and expanded credit lines generally not available, coupled with lenders' unwillingness to pull the plug, most fleets in this situation have only one alternative—park and mothball a part of their fleet while keeping the rest of the trucks on the road by any means necessary, says Steve Russell, CEO of full-fledged NAFTA carrier Celadon.

"The act of mothballing saves the variable cost of running the truck thereby throwing off short-term cash," says Russell, who pegs the savings at about \$2,000 a week per truck. At the same time, it allows the carrier to recycle used parts and tires from the idled trucks on the units that are still running.

UNTANGLING OLD KNOTS TO TIE A NEW ONE

Just a few years ago it looked as if half of the North American freight market would eventually end up in the vans of a couple of dozen multinational over-the-road giants. Well, the phones have since stopped ringing all around.

If yours is the kind of fleet whose switchboard was always lit with guys asking to take them over, things are a bit quieter these days. Sure, there's plenty of vulnerability right now, but many of those fleets are either totally unprofitable or no longer interested in selling until the values of their assets improve with a stronger economy. And it's not like the banks want to bankroll any new deals anyway.

Still, there have been a handful of significant acquisitions that have trickled through in the last couple of months.

MacKinnon Transport of Guelph, Ont. and St. Thomas, Ont.-based LE Walker Transport—two major players in the hypercompetitive southern Ontario flatbed and dry van sectors—struck a deal in late August. (Go to Dispatches in this issue for the details). How did they get it done, though, when most banks have knotted up the purse strings on truckers? Despite having a 60-year relationship with MacKinnon Transport, convincing the bank (BMO in this case) to hand over more cash in this market wasn't an easy sell, admits Evan MacKinnon.

Thankfully, the company's significant improvement over the last 18 months against tough economic headwinds, plus solid balance sheets and optimistic projections, convinced the lender it was safe to fund the acquisition.

MacKinnon says that he and LE Walker's Julie Tanguay had to come up with a "creative" business plan that clearly mapped out all the cost-cutting initiatives, related synergies and customer expansion projections, which could guarantee growth. Plus, MacKinnon admits, there was more than plenty of collateral the bank demanded.

BMO wasn't the only bank the duo approached, but in the end they were reasonably convinced the merger would work. "[BMO] has been with us through some good times and some bad," says MacKinnon. "What we were able to do these last 18 months—coming out of special loans and into the regular market, for example—went a long way in showing the bank we can do what we say we're going to do."



SHELL ROTELLA® T BUCKET BUDDY Get yours today!



Purchase 2 pails* of any Rotella T Heavy-Duty Engine Oil between October 15 and November 15, 2009 and receive a free Rotella T Bucket Buddy.

You need to know your oil is designed to protect your engine. No matter how hot, cold, steep, dusty, muddy, or extended your operations. Whether you own one truck or a thousand, late models or classics, whatever your maintenance routines and procedures, Shell Rotella® Energized Protection™ heavy-duty engine oils can help deliver the protection you demand.

Shell Rotella T. Designed to meet challenges.™

www.shell.ca/rotella

1.800.661.1771

Maximum two Bucket Buddies per household, while quantities last. *Eligible package sizes: 18.9L or 20L pail. For complete details, listing of Rotella T products or to find the nearest Rotella T retailer to you, please visit www.shell.ca/rotella. Redeem Bucket Buddy at time of purchase. Tools not included.



Shell Lubricants

“This has deferred closing for many fleets ... although this can only last a limited amount of time.”

So when does the free ride expire? Actually, right about now, says Dunford. He doesn't want to overstate forecasts of a significant rebound, but he's fairly confident that at the very least the worst is over. “Until recently no one was sure in any industry on the continent where bottom was. We were just chasing the deteriorating volumes downward month after month, comparing it year over year,” he says. “Bottom has been reached and if there's no more to it than that for now, I'll be happy, because at least I know what I have to work with and now I can plan around that.”

Now that firm footing has been found, carriers will slowly take advantage of the glut of cheap iron out there. “As soon as that [lender] looks out his window and sees five open spaces, it's payback,” says the straight-shooting Dunford. “Even if he has to take a loss on them, he'll round up his guys and tell them, ‘go get my money.’”

This is the moment bankers have been waiting for, says Walter Spracklin, a financial analyst with RBC Capital Markets. He says pointedly: “As someone who works for a bank, I can tell you that they're not getting tough with delinquent accounts because they're benevolent. It's not from the goodness of their heart. It's about dollars and cents and when the dollars and cents on the truck assets come back up, those truckers who are running on fumes, their days are numbered.”

Celadon's Russell says it's already begun in Canada as well as a few lanes south of the border. Ever so slowly, buying leverage is inching back towards truckers—at least for stable carriers who can guarantee they'll be at a customer's dock tomorrow or in six months.

Russell says he's already seeing “requests from some shippers for us to handle loads that were awarded to other fleets [that] either no longer exist or no longer have the capacity to cover their commitments to the shipper.”

While the inevitable failures will be welcomed by those sunk truckers' direct competitors, the overall industry impact on capacity and rates remains to be seen, though.

Dunford, for one, doesn't think there'll be as many closures as some people think.

“Trucking guys are a resilient bunch of bastards. There are always going to be some that come out of this thing even if they have to starve doing it.”

But that's not entirely bad in his view. “I don't look at the reduction in capacity through failures as the savior,” he says. “It's volumes, which have been decimated

so bad, that I'm counting on to improve our margins.”

And, of course, raising rates—more than squeezing capacity into the small spot gaps wherever they open up—is what will drive real revenues during the coming turnaround.

Those that can't, shouldn't be surprised if their lender all of a sudden remembers their number. ▲

IF ONLY EVERYTHING WAS AS ACCURATE AS A CAT SCALE.

How much revenue can you afford to lose? Whether it's for billing purposes or DOT compliance, all CAT Scales are certified. CAT Scale weights are guaranteed accurate. *COVER YOUR REAR with CAT Scale.*

CAT SCALE CO.
Walcott, IA
1-877-CAT-SCALE
www.catscale.com

WHERE ACCURACY PAYS. GUARANTEED.

The search has begun for the
2010 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 2010 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 Truck World 2010 at Toronto's International Centre on Saturday April 17, 2010. 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.

\$15,000 in cash and prizes



- \$10,000 in cash
- Travel and accommodations for two to Toronto during Truck World 2010
- An Espar Heater System
- Road-ready, trucker-friendly laptop from OBAC
- Special-edition leather highwaySTAR jacket with winner's name and highwaySTAR of the Year logo

PROUDLY SPONSORED BY:

GOLD SPONSORS:



Espar Heater Systems

ArvinMeritor™

PLATINUM SPONSOR:



Run SmartSM

SILVER SPONSOR:



ASSOCIATION SPONSOR:



We Need Your NOMINATIONS!

Please nominate someone who is more than a little bit special and truly deserves this award. Someone who is more involved in the industry and community than is utterly necessary, and is dedicated to professionalism with a clear commitment to safety and fuel efficiency. We're looking to recognize the whole person for all they do in life, not just the person behind the wheel. Our "highwaySTAR" will be honored during Truck World in Toronto on Saturday April 17, 2010.



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

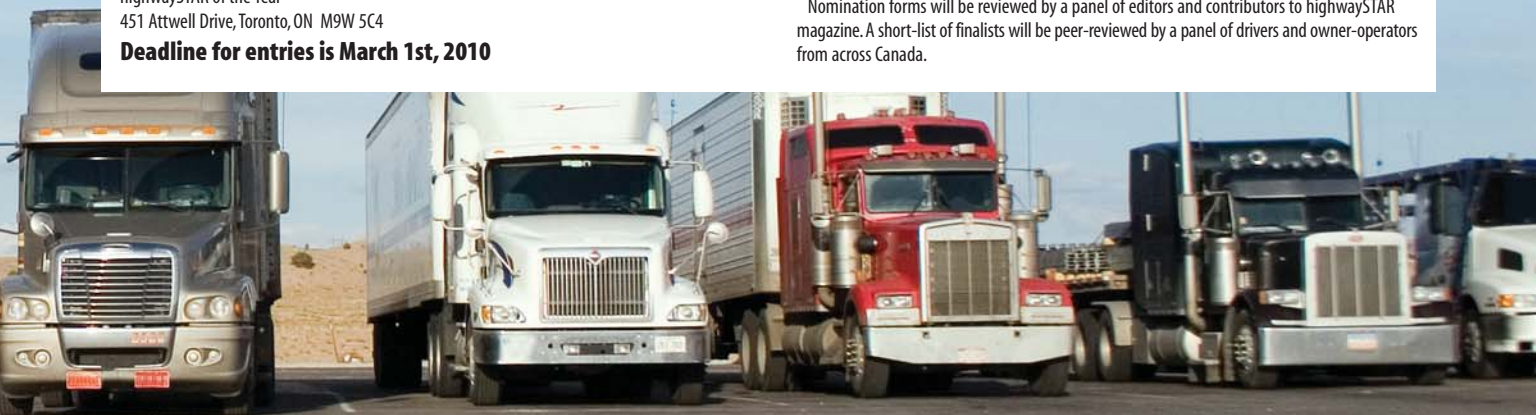
Deadline for entries is March 1st, 2010

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.



THIRD

TRANSMISSION-EYE VIEW: Here's what a 15-percent grade looks like. Out front, a C15 600-hp Cat. Out back 126,000 lb sitting on 11 axles. Underneath an Eaton UltraShift VXP transmission. We launched from a dead stop on the hill, and grabbed four gears before going over the top.



TIME'S the CHARM

Eaton's UltraShift PLUS: the automated manual transmission perfected?

BY JIM PARK

Perfection is a relative thing. I'm sure someone out there will discover a glitch in this transmission, or find it lacking some subtle performance attribute, but as product evolution goes, this third iteration of Eaton's automated manual transmission line comes as close to perfect as one would dare to hope.

Bear in mind, these automated manual transmissions are essentially the same boxes full of gears and shafts as their manual counterparts. They are differentiated only by electric actuators, electronic controllers—and a set of shift algorithms bestowed upon them by engineers who really did their homework. At the end of the day, the marvel isn't so much the machine, but the thinking that went into it.

The engineering mandate was to build a range of transmissions suitable for any application with no compromises. A product for the most demanding environments emerged from the design studios first—vocational boxes with low-low gearing. The high-performance construction and highway applications came next, with the docile linehaul version bringing up the rear—equally robust and no less sophisticated, just simpler to program.

Not accidentally—given the UltraShift's balky and unpredictable centrifugal clutch—work on the UltraShift PLUS began with the clutch. This one is a two-plate ceramic type that opens and closes on almost every shift. It sports two pedals, but functions like a three-pedal set up. The 'third pedal' is located inside the bell housing.

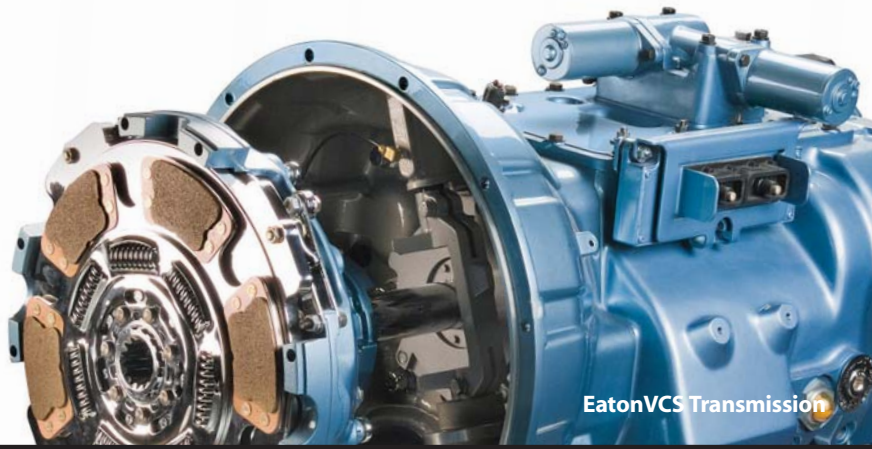
The electronic clutch actuator (ECA) can feather the clutch like a driver while backing under or docking a trailer, and on launch depending on the load and grade. It also features an inertia brake (which Eaton describes as a clutch brake on steroids), which can complete difficult shifts in a half to a quarter of the time.

In the lower gears, bias is toward opening the clutch, but it may float-shift the upper gears, depending on its read of driver demand.

Nuts and bolts aside, the only differentiating features across the three series of transmissions is software (see spec sheet sidebar, next page). Each has specific shift algorithms tailored to the application. A certain standard profile will please 80 to 90 percent of the intended market, but if you have some unique desire to make a linehaul unit shift like a dump truck, you could change its disposition in about two minutes by flashing the ECM.

The other significant performance enhancing addition to the UltraShift PLUS is a grade sensor. In addition to sensing vehicle weight and therefore power demand plus driver demand vis-a-vis throttle position and application pressure, it can sense the grade it's on and plan shifts accordingly. It will, for example, make slow lingering skip shifts on a downhill grade or fire the inertia brake on an uphill grade for lightning fast upshifts, as required. The electronic control of the shifting sequence is much more refined than in previous models, and there's more processing power in the transmission's ECM, giving it the ability to make shifting decisions that previously only the driver could gauge. The difference is, the transmission is fast enough to actually carry them out.

One other brilliant new feature is the hill-start aid, intended to prevent roll back when starting on a grade—up or down. It uses the vehicle's ABS system to hold and then release the brakes,



EATON'S ULTRASHIFT PLUS APPLICATIONS AND OPTIONS

LINEHAUL ACTIVE SHIFTING (LAS)

- Regional haul and over-the-road applications up to 80,000 lb.
- 10 forward gears, two reverse gears, 915 lb dry weight

Direct drive (B ratio) options

FM-14E310B-LAS	1,450-1,650 lb ft
FM-15E310B-LAS	1,550-1,750 lb ft

Overdrive (C ratio) options

FO-14E310C-LAS	1,450 lb ft
FO-16E310C-LAS	1,650 lb ft
FOM-14E310C-LAS	1,450-1,650 lb ft
FOM-15E310C-LAS	1,550-1,750 lb ft
FOM-16E310C-LAS	1,650-1,850 lb ft

MULTI-PURPOSE HIGH PERFORMANCE (MHP)

- High performance in mountainous and demanding on-highway applications
- 13 forward gears, 3 reverse gears, 995 lb dry weight

FO-14E313A-MHP	1,450 lb ft
FO-16E313A-MHP	1,650 lb ft
FO-18E313A-MHP	1,850 lb ft
FO-20E313A-MHP	2,050 lb ft*

VOCATIONAL MULTIPURPOSE SERIES (VMS)

- Deepest reduction for curbing, creeping, and low-speed maneuverability
- 11 forward gears, three reverse gears, 955 lb dry weight

FO-14E309ALL-VMS	1,450 lb ft
FO-16E309ALL-VMS	1,650 lb ft

MULTI-PURPOSE EXTREME PERFORMANCE (MXP)

- Maximum power capacity and gradeability for extreme on-highway applications
- 18 forward gears, four reverse gears, 995 lb dry weight

FO-14E318B-MXP	1,450 lb ft
FO-16E318B-MXP	1,650 lb ft
FO-18E318B-MXP	1,850 lb ft
FO-20E318B-MXP	2,050 lb ft*
FO-22E318B-MXP	2,250 lb ft*

VOCATIONAL CONSTRUCTION SERIES (VCS)

- Deep reduction, high-speed reverse for highway construction and general dump operations
- 10 forward gears, three reverse gears, 975 lb dry weight

FO-14E308LL-VCS	1,450 lb ft
FO-16E308LL-VCS	1,650 lb ft

VOCATIONAL EXTREME PERFORMANCE (VXP)

- Maximum power capacity and gradeability for extreme applications
- 18 forward gears, four reverse gears, 995 lb dry weight

FO-14E318B-VXP	1,450 lb ft
FO-16E318B-VXP	1,650 lb ft
FO-18E318B-VXP	1,850 lb ft
FO-20E318B-VXP	2,050 lb ft*
FO-22E318B-VXP	2,250 lb ft*

*Pending release in 2010

based again on throttle position. The brakes are applied normally with the foot valve, but the ABS system takes a cue from the transmission ECM and holds the brake on between the time the brake pedal is released and the throttle is applied. Electronically controlled clutch engagement ensures a smooth launch, while the gradual release of the ABS-controlled brakes prevents roll-back. The brakes will remain applied for no more than three seconds after release, discouraging drivers from using this feature as a parking brake.

ON- AND OFF-ROAD

You could measure how well these transmissions serve their purpose in two ways. First, by comparing them to the alternatives, and by how well they do what the best drivers could do under the same conditions. In either case, I'd argue that the UltraShift PLUS leaves the competition in the dust.

I doubt many drivers would have the guts to try launching 126,000 lb on a 15-percent grade. I suggested that stunt while driving the heavy-haul test truck, a Western Star powered by a 600-hp Cat C15 with an 18-speed VXP. Jon Steeby, one of the chief engineers on the UltraShift project, was in the passenger seat. He shrugged his shoulders and said "Go for it," noting that what I was proposing was "beyond the performance envelope of the transmission."

I pulled the truck and centipede trailer fully onto the measured 15-percent grade at Eaton's proving grounds in Marshall, Mich., stopped, made a stiff brake application to set the hill-start aid, and then put my foot into it. The UltraShift PLUS VXP not only launched smoothly but without so much as a grunt grabbed four more gears as it climbed to the crest of the hill.

Earlier in the day, the VMS vocational low-low transmission walked me up a 25-percent grade on soft earth. I set the diff locks and power divider on the International 5500i mixer loaded to 48,600 lb and let it creep up the hill, as if pouring a curb as it went. Absolutely amazing. You don't see many 25-percent grades in the civilized world, but on job sites—coming up out of a pit, or on a logging road—they're not uncommon.

Later in the day, I backed down a short 10-percent grade in what was the most eye-opening product comparison ever, in my opinion.

Eaton had prepared two nearly identical four-axle Kenworth T800 dumps loaded to 82,200 lb. Both had 475/1650 Cat power. One had an UltraShift PLUS 18-speed VXP, the other, an Allison 4500 RDS torque-converted six-speed automatic. We made two passes of the course—a twisting, turning trail through a patch of woods on the proving grounds, with soft earth, and steep grades—in each truck.

The Allison has this urge to pull forward even at idle, and requires a stiff brake application to keep it still. That was



WHOA POWER: The automatic transmission required a stiff brake application to maintain control descending this hill. The Eaton VMX engaged the engine brake and crept down in second gear without the brakes.

exacerbated when descending a grade. The VMX, on the other hand, simply downshifted and applied the Cat's engine brake. I needed to make no brake application at all. At low speed, frequent brake applications were required with the automatic. Merely taking my foot off the throttle worked most of the time with the VMX.

We also crept backwards down a 10-percent grade at 1 mph to test the hill-holding capability of the transmissions. Accepted practice with the automatic, I've been told, is to place it in the opposite gear

for the descent to get the maximum retarding power—in this case, I had the transmission in drive while idling backwards down the grade. The engine stalled, leaving me without the benefit of power steering and needing to make a 50-psi brake application just to hold the thing in a controlled descent. The VMX stayed in low reverse, idling down the hill as if it was walking in the park.

In fairness to Allison, while its retarding ability cuts out at about 10 mph in 2nd gear, where the torque convertor unlocks, if it's manually placed into 1st gear, the retarder will function down to about 3 mph—faster than we were travelling.

The off-road performance of the VMX is an impressive comeback for a transmission that had previously won very few converts in this tough-to-please sector.

ONE STOP SHOP | Design | Manufacturing | Service | **We Build To Your Specs**

ICD is the...
piece
to your
puzzle



icd INNOVATIVE
CHASSIS & CONTAINER DESIGN
A Division of Innovative Trailer Design Industries Inc.

ICD manufactures Chassis, Heated Container Boxes & FRP (Fibre Glass Reinforced) Vans to your specifications and to the new Ontario LCV programs including B-Trains, A-Trains, B-Bogies, Pintle Hooks for Chassis and Vans and much more.

Call Jimmy Zborowsky at 905-670-1780, ext. 14
or email jimmyz@itdtrailers.com
Toll Free: 1-877-448-3462

itdtrailers.com



In Business Since 1971

\$5,000 *SERIOUS TRUCKS. SERIOUS DEAL.*
REBATE ON A WESTERN STAR*



Serious trucks.™



Daimler Truck Financial

Financing that works for you.

See your dealer about special financing programs from Daimler Truck Financial including 90 days to first payment for qualified truck buyers.

WESTERNSTAR.COM/HWY-TRUCKING



*Offer available with the purchase of a limited selection of new 2008 and 2009 model year trucks from dealer inventory between May 1, 2009 and December 31, 2009. Dealer will complete eligibility paperwork at time of purchase. Rebate paid in the form of a pre-paid debit card (in US dollars) or may be applied to the down payment at the time of purchase. Specifications subject to change without notice. Allow 4-6 weeks to receive your rebate after sales verification is completed.

STEEP PULLS: The UltraShift PLUS grabs gears like nobody's business on the short steep off-road pulls. It left the automatic transmission in the dust.



Next, I hopped into a Volvo VN780 to check out the linehaul transmission. Fresh off my off-road adventures, the oval test track was downright anti-climactic. Still, the UltraShift PLUS LAS proved to be an exponential improvement over Eaton's previous automated manuals.

The two-plate ECA-controlled clutch puts out to pasture the rorty-torty and unpredictable centrifugal clutch used in earlier versions. That one tends to grab, rather than engage smoothly, launching you back under a trailer or smashing you into a dock. With this one, the ECA takes its engagement cue from the throttle pedal position. So, a light feathering of the throttle, as a driver would previously do with the clutch pedal, modulates the engagement and smoothly urges the truck into motion. This was aptly proven during a routine hook-and-drop maneuver. The gentle 'clink' of the jaws locking shut was the final satisfying stroke.

The hill start was equally effective in this case, executing a very smooth start on the five- and eight-percent test grades. The Volvo D13 485 even managed two upshifts before the truck made level ground. In creep mode, the driver can idle through heavy traffic at slow speed using gear selection rather than throttle to maintain road speed.

To test the LAS's gear-selection savvy, I placed it in drive while bobtailing and mashed on the throttle. It launched me from fourth gear, sensing I was bobtailing, then upshifted to seventh and a moment later to 10th. Each shift revved to about

1,700 rpm. In a subsequent run, going much easier on the throttle, I launched again in fourth, but skipped only a single gear each time, and at a much lower 1,200-to-1,300 rpm.

It responded much the same way under load, shifting at lower rpm with a lighter, less urgent throttle application, and at higher revs when my right foot demanded quicker acceleration.

In case it's not abundantly clear, the UltraShift PLUS has winner written all over it. It does everything a very skilled driver could do—and then some—and it



EASE 'ER ON BACK: Gone from the LAS is the grabby centrifugal clutch. The new two-plate design feathers engagement like a driver would using a clutch pedal.

manages tasks that might distract any driver under demanding circumstances. I'll be the first to confess—being a dinosaur of sorts who likes to shift gears because getting it right feels good—that automated transmissions leave me a little cold, but I really like what Eaton has done here. This one is a quantum leap in function and functionality from Eaton's previous versions, and the competition's too. It's the other guys' turn to play catch up now. ▲

THERE HAS NEVER BEEN A BETTER TIME TO BUY A WESTERN STAR

- Limited time offer on great prices—and a \$5,000* rebate
- Wide selection of Highway and Vocational models
- Popular power trains and options
- Available for immediate delivery

EXCEPTIONAL CREDIT OPTIONS

- Financing available through Daimler Truck Financial
- Competitive finance rates
- 90 days to first payment for qualified truck buyers
- Great prices and financing plans
 - Limited time offer

ULTIMATE VALUE

You're in it for the long run. And so is your truck. We keep you rollin' decade after decade. In fact, more than 90% of Western Star trucks sold after 1991 are still on the job. Less downtime. Low operating costs. High resale. Unbeatable reputation. No wonder there's no better buy, at any price.



WESTERN STAR®

WESTERNSTAR.COM/HWY-TRUCKING



WS/MC-A-323. Specifications are subject to change without notice. Western Star Truck Sales, Inc. is registered to ISO 9001:2000 and ISO 14001:2004. Copyright © Daimler Trucks North America LLC. All rights reserved. Western Star Truck Sales, Inc. is a subsidiary of Daimler Trucks North America LLC, a Daimler company.

EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

LITTLE ENGINES THAT MIGHT: Mobile idle-reduction technology is improving, but it's not yet a slam-dunk choice.



Gentlemen, Stop Your Engines

idling *Improving technology means more options for key-off climate control. By Jim Park*

Truck idling restrictions will be the norm before long, rather than the exception. Today, enforcement of idle restrictions occurs at some level, either state, county, or municipal, in more than half of the U.S. While not yet commonplace in Canada, jurisdictions up here are catching on to the anti-idling thing, too.

Fortunately there are more options today than ever, and some technologies seem poised to take us well into the future. Here's what's on the market now.

Diesel-fired cab heaters are the least expensive technology on the market, and the easiest to install and maintain. Basically small forced-air furnaces, these heaters run all night on fractions of a gallon of fuel, produce no emissions to speak of, and require little maintenance.

Espar, for example, has an interesting window-mounted unit called the Baire Necessity that provides engine-off heat to the cab, and it doesn't require the permanent installation of the company's

Airtronic D2 bunk heater. It's portable too and can easily be transported in the truck or just as easily moved from one truck to another. We might even see freight terminals supplying them to drivers for temporary use.

Coolant heaters are often included in battery-powered climate control systems whose primary function is cooling, such as Kenworth's Clean Power system and Peterbilt's Comfort Class system.

The Paccar system uses four dedicated, advanced deep-cycle batteries that power a thermal storage cooler with 21,000 BTUs of cooling capacity. The system has the capability to provide engine-off cooling and heating, plus power 120-volt auxiliary loads. The charger/inverter also charges the two dedicated starting batteries incorporated into the system. Kenworth claims Clean Power can keep sleepers cool and

provide accessory power for up to 10 hours even with ambient temperatures as high as 95°F degrees.

While the Paccar system is proprietary, Webasto's Cool Blue Truck package works in a similar manner and is widely available. During the charging cycle, a large-capacity alternator supplies an inverter that converts the DC power to AC to drive a refrigeration compressor. The compressor freezes a water-based coolant circulating within tiny tubes contained in a storage unit. A full charge takes four to six hours of driving time, Webasto claims.

During the operating cycle, chilled coolant circulates through heat exchangers, where fans circulate the cool air throughout the sleeper.

"We're working on the next generation of Cool Blue Truck, and we're shooting for greater efficiency in the cooling media so we can retain a greater level of cooling for longer periods," says Webasto's Michael Lee.

There's a new cooling system available now, brought to the truck market by a company with roots in designing and

GOING FORWARD

Will a single technology emerge and lead the way toward idle-free living? Three years ago, the American Transportation Research Institute (ATRI) surveyed the owners of some 55,000 power units to get a sense of where idle-reduction was headed. The results predicted market share for battery-powered systems would reach 40 percent by 2010, with diesel APUs and fuel-fired cab heaters holding at 28 percent each.

Combined, the survey group said it expected to spend \$56 million on idle-reduction technologies over a five-year period following the survey. You might be able to guess where the money would have been spent had the recession not sealed up everyone's pockets. The preference of those owners seems clear, but battery systems aren't without shortcomings too.

While cost and weight are similar to the diesel models, battery-powered HVAC systems have relatively short duty cycles, and the batteries take a lot of storage space. But there's huge potential for improvement here. Already, advanced absorbed-glass-mat and carbon-foam batteries offer deeper cycling and faster recharge cycles than lead-acid batteries without placing an excessive burden on alternators. Smaller, lighter, and more powerful storage cells are within reach, and with the advanced power management systems now entering the market, the potential for this technology looks better all the time.

Does all this mean the traditional diesel-powered APU has seen its day? Despite criticism about maintenance demands, the recent mandating of expensive particulate filters, and restrictions on their use in some states, diesel APUs offer virtually limitless operating time—give a supply of fuel. That's still a big consideration among the weekend layover crowd. Diesel APUs and cab heaters remain portable, meaning they could see service on more than one truck.

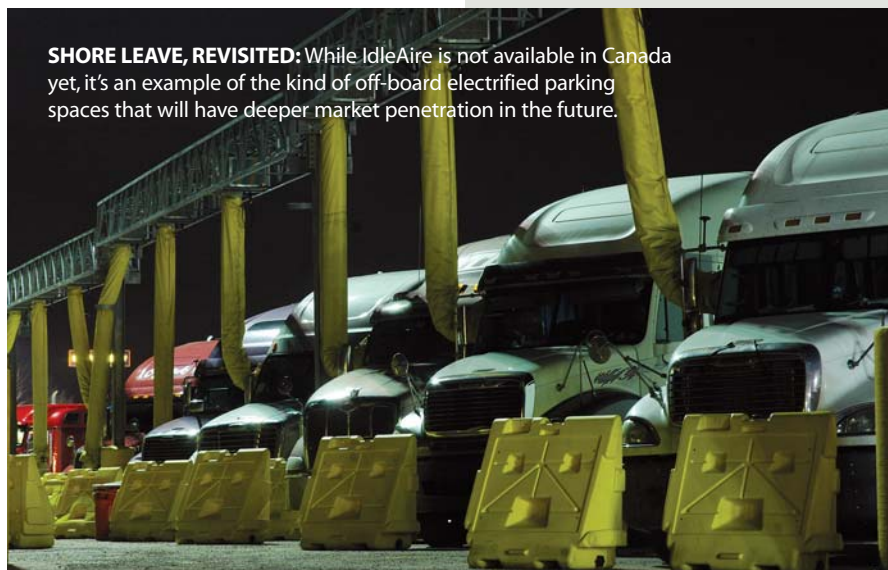
Ed Maxwell of EnviroDock, a shore-power provider with installations in upstate New York, says aggressive enforcement of the anti-idling laws in that state is generating a lot of interest in key-off climate control.

"Every time the cops make a sweep of the parking lot, we see the docks fill up almost immediately afterward," he notes. "If fuel prices aren't enough to change people's minds, increased enforcement certainly could be."

level of cooling for twice as long," he says, "at half the total cost of ownership of a diesel APU."

And there are still the off-board systems to consider: shore power, or truckstop electrification. They offer limitless power with no weight or space penalty, and zero emissions. Their biggest weakness at this point is limited availability. But as networks expand the chances of finding a spot to hook up to will improve. A recently announced \$22 million grant from the U.S. government will help to install electrified truck parking spaces at 50 truckstops there in the coming year. ▲

SHORE LEAVE, REVISITED: While IdleAire is not available in Canada yet, it's an example of the kind of off-board electrified parking spaces that will have deeper market penetration in the future.



manufacturing refrigeration, air conditioning systems, DC power management platforms, and high-tech insulation products.

Key to Glacier Bay's battery-driven ClimaCab system is a proprietary Power Management Module, used to regulate each component for maximum efficiency under any set of conditions.

"ClimaCab uses state-of-the-art heat exchangers in the coils and the evaporator,

and fans that are as efficient as they can be," says general manager, Jay Parr. "We can make all those pieces work very efficiently together thanks to a control strategy that puts the thermodynamic cycle in its most efficient place for any environment."

Parr claims ClimaCab is up to twice as efficient as any other system on the market. "We can give them twice the cooling for the same amount of time, or the same

LET DRIVERS DRIVE

Let them focus on the job at hand, without the burden of 2010 EPA emissions requirements. Let them drive International® trucks with Maxxforce® Advanced EGR. Let them do what they do best. Just drive.



International® and MaxxForce® are registered trademarks of NAVISTAR® Inc.

MILES AHEAD



JUICED NEWTON: The Smith Newton's battery pack charges in 6 to 8 hours and will run about 160 km before needing juice again.

The Electrics Are Coming

medium-duty trucks *Light and medium-duty plug-in electric trucks are already in use across the Atlantic. And now they're here too. By Rolf Lockwood*

For a sector dealing with desperately sluggish sales and hard times across the board, the world of medium-duty truck manufacturing is surprisingly abuzz with activity. Deals are being made and engineers are hard at work, because it's such a big market and because everyone knows that buyers will increasingly demand greener and greener vehicles. Over the next decade or so, more and more cities will restrict urban-core access to clean trucks, for example, and their own fleets—by citizen demand—will be increasingly “responsible” in environmental terms.

But it's going to cost.

It's no wonder then that the push toward hybrid powertrains of varying sorts, or toward zero-emissions electric trucks in the slightly longer term, is being led by the well-heeled likes of Coca-Cola and FedEx and big towns like Toronto.

It's also no wonder that Navistar has made a joint-venture deal with Modec, the British electric truck maker, spurred by President Obama's recent announcement of a very big grant to stimulate electric vehicle manufacturing in the U.S. Navistar is getting over \$40 million of that fund, which will be used mostly to get the

Modec JV off the ground. We're not talking about a class 6/7 furniture mover here, rather the aim is to make zero-emissions class 2 and 3 electric trucks—“big vans” as Navistar vice president Jim Hebe calls them—in North America for sale in Central and South America as well.

Another British outfit, Smith Electric Vehicles, doesn't yet manufacture trucks on this side of the pond, but it already has some of its class-6 mid-range vehicles in the hands of Coca-Cola, Staples, Frito-Lay, AT&T, Pacific Gas and Electric Company, and Kansas City Power & Light. They're for test and evaluation purposes,

FOR MORE INFO 

www.modeczEV.com

www.smithelectricvehicles.com

Get All The Performance You Expect.



Think Outside
The Cylinder.

ISX15 For 2010. Better Every™ Mile.

The best is getting better. A whole lot better. Cummins 2010 ISX15 with proven SCR technology will deliver up to 5% better fuel economy. A bigger sweet spot makes it easier for every driver – new or experienced – to achieve fuel economy gains. And the driver-friendly ISX15 delivers better throttle response. Plus, you get the reliability and durability you expect from Cummins. To get better performance every mile, think outside the cylinder and get Cummins ISX15 for 2010. For additional details, visit everytime.cummins.com/2010.

©2009 Cummins Inc., Box 3005, Columbus, IN 47202-3005 U.S.A.



delivered as of this past June. The recession will have delayed things, no doubt, but Smith too will make its electric trucks in North America before long, in Kansas City by all accounts, not California as was once planned.

In fact Smith also has a development collaboration with Ford to produce a North American version of the European light-duty Ford Transit Connect commercial van with full electric power. A gasoline-powered model of the little Ford is for sale here now, and the electric Transit Connect will be available in 2010, fully branded as a Ford product and available through select North American Ford dealerships.

Just as the four-wheel world is getting more and more excited about electricity as a power source—and that includes one very quick sports car, the Tesla—the quiet hum of electric motors will very likely be heard at more and more urban loading docks across the continent. That plug-in Tesla, by the way, just to give you an idea of what's possible, does zero to 100 km/h in under four seconds and it's twice as efficient as a Toyota Prius.

We already have at least one electric commercial vehicle working in Canada, of course, namely the unique Purolator courier van purpose-built by Unicell with all-electric power train by ArvinMeritor. Its initial trial is done, we believe, but the results and conclusions have not been made public. As far as we're aware, a second-generation vehicle along the same lines is in the offing.

MODEC VANS

The Modec range of urban delivery vehicles is currently based on one chassis with a GVW of 5,490 kg or 12,100 lb, available as a box van, chassis cab, or drop-side. Curb weight is 3,000 kg/6,614 lb, leaving a decent payload of over two tonnes. The single cab is odd looking, very tall, but also very spacious with full stand-up height and superb outward vision. It's made with energy absorbing plastic lower body panels that return to their previous shape after an impact. They simply bounce back. The vehicle is claimed to be 98-percent recyclable.

The electric motor, and that's all there is by way of power, produces 102 horses and 221 lb ft of torque. And the beauty of

SPRINTER TO WEAR THREE-POINTED STAR

The light-duty **Sprinter** van is joining the Mercedes-Benz group in Canada. Known as a Dodge here since its arrival on the scene three years ago, it's been sold and serviced by Chrysler dealers. But as of January 1, 2010 the very capable van will do a brand switch—it will wear the Mercedes-Benz three-pointed star and will be sold and serviced through existing M-B dealerships across Canada.

Sprinter vans, made by Mercedes-Benz in Germany, come with a 3.0-liter 6-cylinder diesel engine that meets the latest emission regulations, including the particularly stringent EPA 10 guidelines. Many options are available, and it's claimed to offer best-in-class cargo capacity, payload and compartment accessibility, plus the longest maintenance intervals in the industry.

Starting in 2010, Sprinters will be sold and serviced through existing Mercedes-Benz dealerships across Canada. There are 14 company-owned retail operations and 38 authorized dealerships.

See www.mercedes-benz.ca



RE-BADGING: As of 2010 the Dodge Sprinter will be the Mercedes-Benz Sprinter, as it is in Germany, and will move from Chrysler Dodge dealers to those sporting the three-pointed star.

electric torque is that it's all there the second you press the accelerator—one rpm, maximum torque, zero emissions. There's a clutchless transmission, of course, with four lever positions: Park, Reverse, Neutral, and Drive.

Top speed, electronically limited, is 80 km/h, and an eight-hour charge of the lithium-ion battery gets you a range of about 160 km. But you can get rolling much faster if you simply exchange the spent battery for a charged one. That takes just 20 minutes, and it allows for 24/7 productivity.

Regenerative braking extends the battery's inherent range by capturing power developed when braking or decelerating. You get both anti-lock braking and electronic braking distribution, by the way, with discs up front and drums out back.

It's not known how the Navistar partnership will work this in North America, but in the U.K. buyers own the truck while leasing the battery from Modec. That means no worries about battery maintenance or disposal. It should also insulate the buyer from the financial downside of battery obsolescence.

Modec was founded in 2004 and has built more than 150 vehicles since production began in 2007. The British super-

market chain Tesco was the first customer. Others include UPS, FedEx, Marks & Spencer, and several others in both the U.K. and elsewhere in Europe.

You'll be interested to know that the team responsible for bringing this little truck from concept to market is the same one responsible for launching the iconic TX1 London taxi.

A BIGGER ELECTRIC

Half a dozen Smith Newton electric trucks were recently delivered to several Fortune 500 companies in the U.S., and the company says it's ready to build and deliver more. It suggests there's an "addressable market of 200,000 units" for its electric trucks in North America.

Smith Electric Vehicles and its zero-emissions Newton, introduced in Europe in 2007, is claimed to be the world's largest electric truck, with a payload up to 15,800 lb. The class 6 version is powered by a rack of suitcase-sized, 278-volt lithium-ion batteries and a 120-kilowatt motor that propel the vehicle—quickly, by all accounts, since there's no torque curve—up to its top speed of 80 km/h.

It comes in three models with GVW ratings of 7,500, 10,000 or 12,000 kg (16,535, 23,148, or 26,455 lb).

SHELL ROTELLA[®] T
ENERGIZED PROTECTION[™]



**WE DON'T MAKE THE MACHINE.
WE MAKE IT WORK.**

For more information, visit
www.shell.ca/rotella or
call 1-800-661-1771

DESIGNED TO MEET CHALLENGES[™]



Shell Lubricants

The truck has a range of up to 150 km when fully charged in six to eight hours by a simple plug-in, with regenerative braking helping out.

Launched in early 2007 in Europe, the Smith Newton is in fleets such as TNT, Starbucks and DHL, along with British institutions like the Royal Mail and retailer Marks & Spencer. It's designed for urban, intra-city operations, including home shopping delivery, 3PL logistics, mail and parcel distribution, and municipal duties.

"The larger-sized commercial vehicle—and the truck in particular—is perfectly suited to electric technology that's available today," says Smith sales director Kevin Harkin.

"There are millions of commercial vehicles in North America that work in urban areas, within defined low-mileage zones or routes. All of these machines, from light postal vehicles to heavier-duty distribution trucks, can be replaced with our new technology electric vehicles.

"And these congested, densely populated urban areas are exactly where vehicles with zero tailpipe emissions can make the biggest improvement to air quality."

The Newton uses a rolling chassis cab made by Avia in the Czech Republic, though the company would prefer to source rolling chassis cabs from a U.S. manufacturer.

In Euro trim the Newton's body panels are built from an ultra-light, state-of-the-art and fully recyclable composite material,



BIG VANS, TINY EMISSIONS: Navistar has launched a joint venture to build the zero-emissions Modec plug-in electric class 2/3 van in North America, for sale in Central and South America too.

which substantially reduces body weight. The cab is all steel with hydraulic tilt.

The Newton is interesting but it's definitely not cheap, costing in US \$200,000 for the larger models. Smith says it's not as bad as it sounds if you look at it on a whole-life cost basis, claiming the truck takes on average about five years to pay for itself. This is due to the lower oper-

ating costs (about US\$0.11 per mile, it's claimed) and extremely low maintenance costs. The Newton's electric motor, for example, has just four moving parts, compared to over 1000 in a modern diesel driveline, says Harkin.

Smith has sold some 150 Newtons to TNT Express Services for use in both the U.K. and continental Europe in its—get this—45,000-vehicle European fleet. It reports running costs of about \$55 a week in England to recharge the Newton's batteries as opposed to something like \$250 spent on fuel for a comparable diesel vehicle.

As with the Modec, U.K. government incentives mean the Newton is exempt from the London congestion charge (about \$4,000 a year) and incurs no road tax.

The presence of these electric trucks in North America isn't likely to shift buyers away from diesels any time soon, not at \$200,000 a pop. But if they're accepted by the big fleets and the production numbers start to ramp up quickly, that purchase price will drop dramatically. That will expand the immediate market, but will it damage the chances of moving diesel/electric hybrid technology into the realm of the commercially viable?

What we have here is a market sector facing a major transition. Not tomorrow, but soon. ▲



CLEANLINESS COSTS:

The 2010 International MaxxForce 7 engine using advanced exhaust gas recirculation will come with a US\$6,000 surcharge.

2010 SURCHARGES AREN'T SMALL CHANGE

We don't yet have the whole picture as to the surcharges you'll be hit with if and when you buy a 2010 truck, but a few manufacturers have laid these uncomfortable cards on the table.

Hino tells us that it's adding a US\$6,700 surcharge to the base price of its 2010 class 4-to-7 truck lineup to cover the cost of selective catalytic reduction.

At Daimler Trucks North America, mid-range Freightliners with the Cummins ISC8.3 engine will get dinged US\$7,300 and the Cummins ISB6.7 will bring a US\$6700 upcharge.

Navistar, using exhaust gas recirculation alone for 2010, will get US\$6,000 for medium-duty models with MaxxForce 7-, 7.6-, 9- and 10-liter engines.

No word yet from the other midrange truck makers.

GOODYEAR
Get there™

ON THE BIG ROAD, THE LITTLE THINGS MAKE ALL THE DIFFERENCE.

Why do so many truckers tune in to the Canadian Trucker Radio Show? The mix of good music, good humour and straight-up truck talk helps those long trips feel easier. Because, when you're out in the middle of nowhere, something friendly and familiar goes a long way.

At Truckwise we know how a long haul can take a big toll on more than just your rig. So take comfort in our 24-hour emergency roadside assistance and audited standards. And rest assured that we also offer consistent service and AIR MILES® Reward Miles at every Truckwise location across Canada, too. You see, we know that if you're not moving, you're not making money. For more information, visit Goodyear.ca/truck. **BE TRUCKWISE.**



©™ Trademarks of AIR MILES International Trading B.V.
Used under license by Loyalty Management Group Canada Inc. and Goodyear Canada Inc.



PRODUCT WATCH

WHAT'S NEW AND NEWS FROM SUPPLIERS



Online Resources:

For more new product items, visit
PRODUCT WATCH
on the web at todaystrucking.com



Peterbilt Model 384

PETERBILTS ON GAS

TWO VOCATIONAL AND AERO PETERBILTS GET CUMMINS WESTPORT GAS POWER

PETERBILT is taking orders for two of its vocational and aerodynamic vehicles that can now be powered by compressed and liquefied natural gas (NG). The Model 365 and Model 384 is now offered with the Cummins Westport ISL G engine as a factory option.

The ISL G sports a 320-hp rating with 1,000 lb ft of torque. Based on the Cummins ISL diesel engine with cooled EGR, it's specifically designed for alterna-

tive fuels and offers similar horsepower, torque, and efficiency as the base diesel it replaces. The engine can be fuelled by either compressed natural gas (CNG) or liquefied natural gas (LNG) and is certified to the toughest emissions standards, meeting U.S. EPA and CARB 2010 emissions standards today.

The Peterbilt Model 365, for vocational applications like cement mixers, has a 115-in. BBC and is available in both set-



forward and set-back axle configurations.

The ISL G powered Model 384 pictured here provides an aerodynamic platform that's been recognized as fuel efficient and environmentally-friendly by the EPA's SmartWay program.

See www.peterbilt.com and www.cumminswestport.com

In Gear

SHELL'S NEW LUBES

THE ROTELLA ENGINE OIL FAMILY NOW INCLUDES A NEW SYNTHETIC BLEND AND A NEW FORMULA FOR ITS FULL SYNTHETIC **Shell Lubricants** is shaking things up a bit. The new "Shell Rotella Energized Protection portfolio" features a new synthetic-blend engine oil and a new



formula for its full synthetic. At the same time, the Shell Rimula, Pennzoil Long Life and Quaker State HDX product names will disappear as of this month.

All Shell heavy-duty engine oils have been consolidated

under the Rotella brand, meeting all on- and off-highway needs. All Rotella multi-grade engine oils meet API CJ-4 standards. CI-4 PLUS products will be gone by year's end.

The new formulation of Shell Rotella T6 full synthetic SAE 5W-40 offers

protection for the latest engine low-emissions technology.

The new Rotella T5 synthetic blend SAE10W-40 and SAE 10W-30 are said to offer increased protection and value, and Shell claims they deliver better fuel economy than conventional SAE 15W-40 oil.

There's also a new performance claim for Shell Rotella T Triple Protection, said to have shown a 22 percent reduction in engine wear in recent tests.

See www.shell.ca/rotella

REFRIGERATED TRAILER

GREAT DANE'S NEW CLASSIC TRUCKLOAD REEFER HAS ANTI-CORROSION FEATURES

Great Dane Trailers says its newest refrigerated trailer, the Classic Truckload, combines exclusive products like ThermoGuard and CorroGuard to help extend its useful life by reducing thermal degradation and fighting off corrosion.

Designed specifically for the truckload carrier, says Great Dane, the CTL's CorroGuard feature is a spray-in-place thermoplastic elastomer coating applied



Great Dane Trailer

to suspensions and support gear that provides "superior" long-term protection from road abrasion and corrosion.

The ThermoGuard interior lining is a thermoplastic liner that's said to help maximize the useful life of the trailer by maintaining its thermal performance longer than conventional reefer linings. By extending insulation life, Great Dane says operational costs are reduced as the cooling unit will run less, consume less fuel, and require less maintenance.

See www.greatdanetrailers.com

THE CHASSIS GRABBER

MOUNTING SYSTEM ELIMINATES DRILLING HOLES IN TRUCK FRAMES

New from **Safety Pumping Systems** is a unique mounting system for installing any type of equipment to truck frames without drilling holes.

The patent-pending Chassis Grabber requires no tools other than a common pneumatic impact wrench. This eliminates the drilling of multiple holes through hardened-steel frames and the risk of weakening them and damaging wiring and air hoses, not to mention the possibility of injury and the risk of voiding the frame's warranty by drilling in the wrong place. The Chassis Grabber allows for any equipment to be installed in minutes versus hours, meaning anything from fire extinguishers to the heaviest blower or tool box.



Stolen Cargo: \$125K

Hijacked Trailer: \$30K

Loss of Business: Costly

Prevention: \$1* per day^{*OAC}

PEACE OF MIND = TransCore's Trailer Tracking

TRANSCORE
LinkLogistics

1-800-263-6149

www.transcore.ca

FORD'S NEW DIESEL COMING IN 2011 TRUCKS

ENGINE DEAL ENDS WITH NAVISTAR NEXT YEAR

FORD has rolled out its own 6.7-liter Power Stroke V-8 turbocharged diesel engine, which will debut in the next-generation F-Series Super Duty trucks for the 2011 model year. It will replace the engine currently built by Navistar, but that supply agreement between the two companies will end three years early on Dec. 31 of next year. The two firms have not been happy together for a while now, with much litigation in the mix.



Ford 6.7-liter engine

Ford engineered and manufactured the new engine, which will meet 2010 emissions regulations with an SCR aftertreatment system that uses diesel exhaust fluid like most of the big boys.

Among other features, the engine sports what's being called an "industry first" single-sequential turbocharger with double-sided compressor wheel. It's said to deliver fast throttle response along with the volume of air boost needed for maximum power.

Made by Honeywell, that double-sided compressor wheel is mounted on a single

shaft. The setup is said to deliver the benefits of a twin-turbocharger system in a smaller, more efficient package, combining the benefits of a small turbocharger (faster response) and a large turbocharger (ability to compress and force more air into the engine for more power) in one unit.

The engine's high-pressure Bosch fuel system injects fuel at up to 30,000 psi, with as many as five injection events per cylinder per cycle using eight-hole piezo injectors to spray fuel into the piston bowl.

The new engine will be compatible with biodiesel up to a B20 blend.

One of the obvious visual differences in the new diesel is the layout of the pipes. The exhaust manifolds, for example, reside in the valley of the engine instead of outboard, while the intake is outboard of the engine. The cylinder heads are essentially flipped around in comparison with previous V-8 engine architectures.

See www.commtruck.ford.com

All installations are straight and true, the company says, and any equipment can be adjusted, moved or removed easily, leaving the truck frame intact with no extra holes. Labor and installation cost savings alone pay for the system, it's claimed, and the level of skill required for a perfect installation is dramatically reduced. There can also be increased return value on leased vehicles.

See www.safetypump.com

WIDE-BASE TIRE

CONTINENTAL'S HTR2 IS AN ALL-POSITION WIDE-BASE TIRE DESIGNED FOR CONSTRUCTION TRUCKS

Continental Tire North America says its new HTR2 is an all-position wide-base tire for construction vehicles operating mainly on regional roads. It's said to offer a 15-percent increase in removal miles. The redesigned tire now offers 20 percent more wear volume than the original

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

ATTENTION
Owner/Operators

Pay Only Once!

Buy an ad on **TruckandTrailer.ca** and we'll run it until your vehicle is

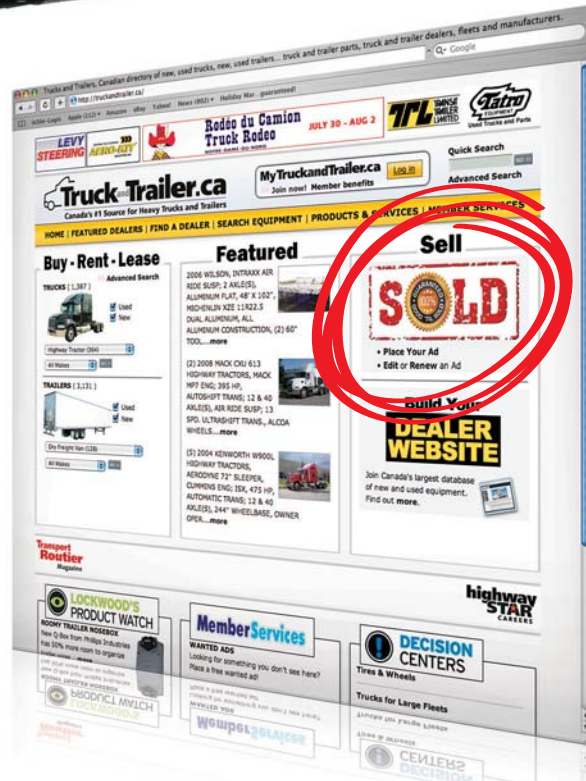


IT'S QUICK, IT'S EASY.

Go to **TruckandTrailer.ca**
and click on
"Place Your Ad"



Any questions, call
1-866-612-5811



Truck and Trailer.ca

Canada's #1 Source for Heavy Trucks and Trailers

HTR, the company says, through a wider tread pattern and an increase in tread depth, now at 22/32 in.

The HTR2 owes its durability and performance to the wider tread and shoulder ribs, which improve wear. The tread



grooves reduce stone trapping. The tread compound is cut-and-chip-resistant, Continental says, while also being five-percent less rolling resistance than the original HTR.

Also crucial to construction and regional applications, Continental says, is the tire's patented stone-ejection system, which aims to limit casing penetrations and stone retention. The system is said to actively eject rocks and debris from the tire's grooves to prevent

PLUG-IN HYBRID PROJECT AIMS TO BUILD UTILITY TRUCKS

EATON CORP. is part of an informal consortium working to produce plug-in hybrid electric power systems for 378 commercial vehicles, the largest such hybrid deployment in the U.S. to date. The funding, by way of a US\$45.4-million grant, is part of a recently announced US\$2.4 billion in grants from the U.S. Department of Energy.

Eaton will work with California's South Coast Air Quality Management District and others, including the Electrical Power Research Institute, Altec Industries, Ford Motor Company and Southern California Edison, in creating plug-in hybrid electric commercial vehicles to more than 50 utility and municipal fleets nationwide. Eaton will also provide infrastructure for the electrical charging of these vehicles.

The development and deployment of the plug-in hybrid electric vehicles and the charging infrastructure will take place over 18 months. Vehicles will be evaluated over a two-year period.

In the utility truck application, these plug-in hybrids will be based on the Ford F550 chassis with a total range of at least 300 miles. The system will provide a fuel economy improvement of up to 70 percent, we're told, when compared to a standard utility vehicle, with similar reductions in emissions and noise. The entire system can be recharged by plugging it into a standard 120- or 240-volt electrical outlet. Naturally, the trucks will be able to power auxiliary equipment and tools while stopped at a worksite.

Eaton's significant electrical expertise will be a key in developing plug-in station technology. [See www.eaton.com](http://www.eaton.com)



So... what's NewsFirst?

NewsFirst is a weekly newsletter full of the latest and most important industry news. For busy managers who need to stay on top of the developments that affect the trucking industry, NewsFirst is a must read.

Subscribe today @ todaystrucking.com

1 NewsFIRST
www.todaystrucking.com



REVOLUTIONIZE WINCH STRAP ROLLING

www.easybeltroller.com

Distributed by

SECURITRIM
(2002) INC.

Made in Canada



www.securitrim.com
888-666-4961



This Is
**THE
BIG
ONE**

TRUCK WORLD

CANADA'S NATIONAL TRUCK SHOW

2010

The Meeting Place For Ca

NEW PRODUCTS, NEW

Truck World **GREEN ROUTE**

Saving fuel and operating more efficiently is the difference between staying in business and becoming another statistic.

Visit exhibitors along the **GREEN ROUTE** and see the products that will help you reduce fuel consumption and lower greenhouse gas emissions. You'll be saving money and helping the environment at the same time.





New For 2010!

Introducing the **Vocational Truck and Equipment Expo.**

This new display of inter-city trucks and equipment will appear along side Truck World.

The Vocational Truck & Equipment Expo will add approximately 50 new exhibitors to the combined shows. It will feature all classes of vehicle, with a special focus on medium duty classes 5, 6 and 7 vocational trucks, equipment, chassis, bodies and services.

This new show is in association with the **Canadian Transportation Equipment Association.**



Canada's Trucking Industry

IDEAS, NEW SOLUTIONS

International Centre • Toronto, Ontario, Canada

Thursday, April 15 – 10:00 am to 6:00 pm

Friday, April 16 – 10:00 am to 6:00 pm

Saturday, April 17 – 9:00 am to 5:00 pm

For more information

416-614-5812 or Toll Free: 1-877-682-7469 • info@truckworld.ca • www.truckworld.ca

Platinum Sponsor:



Endorsed by:



Ontario
Trucking
Association



Canadian Trucking Alliance
Alliance Canadienne du Camionnage

Official Show
Magazine:

**Today's
Trucking**

Association Partner



Produced by:

NEWCOM

SECOND-GEN BIOFUELS ARE SLOW TO DEVELOP

Germany, one of the leaders in the sphere of next-generation biofuels, is lagging behind on their development, according to a Reuters report. We'll see these fuels next year at the earliest, it seems.

The first biofuels produced using next-gen biomass raw materials could be available in commercial volumes in 2010, German junior Environment Minister Michael Mueller recently said. But the timing is all a bit vague apparently, and the start of production has been postponed many times already, the first target having been 2007.

Germany is busy building test plants to produce commercial volumes of such fuels from biomass materials like wood chips, hay, vegetable waste and low-grade crops. So-called first-generation biofuels are made from food crops such as grain, rapeseed oil and palm oil.

Two months ago Germany cut the compulsory level of biofuels to be blended into fossil fuels this year to 5.25 percent from the 6.25 percent originally intended. The country's biodiesel industry, Europe's largest, is currently working at about 60 percent of its capacity and wants the blending cut to be stopped. It won't be raised until gen-two biofuels are on stream, according to Reuters.

Giovanni Federigo De Santi, director of the energy institute at the European Union Commission's Joint Research Center, said, "We want to develop second generation biofuels which move away from competition from food and animal feed."

But with so much complex technology still to be developed, Santi said he didn't believe new generation biofuels could be fully ready for transportation uses for another 10 years.

stone trapping and drilling, while protecting against the cracking and tearing associated with stone retention.

The HTR2's enhanced design now features a reinforced steel core bead that promotes stiffness and retreadability, and is rated for load range L. The new tire is available in 385/65R22.5 and 445/65R22.5 sizes.

See www.continental-truck.com

APU COOLING

CLOSED-LOOP COOLING IS NOW AVAILABLE FOR THERMO KING'S TRIPAC APU

Thermo King has added 'Closed Loop Cooling' to the list of available options for its TriPac Hybrid Auxiliary Idle Reduction and Temperature Control System (APU). The new option offers



reduced installation complexity and emergency tractor alternator backup. The TriPac runs independently of the tractor's cooling system.

For drivers who frequently operate in warm climates—above 32°F—or simply prefer that the TriPac system not tie into the truck engine's coolant, the system will still provide the battery charging and cab comfort they want. Its emergency alternator backup means it can supply voltage for temporary operation of the truck in case of charging system failure. Closed Loop Cooling can be ordered with the TriPac system or as an aftermarket option from Thermo King dealers.

See www.thermoking.com

EASY BELT ROLLER

MAKES IT EASY FOR DRIVERS TO ROLL UP WINCH STRAPS QUICKLY

After three years of development and testing, the made-in-Canada Easy Belt

LUCAS
EXTREME
COLD WEATHER
FUEL TREATMENT
with Anti-Gel

- Contains special clean burning additives to facilitate a complete combustion burn for more power, better fuel economy and lower emissions
- Prevents diesel fuel gelling, the #1 cause of winter breakdowns
- Specifically formulated for all diesel trucks and off road equipment with non fuel recirculating engines

32oz. #10012 • 64oz. #10021

www.lucasoil.ca 888-878-6973

DRIVER RANDY'S GOT GAME

To some people, trucking is a way-of-life and a business. To **Randy Cox**, a driver who hauls potatoes all over the north-eastern U.S.A., trucking's a big game.

A game he invented, to be precise. And if you see him drive by in his Freightliner, you'll see the graphics for "My Truckin' Luck," a board game that he invented, splashed across the side of his trailer.

Cox, 55, tells us his brainchild hit shelves this past summer. (Check it out at www.mytruckinluck.com).

The game which retails for US\$29 and which is designed for players 14 and up, is sort of like an 18-wheel version of Monopoly if you mix it up with Snakes and Ladders and, err, something else.

He and his family have been working on the project for two years.

So far, it only encompasses the U.S. (If you lose, and we're only assuming here, you could get banished to the great white space that represents the Great White North).

But be patient fellow Canucks. Cox tells us he's already working on a Canadian version, which will include elements based on the experiences of ice-road drivers. The game takes players through a race across 48 states and they run into things like weigh scales, HOS problems, storms, flat tires, everything real truckers face, except it's all pretend.

(One rule that mimics life: When you land in Vegas or Atlantic City, you **MUST** gamble.)

Of course it's all for fun. Unless you're Randy Cox. Then it's for fund, as in retirement.

MEANWHILE, BACK AT YOUR COMPUTER...

The next time some civilian starts telling you how easy and effortless your life as a trucker is, tell him or her to try it for themselves, virtually speaking.

Trukz is a free online trucking-simulation game where you create routes, hire drivers, buy or sell iron and then earn money by hauling loads all over North America and Europe. It gets more complicated of course—you have to watch your hours of service, your weights, your bill payments, all sorts of things that the average owner-operator faces on a daily basis.

Check out the website. www.trukz.com. But don't blame us if you get caught up in the game and forget to do any work the rest of the day.



More than 11,000 people around the globe are registered Truksters; simply perusing their names and statistics is a riot.

Heck you might even be reminded that there are tons of good reasons to love your business. Maybe playing Trukz will give you that little morale boost you've been in need of.

Trukz is a product of a Dublin, Ireland-based company called Joltonline.com. Also on their roster of online pastimes are games called "Legends of Zork," "Utopia Kingdom," and—one that's still in the developmental stage—"Playboymanager.com."



NEW TREMCAR FACILITY NOW OPEN:
TREMCAR WEST located in Weyburn, Sask.

TREMCAR STAINLESS STEEL SANITARY FPU TANKER TRAILER, 34000 L, 2 COMPT., QUAD

TREMCAR STAINLESS STEEL TANKER TRAILER DOT/TC-407, 7000 IG, 1 COMPT., TRIDEM

TREMCAR ALUMINUM DRY BULK TANKER, 2800 CU. FT. QUAD

HUTCHINSON ALUMINUM TC-406 PETROLEUM TANKER TRAILER, 33500 L, LEAD AND 29000 L, PUP

We meet all your transportation needs

TREMCAR

790, Monrillard Ave.
Saint-Jean-sur-Richelieu (Quebec) J2X 5G4
Tel.: 450-347-7822 or 1-800-363-2158
Fax: 450-347-8372

JUNE FISCHER
Ontario, Canada
Tel.: 519-751-6317
Fax: 905-549-4252
biker.b@sympatico.ca

JEAN-CLAUDE ROBILLARD
Quebec and Maritimes
Tel.: 450-357-0287 or 877-812-8265
Fax: 450-347-2246
fputanks@aol.com

CITERNE HÉBERT & FILS
Parts and Service Center
64, Chemin des Patriotes, Saint-Jean-sur-Richelieu (Quebec) J2X 5P9
Tel.: 450-347-2022 or 800-644-2022 • Fax: 450-347-3626

HUTCHINSON
20, Alness St.
Toronto, Ontario M3J 3H4
Tel.: 416-661-9330
Fax: 416-661-9165
Contact : Mr. Joe De Simone

Retail Diesel Price Watch

Find out how Espar Heaters can SAVE YOU MONEY.



Espar Heater Systems
a member of the Eberspächer group of companies



WEEKLY PUMP PRICE SURVEY / cents per litre

Prices as of September 8, 2009 • Updated prices at www.mjervin.com

CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	105.4	0.0	89.2
VANCOUVER *	101.2	0.7	67.4
VICTORIA	100.7	1.0	69.4
PRINCE GEORGE	90.2	-0.7	62.9
KAMLOOPS	94.2	-1.0	66.7
KELOWNA	97.9	-1.0	70.2
FORT ST. JOHN	98.9	0.0	71.2
YELLOWKNIFE	99.9	0.0	82.0
CALGARY *	85.3	-0.2	68.2
RED DEER	85.2	-0.7	68.2
EDMONTON	82.8	0.0	65.8
LETHBRIDGE	85.9	-0.3	68.8
LLOYDMINSTER	90.9	-3.0	73.6
REGINA *	90.9	1.0	67.6
SASKATOON	89.7	-0.5	66.4
PRINCE ALBERT	88.9	0.0	65.7
WINNIPEG *	88.9	1.0	69.2
BRANDON	88.9	-1.0	69.2
TORONTO *	90.9	0.0	68.3
OTTAWA	92.4	0.0	69.7
KINGSTON	90.8	0.0	68.1
PETERBOROUGH	91.9	0.0	69.2
WINDSOR	87.7	-0.4	65.2
LONDON	90.9	0.0	68.3
SUDBURY	92.4	-2.3	69.7
SAULT STE MARIE	92.9	0.0	70.2
THUNDER BAY	93.5	-0.2	70.7
NORTH BAY	92.5	1.0	69.8
TIMMINS	95.3	0.0	72.5
HAMILTON	88.5	-0.2	66.0
ST. CATHARINES	88.4	-0.5	65.9
MONTRÉAL *	98.9	0.0	67.4
QUÉBEC	97.5	-1.2	66.2
SHERBROOKE	97.9	0.0	66.5
GASPÉ	97.9	0.0	70.4
CHICOUTIMI	96.4	0.0	69.0
RIMOUSKI	97.4	-1.0	68.0
TROIS RIVIÈRES	97.9	-0.7	66.5
DRUMMONDVILLE	94.9	0.0	63.9
VAL D'OR	100.9	0.0	73.0
SAINT JOHN *	97.8	-0.6	65.6
FREDERICTON	98.2	-0.6	66.0
MONCTON	98.6	-0.3	66.4
BATHURST	101.6	-1.2	69.0
EDMUNDSTON	99.3	-0.5	67.0
MIRAMICHI	99.5	-0.7	67.1
CAMPBELLTON	99.6	0.0	67.2
SUSSEX	98.1	-0.7	65.9
WOODSTOCK	100.9	-10.0	68.4
HALIFAX *	95.1	-1.1	64.7
SYDNEY	97.4	-1.1	66.8
YARMOUTH	96.5	-1.7	66.0
TRURO	95.2	-1.7	64.8
KENTVILLE	95.3	-1.7	65.0
NEW GLASGOW	97.3	-2.6	66.7
CHARLOTTETOWN *	97.8	0.0	69.1
ST. JOHN'S *	105.5	0.0	72.9
GANDER	102.0	0.0	69.8
LABRADOR CITY	112.9	0.0	79.4
CORNER BROOK	104.2	0.0	71.7
CANADA AVERAGE (V)	92.5	0.1	67.9

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

HYBRID SCHOOL BUS: SIGN OF THING TO COME?

This is something that could catch on, namely a hybrid-electric type A school bus, made by Collins Bus

with an Azure Dynamics drivetrain. Bought by California's NAPA Valley Unified School District, it's said to be the continent's first and only such bus. Called the NEXBUS, it seats 23 people (three in wheelchairs) on a Ford chassis and should get 16 to 17 mpg instead of nine to 10 in straight diesel trim. It cost a whopping US\$140,000, most paid by grants and incentives.

Not incidentally, Azure Dynamics recently got a big order from Canada's own Purolator Courier, for 50 'Balance' hybrid electric trucks to be delivered during the fourth quarter of 2009 for use primarily in Ontario. Azure has already delivered more than 100 vehicles to Purolator.

The trucks are built on a Ford E450 chassis equipped with a hybrid drivetrain that shuts the Ford 5.4-liter gas engine off at idle and at below 20 mph, while electronically supporting ancillary functions like power steering and braking. It should improve fuel economy by up to 40 percent.

Azure Dynamics was recently chosen a winner at the 24th annual Canadian Advanced Technology Alliance Innovation and Leadership Awards. It was recognized with an "Outstanding Product Achievement" award in the Clean Technology category.

See www.azuredynamics.com



Roller is now available from **Securitrim 2002 Inc.** Rolling up of winch straps has now become five times faster than most traditional methods, the company claims, because of the built-in geared effect.

Only one per driver is required, since it can be installed and removed in literally one second per winch. The Easy Belt

Roller is said to make wrist and arm injuries a thing of the past, because truckers stand

at an arm's length from the winch.

It will be available through many trucker supply outlets and will retail under \$75. It comes with a one-year guarantee.

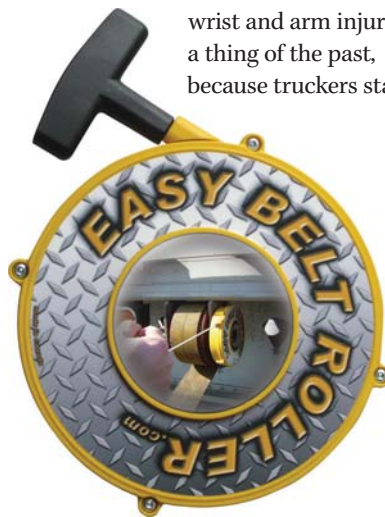
See www.easybeltroller.com

REFRIGERATOR/FREEZER

DOMETIC INTRODUCES NEW CR SERIES IN FOUR SIZES

Dometic Automotive's new line of "premium" refrigerators/freezers for truck sleepers includes four sizes from 1.7 to 3.8 cu ft. The CR Series refrigerators incorporate a new patented double-lock door mechanism to ensure the door stays tightly shut during rough road conditions. When set in the 'vent' position, the refrigerator door is held open slightly for easy defrosting and mildew prevention.

The units have an internal full-width freezer compartment with a separate door, as well as a bottle holder, vegetable bin and adjustable shelves and racks,





with a cool-blue interior light. For maximum installation flexibility in restricted spaces, the door can be configured for right- or left-hand opening. The door face panel is interchangeable on most models for black or stainless-steel outside finish.

CR Series refrigerators are powered by a hermetic Danfoss BD35F 12V DC compressor designed to be “ultra-quiet” with “minimal power consumption.” All CF units use environmentally friendly R134

refrigerant gas. They’re built with stainless-steel fittings, coated metal frame, CFC-free polyurethane insulation and heavy-duty plastic interior lining.

See www.dometic.com/enus/Americas/USA/Start

HYBRID SHUNT TRUCK

CALLED THE WORLD’S FIRST DIESEL/ELECTRIC HYBRID SHUNT TRUCK, IT’S FROM CAPACITY OF TEXAS.

The new Pluggable Hybrid Electric Terminal Tractor (PHETT) from **Capacity of Texas** uses regenerative braking and a genset to sustain battery charge. The 225-hp, three-phase AC traction motor provides a gross combination weight rating of 130,000 lb, making the PHETT suitable for shunting loaded trailers up to about 100,000 lb.

According to Capacity, the PHETT offers a 60-percent reduction in fuel consumption, and zero exhaust and noise emissions in battery mode. It can operate six to eight hours on a single charge. The genset kicks in when battery charge

drops to 50 percent, bumping it back up to 80 percent. Plug it in to a 220-volt outlet for six to eight hours, and the battery is fully charged again.

The PHETT costs roughly double the cost of a diesel shunt truck, but fuel savings for a 3,000 hour/year operation are



calculated at about \$23,000. Factor in savings in oil changes and transmission flushes, and Capacity says the PHETT will save such an operation \$26,000 a year. The PHETT is available through selected dealers, including Glasvan Great Dane in Mississauga, Ont.

See www.capacitytexas.com ▲

COMPANIES IN THE NEWS

A

Abundantia Carriers	21
Allison	37
AT&T	43
Avia	43
Avondale Partners	28
Azure Dynamics	58

C

Capacity	59
Celadon	29, 62
CN Rail	22
Coastal Pacific Xpress	28
Coca-Cola	43
Collins Bus	58
Continental Tire	51
Contrans	28

D

Daimler	43
Dometic Automotive	58

E

EasyBelt	57
Eaton	34, 53
EnviroDock	41
Espar	40
ESS Business Strategies	27

F

FedEx	43
Ford	19, 51
Freightliner	19
Frito-Lay	43

G

General Motors	19
Glacier Bay	41
Great Dane Trailers	50

H

Hino	19, 47
------------	--------

I

International	19
---------------------	----

J

Joltonline.com	57
----------------------	----

K

Kansas City Power&Light	43
Kenworth	19

L

L.E.Walker	29
------------------	----

M

Mack	19
MacKinnon Transport	14, 29
Marks&Spencer	43
Modex	43

N

Navistar	12, 43, 51
Newcom Business Media	62

P

Paccar	40
Pacific Gas And Electric	43
Peterbilt	19, 49

R

RBC Capital Markets	31
---------------------------	----

S

Safety Pumping Systems	50
Shell Lubricants	50
Smith Electric Vehicles	43
Staples	43
Starbucks	43
Sterling	19

T

ThermoKing	56
------------------	----

U

UPS	43
-----------	----

V

Volvo	19, 39
-------------	--------

W

Webasto	41
Western Star	19

TRANSPORTATION REAL ESTATE



MARK CASCAGNETTE

VICE PRESIDENT, INDUSTRIAL

905-501-6426

800-870-5862

mark.cascagnette@ca.cushwake.com



CANADA'S LEADING
TRANSPORTATION & LOGISTICS TEAM

PUSLINCH – TRANSPORTATION TERMINAL – FOR SALE

■ Hwy 401 Exposure, 30 Min. to Hwy 407 ■ 6,442 sq.ft Warehouse, 6,442 sq.ft Repair Garage, 3,663 sq.ft Office, and 1650 sq.ft Bungalow ■ Outside Storage, +/- 4.5 Acres of Extra land for trailer parking ■ 3 TL Doors, 3 DI Doors ■ Asking \$3,490,000

MISSISSAUGA – CROSSDOCK – FOR SUB-LEASE

■ Airport Location with Quick Access to 400 Series Hwys ■ 12,460 sq.ft Warehouse, 2,000 sq.ft Office, 14' Clear ■ 16 TL Doors, Outside Storage, Trailer Parking ■ 3 Yrs Left on Lease – Longer Terms Available

VAUGHAN – TRANSPORTATION TERMINAL – FOR LEASE

■ Close proximity to Hwy 7 & 400 ■ 14,000 sq.ft Warehouse with 250 sq.ft Office ■ 23 TL Doors, 1 DI Door, 6 Rail Loading Doors ■ Different options available

WHITBY – TRANSPORTATION TERMINAL – FOR LEASE

■ 33,915 sq.ft. on +/- 12 acres, zoned M1 ■ Asking \$35,000 month net ■ Includes cross-dock, office, garage & yard ■ Options available, space is divisible



\$2,500,000

ETOBICOKE – CROSSDOCK – FOR SALE/LEASE

■ Close to hwy's 401/427/QEW ■ 25 TL doors ■ 1 bay repair shop ■ Zoned IC.2



BRAMPTON INDUSTRIAL WAREHOUSE – FOR LEASE

■ 160,300 sq.ft freestanding building ■ 24' Clear ■ 62 truck-level doors ■ 1,200 sq.ft office ■ Asking \$4.75 per sq.ft net

strategi 500, 87th street
CLUB.COM St-Georges, Qc G5Y 7L9

418 228-1262

JINYU*

11R22.5-16 Plys
TRAILER JY501

219\$
Member price

235\$
Retail price



* Many other models available.

Price subject to change without notice.

We sell all NATIONAL BRANDS

YOU SPECIALIZE IN HEAVY DUTY TRUCK REPAIR. SO DO WE.



Heavy Duty Truck Repair insurance and so much more.

Hallmark specializes in insurance for your unique marketplace. With a thorough understanding of your industry, we are able to provide a program tailored to your needs which includes a host of value-added services identifying potential risks and outlining a plan to address them.

Comprehensive. Customized. Competitively Priced.



HALLMARK

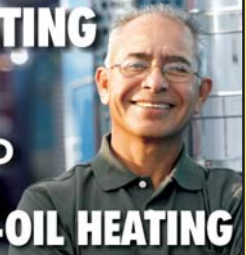
THE TRANSIT AUTHORITY

www.hallmarkins.com/hdtr

Contact Derek Lachapelle at
dlachapelle@hallmarkins.com or call (416) 490-6013

I'M BACK OPERATING IN THE BLACK

Since We Made
The Move To BIG RED



CLEAN BURN USED-OIL HEATING

**THE NUMBER ONE SELLING
USED-OIL FURNACE OF ALL TIME**

Escalating energy costs make your used-oil more valuable than ever before. On-site recycling can drastically reduce your energy costs while immediately increasing your cash flow.

INSIDE THE RED BOX

What you see makes it a Clean Burn. What you don't see makes it "burn clean." Our patented Clean Burn heat exchanger provides you with more heat from less oil. Only "The Red Box" includes 250 percent more surface area for greater heat transfer than any typical blast tube. The result: More heat per gallon of oil.



CLEAN BURN

ENERGY SYSTEMS

www.deonsupply.com
1-800-824-4115



DSI Installation and After Sales Support
will ensure maximum savings for years to come

Alrange Container Sales	S-14	Imperial Oil	6	Tico Canada Intermodal	
Arrow Truck Sales Canada	S-11	<i>www.imperialoil.ca</i>		Equipment Solutions Inc.	S-7
ArvinMeritor	S-15	Innovative Chassis Design	37	Today's Trucking - Online	
Bandag	15	<i>877-448-3462</i>		Subscriptions & Renewals	S-12
<i>www.bandag.com</i>		International Truck & Engine	42	Today's Trucking website	24
Bridgestone	20	<i>www.internationaltrucks.com</i>		<i>www.todaystrucking.com</i>	
<i>www.BridgestoneTrucktires.com</i>		J.D Factors	17	Transcore	50
Brossard Location de Camions	12-13	<i>www.jdfactors.com</i>		<i>www.transportplanet.com</i>	
<i>www.locationbrossard.qc.ca</i>		Krohnert Industries Inc.	S-2	Transcourt Inc.	S-6
Cat Scale	31	Lucas Oil	56	Tremcar	57
<i>www.catscale.com</i>		<i>www.lucasoil.ca</i>		<i>www.tremcar.com</i>	
Clean Solutions Inc.	S-2	Manitoba Freightliner Ltd.	S-6	Tremcar Inc. - Edmonton	S-16
COASTAL Blending & Packaging	26	Michelin	23	Truck Liner 2000	S-15
<i>www.irvingoil.com</i>		<i>www.michelin.ca</i>		TruckandTrailer.ca	52, S-4, S-5, S-14
Container Resale Inc.	S-7	Minimizer	S-7	<i>www.truckandtrailer.ca</i>	
Cummins Inc	44	Norsteel Buildings Limited	S-10	Truck World Show	54-55, S-8, S-9
<i>www.cummins.com</i>		OK Tire	18	<i>www.truckworld.ca</i>	
Cushman & Wakefield LePage	60	<i>www.oktire.com</i>		Waltron Trailers	S-2
<i>1-800-870-5862</i>		PeopleNet		Western Kingpin Specialists Ltd.	S-10
Dal's Fuel Injection & Turbos Ltd.	S-1	Communications	10-11 (split ad), 51	Western Star	38-39
De-On Supply	60	<i>www.peoplenetonline.com</i>		<i>www.westernstartrucks.com</i>	
<i>www.deonsupply.com</i>		Peterbilt	back cover		
Detroit Diesel Engines	2	<i>www.peterbilt.com</i>			
<i>www.detroitDiesel.com</i>		Pro-Tank West Ltd.	S-10		
Detroit Diesel Parts	10-11 (split ad)	Querel Trailers	S-7		
<i>www.detroitdieselstepup.com</i>		Robica/Forman Tank Ltd.	S-15		
Di-Mond Trailers Inc.	S-14	Ryder Quality Used Vehicles	S-3		
Espar	4, 58	Secure Store	S-10		
<i>www.espar.com</i>		Securitrim	53		
Fort Garry Industries	S-13	<i>www.securitrim.com</i>			
Goodyear	48	Shell	30, 46		
<i>www.truckwise.ca</i>		<i>www.shell.ca</i>			
Hallmark Group	60	Simard Suspensions	19		
<i>www.hallmarkins.com/transit</i>		<i>www.simardsuspensions.com</i>			
Har-bra Holdings Ltd.	S-6	Sirius	63		
HighwayStar of the Year	32-33	Stemco Duroline	16		
<i>www.highwaystar.ca</i>		<i>www.stemcoduroline.com</i>			
Howes Lubricator	22	Strategik Club	60		
<i>www.howeslube.com</i>		<i>www.strategikclub.com</i>			

Let Our Work Be Your Best Promotional Tool!

Order reprints from
Today's Trucking.

Call Lilianna Kantor
416/614-5815

For Advertising Information in the **Buy & Sell Supplement** Contact:

Red Deer: 403-877-8025

George Atkey

ADVERTISING CONSULTANT (AB, BC)
203 - 3905 56th Ave., Red Deer, AB T4N 4P4

Toronto: 416-614-2200

Tony Hohenadel - ADVERTISING CONSULTANT (ON)

Gary Vandenbeukel - ADVERTISING CONSULTANT (ON, MB)

Paul Beelien - ADVERTISING CONSULTANT (ON, SK)

Montreal: 514-938-0639

Joe Glionna

ADVERTISING CONSULTANT (QC, NB, NF, NS, PE)
6450 Rue Notre Dame Ouest, Bureau 100, Montreal, QC, H4C 1V4
Fax: 514-335-5540

VISIT: www.truckandtrailer.ca • **E:MAIL:** info@truckandtrailer.ca • info@equipmentfinder.com



By Peter Carter

Thinking Outside The Park

Business and life lessons are learned in some surprising places

Married guys, especially ones who've been hitched for as many moons as I have (23, in human years), live for moments like this.

My wife Helena and I were driving southwest on 20 near Drummondville, Que., when we found ourselves behind a 53-ft van owned by Celadon.

She glanced up from her Sudoku, noticed the trailer, and asked me how I'd pronounce the name on it. Or if I knew what Celadon meant.

I felt like New York Yankees batting phenom Derek Jeter at the plate in the Rogers Centre. I was being tossed stuff I could whack clean out of the park.

Approximately 16 months prior to that day, I'd actually met, talked to and wrote about Celadon's president and founder Steve Russell.

He was one of the keynote speakers at Truck World 2008, in Toronto.

Not only that, but four days before Helena and I drove through Quebec, I'd produced another story about Celadon's financials.

It appeared on www.todaystrucking.com, which is this magazine's online news source. (Basically a daily newspaper run by my colleague Marco Beghetto, www.todaystrucking.com is your click-to source for anything trucking-related that happens, anywhere on the continent. Make it your home page. And if this column were appearing on that website instead of in this magazine, you could click on [this underlined phrase](#) and the whole Russell story would appear. But because we're still dealing with paper, you're going to have to be like the missus and take my word for it.)

When Russell started Celadon (pronounced Sell-a-dawn) some 36 years ago, he wanted the "prettiest word in the English language" as a name. He learned that some researchers (apparently with far too much time on their hands) had determined that the word he was searching for was "celadon." It's a color. Sorta greenish yellow. Also a type of pottery glaze.

See what I mean about hitting a home run? I knew all that great history. Helena was some impressed, I tell you. She didn't challenge a syllable.

Then, my homer turned into a grand slam.

When Russell talked to the Truck World group, he offered a bunch of tips for success. I won't go into them, except to say he knows what he's talking about because despite the nightmares



SHE'S GOT THE WHOLE (TRUCK) WORLD, IN HER HANDS:

Newcom's Show Manager Joan Wilson is looking ahead to April.

the economy has faced over the past two years, Celadon has stayed profitable. (After you're done this page, get more advice from Russell in Marco Beghetto's "Overdrafted," starting on page 28.)

But his final piece of advice, I couldn't resist sharing with Helena.

"Always," Russell told Truck World, "Marry your second wife first."

The audience loved it.

Helena, who still introduces me as "my first husband Peter" liked the joke too, when I told

her in the car. I added that I took his advice and skipped immediately to wife number two, avoiding the unpleasant first step.

Point being, you never know where the next piece of life-saving information is going to come from, do you?

That's only one reason Truck World 2010 is already on my daytimer.

Truck World is put on by the same people who employ Marco and me, Newcom Business Media. Marco and I also have a new colleague, in the person of Newcom's Show Manager Joan Wilson, a familiar face in the world of trucks and shows. She's getting busier by the day. (We try to waste Joan's time around the coffee machine but she's not having any of it.)

Her extravaganza is slated to run from April 15 to 17, and again, if I could, I'd just underline this sentence and you could find out more. You'll have to instead visit www.truckworld.ca.

The next version of Truck World, I know, already has some added features that will make it even more rewarding.

So take it from a guy who attends a lot of shows. Visit Truck World 2010. Not only will you be wowed by great new technology and ideas, you'll learn things that will help you profit plus you'll find out how to prepare for what's coming around the next couple of curves.

And if you're really really lucky like me, Truck World might even help your marriage. ▲



THREE MONTHS FREE SIRIUS Satellite Radio Programming with Qualifying Purchase from Participating OEM Truck Dealers - \$65 Value!

This exclusive offer is available for a limited time, and includes free activation and three months of instant SIRIUS service on the following products:

- » **PP803765 Sarmate 5 w/ Vehicle Docking Kit and Boombox - plus \$20 rebate**
- » **PP803767 Stratus 5 w/ Vehicle Docking Kit and Truck Antenna - plus \$10 rebate**
- » **PP803694 Sportster 5 w/ Vehicle Docking Kit and Truck Antenna - plus \$20 rebate**
- » **PP102275 Delphi Heavy-duty CD Player with Built-in SIRIUS Satellite Tuner - plus \$70 rebate**
- » **And More! See participating dealer for details.**



Offer exclusive to OEM truck dealers only. All SIRIUS consumer rebates will apply to these part numbers. Take advantage of this limited time offer by visiting your local OEM trucker dealer today!



NAVISTAR COMPANY



TWO POWERFUL EXPRESSIONS
OF FUEL EFFICIENCY.




PETERBILT MODELS 386 AND 387



PACCAR
FINANCIAL

PACLEASE AND PACCAR FINANCIAL
PLANS TAILORED TO YOUR NEEDS.

FOR MORE INFORMATION, CALL 1-800-552-0024. BUCKLE-UP FOR SAFETY. 



A PACCAR COMPANY