

THE **ECONOMY**: What a possible double-dip means to you, PG. 22



FTR Analyst **Noel Perry**

Today's Trucking

The Business Magazine of Canada's Trucking Industry

Guts & Gears

SPECIAL TECH ISSUE

Axles & Suspensions | PAGE 36

Automated Manual **Transmissions** | PAGE 39



October 2011

www.todaystrucking.com

RETAIL and
RECRUITMENT
Advertising Insert

PAGE
44

BETTER PARTS. GOOD PRICES.

Why better? Because buying heavy-truck parts for your fleet is a balancing act between reliability and cost. At Alliance Truck Parts, we believe you can have both. That's why we partner with the best suppliers and work with them to make better all-makes parts at affordable prices. Then, we back each part with a nationwide warranty and a solid support network of over 800 locations. We'll keep your fleet on the road and your costs down. That's called value and you'll find it in every quality part we sell.



**ALLIANCE
TRUCK PARTS**

alliancetruckparts.com

45 **HARD-SLOGGING PETE:** The new 382 comes prepped for down-and-dirty vocational chores.



22 **HERE'S THE SCOOP:** Downturn's a-comin'



52 Recognize this place? Score a hat!

NEWS & NOTES

8 **DISPATCHES**
U.S.A. COURT SHORT-CIRCUITS EOBRs



- 9** B.C. TRUCKING: When men were men
- 11** Fuel-efficiency edicts need edit
- 11** Trucking events to pencil in
- 12** Compliance news
- 12** CSA = Can't Someone Answer?
- 13** Trucking people on the move
- 13** The benefits of sleeping in class
- 14** Sited on todaystrucking.com
- 15** Truck sales statistics

FEATURES

22 **ECONOMY**
TWO SCOOPS OF SLOWDOWN
The drumbeat of a double-dip recession is intensifying. But trucking appears somewhat insulated—for now.
— BY MARCO BEGHETTO

27 **ECONOMY**
MORE THAN TRUCKS
Truckload, LTL, intermodal, warehousing—trucking companies are doing whatever it takes to deliver freight. The key to your survival in the new jungle? Innovation.
— BY DEBORAH LOCKRIDGE AND JASON RHYNO

32 **IN MY OWN WORDS**
LARGER THAN EVER
A role model for the independent truckers of the world, this owner-operator thinks that the trucking industry as a whole could learn something from the oil patch: In his own words.
— BY STEPHEN LARGE

36 **COVER**
THE POINT OF NO RETURN
Wide-single tires are gaining market acceptance. Are you ready to go whole-hog into wide-base by spec'ing wide-track axles?
— BY JIM PARK

OPINIONS

- 5** LETTERS
- 7** ROLF LOCKWOOD
- 19** BEGHETTO GETS RE-ROUTED
- 54** PETER CARTER

SERVICE DEPT

- 17** BUILDING A BETTER MOUTH TRAP
- 21** MAKING SAFETY PROGRAMS PAY
- 39** ARE AMT'S WORTH A TRIP TO YOUR ATM?
A progress report on automated manual transmissions; a.k.a., is now the time to invest?
— By Jim Park
- 45** LOCKWOOD'S PRODUCT WATCH

EXTRA!! New Free-and-Easy Contest **PAGE 52**

We're betting our hat you can't guess where this place is.



BUILT

TO FIT YOUR BUDGET



LEASE PAYMENTS
AS LOW AS \$1,296/MONTH,

A MACK® BulldogDIRECT FAIR MARKET VALUE LEASE HELPS YOU GROW YOUR BUSINESS WITH CUSTOMIZABLE LEASE TERMS AND END-OF-LEASE FLEXIBILITY.*

CONTACT YOUR LOCAL MACK DEALER FOR MORE INFORMATION. (For dealer locations go to www.macktrucks.com)

*EXCLUSIVELY AVAILABLE FROM MACK FINANCIAL SERVICES. Payment amount will vary depending on truck specifications.

Offer available in Canada only and subject to Mack Financial Services credit approval. Offer expires December 30, 2011.

©2011 VFS US LLC. All rights reserved. Rev. 01-11.

Today's Trucking

The Business Magazine of Canada's Trucking Industry

NEWCOM

NEWCOM BUSINESS MEDIA INC.

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

VICE PRESIDENT, EDITORIAL

Rolf Lockwood, MCLIT
rolf@newcom.ca • 416/614-5825

EDITOR

Peter Carter
peter@newcom.ca • 416/614-5828

SENIOR EDITOR

Marco Beghetto
marco@newcom.ca • 416/614-5821

ASSOCIATE EDITOR

Jason Rhyno
jason@newcom.ca • 416/614-5827

CONTRIBUTORS: **Jim Park, Allan Janssen, Steve Bouchard, Deborah Lockridge**

ART DIRECTOR

Tim Norton
production@todaystrucking.com • 416/614-5810

PUBLISHER

Joe Glionna
joe@newcom.ca • 416/614-5805

NATIONAL ACCOUNTS MANAGER

Heather Donnelly
heather@newcom.ca • 416/614-5804

QUÉBEC SALES MANAGER

Denis Arseneault
denis@newcom.ca • 514/938-0639

PRESIDENT

Jim Glionna

CONTROLLER

Anthony Evangelista

PRODUCTION MANAGER

Lilianna Kantor
lily@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)

Today's Trucking is published monthly by NEWCOM BUSINESS MEDIA INC., 451 Attwell Dr., Toronto, ON M9W 5C4. It is produced expressly for owners and/or operators of one or more straight trucks or tractor-trailers with gross weights of at least 19,500 pounds, and for truck/trailer dealers and heavy-duty parts distributors. Subscriptions are free to those who meet the criteria. For others: single-copy price: \$5 plus applicable taxes; one-year subscription: \$40 plus applicable taxes; one-year subscription in U.S.: \$60 US; one-year subscription foreign: \$90 US. Copyright 2011. 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 Canada Periodical Fund (CPF) for our publishing activities.

Canada



**Kenneth R. Wilson
Award Winner**

Member



Canadian Business Press



Audit Bureau of Circulations

Letters

A truck is a truck right?

Everyone involved in the trucking industry should have to come into line with a couple of hours left in his day. Everyone involved in the trucking industry should have to come into line with hours of service and if we're going to use EOBRs, then let's all do it.

Let's have shippers and receivers governed by EOBRs too, so hours are used properly, all in a row. If the truck shows up at 1:00 a.m., it should get unloaded. That way, a driver doesn't have to start up four or five hours later, just to accommodate the shipper/receiver, as the driver may only have

a couple of hours left in his day.

Also, why don't town drivers have to follow the same rules? A truck is a truck right? Can you just see the violations taking place when a town driver is on the clock and suddenly finds he can't go home because he is out of hours? The next step would be to fine the companies that put their drivers in this situation. Mmmmm...I'm beginning to like this idea.

*Dave Patraschuk,
Creston, B.C.*



TODAY'S TRUCKING APPOINTMENTS

Today's Trucking Publisher Joe Glionna is happy to welcome **Heather Donnelly** to the *Today's Trucking* sales team. Most recently, Heather was a senior sales executive on *HighwayStar* magazine and before that, she worked as the sole Canadian National Sales Rep for *Zee Medical*.

"I'm sincerely looking forward to getting to know the suppliers who have been serving Canadian fleets and owner-operators over the years. I've certainly heard a lot about them from their customers, all across Canada," Heather says.

Heather can be reached at:

Phone: 416-614-5804 • Cell: 416-459-2350 • Email: heather@newcom.ca



Today's Trucking Publisher Joe Glionna is happy to welcome **Jason Rhyno** to the *Today's Trucking* editorial team.

As Associate Editor, Jason will be also working on **todaystrucking.com** and related social media outlets. Jason replaces Marco Beghetto, who, after 11 years with *Today's Trucking*, is assuming the new role of Vice-President, Communications and New Media with the Ontario Trucking Association (OTA) and Canadian Trucking Alliance (CTA).

Jason studied at York University and Centennial College's School of Book and Magazine Publishing, was most recently Editor of *JobPostings* Magazine. Prior to that, he worked on a variety of magazines in the Toronto area and as a student Jason interned at *Today's Trucking*.

A native of Longlac, Ont., Jason grew up around trucks and boasts that he was taught to drive by not one but two truck-driving uncles. He fondly recalls bouncing around in his uncle's Mack between Geraldton and Thunder Bay.

Jason can be reached at:

Phone : 416-614-5827 • Email: jason@newcom.ca



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 On The Road, And Off



www.mobildelvac.ca

Introducing Mobil Delvac 1 ESP 0W-40: the ultimate level of year-round efficiency and reliability from an API CJ-4 licensed SAE 0W-40 synthetic. With a relentless commitment to research and development, our products are designed to extend the life of your engine and keep your vehicle operating at peak efficiency. From 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 your nearest distributor at essolubes.ca

© 2011 Exxon Mobil Corporation. Mobil and Mobil Delvac are trademarks of Exxon Mobil Corporation or one of its subsidiaries. Imperial Oil, licensee.

Mobil Delvac
For Long Engine Life

By Rolf Lockwood



Help stamp out sloshed driving

Here's something you don't read about every day:
A new rule worth implementing

You know how little I like rules. They multiply like rabbits as the under-employed do-gooders run roughshod over our personal and working lives, protecting us from all manner of evil, freedoms disappearing in their wake. Even though we don't need protecting. My frustration and disgust can't be overstated.

Yeah, well, here's one that I like. A lot.

The U.S. National Transportation Safety Board (NTSB) has formally recommended that the Federal Motor Carrier Safety Administration (FMCSA) should mandate the retrofitting of roll stability control (RSC) systems on all in-use tank trailers with a GVW over 10,000 lb. Pretty dramatic stuff.

The recommendations went further, urging a requirement for stability control systems on all commercial vehicles over 10,000 lb. All of 'em, whether the vehicle has hydraulic or pneumatic brakes.

The NTSB announced its intentions in July and the formal recommendations were made last month, little having changed in the interim. We don't yet have a full-blown mandate but we will, changing the trucks and trailers you buy in future substantially. And making them better.

Necessarily, the NTSB makes a distinction between roll stability control (RSC) and electronic stability control (ESC), the latter adding understeer/oversteer sensing. They're both proven to be huge difference makers, ESC somewhat more so. Their performance was detailed in a definitive study published last fall by the National Highway Traffic Safety Administration (NHTSA). It's called 'Safety Benefits of Stability Control Systems For Tractor-Semitrailers'. Look for it at www.trb.org.

RSC is the right choice for tanker retrofitting, as opposed to ESC, because it can be done at relatively small cost. It would be wildly expensive to retrofit tractors and trailers with ESC, given all the electronic complications. The NTSB notes that the long life of tank trailers means it could take 25-50 years for all of them to get stability-control systems if the rule only applied to new ones.

Much as I agree with the NTSB about the need for this, I have to take exception with the Board's description of stability control as "an emerging technology that holds promise." The fact is, it emerged a long time ago, and study after study has proven its worth. It's more advanced in Europe than here, predictably, with far more systems in everyday use over there. I first saw it demonstrated back in the 1990s and I've played with it at more test tracks than I can count. Believe me, it works.

What's actually emerging is not the technology but the realization that it's required. What hasn't been emerging, on the other hand, is a willingness on the part of most truck operators to buy in. Some will argue that it isn't needed but that, I think, is plain old hogwash. Even the best, most careful driver can easily find himself in a situation demanding an abrupt evasive maneuver, and in many cases—we can all think of examples—the result is tragedy. Because physics easily overcomes skill at the extremes. Even the most expensive ESC system is cheap insurance. Much more so when we're not talking about the most skilled driver.

Sadly, and I take exception here too, all of this was prompted by NTSB's investigation of a single accident in Indiana two years

I have to take exception with the Board's description of stability control as "an emerging technology that holds promise."

ago. A tanker driver hauling 9001 gal of liquid natural gas blew it after veering onto an off-camber shoulder on a connection ramp between Interstate 69 south and southbound I-465. I know that curve well, and it can be dicey. He lost control, rolled it,

and a mighty explosion ensued. The NTSB figures a roll stability control system would likely have prevented it.

I take exception because accidents like this have been happening for decades. Why should it take so long to notice that they could be prevented?

A key contributor in this particular crash was the 'slosh' factor, it appears. The trailer was only 78% full, meaning the rig's centre of gravity was changing rapidly as the liquid rolled up and down the sides of the trailer while the driver tried to steer his way out of trouble. The NTSB admits it doesn't know a thing about the dynamics of this situation, saying it's simply beyond the capabilities of commercially available simulation software. Now, that's a bit scary.

The surging of partial liquid loads is a huge challenge, clearly, so one of the very best of the NTSB recommendations is that NHTSA—finally—should evaluate the effect of emergency maneuvers on the slosh factor. Every driver who pulls such loads should be grateful. ▲

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

Court Not On Board With EOBRs

U.S. judges unplug the EOBR rule, but considering how messy the alternative could be, maybe that's a good thing for now.

Here we go again. Like the never ending hours-of-service rules saga, implementation of an electronic onboard recorder (EOBR) policy in the U.S. will have to clear some legal roadblocks first.

The U.S. Court of Appeals for the Seventh Circuit has unplugged the Federal Motor Carrier Safety Administration's upcoming EOBR regulation, concluding that it fails to protect drivers from harassment.

Ruling on a petition brought forth by the Owner-Operator Independent Drivers Association, the court effectively rejected the rule and ordered that it be sent back to the FMCSA for a rewrite that's consistent with the court's opinion.

The three-judge panel agreed with OOIDA's suit that the rule was "arbitrary and capricious" because it does not ensure that electronic logbooks won't be "used to harass vehicle operators."

The court said the FMCSA did not provide enough detail on how it intends to protect drivers from overzealous employers. It also dismissed the agency's contention that driver harassment was considered during the rulemaking.

The judges highlighted other shortcomings as well—such as the cost-benefit analysis—but they said the driver issue was enough reason to put the brakes on the rule.

"It's a fantastic decision," said OOIDA President Jim Johnston. "(It) dealt with the

PAPER WEIGHT: Giving an officer power to demand hand-written copies of EOBR data is a step in the wrong direction.



ches

issue of harassment of drivers, but the court left room to come back and challenge other aspects if the agency gets overly enthusiastic about how they want to monitor truckers.”

The rule, scheduled to take effect next summer, will require truckers with a 10-percent or greater HOS violation rate during a compliance review to install EOBRs on all their vehicles,

regardless of the model year, for a two-year period.

Beyond that, the agency has a much broader rule in the works. That version, slated for around 2015, will mandate the devices for almost all other carriers operating in the U.S. (Canada too is close to finalizing its own proposal that’s said to closely resemble the FMCSA’s broader mandate).

Circuit Judge Diane Wood outlined how the agency should proceed, urging the FMCSA to make a distinction between productivity and harassment and “describe what precisely it is that will prevent harassment from occurring.”

The court also wants a comprehensive study of motor carriers both using and not using EOBRs. The study should consider what types of harassment already exist, how frequently it happens, and “how an electronic device capable of contemporaneous transmission of information to a motor carrier will guard against (or fail to guard against) harassment.”

Observers suggest the agency could do one of two things: It could retool the regulation to accommodate the court or it could jump straight to the full-mandate, provided the expanded



GRIPPING TALES OF B.C. ROADS LESS TRAVELED

One hundred years ago, truckers in British Columbia navigated a road network not much changed since the days of the gold rush and the mule train. Reluctant to challenge the mountain ranges and river canyons of the Interior, road builders kept their activities to the southwestern corner of the province.

It was not even possible for a venturesome trucker—and there were a few early on—to drive his Model A Ford one-ton from the Lower Mainland to the Interior without detouring through the U.S.

Long-haul trucking really got underway in the province on May 24, 1927, when the Fraser Canyon Highway re-opened.

Half a century had passed since railway builders destroyed the original wagon road in the 1880s. Not that the new Canyon Highway was much by today’s standards—a narrow ribbon of gravel cut into the side of the winding gorge, its unguarded edge fell hundreds of meters to the roaring river below. Snow removal being non-existent, it was only open from May to mid-November. Even then it was often blocked by washouts, slides and freak snowstorms. But it was a beginning.

Truck drivers who traveled this daunting road had nerves of steel. Andy Craig, a trucker who later wrote a history of the early industry, explained that most truckers used the road at night to avoid car traffic. He kept a spotlight aimed at the edge of the road “because it had a nasty habit of falling into the Fraser River without warning.”

Even when paved, the road was so narrow that when two vehicles met, one had to back up to the nearest pullout to let the other by. Once past the Okanagan, early truckers still faced the barrier of the Selkirk Mountains. Then in 1940 the government pushed through the Big Bend Highway, a looping 300-km gravel road joining Revelstoke to Golden. For the first time a vehicle could drive from Alberta to the coast without swinging south through the States. But the Big Bend was a winding obstacle course, blocked by snow for much of the year. One travel writer called it “the loneliest road in America.”

The pioneer period in B.C. trucking finally came to a close in 1962 with the Trans Canada.

As we travel in comfort along B.C.’s many modern highways, we might want to consider how much we owe those early truckers who risked their loads, and sometimes their lives, to navigate the primitive goat trails that passed for roads in early B.C. — by Daniel Francis

Historian Daniel Francis is working on an illustrated history of the trucking industry in BC. It will be published by Harbour Publishing in 2013 to celebrate the 100th anniversary of the BCTA.



OUR HEAVY-DUTY PARTS GO ALL THE WAY

Our Heavy-duty line goes the distance.
We're the one-stop shop for all your heavy-duty needs with
a complete line of air springs, belts, hoses, tensioners and hydraulics.
We're here for you... and dedicated to your high performance standards.
Choose products you can rely on.

**For more info, call 1-888-275-4397
or visit www.goodyear.com**



Veyance Technologies Canada, Inc. is a proud supporter of
The Children's Wish Foundation of Canada.
www.childrenswish.ca

The GOODYEAR (and Winged Foot Design) trademark is used by Veyance Technologies, Inc. under license from
The Goodyear Tire & Rubber Company. Goodyear Engineered Products are manufactured and sourced
exclusively by Veyance Technologies, Inc. or its affiliates. The Gatorback trademark
is licensed to Veyance Technologies, Inc. by The Goodyear Tire & Rubber Company.
©2009 Veyance Technologies, Inc. All Rights Reserved.

GOODYEAR
ENGINEERED PRODUCTS

VEYANCE
TECHNOLOGIES

version considers the court's opinion.

Reportedly, some stakeholders don't mind the extra time they'll now have to refashion the rule. That's because it's becoming clear that implementation and enforcement of EOBRs will be no easy thing and as of now, the details remain complex and messy.

During a recent meeting among members of the Motor Carrier Safety Advisory Committee—made up of carriers, drivers, suppliers, and police who tasked with advising the FMCSA on how to resolve difficult EOBR issues—enforcement representatives outlined the difficulties with reading EOBRs. They say they don't want to enter the cab to read a log screen on a computer or electronic device and with municipal budgets being tight, they don't have the money to equip officers with compatible printers that can plug into the EOBR. (Not to

mention the risk of transmitting viruses from one mobile device to another.)

So, naturally they want carriers to be able to print out a certified copy of the EOBR data. This is less of a problem for larger carriers' whose EOBRs are part of a larger information management system, but could be a huge expense incurred by smaller fleets and owner-ops.

There are relatively simple options like allowing drivers to download their logs onto a USB device or flash drive, but the security concerns surrounding this approach are said to be insurmountable. And requiring a driver to copy an EOBR readout by hand (as Quebec apparently has been known to do) runs counter to using EOBRs to improve accuracy and efficiency.

Rob Abbott, the American Trucking Associations' safety policy VP, said that giving an officer the power to demand hand-written copies

is a step in the wrong direction of a paperless business environment.

And that's just one of over a dozen other issues the panel is wading through, such as guidelines for transferring EOBR systems from trucks rotated out of the fleet to new trucks; properly identifying drivers for each truck; and how to define when a truck is used for personal conveyance or commercial operation.

— with files from
Oliver B. Patton

Emissions Fuel Efficiency Fallout

Large carriers, truck manufacturers and suppliers all but tripped over each other to publicly applaud President Obama's stated fuel efficiency regulations for heavy- and medium-duty trucks. But not all truckers are equally impressed.

The industry rush to bless

the rules was likely preemptive. (By working with the feds to craft standards which for now are largely founded on widely available EPA SmartWay spec'ing options, fleets and OEMs must have felt they kept a lid on how burdensome and costly things could have been if Washington drew up the rules in isolation.)

The Owner-Operator Independent Drivers Association (OOIDA) is one of the few groups that refused to board the bandwagon, calling the administration's first-ever truck fuel standards a "flawed, one-size-fits-all rule" which "ignores input from small-business trucking."

The rule requires heavy and medium-duty trucks to achieve between 10 and 20-percent reduction in fuel-consumption and greenhouse-gas emissions by model year 2018.

The standards will have to be achieved by the whole



LOG BOOK

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

October 24-26

Canadian Transport Equipment Association 48th Manufacturers' Technical Conference

Delta Beausejour,
Moncton, N.B.

Contact: 519-631-0414

Website: www.ctea.ca

October 25-27

2011 APTA General Meeting & Atlantic Transportation Summit

Sheraton Hotel,
St. John's, Nfld.

Contact: 506-855-2782

Website: www.apta.ca

November 17-18

Ontario Trucking Association 85th Annual Conference

Doubletree Hilton, Toronto
Speakers include hockey legend Lanny McDonald business journalist Amanda Lang and musical guest Lawrence Gowan (yes, that Gowan!)

Contact: 416-249-7401

Website: www.ontruck.org

November 7-11

9th Truck IT Forum

InterContinental Buckhead, Atlanta
For-hire and private fleet technology event

Contact: 615-369-5900

Website: events.eft.com/truckit

December 1

Toronto Transportation Club Dinner & AGM

Fairmount Royal York Hotel
Contact: 416-886-5450

Website:

www.torontotransportationclub.com

2012

January 23-26

2012 Heavy Duty Dialogue & Heavy Duty Aftermarket Week

The Mirage, Las Vegas

Contact: 919-406-8847

Website: www.hdma.org &
www.hdaw.org

on the Docket

FASTER THAN F.A.S.T.:

A proposed national cross-border program that could expedite commercial traffic quicker than FAST, could get a trial run at the Blue Water Bridge in Sarnia, Ont.-Port Huron, Mich.

Under the FAST program, both FAST-approved drivers and the shipment have to be pre-screened in order to use the dedicated lane and customs booth at border crossings.

However, "Fast Lite," as the new program has been dubbed, would reportedly require only one of those requirements to gain access to the



FAST infrastructure. It's something that the trucking industry has been lobbying for years.

Blue Water Bridge authorities volunteered their crossing as the proving ground for the proposed pilot project.

ABSTRACT START:

A new commercial driver abstract that provides a more comprehensive driving record for commercial operators is now available.

While the current abstract only contains moving violations and information about licence qualification (such as cancelled, suspended), the new format also includes non-moving National Safety Code (NSC) violations (e.g., hours of service, load securement, dangerous goods, mechanical issues, etc.) along with Commercial Vehicle Safety Alliance (CVSA) inspection results.

The initial abstracts will contain this information for the previous three years from the date requested. Alberta plans to offer five and 10-year abstracts in the future.

The government says this version provides a more complete driving record and more insight into a commercial driver's habits, attitudes and compliance history.

For \$15 drivers can go to any Alberta Registry Agent and request their own abstract or their employers or prospective employers can ask them to sign a waiver that allows the company to request one on their driver's behalf.

divergent shapes and sizes and does such a huge variety of work in different environments that it's reasonable to question whether the rules can be applied fairly across the board.

As some observers have already noted, it's likely that in order to meet the standards, OEMs will have to work with a limited data-book of approved specs, which could squeeze the buyer's choices. In other words, it's SmartWay or not-the-highway.

Meanwhile, Canada is keeping step with Washington by releasing a consultation paper on regulations similar to the Americans'.

For now, the Canadian Trucking Alliance appears a bit more wary than its American counterparts. While it doesn't oppose fuel economy standards "in principle," the CTA wants to see proof the savings will offset the higher cost of equipment.

CSA We're in the Dark Here

Almost a year into CSA and truckers are obviously still confused about the Federal Motor Carrier Safety Administration's (FMCSA) new safety monitoring program.

According to a new survey from the American Transportation Research Institute (ATRI) a large majority of drivers misunderstand several parts of the new safety scoring/crash reporting regime and many say the rules could end their careers.

truck, not just its engine. That means things like tires and aerodynamic devices will be factored in, as will, eventually, trailers.

OOIDA insists the rule "overlooks less expensive options to achieve reduced emissions," and will ultimately increase new truck costs.

"By totally ignoring the impact on small-business trucking, the EPA has demonstrated yet another example of our wretchedly broken regulatory process," said Joe Rajkovacz, director of Regulatory Affairs for OOIDA.

The Association contends the EPA made an "irresponsible mistake" in its regulatory analysis by "excluding the impact on those who actually buy and drive large trucks and by focusing only

on truck manufacturers.

This approach will only serve to drive up the costs for the small businesses who operate an overwhelming majority of the nation's truck-



GREENHOUSE CLASS (8):

It's fair to question whether the Obama's CO2 rules for trucks can be applied fairly across the board.

ing businesses," says OOIDA, pointing out that nearly 96 percent of registered motor carriers in the U.S. operate 20 or fewer trucks.

As well, the government overlooked the most effective fuel-savings method of all," added Rajkovacz: "Driver training, which is responsible for 35 percent of fuel economy and which costs far less than any new technology, should have been the priority."

At least a few of OOIDA's objections have merit. The whopping 1,000-page rule isn't very convincing on whether the benchmarks can actually be met or the promised fuel savings and GHG reductions achieved. Nor are the costs fully explained, especially those incurred by small operators who haul the majority of the freight.

The North American fleet is made up of so many widely

heard on the Street

It's staggering, in fact, how deeply in the dark the drivers are. According to the survey, 99 percent of drivers and owner-ops (out of over 4,500 interviewed), could not correctly identify which five carrier BASIC scores are publicly available. (They're Unsafe Driving, Fatigued Driving, Driver Fitness, Controlled Substances/ Alcohol, and Vehicle Maintenance. The Cargo and Crash Indicator categories make up the balance of the list, but those scores aren't public.)

The survey also says that 78 percent of drivers incorrectly believe that a carrier inherits past violations from new hires. (Only inspections that a driver receives while driving under a carrier's authority are part of a carrier's record.)

A whopping 87 percent believe that traffic tickets/convictions are part of FMCSA's calculations (which isn't true) and 72 percent falsely believe that FMCSA can revoke a commercial driver's licence as a result of CSA.

And about 59 percent think the overall safety regulations have changed. (However, FMCSA does plan to alter the carrier safety rating process for determining whether or not a carrier is unfit.)

Plus, nearly two-thirds of drivers are "somewhat or extremely concerned" that they will lose their jobs as a result of CSA. Nearly 25 percent say they expect they'll make less money—although most weren't concerned and 21 percent said their pay could increase.

ATRI currently has a similar motor carrier survey under way.

■ Western energy services transporter, the **MULLEN GROUP** bought **POLARIS PETROLEUM**, a privately owned oil services and fluid hauler based in Drayton Valley, Alta.



Polaris, a medium-size outfit which cleverly dubs itself the "liquid luggers," also provides drilling and production fluid services to oil and gas companies operating in the Cardium resource play.

Polaris will be operated as a stand-alone business unit under the Mullen umbrella. Its former owners Monte and Cindy Waronek have agreed to stay on and run the day-to-day operations.

■ **PORTAGE TRANSPORT**, based in Portage La Prairie, Man. has acquired **LARK TRANSPORT** of the same hometown.

The Lark acquisition will reportedly add about 25 power units to Portage's LTL, temp controlled and hazmat hauler fleet. The deal will also expand Portage's customer base.

■ Mayne Root is the main man to head the **TRANSPORTATION TRAINING AND DEVELOPMENT ASSOCIATION** in Alberta. Root, who recently retired as the director of the Alberta Motor Transport Association, has been a member of the TT&DA board for many years and, says the group, brings "a wealth of knowledge of the industry and government involvement to the position."

Root replaces Cliff Soper who is moving to focus more on community involvement.

■ The **MANITOBA TRUCKING ASSOCIATION** handed out nine scholarships to member employees and their dependents. The academic and apprenticeship awards went to: **Devin Edwards** (Gardewine North), **Tyson Bednar** (Custom Truck Sales Inc.) and **Scott Kehler** (Penner International.) The recipient of the Winnipeg Transportation Club Scholarship is **Rob Poapst Jr.** (GroupHealth Global). **Scott Greenhalgh** of Bison Transport won the Edward Ewanochko Scholarship.

Health

Harvard in Bed With Sleep Apnea Experts

Judging by the sound of courses like "Linguistics: Syntactic Theory I" and "Gender in Developing Nations," there's probably no shortage of passed-out college students to test for excessive daytime sleepiness.

Nonetheless, Harvard researchers are focusing on the trucking industry's reputed challenges with obstructive sleep apnea (OSA).

In advance of a sleep apnea testing requirement for truckers, sleep experts are investigating a new type of screening tool to identify drivers at a higher

risk of the disorder. The psychomotor vigilance test is a 10-minute test of attention, alertness, and reaction time (RT). It can be accomplished within a short office visit, requires only brief instruction, is performed on portable, hand-held computers, and its output can be easily and quickly read and interpreted.

"Our goal is to develop objective screening methods beyond obesity for obstructive sleep apnea to be used in occupational health settings," said the study's senior author, Stefanos N. Kales, MD, MPH, Division Chief & Medical Director of Employee and Industrial Medicine at Cambridge Health Alliance. "Subjective

reports of excessive daytime sleepiness are notoriously unreliable, especially during fitness-for-work examinations, and obesity in isolation as a screen has generated resistance from many drivers."

OSA is the most common medical cause of excessive daytime sleepiness (EDS) and is associated with a two-to seven-fold increase in the risk of motor vehicle crashes, according to the authors.

"This novel use of the PVT is extremely promising as a frontline check for sleepiness accomplished at professional drivers' federally mandated licensing exams, similar to vision and hearing screens common in current use," added Dr. Kales. ▲

SITED ON THE WEB

Truckers Get a Lump of Toll

The New York Port Authority is aiming to climb out of debt on the backs of truckers. Crossing the bridges and tunnels between New York City and New Jersey will cost certain drivers as much as \$65 per trip and could rise to over \$100 by 2015.

Tolls for trucks using E-Z Pass payment tags will rise by \$2 per axle, while cash-paying trucks will pay \$5 per.

The American Trucking Associations appealed to Govs. Chris Christie and Andrew Cuomo to scrap

the "ill-conceived and unprecedented" toll hike, but so far with little luck.

Meanwhile, Gotham also wants more gotcha cameras on city streets. NY Mayor Bloomberg was quoted as saying that if it was up to him, every intersection in Manhattan would have a red light camera.

In the city that never sleeps, neither would traffic enforcement.

MORE @ <http://tinyurl.com/big-toll-hike> & <http://tinyurl.com/ny-cameras>

Report exposes high Mexican truck defects. Or does it?

Just weeks before the U.S. is set to reopen its border to Mexican long-haul truckers, a report surfaced that indicates a large majority of trucks heading northbound into El Paso from Mexico have reportable defects.

Texas Department of Public Safety inspectors found over 1 million violations on about 1.2 million trucks inspected between 2007 and 2011, a stat protectionists made much hay with.

But wait. Only 31,519 of those trucks and 625 drivers were placed out of service (OOS)—a rate that bests domestic U.S. and Canadian averages.

MORE @ <http://tinyurl.com/mextruck-numbers>

"We're not talking about wide-open cabotage, but ... this is an area that is crying out for reform."

—CTA president **David Bradley** on the need for relaxed rules on point-to-point transport of Canadian trucks in the U.S.

MORE @ <http://tinyurl.com/can-cabotage>

TODAY'S TRUCKING on
twitter



twitter.com/daystrucking

Join the Conversation!

The Big Engines That Couldn't

Changes to emissions technology caused a spike in engine-related problems in recent years, but now more fleets are reporting improvements in the quality of their big bore power.

According to **J.D. Power and Associates'** 2011 Heavy-Duty Truck Engine and Transmission Study, 42 percent of owners of one-year-old heavy-duty trucks report experiencing some type of engine-related problem, down from 46 percent last year. That's good, but still not great as this is well above the historically low average of 26 percent in 2004.

The study also finds that the number of engine problems increases by 55 percent, on average, after 50,000 miles of usage, up to 80.5 problems per 100 vehicles from 51.9 per 100 vehicles.

"Clearly, the emissions requirements have put a burden on engine manufacturers, and the result is that today's engines—although environmentally improved—are more problematic," said Todd Markusic, senior director of the commercial vehicle practice at J.D. Power and Associates.

"Given the quality issues that arose from the last emission-standards redesign in 2007, the new emissions standards in 2010 will no doubt create another challenge for engine manufacturers, but those that best handle the integration of these new standards will have a competitive advantage."

MORE @ <http://tinyurl.com/enginesurvey>



From
twitter @todaystrucking
Twitter Feed



@Todaystrucking
TODAYS TRUCKING

US looking more like #Canada all the time: Feds tell #trucking firm it can't fire alcoholic drivers. bit.ly/pj9pCz



CMV fatal crash trends? 29% occur on state highways, 27% on interstates and 24% on US highways. 84% occur in good weather. 81% on dry roads.



@Biglorryblog
Biglorryblog

Drag race between a Ferrari and Volvo Hybrid racing truck....gentlemen, start your engines says Biglorryblog!



@LockridgeReport
The Lockridge Report

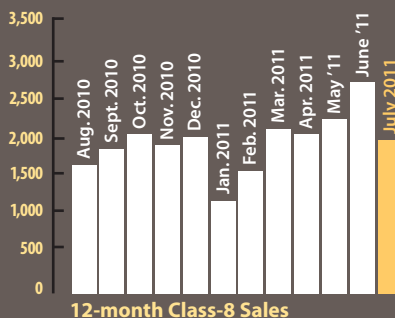
From our "Nothing to do with trucking files." This "talking dog" just cracks me up. Enjoy the laugh. fb.me/1dePl73aX

MORE @ twitter.com/daystrucking

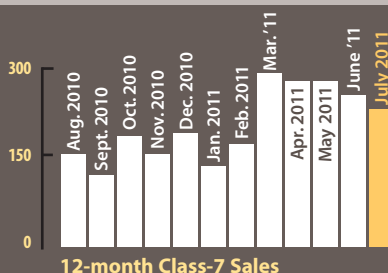
Canada: Truck Sales Index

July 2011

CLASS 8	This Month	YTD '11	YTD '10	Share
Freightliner	453	3555	2019	26.6%
International	379	2627	2786	19.7%
Kenworth	452	2603	2092	19.5%
Peterbilt	214	1441	1191	10.8%
Volvo	196	1309	919	9.8%
Mack	143	937	603	7.0%
Western Star	119	883	694	6.6%
TOTAL	1956	13,355	10,435	100.0%



CLASS 7	This Month	YTD '11	YTD '10	Share
International	105	669	513	41.3%
Kenworth	43	287	207	17.7%
Freightliner	45	257	184	15.9%
Hino Canada	17	220	139	13.6%
Peterbilt	24	186	191	11.5%
TOTAL	234	1619	1251	100.0%



CLASS 6	This Month	YTD '11	YTD '10	Share
Hino Canada	20	246	116	46.2%
International	31	204	196	38.3%
Freightliner	21	76	41	14.3%
Peterbilt	3	7	29	1.3%
TOTAL	75	533	394	100.0%



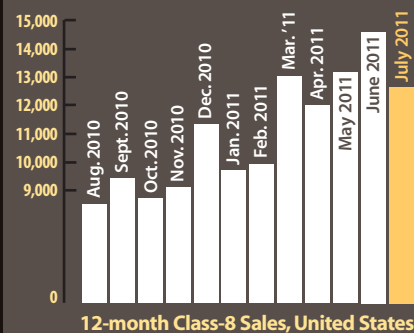
CLASS 5	This Month	YTD '11	YTD '10	Share
Hino Canada	40	358	263	59.7%
International	43	203	105	33.8%
Freightliner	1	23	4	3.8%
Kenworth	2	14	31	2.3%
Peterbilt	0	2	7	0.3%
TOTAL	86	600	422	100.0%



www.simardsuspensions.com
1 800 423-5347

U.S.: Retail Truck Sales

CLASS 8	This Month	YTD '11
Freightliner	3303	26,407
International	2685	17,710
Peterbilt	2291	12,624
Kenworth	1652	11,020
Volvo	1374	9823
Mack	1103	6903
Western Star	196	1002
Other	5	13
TOTAL	12,609	85,502



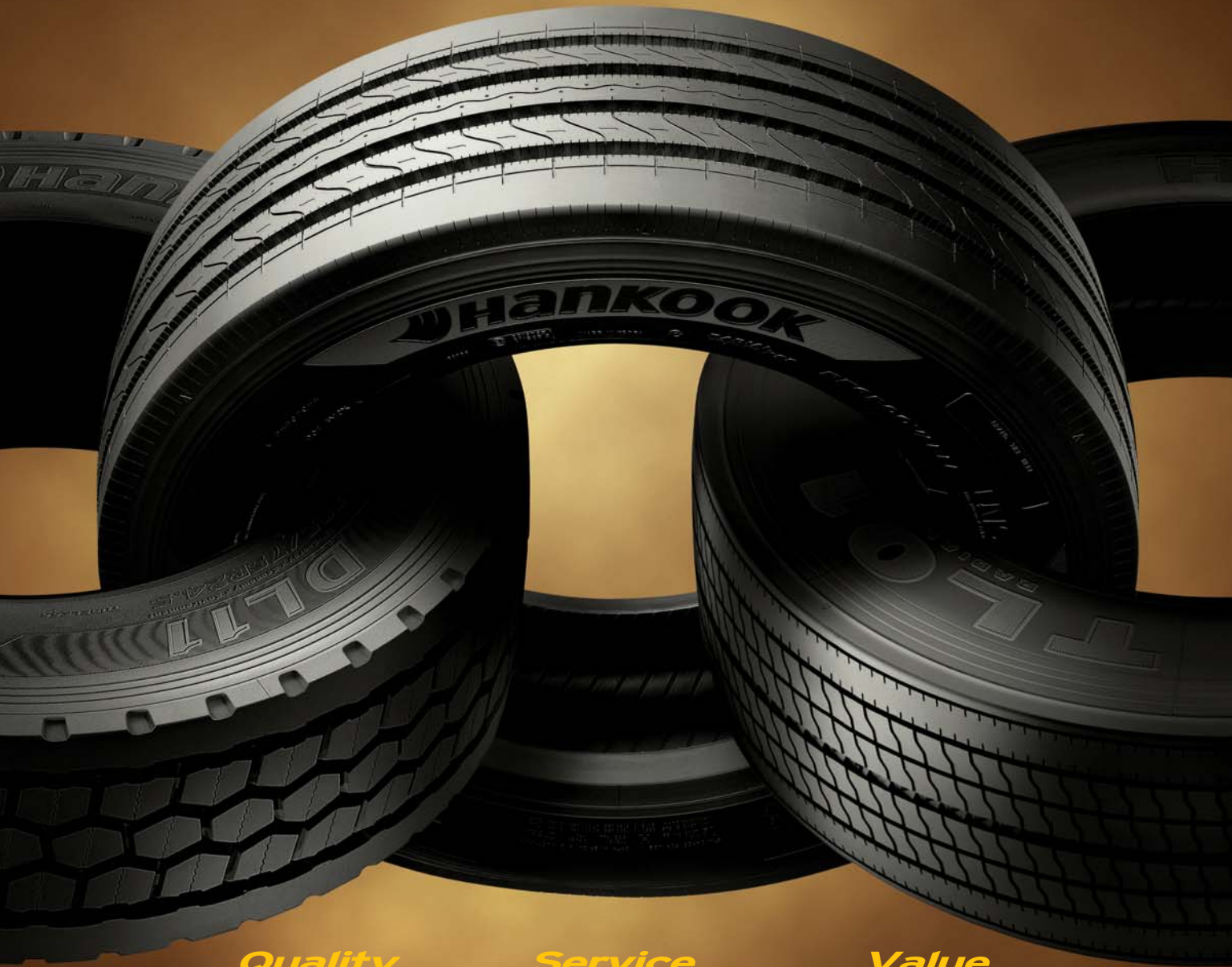
Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	29	67	11	13	194	93	18	9	6	13	453
International	17	41	9	22	157	93	15	19	1	5	379
Kenworth	40	198	26	1	66	102	19	0	0	0	452
Peterbilt	39	70	18	21	27	30	8	1	0	0	214
Volvo	17	6	6	15	117	23	8	4	0	0	196
Mack	11	20	9	0	67	28	5	3	0	0	143
Western Star	9	45	2	4	16	33	10	0	0	0	119
TOTAL	162	447	81	76	644	402	83	36	7	18	1956
YTD 2011	1095	2680	556	783	4710	2565	609	251	21	85	13,355

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

Sterling ceased production in 2009 and has been removed from the truck sales listing.

Smart Partnership



Quality

Service

Value

In tough economic times it's important to choose your business partners wisely. At Hankook, we understand your need for proven quality; offering our line-up of EPA SmartWay® verified technology truck tires. Combine that with our proactive service and you now have a formula for unbeatable value. Hankook, better tires from a better tire company. To find out more about our "Smart Partnerships" give us a call or send your inquiry to marketing@hankooktire.ca.



**OFFICIAL TIRE
OF HOCKEY CANADA**

AL11



Premium Long Haul Tire for
Long Mileage and Fuel Efficiency

Hankook
driving emotion

Hankook Tire Canada Corp. 30 Resolution Drive, Brampton, Ontario, L6W 0A3 CANADA
Tel : 1-905-463-9802, Toll Free in Canada : 1-800-843-7709 Fax : 1-905-463-9792

hankooktire.ca

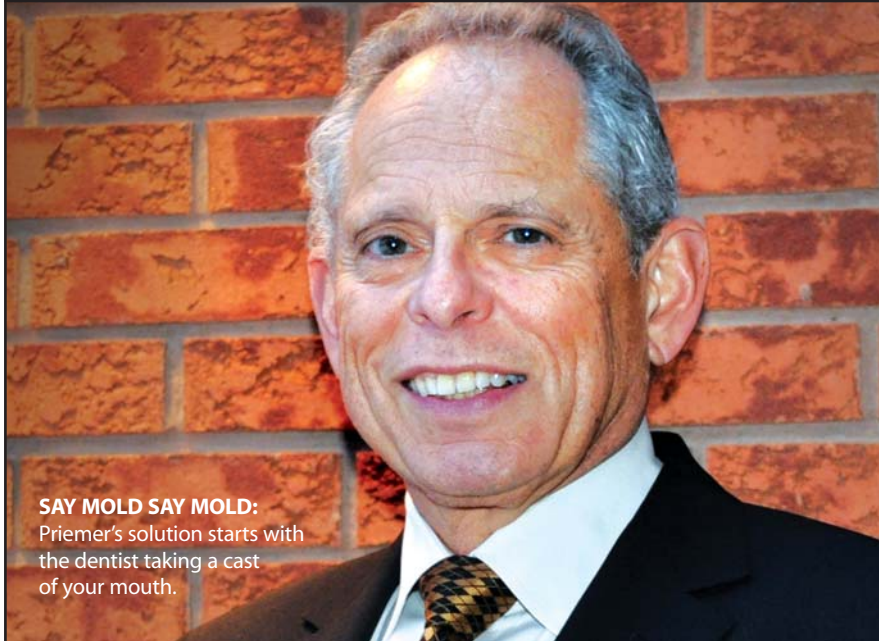
Street Smarts

INSIDE:

19 **Beghetto moves on**

21 **When safety means savings**

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



SAY MOLD SAY MOLD:
Priemer's solution starts with the dentist taking a cast of your mouth.

Building a better mouth trap

apnea Dentist eyes apnea solution that's a bit easier to swallow.

By Peter Carter

For truckers (or anyone else) diagnosed with obstructive sleep apnea (OSA), the familiar contraption known as the Continuous Positive Airway Pressure (CPAP) device has become the "gold standard" treatment.

It works by delivering a continuous stream of air to prevent possibly fatal but definitely fatiguing lapses in breathing.

In most cases, the CPAP machine is 100-percent effective. That is, says Dr. Les Priemer, 100-percent effective 50 percent of the time because so many people don't use it the way they're supposed to.

The problem is, the CPAP device is bulky, ugly, uncomfortable and requires electrical power and water.

"You couldn't," Priemer told *Today's Trucking*, "pay me a thousand dollars to wear one of those things."

Non-compliance is a huge issue; so huge that a company in Nova Scotia has introduced a product called U-Sleep to

help fleets monitor their OSA-diagnosed drivers, just to make sure they're using the CPAP machines.

Priemer, the Toronto-based dentist, is offering an alternative: Oral Appliance Therapy (OAT).

The heart of OAT is the small appliance—it's self-contained and requires no hoses or electricity—that you wear to bed and it sort of thrusts your lower jaw forward. In doing so, it draws the tongue away from the airway so there's no blockage of the air passage.

"What we're doing is moving the jaw forward by, usually, about eight millimeters," he says.

It's of course more complicated than sticking a device into your mouth before bedtime.

After an initial consultation, the dentist takes a mold of your mouth. Two weeks later, the appliance is fitted and a few weeks later, you return for a follow-up

ARE YOU AT



Depending on how you score on this **Sleep-apnea Risk Test**, you might need to consult a sleep specialist asap.

Rate each of the following situations on a zero-to-three scale for how likely you are to accidentally fall asleep doing them, with zero meaning never; and three meaning very likely.

- Sitting and Reading**
- Watching TV**
- Sitting inactive in a public place (theater, meeting, etc.)**
- Riding as a passenger in a vehicle for an hour without a break**
- Lying down to rest in the afternoon**
- Sitting and talking to someone**
- Sitting quietly after lunch without alcohol**
- Driving, stopped for a few minutes in traffic**

Score:

- If your total score is nine or above, tell your doctor.
- But less than nine does not mean you do not have a problem. If you're overweight, snore or have been told that you gasp for breath in your sleep, it's worth looking into. It could save your life.

consultation to ensure the appliance is comfortable and effective.

After that, it's yours for life.

"I try like crazy not to replace them," Priemer says "In 16 years of doing this, I've replaced only one and it was chewed up by a dog in Buffalo."

The treatment ranges in cost from \$1,500 to \$3,000.

For more information on how you can locate a dentist who can help, visit aadsm.org; a.k.a., American Academy of Dental Sleep Medicine for more. ▲

Text Courtesy of the American Academy of Dental Sleep

Rugged meets profitable.



Serious trucks.™



Western Star and the new Detroit Diesel® DD13, DD15 and DD16 engines featuring BlueTec® Emissions Technology. Amazing power, proven durability and up to 5% better fuel economy*. It's the premium truck with the profitability to match.

GET THE PROOF. LEARN MORE AT RUGGEDMEETSPROFITABLE.COM



* Comparing a DD15 EPA 2010 engine to a DD15 EPA 2007 engine with comparable engine ratings and load weight. WS/MC-A-369. 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.



Goodbye, But Not Gone

farewell *I'm moving on. Thanks for one heck of a ride.*

By Marco Beghetto

I owe my livelihood to some dude with an eyebrow ring. Really.

As much of an ego-crusher as it is to admit, I wasn't the first choice to be the associate editor of *Today's Trucking* 11 years ago. Apparently, I lost out to some Queen Street hipster who charmed his way in.

There was a catch, though. Anyone who's ever spent five minutes with our boss Jim Glionna would probably agree that he and things like forehead bling don't really jibe. And so this young man was kindly told he would need to remove the face jewelry, at least when representing the magazine outside of the office. "No way daddy-o. You can take this job back to Squaresville," responded Mr. Too Cool For School. (Or he might have if this were an episode of "Leave it to Beaver.")

Needless to say, my phone rang shortly thereafter. And that's how life happens.

I've had a lot of fun ever since. Though, truthfully, back then I couldn't imagine I'd stick in this industry. This gig was supposed to be a pit stop on my destined path to becoming the next Quentin Tarantino.

Obviously, things didn't quite unfold that way. That's because I suck as a screenwriter. Besides that, the more I hung out with you guys—fleet owners and drivers alike—the less I stopped imagining doing anything else.

You're infectious. And your

stories are inspiring. To this day I remain fascinated with how a guy turns one truck into 31 trucks and does it by sidestepping through a minefield of burdensome regulations, soaring costs and cutthroat competition.

Thanks for letting me ride shotgun. Hopefully, I won the respect of a few of you along the way.

As you may have deciphered from that not-so cryptic headline, I'm saying all this because after 11 years at this magazine, I've decided to move on. I was asked by the Ontario Trucking Association/Canadian Trucking Alliance to join their team as VP of communications & new media and I accepted.

It's certainly a big change, but it's the right challenge for me and I'm excited about what I can offer the group.

I really can't say I know what trucking was like before I started here, but I've witnessed monumental changes during my stint, specifically since 9/11. Though, I sense at the end of my run as a truck writer that despite it all the industry is generally more solid than ever. At least there's less inner turmoil than there once was.

The other day I was Googling for news and spent some time poking around the news archive. Most of the headlines from decades past read something like this: Truckers' Resistance Broken, Drivers Say (*Hartford Courant*, Oct 19, 1954); Violence Continues In Trucker Strike

(*NY Times*, Oct. 5, 1967); Administration Surrenders to Irate Truckers' Demands (*Calgary Herald*, Dec. 6, 1973). And, if Google's news archives are any indication, it seems that's pretty much how it went until about the turn of the century.

Unlike the streets of Athens or Sydney, truckers are pretty quiet around here. Despite our own record high diesel prices and other operating costs, there hasn't been much unrest. Sure, there were some significant stoppages in what are arguably less sophisticated sectors (like, say, west coast drayage), but generally most of you put your head

Thanks for letting me ride shotgun. Hopefully, I won the respect of a few of you along the way.

down and, perhaps a little begrudgingly, rolled along.

My own feeling is the battle-worn operators who survived the last couple of recessions are reflexively savvier in adapting to conditions on the ground than truckers of yesteryear.

Bracing for technocratic meteor showers is another matter, however. Unlike cyclical, somewhat predictive market conditions, arbitrary and intrusive rules often come out of nowhere and, at times, with suspect justification.

I'm under no illusion that you're all fans of the associations. Fair enough. But I'll

just reiterate what I've always said: Obviously, they can't be everything to everyone, but nobody has done more to improve this industry's public image. Plus, they're all that stand between truckers of all stripes and Big Government's bureaus of compliance. Like it or not, sometimes you have to feed the leviathan if you want to tame it and avoid death by a thousand paper(work) cuts.

Deep down, I think most truckers would admit that business life would be a heck of a lot worse without the associations' efforts in an age where the state attempts to control virtually every aspect of cross-border commerce,

among countless other things like how you spec your truck; whether you can smoke in your cab or talk on your CB; the

kind of fuel you fill up with; and the body mass index of the drivers you hire.

But regardless of what you may think of all that, I will say that I honestly loved recording your stories.

You remain in good hands. Rolf, King of the Motor Noter Jungle, is still here. Peter Carter is one of the best and wittiest magazine editors on the planet and my replacement Jason Rhyno is more wide-eyed and enthusiastic about this industry than any newcomer I've seen. Treat him well.

So long. Stay safe. And make money. ▲



Download FREE at
<http://tinyurl.com/truckingpodcast> 

Subscribe FREE at
<http://tinyurl.com/itunesdispatches> 

THE DISPATCHES PODCAST

Where eavesdropping is not only welcomed...it's encouraged!

Whether driving to work, driving for work, taking a break from work, or working out, Dispatches Podcasts are a perfect audio companion to those of you in trucking. **Enjoy your weekend.**



News. Opinions. Information. Mobile.





How safety can drive savings

money *At least one worker safety program contributes to the bottom line.*
By Guy H. Broderick

The Workplace Safety and Insurance Board (WSIB) has been attracting a lot of attention lately telling us all about how its new programs will benefit your workplace. Specifically, the WSIB is promoting something called a Safety Group Program (SGP), geared for the transportation industry.

WSIB claims that if you have a Joint Health and Safety Committee (JHSC) on board and implement the Safety Group Program you'll have a safer, happier workplace and you'll save money. In fact, companies implementing the SGP can be eligible for a six-percent WSIB premium rebate. (Ontario's not the only province, either. Other provinces have similar programs. Check with your own Ministries of Labour.)

SGPs are managed by leading industry-trained professionals from the Infrastructure Health and Safety Association (IHSA) and WSIB.

Canpar, an LTL division of TransForce Inc., and JD Smith, a family-run trucking fleet that has grown into a logistics provider 150-plus-employees strong, have both bought into SGPs. And in both cases, the move has paid handsomely.

Canpar's Lynn Pothier said her company became part of the program back in 2001, one year after its inception. They saw it as an opportunity to build on an in-house pro-

gram that they already had in place. The rebate part of the program was a big selling point, so there was an immediate buy-in from senior management.

It took a little longer to convince shop-floor

SAFETY FIRST: The program also helps prove due diligence.



managers and supervisors. "It did create more work for managers," Pothier notes, adding that in the end "this is a good thing, companies are forced to examine their health and safety practices."

"We implemented the requirement of having three 'mandatory' safety topics each month that I would select based on our current policies," she says. "Another hurdle was trying to find innovative ways to measure success and evaluate the programs we were implementing, but that too worked itself out."

JD Smith's Loss Prevention Manager Joseph Libralesso said their biggest hurdle was time. The program was entered using existing resources with no additional staff. For one thing, he said, it's difficult to schedule any

would recommend SGPs to other fleets. Pothier says such a program also gives the company a way to prove due diligence in case of a serious accident and it offers monetary rewards for raising safety program to a higher level. Both companies saw a reduction in reported injuries and collisions. Also, they improved their return-to-work programs and cut their WSIB claims.

According to Rumina DiValentin, a Safety Group Consultant at the WSIB, if you want to take advantage of the program, your company must meet certain criteria. You must:

- Be a schedule 1 firm;
- Be in good standing with WSIB;
- Have the owner or senior management team commit to the program;
- Complete the necessary forms;
- Create and nurture a safety culture in the workplace;
- Submit year-end reports verifying your action plan;
- Participate in a validation audit;
- Document all activities related to their program.

All of this information is available on both the WSIB and the IHSA websites. wsib.on.ca and ihsa.ca. ▲

group of drivers to be in one place at one time.

Support at JD Smith for this program was the same as it was at Canpar—right from the top down. Smith had recently achieved ISO9002 certification and the program was viewed as a means to develop the best safety practices in health and safety in the company.

The IHSA and WSIB provided training seminars for personnel and are well positioned as sponsors to the programs.

Both Pothier and Libralesso

Writer Guy Broderick is a member of the Ontario Road Knights and a driver-trainer with Apps Transport Group, Brampton.

Two Scoops of Slowdown



The drumbeat of a double-dip recession is intensifying. But trucking appears somewhat insulated—for now.

BY MARCO BEGHETTO

MAKE IT A DOUBLE: Could we be facing the first double-dip in three decades?

That sure didn't last very long. According to some economic observers there are signals that the U.S. economy is quickly losing the little bit of momentum it had earlier this year or, worst case, heading for a double-dip.

And with Canada experiencing economic contraction for the first time since the recession hit rock bottom two years ago, there are fears the tremors could disrupt trucking's precarious rebound.

Dwindling confidence that the U.S. will get its finances and debt-payment strategy in order anytime soon has played havoc with freight forecasts and the blowback is now being felt on this side of the border.

Even before the S&P downgrade of America's debt rating last month, a blizzard of bad news began to fall from analysts who

indicated that another mini recession—the first double-dip in three decades, in fact— is not only inevitable, but unavoidable. (Google search “double-dip now” for a collection of examples).

At the same time, Stats Canada announced that our own streak of avoiding significant shrinkage had run out. Reflecting the high dollar's impact on exports and general weakness in the U.S. and Europe, Canada's GDP between April and June retreated for the first time since 2009 and there are strong indications that growth will be anemic at best into 2012, save for a short bump in pre-Christmas activity.

Finance Minister Jim Flaherty told reporters that the economy certainly “paused” and the most recent data shows that it's “still very fragile.”

However, few trucking-specific economists appear ready to bang the drum for doldrums in the hauling sector.

While the uptick in negative economic reports is concerning for truckers on both sides of the border, freight demand and capacity are in balance and pricing is actually holding up pretty decently.

Noel Perry, senior consultant with FTR Associates, says general truckload and dry van rates remained buoyed during the summer slowdown. And now that YRC's main rivals have given up trying to undercut the beleaguered giant out of business, rates are up as high as 6 percent across the board in LTL.

"After some very slow growth in volumes in the spring, the last few months have been better—not great or anywhere near what you'd expect in a normal recovery—but capacity is quite tight and while carriers aren't growing, they've been able to increase their margins," he tells *Today's Trucking*.

Brian Taylor, president of Liberty Linehaul in Ayr, Ont., doesn't necessarily see southbound freight diminishing yet even though "those numbers are down a lot from where they need to be."

"I think even if we see slow growth that means that basically we're going to see the volumes maintained where they are now or slightly increase," he says. "But we haven't really seen any evidence that it's gotten worse."

Rates in cross-border general truckload are still hit and miss, though, with loads in the spot market continually driven down by 3PLs and brokers.

"[Rates] are holding up, I guess. There are some places where there aren't trucks available and we have customers that will pay us extra to run more distance empty to pick up more loads for them. But generally on southbound traffic some of those rates have gotten beat down over time and there's

"It's quite probable that the lengths of recoveries will be shorter in the teen years than they were certainly in the '80s and '90s."

not enough competitiveness on the lanes to pull rates up," he says.

As a result, many larger carriers who depend on stateside traffic have spent the recessionary years retrenching domestically, which has saturated certain east-west lanes in Canada.

"There's been a migration over the last few years of carriers looking more to the domestic marketplace," Taylor continues. "At one point it was as competitive as north-south traffic was. We've seen some pretty big carriers start to run into western Canada and eastern Canada over the last four-five years."

While he's generally more sanguine about trucking's near-term prospects than some other economists, FTR's Perry is under no illusion that the eras of long gaps between peak cycles will be the norm once again.

"In the '80s and '90s it was roughly 10 years between peaks. Before that they were only about five years apart," he says. "It's quite probable that the lengths of recoveries will be shorter in the teen [years] than they were certainly in the '80s and '90s."

In fact, he advises carriers to take full advantage of this modest boost because "structural imbalances" in the economy mean a return to a time when recoveries were tenuous and short-lived.

BY THE Numbers

Ontario truckers are slightly less optimistic about the industry's overall prospects over the next three months. According to the latest Ontario Trucking Association (OTA) quarterly e-pulse survey:

64% of carriers are still feeling good about trucking, but that's an eight-percent drop from the 2Q11 survey.

67% reported an uptick in freight volumes compared to last year, but not as much as three months ago.

31% said southbound U.S. volumes dropped, up 14 points from last quarter.

19% is the measly ratio of carriers that feel U.S.-bound volumes are improving.

25% of carriers suggested that intra-Ontario freight rates were improving modestly, while 61 percent feel rates are about the same. Meanwhile, 46 percent say rates are better interprovincially, while, not surprisingly, only 14 percent reported stronger U.S. rates.

45% reflects, more cheerily, those who said loaded miles are increasing—the largest rate since OTA started the survey in '08.

50-50: The split on whether carriers plan to hire more drivers or owner-ops.

THREE-WAY: The split between carriers on whether capacity will continue to rise, fall or stay flat. (BTW, 30 percent say capacity decreased from 2Q).

NEARLY UNANIMOUS: Carriers who said all major operating costs increased. (38 percent said they're paying between 15 and 20-percent more and another 23 percent reporting expenses higher than that.)

Perry's long-term pessimism is rooted in the continually weak housing outlook and the meteoric levels of U.S. federal debt. The ongoing impact of both factors on the U.S. dollar, he adds, will negatively affect Canadian carriers as well.

"Even if we have pretty good recovery, carriers should be thinking they could get a recession in 2014," he explains. "So the relationships they establish with their customers now, while they have some market power, have to be able to survive until a time when they have less [leverage], which could be relatively soon compared to past recoveries."

Though, once again, the backdrop of a large-scale driver shortage somewhat tempers the idea that trucking would be dealt the sort of meltdown that might affect other industries, which at least bodes well for a stable rate environment.

"We'll still see patches of capacity surpluses, but the general conditions are clearly towards limited capacity going forward," says Perry. "Regulations, driver demographics, and much more conservative decision-making during a volatile economy makes proper capacitizing all the more difficult.

"Maybe," he adds, "that simply means there won't be a lag between increased costs and price like there used to be. But I think there's a point in the margins based simply from the realization among carriers that they have more market power than they thought they did." — *with files from Jason Rhyno* ▲

April 19 - 21, 2012
International Centre
Toronto, Ontario

TRU
WO
CANADA'S NATIO

20

www.truckworld.ca



Platinum Sponsor:



A NAVISTAR COMPANY

Endorsed by:



Ontario
Trucking
Association



Canadian Trucking Alliance
Alliance Canadienne du Camionnage

Produced by:

NEWCOM





TRUCK WORLD

NATIONAL TRUCK SHOW

12

- ▶ The Green Route
- ▶ New Product Showcase
- ▶ Free Daily Seminars
- ▶ See more than 310,000 sq ft of new trucks, trailers and equipment.

Featuring



VOCATIONAL
**TRUCK &
EQUIPMENT**
EXPO



Vocational Truck & Equipment Expo

A special focus on medium duty, vocational trucks, equipment, chassis, bodies and services.

Endorsed by:



CHARTING THE COURSE TO PROFIT

In today's tough economy, transport companies are facing more challenges than ever. Factors like higher fuel prices, shrinking margins, and reduced shipping opportunities are forcing organizations to do even more with less. But in doing so, some organizations discover they don't have the internal resources needed to properly assess, manage and achieve the new expected level of performance. Luckily, they can look to Shaw Tracking to provide these resources. Shaw Tracking's Professional Services team can assist in the deployment of technology and help manage operations in order to take greater control over profits.

Professional Services Support

The opportunity for increased control over profits comes from implementing new technology within an organization's current operations. As with any new technology, it is common to question the most effective method of calculating its Return on Investment (ROI). The solution? Set up benchmarks prior to rolling out the technology against which the ROI can be measured. This is why Shaw Tracking's Professional Services has made its mandate as follows: To provide organizations with a proven methodology and the tools to effectively measure the greatest potential for ROI. Shaw Tracking understands that the groundwork must be laid before putting all of an organization's benefits and costs into any given profit-driven formula. After all, every formula is as unique as the business it's coming from. Shaw Tracking's Professional Services' step-by-step method to calculating true, attainable ROI provides:

- succinct and complete project definitions
- the scope and boundaries of the project
- the 'soft benefits' made tangible and quantifiable in monetary terms
- a solid, water-proof line of argument and attainable ROI document
- a sensitivity analysis of final results probability and the major risk factors that impact it

Automated Hours of Service

Shaw Tracking offers fleet managers the tools they need to accurately monitor and assess their performance, efficiency, safety, compliance, driver and truck information, all in near real-time. The Hours of Service application uses the electronic on-board recorder (EOBR) embedded in the MCP100 hardware solution, and complies with Canadian and US regulations.

This technology allows for improved dispatch decisions, increased productivity and maximized miles per truck per day. As such, the Shaw Tracking Hours of Service application was designed as a proactive management tool, enabling fleets to optimize their dispatch assignments by providing accurate, near real-time driver availability information to the load planning process.

As a web-based software service, the information is delivered to the dispatch system via a web interface. It can also be viewed online with a web browser. This automated record-keeping system helps reduce costs by eliminating the use of paper logs and

by mitigating the driver violations and fines associated with non-compliance. Additionally, the Hours of Service application runs on the OmniTRACS platform, which minimizes the need for up-front investment and driver training.

Proven Results

Over the past year, Shaw Tracking's Professional Services has delivered proven results and greater profits to many new and existing customers. On average, the following results have been delivered:

- an average savings of \$929,955 annually per customer
- an average savings of \$6,461 per truck per year

So if you're wondering whether Shaw Tracking is right for you, ask yourself this:

With greater control over your operations and profits, can you afford to go without it?

Call 1.800.478.9511 or visit SHAWTRACKING.CA for more information.



More than Trucks

BY DEBORAH
LOCKRIDGE AND
JASON RHYNO

Truckload, LTL, intermodal, warehousing, trucking companies are doing whatever it takes to deliver freight. The key to your survival in the new jungle? **Innovation.**

“**M**ost company leaders will tell you,” says Joe Roeder, president of NFI Logistics, “it’s grow or die—just having a couple trucks out there no longer keeps the competitive edge in play.”

NFI, a New Jersey-based company that started out in 1932 with one truck, is a prime example of how the trucking industry is reinventing itself to take advantage of changes in the supply chain.

Supply chains, compared with 50 years ago, are longer and more complex, involving worldwide networks of sourcing, manufacturing and consumption.

Rising fuel prices, the growth of third-party logistics, and various other factors have prompted many trucking companies to expand their services.

Easier said than done, though.

“It takes capital and resources and a great deal of entrepreneurship,” Roeder says.

Chad England, president of C.R. England, agrees with Roeder. “There’s a lot of entrepreneurial spirit that’s part of our makeup.” C.R. England has roughly 30 different business units related to transportation. They offer longhaul and regional truckload freight, dedicated fleets, logistics, intermodal, LTL, international freight forwarding, and more. “The more diverse you are, the safer you are in the long term,” advises England.

An entrepreneurial attitude is one thing, finances another, but what it really comes down to is strategy.

Old Dominion Freight Line had been offering container drayage since the mid-’60s in addition to its main less-than-truckload business. But in the late ’90s, the senior management team put together a strategic plan to build the company.



“The vision of the plan was to be the premier transportation company in domestic and global markets served,” explains Chip Overbey, senior vice president of marketing and strategic development. To do that, he said, they realized the company needed to build its brand and also its product offerings. From there they developed OD-Domestic, OD-Global, OD-Expedited and OD-Technology. Over time, offerings have been added to respond to the requests of the marketplace.

Most recently, the company has been expanding its global offerings in the Pacific container arena. Its new “Pacific Promise” program gives businesses standard guaranteed transit times and simplified rates from 13 Chinese or Taiwanese ports to any U.S.



NEW SHELL DIESEL EXTRA™ DESIGNED FOR EXTRA KILOMETRES

NEW Shell Diesel Extra is an advanced fuel designed to maintain your vehicles' operating efficiency over the long term, helping you get the most out of your business investment.

NEW Shell Diesel Extra is designed to help:

- Save fuel by up to 3%*
- Keep the fuel system clean and protect it from corrosion
- Lower CO₂ emissions and smoke**

For more information on how your business could benefit from using NEW Shell Diesel Extra, and to find your nearest authorized Shell Distributor, visit www.shell.ca/commercialfuels

Shell
Diesel Extra™

100
YEARS
1911♦2011

*Based on internal Shell tests under normal operating conditions with heavy-duty on-road diesel engines using Shell Diesel Extra versus regular diesel without fuel economy formula. Savings may vary per truck/vehicle. **A heavy-duty truck travelling approximately 10,000km/yr consumes approximately 3500L of diesel and produces approximately 92.05 tonnes of CO₂/year. A fuel consumption saving of 3% will result in 2.76 tonnes less CO₂ produced. Improving the fuel economy of a fleet of 10 such heavy trucks by 3% in a year will result in 27.6 tonnes less CO₂ produced and return the same benefit as cancelling out the annual CO₂ emissions produced by 5 average sized gasoline cars. (Values taken from the Natural Resources Canada Energy Efficiency Trend Analysis Tables (Canada) for 2007 (latest year available) at http://oee.nrcan.gc.ca/corporate/statistics/neud/dpa/analysis_ca.cfm?attr=0)

destination. The offering also includes port-to-door tracking of all shipments—a service many providers do not offer.

“We realize that as a supply chain provider we are operating in a global economy,” Overbey says. “In order to be fully participant in the global supply chain you must have offerings that provide value and speed.”

What’s right for you?

Carriers say they look at what their customers want as well as what will serve the company. It’s a process that requires keeping up with supply chain trends and customer needs and in-depth research to determine the suitability of a particular endeavor.

“You really have to keep your ears to the drumbeat,” Roeder says. NFI’s management team challenge themselves to keep up with what’s new and exciting in the world of logistics, and spend a lot of time communicating with customers about their needs. The company has added a customer advisory board to meet with NFI execs a couple of times a year to look into the future.

“If some new trend that might be exciting comes along, we have a tendency to do a real deep dive on it, and if we don’t have the expertise on staff, we go find it,” Roeder says.

At C.R. England, they also keep an eye out for new ideas, then look deeply into each one before making a decision to move forward. Two major criteria are considered: Will the diversification help C.R. England be a stronger company overall, and is it going to be profitable? Many of its new offerings started off slowly and grew over time. Today, he says, “I don’t know if there’s anyone on the refrigerated side that comes close to providing the number of options that we do,” England says, “and that’s a big advantage for us.”

At Old Dominion, Overbey lists three basic criteria for new initiatives:

- It has to be a response to customer demand and provide a value to their supply chain.
- It has to provide opportunities for growth to what the company calls the “mother ship”—the domestic LTL portion of its business.
- It has to add value to the company’s financial position.

Think Outside the Container

One of the hallmarks of great entrepreneurs is the ability to innovate. Just ask the folks at CareGo, who made a few headlines when they developed a modified pallet to transport heavy steel coils.

Moving those 20,000-lb coils used to be extremely restricting with their transportation options.

Boxcars were an option, but came with limited schedules and long travel times. Flatbed trucks were a bit too pricey, and intermodal carriers could never be loaded to capacity because the coils couldn’t be completely restrained.

Instead of looking outside their ranks for help, or throwing money at the more expensive options, CareGo engineers solved the problem themselves.

“Our challenge was to try to overcome the physical obstacles of material handling and satisfy the requirements of the railway for distributing a concentrated load over a surface area,” said Bob Edwards, general manager of CareGo’s GreenAge Design engineering division.

They merged their experience with steel handling with the intermodal aspect of their business, and ended up creating a new service.

The weight-distribution pallet was designed specifically for intermodal containers. It distributes the weight more evenly in the container and restrains the products in such a way that rail companies no longer have to worry about an entire rail car tipping over.

“Now we’re packing heavier coils and better meeting the container capacity,” said Edwards. “Intermodal trains leave every day and travel faster.

A four-day service is a huge improvement over a boxcar that dramatically aids in inventory management.”

Moving to rail also helped the company become more environmentally responsible and helps them save money in life cycle costs as the pallets are returned to CareGo to be used again.

— ALLAN JANSEN



Finding the expertise

Of course, if you’re going to expand into areas outside of your normal area of expertise, you’re going to have to figure out where to find the knowledge needed.

“An expanded menu of services requires a more comprehensive set of management and operational skills—which can be a challenge for some companies,” says Langley.

If your roots are in trucking and you’ve never done warehousing or supply chain engineering, chances are you’re not going to have those resources on staff.

There are two trains of thought on how to go about getting those resources—go looking for people who have that expertise, or grow it from inside.

At NFI, the philosophy is to go out into the market and find people who can

HERE TO WORK. HERE TO WIN.

VOTE FOR YOUR FAVORITE IN THE WIN A CAT® TRUCK CONTEST



The new Cat® CT660 Vocational Truck is here to work, and we're giving one away to prove it. Want to be the lucky winner? Just get creative and tell us about the vocational application you work in and how owning a CT660 will make you more successful. Submit your video, essay or audio recording today—and start making plans to put the new Cat CT660 to work on your job site.

SUBMISSIONS ACCEPTED: AUGUST 1 – SEPTEMBER 30

ONLINE VOTING: OCTOBER 1 – OCTOBER 15

WINNER ANNOUNCED: NOVEMBER 1

Get complete contest details, submit your entry and cast your vote at DriveCat.com



Scan this QR code and enter
to win the new Cat Truck.

No Purchase Necessary. Must be legal resident of 50 U.S. (+D.C.) or Canada (excluding Quebec), 25 years or older, with valid commercial drivers license. Must use vocational truck at work. Subject to full Official Rules, available at www.DriveCat.com. Void where prohibited. Prize consists of choice of one yellow CT660 Dump Truck or one yellow CT660 Heavy Hauler. Truck in photo for illustrative purposes only. Hauled equipment not included.

©2011 Caterpillar | All Rights Reserved
CAT, CATERPILLAR, their respective logos, "Caterpillar Yellow" and the "Power Edge" trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.



bring that expertise to the company. In the case of its customer packaging business, they went out and acquired a company that could provide the design capability they needed.

At C.R. England, they're more likely to try to build the expertise from within the company. "You want a person that has a capability of doing a good job and leading," England says, noting that it is easier for someone with the right leadership skills to learn about a different facet of transportation than for someone with transportation expertise to learn to be a great leader.

"Those attributes are more important than anything. If you can add experience in that area, that's all the better. Sometimes we'll go out and find somebody that has more experience, and sometimes we'll teach ourselves."

The first challenge is making sure you have the expertise. The second is proving you can do it. It's one thing to hang out a shingle; it's another thing to convince the customer you can deliver.

"If you're new into the arena, you have to come to the table with something to entice the customer," Roeder explains. If you have a long-term relationship with a customer and you've done a good job in one area, he says, they will be more likely to give you an opportunity in another aspect of the supply chain.

What about the little guy?

Obviously these types of tactics are difficult if not impossible for a small fleet to implement. Customers are more and more demanding. Many are shrinking the number of companies they do business with, looking for more one-stop shopping. In some areas, more long-haul freight is being moved to the rails. So what's a little guy to do?

One possibility is to sign on with a big 3PL, such as Transplace. Transplace, through its network of transportation providers, has the ability to offer shippers one-stop logistics shopping.

"Technology has made it today to where it's easy for us to do business with a small carrier, specialized carrier, as it is with a large, complex carrier," says Transplace's Dearing. "So it gives those small carriers an opportunity to still have access to some of those large customers who are

diversifying, and we can assist that carrier by finding that niche where they can fit in."

Another alternative is to find that niche yourself.

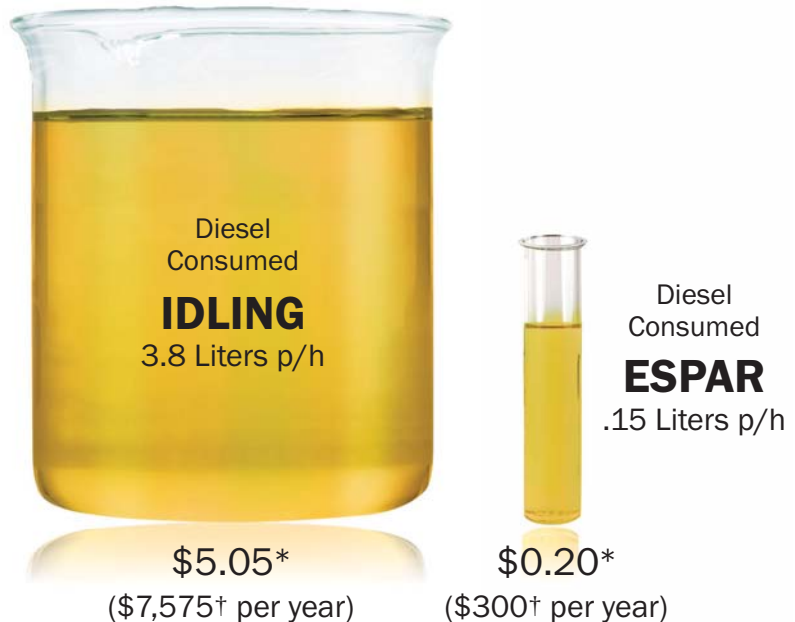
"It is imperative that those smaller companies are able to provide customers with attributes that may not be available from larger providers," says John Langley, clinical professor of supply chain management at Penn State University.

"This may come in the form of unique or differentiated service offerings, or perhaps a more highly-customized and customer-focused way of doing business. While the presence of larger competitors makes the stakes much higher for smaller competitors, the smart ones can figure out how to successfully differentiate themselves, and thus attract and retain desirable customers." ▲

Fleet Sense 101

Today's Lesson: Cab Heating

Whether your drivers are sleeping, loading, unloading or eating, once the cold weather hits, they'll idle to keep the cab warm.



That's \$4.85 saved every hour, every truck.

How many trucks do you have?



**Espar Heaters:
They Just Make Sense.**

Canada and U.S. (800) 387-4800

www.espar.com

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

Larger than Ever

I have been getting busier as time goes on. About two months ago, I was offered a deal where a guy that I used to work for would send me a couple of brand new Cat bulldozers and I would get someone to operate them. I would look after the jobs and move the machines from job to job with my truck and lowbed.

I have almost no expenses—only the fuel, license and insurance for my truck (which I already have to look after anyway). I have been operating one of the Cats myself, getting \$40 per hour and \$120 per day to use my Ford F350 4X4 to get to the job and bring fuel for the Cat.

I am working 12 to 13 hours a day and have to haul the machines about once every four to five days.

Last night for instance, I hauled two machines. First I had to get to the site: It was 40 miles away. I loaded the dozer and hauled about five miles. Then I had to back and haul the second dozer.

Then it was 40 miles empty back home. My day? Five hours at \$200 per hour and because I did this little run in the evening, I made \$1,000 after supper and only drove about 100 miles total. Just right!

This is what I enjoy: Movin' dirt and hauling equipment.

There is not much policy or procedure B.S.—I just haul a couple of bulldozers to a site where there is nothing but some farm land or pasture or sometimes bush; we doze off the bush, topsoil,

A role model for the independent truckers of the world, this owner-operator thinks that the trucking industry as a whole could learn something from the oil patch:

In his own words.

BY STEPHEN LARGE



subsoil, etc., and move a bunch of dirt to make a perfectly level site for a drilling rig to set up and drill an oil well.

There is no one to check my logbook, I don't have to match my fuel receipts to anything, and I don't even have to wear a hard hat! (There is nobody to check anyway.)

I run the bulldozer for 10 hours, fuel it up and grease it and then go home.



STEPHEN'S LARGE BABY: Because the author loves trucks, this 1980 KW long-nose W900 remains essentially in showroom condition.

Larger Than Ever

Twelve and a half hours per day at \$40 per hour equals \$500, plus \$120 for the pickup truck equals \$620 for a day's work.

When the site is ready, I use my red 1990 two-million-mile Kenworth or my orange 31-year-old Kenworth with my 31-year-old 16-wheel lowboy to haul the machines to the next site.

I have to keep track of the hours for everything, including the other machine and operator and organize getting some gravel hauled for the access road into each site (which I haul myself and then use my Cat grader to smooth the road when we are finished) and then meet with the consultant from the oil company and get the time tickets signed to be sent in and billed.

Every two weeks, I submit my bill to the company who owns the machines for my contracted wages, truck and grader hours, and in five or six days, I have a check in my hands.

I think that the trucking industry as a whole must pay attention to the way the Alberta, Saskatchewan and B.C. oilfield companies look after their people.

It's mostly a matter of simply paying

Bouncing Back



A few years back, Shell wanted to let the world know they were rebranding their product line. The company invited special guests and media to a fancy reception upstairs at Toronto's Royal Ontario Museum. Their industry ambassador of choice: Stephen Large of Czar, Alberta. He travelled to Toronto with his wife Angela, and it was her first trip to the Ontario capitol.

Forty four days after that visit, Large suffered a stroke. It was mild by stroke standards but the Ministry pulled his truck licence and the Larges feared for their livelihood.

Seven months later, after bouts of intense physio and other therapies, the two-million-miler was back behind the wheel. "I got my class-1 licence back this afternoon, and I hauled four loads by bed time," he told *Today's Trucking* at the time.

Don't let new customs requirements stop you at the border!

ACI e-manifest for Canada is now in production... Have you started yet?

With **BorderConnect** you can start sending e-manifests immediately. You can see your PARS status while sending your north and south-bound e-manifests from one location. Above all, you'll **cross the border with confidence!** Sign up now and use it **FREE** until ACI becomes mandatory!

Sign up **FREE** with promo code '**ACIST**' at www.borderconnect.com

BorderConnect
Because Borders Were Made For Crossing



people for their time and trouble.

If all truck drivers were to get paid the way I do, even if the wage was only half this amount, there would be no shortage of good drivers willing to work.

The trucking industry already forces drivers to keep all sorts of records of their time (which is required by law). So why not pay the drivers for all the hours they work?

What's more, trucks should also charge by the hour for all the time they spend moving a customer's freight. Of course this includes the time they spend waiting. This is the only way that shippers will stop wasting the driver's time.

I honestly think that paying drivers and charging shippers for all of the time spent getting freight moved is the only way that this industry will get any better.

I have found that, in the last few years, with all the policies, procedures, regulations and rules that are pushed on to truck drivers, it's more important than ever to start paying for services delivered; in effect, giving people what they're worth.

Also, it seems that industry believes in strange ideas like "treat everyone the

same" and "don't point fingers but deal with the situation, not the person." Anybody in the trucking industry knows what I'm talking about.

All of this has driven many of the best drivers away from the industry and they are now running loaders or backhoes on construction sites or doing some other job where they are paid for all their time, which leaves a whole different class of people to "steer" the trucks down the highways.

After 28 years of driving all over North America, I quite often find myself leaving after supper and doing my trucking when a bunch of these new people are asleep and parked.

Common sense is not very common at all.

How can the industry stay safe when you drive all your one-, two-, three- or four-million-mile drivers away and replace them with people who have no experience?

The best way to improve safety in the industry would be to retain the multi-million-mile drivers who can successfully haul whatever, whenever, wherever and

then let them to do what they have been doing for years.

Then, pay them accordingly. They will rest when they are tired and work when they are not. It's pretty simple when you think about it.

I have always found that if I have a bit of money in the bank, and I get tired while I am driving, I just pull over and crawl in the sleeper and have a nap.

When I am not tired, I drive.

When I don't have enough money, or when some rules or regulations force me to use my time so that it works out for my logbook, I have found myself having to drive when I am tired.

This is not safe!

I am pretty sure that, unless prevented by something, most humans would choose to sleep when they are tired, not work when they are tired. It is the arbitrary rules, the attitude of most shippers, and the shortage of pay that makes most truck drivers drive when they are tired.

I could go on, but supper's done and I have to go trucking. While everybody else is asleep. ▲



NO MATTER WHAT PART OF THE COUNTRY YOU'RE IN, THERE'S AN OK TIRE NEARBY.

OK Tire has been serving commercial customers just like you since 1953. In addition to our complete mechanical services, we have one of the largest selections of tire brands in the country to enhance your business and keep it running smoothly.

For the location nearest you, or to sign up for our Emergency Roadside Services program, visit oktire.com.

OK TIRE
Honestly driven.

**INSIDE:**

45 Lockwood's Products
52 **NEW!** You Can't Get
There From Here

EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

The Point of No Return

axles & suspensions *Wide-single tires are gaining market acceptance. Are you ready to go whole-hog into wide-base by spec'ing wide-track axles? By Jim Park*

If you're like a lot of others in the trucking game these days, you've taken a good long look at the market conditions and you've decided it's time to retire a few older trucks and trailers. Get some new iron into the fleet. Maybe its time to embrace wide-base single tires as well. Save a little weight, save a little fuel. Still, even now, it's best to spec trucks for resale with standard track axles. Not everybody likes those tires.

Reality Check: It's October, 2011. Wide-single tires have been around for more than a decade, and their market penetration continues to increase year after year. Who's to say in five or 10 years time acceptance won't have improved to the point where they'd be considered assets at trade-in time?

The standard 77.5-in. axle width allows for the use of both dual tires and wide-single tires, and facilitates a conversion from single to dual if required, but are you giving up some performance benefit by hedging on a full commitment to wide-singles sticking with the standard axle?

According to Craig Bennett, senior vice president of sales and marketing at Utility Trailer Manufacturing, the difference in dynamic performance of trailers equipped with wide-track axles and wide-single tires is dramatic.

"The axle is six inches longer and the spring centers are six inches wider, so handling is improved remarkably," Bennett says. "Roll stability is improved dramatically, especially in a panic maneuver where a driver has to swerve to avoid something. The trailer tracks much better and has much, much less inclination to roll. Those trailers have remarkably better sway control."

Old Habits Die Hard

The benefits and drawbacks to wide-base singles are each well documented. Weight savings of about 100 lb per wheel end is the easiest to quantify. The fuel savings benefits are not in dispute, but reported savings vary.

Perceptions of reduced traction linger, despite testing that shows tread pattern for tread pattern, there's little difference between wide-singles and duals.

Concerns of irregular wear and poor tread life continue to plague the tires. Like

standard tires, some wide-singles are performing very well, others not so well. Some tractor or trailer configurations and some applications seem to favor wide-singles, while others just chew them up.

And then there's the issue of a roadside failure. If a tire goes down, the truck is down; and there's a distinct possibility of rim damage from running flat. Tire manufacturers have increased the availability of replacement tires, and are continuing to improve service call turn around time, but perceptions linger.

All that to say, reluctance to go whole-hog into a full wide-single spec is understandable. When you step over to 83.5-in. axles with a 102-in. track width, there's no turning back. Duals will not fit on a wide-track axle.

Brian Buckham, senior marketing manager at Hendrickson, trailer division, says the wide-track axle eliminates the compromise associated with 77.5-in. axles used with two-in. outset wheels.



WANTING IT BOTH WAYS: Increasing axle track width and using wide-single tires can improve stability, but industry still wants the flexibility to convert to duals at resale time.

Axle Loads and Bearing Life

Most of the truck and trailer wheel-ends in service today were developed several decades ago, and were designed for the load distribution created by dual tires. And for all those years, the wheel-ends and wheel bearings carried the loads they were expected to carry with few issues provided they were properly installed and maintained. Wide-base single tires changed all that.

When mounting wide-single tires on a standard-width, 77.5-in. axle, you need a two-in. offset (or outset) wheel to make up for the narrower track width of the wide-singles versus dual wheels. This has shifted the middle of the tread footprint on the wide-single tire approximately two inches further out on the axle spindle than was the case with duals. This increases the load on the spindle's outer bearing.

To compensate, truck and trailer makers usually won't allow the use of tapered spindles with wide-single tires. Instead, they recommend parallel spindles with larger outer bearings for better load distribution. Still, the extra load on the outer bearing will over time expose any weakness

in the bearing and/or the installation and maintenance procedures.

According to Mark Stangl, global product manager for automotive & heavy-duty aftermarket at Timken, the challenges presented by tire outset make proper maintenance a priority.

"Anytime you change a system, there will be trade-offs. Over the last few years, we've been learning how outset wheels affected the wheel-ends, and now we're

"Anytime you change a system, there will be trade offs."

learning how to adjust to those changes," he says. "Proper installation, lubrication, and adjustment of these heavily loaded bearings are vital to safety and performance, as are precision manufactured, high quality components."

There are many advantages to using wide-single tires, but don't shortchange yourself by skimping on the hardware. Overloading the bearing will not only shorten bearing life, worn and/or loose bearings can affect tire life too.

"With the wide axles, the center of the tire load is centered between the bearings for optimum bearing loading," he says. "That gives best bearing life, tapered spindles are acceptable without the need to derate them for the outset, and because the spring centers can be wider and the sidewall of the wide-single is stiffer than a dual, you'll improve stability."

On the cost and weight side, Buckham

notes that the wider axle will cost slightly more, and weigh a little more because the extra metal involved, and the slider box would be wider too, which again adds weight and cost.

"The weight gain is marginal, and more than offset by the weight savings offered by the tires," he says. "Costs are a little harder to quantify, but they would be minimal. The reduced bearing wear associated with a centered tire load and the increased choice of hubs and spindles has to be considered."

About 75 percent of the fleets that run wide-single tires still opt for the standard-width axles for the flexibility of convert to dual tires at trade-in/resale.

Flexibility & Complexity

"What we hear from our customers is that they really want to reduce complexity in their fleets," says Steve Slesinski, director product planning, Dana Holding Co. commercial vehicle division. "The two-in. out-

set wheel has become the intermediary between standard axle widths and the track width requirements for wide singles. If fleets have lots of these types of wheel, they will want to use them at trailer and drive positions. They do not want to limit the application of the wheels by restricting certain wheels to certain positions."

Dana's DS 405 axles support both dual and wide-base configurations and different track widths, but Slesinski cautions that changing wheel-end geometry and application criteria could spawn maintenance issues on the rest of the vehicle.

Last year, Meritor introduced the 14X DualTrac axle that will accommodate both wide-base and dual wheels with minimal compromise.

"The DualTrac configuration allows both dual tires and wide base single tires (zero to a maximum 0.56-in. outset) with optimized performance of the wheel-end system allowing conversion between duals and singles," says Bob Ostrander, chief engineer, drivelines and customer support at Meritor. "Its track keep dual tires within the maximum 102-in. overall track width for federal highways."

The 14X DualTrac keeps the track line similar to a standard-width axle housing without the negative issues associated with outset wheels. At trade-in/resale time the DualTrac axle can be fitted with standard dual wheels and still be within the outside to outside dimensional limitation.

Early Adoptors

So, in July 2011, do you spec wide-single tires for weight savings, fuel economy and stability improvements, or settle for two out of the three while risking potential maintenance consequences arising from inappropriate bearing loads using offset wheels?

Bill Hicks, director of product planning and market development at SAF Holland believes acceptance of wide-single tires is going to be greater, but he doesn't see them taking over the market.

"This is a business where old habits die hard," he says. "I think there will be a strong inclination to spec for conversion in the near future, but that will become less of a concern as the tires gain acceptance, and they gain favor in the used equipment markets." ▲



Your automated, electronic coach.

No matter the size of your fleet; when you're running efficiently, you're seeing more profit. And to keep your operation running smoothly, Shaw Tracking's Automated Hours of Service lets you manage your fleet's safety and compliance with ease. Take care of your drivers with:

- Fully compliant paperless logs for just 26 cents a day
- An electronic on-board recorder to comply with Canadian and US regulations
- Permanent exemption from new regulations on 'Distracted Driver' compliance

So if you're wondering if Shaw Tracking is right for you, ask yourself this: With greater control over your profitability, can you afford to go without it?

Call 1.800.478.9511 or visit SHAWTRACKING.CA

24/7/365 **SERVICE**
TSX 60 / NYSE

SHAW TRACKING

Are AMTs worth the trip to your ATM?

transmissions *A progress report on automated manual transmissions; a.k.a., is now the time to invest? By Jim Park*

You're on the sidelines, kicking the proverbial tires of an automated manual transmission (ATM). You've heard they improve fuel economy, reduce drivetrain maintenance costs, and drivers love 'em. But they cost a pretty penny more than a conventional manual transmission. Can I justify the extra cost?

Today, after more than a decade in service, AMTs used in the right application are probably worth the extra money.

In researching this story, we found users of current-generation product satisfied and even happy with their purchase decisions, and those who have not

embraced the technology but have considered AMTs, reluctant for many of the same reasons that scared people in the early years of the technology. Aside from confirming the notion that first impressions are lasting impressions, it suggests that the benefits and drawbacks of AMTs probably demand clarification.

What is an ATM but a box full of gears with a bunch of bolted on electronic, mechanical and pneumatic wizardry? You get the same box full of gears—less the valued-added hardware and software—that served truckers well and reliably for decades. Don't mess with a good thing,

any self-respecting neo-luddite might say, while the less skeptical among us would see that automating a repetitive, tiring and distracting process could actually make drivers happy, improve safety, and maybe even save a little fuel. Bring it on, they'd say.

Quantifying ROI

If you're just looking at the dollars in your comparison, you might miss the intangible benefits to AMTs.

Itamar Levine, the director of fleet assets at Bison Transport, says they cost more upfront and they don't provide any advantage on the residual. Up until not that long ago, AMTs were a liability at trade-in, he says, but today it's a wash; it's even.

"I was paying twice for the things: the premium upfront, and the hit on the residual," Levine told us. "I used to lose at both ends, now there's just the upfront cost to be concerned with. I think in a few years the automated manuals will be considered assets at trade-in."



SHIFTING TRENDS: One veteran driver, sold on the merits of the ATM, says for the first time in many years, his left leg is the same size as his right.

On the maintenance side, there have been complications. Bison has been running various AMTs since the technology first emerged more than a decade ago, and now swears by them. There were challenges in the early years, Levine admits, but that's largely water under the bridge today.

"We keep trucks on a three- to four-year trade cycle, and during that span I don't see any chronic maintenance issues," he says. "We've had a few problems here and there, sure, but nothing that makes me think there's a problem with the design or build of the product."

Within that timeframe, most driveline components are going to be worry-free anyway, and they'll certainly be under warranty. Levine can't quantify a reduction in driveline maintenance costs since the whole fleet is automated. He has nothing to compare them to.

But at Moncton, N.B.'s Keltic Transportation, maintenance manager Marcel Maillet says he does fewer clutch repairs than he once did.

"We started with one automated manual five years ago and we now have 45 of them in the fleet of just under 100 trucks. I do see a difference in maintenance needs with the automateds," he says. "We're doing fewer clutches, I can tell you that. But we're also doing more fifth wheel repairs."

How do AMTs affect fifth wheels?

Maillet says it's harder to rock a truck stuck in snow with an AMT, the way you can with a manual. So, rather than easing under a loaded trailer and risking wheel slippage in snow or on ice, drivers tend to hit the pin pretty aggressively to make sure they connect. "That's cost us a few top plates," he says.

Early versions of some AMTs used a clutch mechanism that wasn't conducive to gentle low-speed maneuvering, particularly while backing under a trailer or up to a loading dock. Like Levine, Maillet says current clutching systems have resolved that concern, and he's looking forward to doing fewer fifth-wheel repairs.

The Keltic fleet has also had some

issues with air lines and fittings on some of the air-actuated transmissions.

"We've seen some cracking in the fittings," Maillet says. "It's minor, but inconvenient. We've also learned that it's vital that drivers drain their air tanks every day to keep moisture out of the actuator mechanisms. It's a minor irritant, but an important daily maintenance item."

With more than a million successful kilometers on many of his AMTs, Maillet is convinced the bugs have been mostly worked out and the remaining issues are small ones.

Fuel Economy

Can AMTs improve fuel economy? By almost all accounts, yes. But the scale of the improvement depends on a number of factors. There's no fuel-saving magic in the meshing of the gears; it all depends on how well the engine and the transmission communicate, how well they can sense what's going on around them, *and how good your drivers are.*



CIT Equipment Finance. Transportation Financing Expertise.

As one of Canada's leading providers of equipment financing, CIT works with companies and owner-operators across a broad range of industries, specializing in transportation and construction. We offer an attractive package of loans and leases, sale and leasebacks, fixed or floating rate options, CDN and USD currencies, portfolio acquisitions and dealer programs.

Our unmatched expertise and industry knowledge gives us the edge in creating effective, customized financing solutions to help you stay one step ahead of the competition.

To learn more, visit www.cit.ca or call 877-590-7356.



TRUCKS/TRACTORS ■ TRAILERS ■ VOCATIONAL ■ NEW AND USED

© 2011 CIT Group Inc. CIT and the CIT logo are registered service marks of CIT Group Inc.

STRETCH SHIFTING

There are a variety of driver interfaces (formerly known as gear shifters) on the market, some proprietary and some the standard one-size-fits-all manufacturer interface. Some are darned difficult to deal with if you want to operate the transmission in manual.

It's an automated transmission, so why would a driver want to be pressing shift buttons anyway? According to several of the drivers we spoke with, they felt outperforming the transmission's shift algorithms for fuel economy would be easy if only they could reach the shift button without taking their

eyes off the road.

According to veteran driver Phil Marwood, the buttons on the standard Eaton interface (R, N, D and +, -)



GEARED UP: Mack's mDrive interface is within easy reach of the driver.

are small targets for a finger extended from an air suspended seat.

"Depending on where the

shifter is located—up on the dash, or low down near the bottom of the panel—you have to poke the button while the seat is moving up and down, or you just leave your hand on the shifter," he says. "It's often located too far

away to reach comfortably, and I have to reach for it. That sometimes means taking my eyes of the road."

His current truck has the shifter buttons located on the steering wheel. Finding the shifter button while turning is a whole lot of fun, he says. So, he asks the question, "Why do they make it so difficult to use manual mode?"

Marwood has used both the paddle-type shifters located on the steering column and the seat mounted shifters and finds them much easier to deal with than the push-button interfaces.

With AMTs, the fuel-economy question usually applies to improving the performance of the poorer drivers in the fleet, but there is clearly some benefit to giving the best drivers in the fleet the tools they need to do even better.

Simple. Quick. Effective.



TruckandTrailer.ca
We Move Iron!



TRANSCORE
LinkLogistics

CANADA'S BEST DISPATCH PROGRAM



scan & see what's new!

linkdispatch

Fast. Reliable. Affordable.

CALL FOR A FREE DEMO:

1-800-263-6149

www.transcore.ca

You may not see the improvements in fleet average fuel economy you hope for if your drivers are already well versed in the dark arts of progressive shifting and throttle management.

“Bison did a lot of work in the early years comparing fuel economy in trucks equipped with manual transmissions and AMTs,” says Levine. “I’d be bluffing if I told you that at the time we saw an over-

whelming improvement with AMTs over manuals, but there was improvement, even in the early years. I think it’s even more significant today.”

It’s generally accepted that the benefit of an AMT in the fuel-economy sphere is leveling the shifting proficiency between a fleet’s best and worst drivers. A really good driver will probably do better with a manual, but the AMT will bring up

the bottom 20 or 30 percent of the fleet’s worst offenders.

“They did improve the fuel economy on the drivers who were at the back of the pack in our fleet,” says Maillet. “By how much is hard to say. We have three different kinds of AMTs here, and a couple of generations between them. If I had to guess, I’d say half a mile per gallon across the fleet would be a safe bet.”

Early versions of domestic AMTs were often accused of shifting at too high a rev point, negating some of the possible fuel economy benefits, but subsequent generations of various brands of AMT are now equipped with grade and engine load sensors, and can manage shifts based on a lot more peripheral information.

Twenty-year veteran driver and former Volvo-factory-trained driver trainer, Phil Marwood, prefers to run his AMT in manual mode and press the shift button when he thinks it’s time to shift.

“When I first joined a fleet that was using automated transmissions, I surprised fleet management with my fuel-economy numbers. The fleet knew I was a driver trainer, and suspected my driving techniques had something to do with my fuel economy. They were partially right,” he says. “Management wanted me to show them what I was doing to get those numbers. They never suspected that I was driving with the transmission in manual mode and initiating the shifts rather than letting the transmission decide when to shift, but that was it. That was all I was doing differently from the other drivers.”

That was back in the days of the snorty-shifting early versions of automated manual transmissions. Today, he’s driving the latest version of Eaton’s UltraShift Plus, and he admits the transmission does a much better job than the older models, but insists he still has an edge because he can see out the window and the transmission can’t.

Volvo’s and Mack’s automated transmissions, the i-Shift and mDrive respectively, employ a clever fuel saving strategy called Eco-Roll that allows the transmission to manually disconnect from the engine. This lets the truck roll without the parasitic losses associated with maintaining engine revs. The gain here is in



Relax, Howes Has You Covered This Winter.

Start your engines – *every time* – with Howes Diesel Treat. And enjoy a little extra protection for yourself with a FREE Howes deluxe travel blanket. Either way Howes has you covered. Now that’s sure to put a smile on your face.

- ✓ Prevents Diesel Fuel From Gelling, *Guaranteed!*
- ✓ Saves Money and Eliminates Downtime
- ✓ Increases Power and Fuel Economy
- ✓ Treats More Fuel than Competing Brands
- ✓ 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 Deluxe Fleece Travel Blanket!

when you purchase 6 bottles of Howes Products
See stores for details or visit www.howeslube.com
Offer ends: 3/31/12, available while supplies last.



conserved momentum, particularly on short rolling hills where a little extra roll gained on the downhill turns into less fuel needed to get up the next hill.

Levine says he's a believer.

"I'm 100-percent convinced that Eco-Roll works," he says. "I can't quantify the improvement because I don't have any manual transmissions to compare them to. And while the improvement is likely small, it's still an improvement. I've heard there were some reliability issues with the Eco-Roll feature on some fleets, but I can say I haven't seen anything at Bison."

Driver Preference

And speaking of intangibles, Maillet and Levine both acknowledge drivers do prefer AMTs to manuals, though not always right off the bat. Levine says it sometimes took a few weeks in the early going.

"The older drivers, the veteran, big-belt-buckle guys weren't keen at first and I got an earful from some of them. They'd spend a few months playing with the buttons

and running it in manual, but that stopped after a while and they'd just leave it in Drive," Levine recalls. "We never lost anyone over a transmission."

Sometimes it takes even less time.

Owner-operator Cy MacDonald says his i-Shift is the best money he has ever spent.

"A buddy who has one gave me a ride home from Calgary to Winnipeg a while back. He was out of hours, so I got a test drive," he says. After a 20-minute course on how it worked, I drove it all the way to Winnipeg and I was sold. Price didn't matter. Today, my left leg is the same size as the right one for the first time in years."

Heavy-haul owner-op Bob Ash is on his second truck with an Eaton 18-speed AutoShift—the one with the clutch pedal.

"I'm at 670,000 km now and no problems at all," he says. It's worry-free trucking. Up and down the mountains grossing 132,000 lb, no sweat, just push the button and go."

And on another intangible note, if you're a fleet that invests heavily in

advanced safety systems such as electronic stability control, adaptive cruise or collision avoidance systems, the AMTs can improve reaction time by downshifting to help the braking effort, or in maintaining a steady cruise speed in changing traffic conditions. Safety and driver convenience rolled into one.

While our anecdotal survey could hardly be called scientific, it seems to suggest that drivers, owner-ops, and fleets are all beginning to embrace this technology. It's taken a few years to work out the kinks, but it looks like they'll only get better with time.

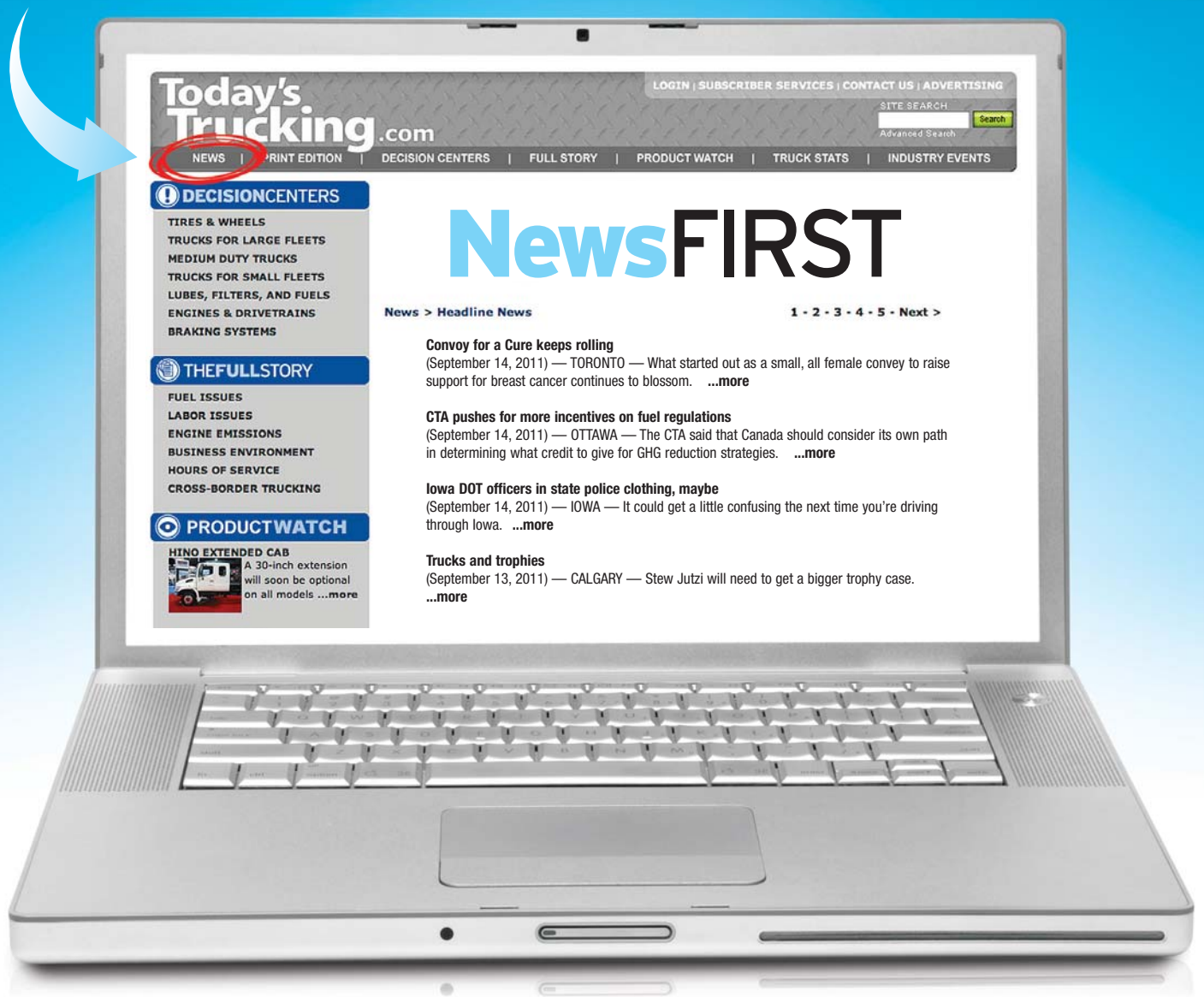
"Driver fatigue, safety, better fuel economy...conceptually, we're convinced those are assets," says Levine. "Our drivers tell us they are better off and feel better with them. I accept that, but can I quantify that? No. I can't put it onto a spreadsheet, and as a maintenance guy, that's what I do. However, our front office tells me the AMTs are a valuable retention tool, and I can't help but believe it." ▲

MY MONEY'S ON DOUBLE COIN

Mark Cooper of Cooper Freight was surprised how easy it was to do business with Double Coin. "We like the centralized pricing, and the fact that the National Account Program bills us direct," he says. Of course, the standardized pricing of Double Coin's Emergency Road Service Network helps too. Buying tires just doesn't get any easier.

See more smart money stories at
www.doublecoin-us.com

THE SMART MONEY IS ON

You're simply not up to date
unless you are a subscriber



It's FREE, it's EASY. To sign up go to www.todaystrucking.com



PRODUCT WATCH

WHAT'S NEW AND NEWS FROM SUPPLIERS



PETE 382 ADDS OPTIONS

PETERBILT'S MODEL 382 EXPANDS VERSATILITY
IN VOCATIONAL MARKETS

PETERBILT has launched new options for its Model 382, truck or tractor, offering higher axle ratings, horsepower and torque configurations to an expanded market range. Aimed at regional and short-haul applications, the 382 is also suited to meet many municipal, construction, refuse, fire service, and emergency specs.

New options include: the Cummins ISL9 engine with REPTO functionality; front axles rated up to 20,000 lb; rear axles rated up to 46,000 lb; frame-rail options up to 11-5/8 in.; the Bendix ESP stability system; plus Hendrickson, Reyco, and Chalmers rear suspension choices.

The Cummins ISL9 engine is said to offer one of the highest power-to-weight ratios in its class. Ratings range from 345-380 hp with a maximum 1,300 lb ft of torque.

The 382 claims excellent maneuverability with its 50-degree wheel cut, and its sloped hood provides optimal visibility. The truck's advanced forward-lighting system is said to produce both a broader and brighter lighted area. Pete also says its HVAC system has been improved and offers additional air flow while reducing maintenance costs.

See www.peterbilt.com and <http://cumminsengines.com/every/everytime.page>

LANE DEPARTURE, TIRE INFLATION

PEOPLENET EXPANDS NETWORK OF
SAFETY WARNING PROVIDERS

Takata SafeTraK and Mobileye have joined Iteris as **PeopleNet**-certified partners. As well, the company has added two partners—Doran and BatRF by Stemco—that integrate with its tire-pressure monitoring service. PeopleNet began offering tire-pressure monitoring last year in partnership with Advantage PressurePro.

These lane-departure systems act as an “extra set of eyes” for the truck driver, the company says, noting that they help mitigate one of the major cause of high-way fatalities—lane departure due to drowsy, fatigued, or distracted drivers. It's claimed that fleets using a warning system report a 75-percent average decrease in such accidents.

Programmed to recognize the difference between the road and lane markings, lane-departure warning systems alert drivers who are drifting out of a lane. The small, integrated unit consists of a camera, onboard computer, and software that's readily attached to the windshield, dashboard or into the overhead console.



They're optimized to “virtually eliminate false alarms,” the company says.

With the PeopleNet integration, fleet managers have visibility on all lane-departure events and can proactively use this data to identify individual driver trends that may need corrective coaching attention.

On the tire front, the company has a new tire-pressure reporting feature that

Available Now

NSC 11B
PMVI Materials



Safety Inspection Handbook
& Inspection Reports
DETAILS: 416.249.7401

Online Training

- eManifest
- Custom 101
- Workplace Violence
- Alcohol and Drug Testing
- Defensive Driving
- HOS and Logbooks
- Cargo Securement
- Owner-Operators: Managing Your Business
- WHMIS
- CSA 2010
- Lift Truck Certification
- The Road to Wellness
- Practical Vehicle Inspection
- Transportation of Dangerous Goods
- Maximizing Fuel Efficiency

Classroom Training

- Airbrake Endorsement Refresher Course
- Cargo Securement - Flat Deck / Van Operations
- Daily Vehicle Inspections (Pre-Trip Inspection)
- Transportation of Dangerous Goods
- Hours of Service (City and Intercity)
- Hours of Service (Cross-Border & Sleeper Berth)



the **ROAD** to
SUCCESS

Latest Information
& Training Dates

VISIT

www.ontruck.org
select "Training"

Professional & Cost-effective
Training Solutions

for Drivers, Managers, Maintenance, Safety & Operation Staff

OTA Publications you *trust*

now supported with Classroom & Online Training

416.249.7401 | www.ontruck.org

provides the driver with the pressure status on both tractor and trailer, with real-time tire-pressure alarms that are first transmitted to the PeopleNet Fleet Manager. When pressure exceeds programmed thresholds it also, if warranted, emails the fleet manager.

See www.peoplenetonline.com, www.safetrak.takata.com, www.mobileye.com, www.iteris.com, www.doranmfg.com, www.batrf.com, and www.advantagepressurepro.com

DUNLOP TIRE WARRANTY

GOODYEAR BRAND EXTENDS WARRANTY TO SIX YEARS ON FOUR SELECT CASINGS
The warranty behind four **Dunlop** commercial truck tire casings has been extended from four years to six. Dunlop is a Goodyear brand.

The casings include the Dunlop SP193 FM, SP384 FM, SP456 FM and SP464 in sizes 11R22.5, 11R24.5, 285/75R24.5, and 295/75R22.5.

Three of the tires—the SP193 FM, the SP384 FM and the SP456 FM—are on the EPA SmartWay list of “verified” technologies.



If retreaded by a Goodyear “authorized” retreader, the casings will be warranted for covered conditions for

an unlimited number of retreads for a period of six years from the date of the casing’s Department of Transportation serial number or proof of purchase, if available.

Casing allowances are \$100.

See www.dunloptrucktires.com and www.goodyear.com

ELECTRONIC SIGNATURE

ALJEX & SERTIFI HAVE PARTNERED TO OFFER PAPERLESS TRANSPORTATION DOCUMENT SIGNATURES

Aljex Software and **Sertifi Inc.** have integrated Sertifi’s electronic-signature program with Aljex’s Internet-hosted transportation-management software.

Now Aljex users can email documents such as rate confirmations, quotes, or contracts and have those documents returned with valid signatures. It can be done quickly and easily without faxing or the use of printers and without leaving

the Aljex working screens, the companies say. Sertifi retains customer documents on its servers. Users can track and view documents to see which have been signed, which have not, and can set up e-mail reminders to help speed the process.

With the integration of Sertifi into Aljex hosted software, brokers and other load assigners can email a document to, say, a carrier or driver. The signed docu-

ment will be emailed back as an attached PDF right to the person who sent it.

A driver can easily sign and return a Sertifi document from an iPhone or Android phone as well as a home computer, a laptop, or a tablet.

When necessary, Sertifi users can specify additional levels of verification to include questions only the signer could answer.

WE’VE
GOT
YOUR
BACK.®



Guaranteed Accurate Weights

At CAT Scale, we stand behind our weights. Period. Tell your drivers to look for the black and gold sign to get weights both of you can trust.

“Safety and compliance are critical in today’s competitive market. CAT Scales are easily accessible and guaranteed accurate. Our drivers rely on CAT Scales to help deliver on our promise of Quality and Dependability... all across America!”

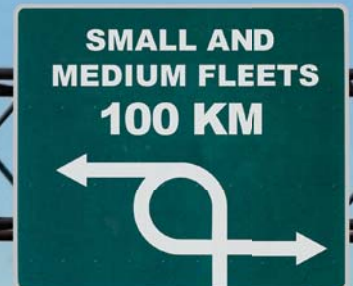
– Chris Hummer
Don Hummer Trucking



Read more about
The CAT Scale Guarantee at
www.catscaleguarantee.com.

© 2011 CAT Scale Company

Tired of being treated like the little guy?



Now, with **Preferred Fleet**, truck fleets of any size can get their local Fountain Tire store price on tires and service anywhere in North America at over 2000 Goodyear locations. Guaranteed. It's another way Fountain Tire provides innovative, cost-saving solutions to the entire trucking industry.

You can't predict what's going to happen to your trucks tomorrow.
So find out about our **Preferred Fleet** program today.

It's free - ask your local Fountain Tire store about registering your fleet.

Preferred Fleet

Fountain Tire
FLEET & TRUCK

1-800-661-8473 www.fountaintire.com

VOLVO, MACK WIN SUPERTRUCK CONTRACT

Another SuperTruck contract has been awarded, this time to the **VOLVO GROUP**, involving both **MACK TRUCKS** and **VOLVO TRUCKS NORTH AMERICA**.

Somewhat vaguely, they'll work on developing technologies to improve the freight-moving efficiency of heavy-duty trucks and reduce greenhouse-gas emissions with a particular emphasis on improved aerodynamics and something they call "energy conversion."

The contract with the U.S. Department of Energy is worth \$19 million.

R&D work will be conducted over the next five years in Greensboro, N.C., where Mack and Volvo are headquartered, and in Hagerstown, Md., where all of the company's engines and transmissions are assembled.

The company's long-time focus on vertical integration will be a factor, says Kevin Flaherty, Mack senior vice president, U.S. and Canada. "Integrated proprietary components provide superior performance because they're specifically designed to work together."

Last year, Cummins, Daimler Trucks North America, and Navistar scored nearly \$120

million in SuperTruck contracts from the DOE, aimed at achieving a very optimistic 50-percent improvement in truck fuel efficiency. Each of the three companies got just shy of \$40 million.

The Cummins challenge was to develop a highly efficient and clean diesel engine, an advanced waste-heat-recovery system, an aerodynamic Peterbilt tractor and trailer combination, and a fuel cell auxiliary power unit to reduce engine idling.

Daimler was to work on engine downsizing, electrification of auxiliary systems such as oil and water pumps, waste heat recovery, improved aerodynamics and hybridization.



and Navistar's contract had it developing technologies to improve truck and trailer aerodynamics, combustion efficiency, waste-heat recovery, hybridization, idle reduction, and reduced-rolling-resistance tires.

See www.volvotrucks.us.com, www.macktrucks.com, www.cummins.com, www.daimler-trucksnorthamerica.com, and www.navistar.com

Aljex users who sign up for Sertifi can customize the service in other ways. For example, they can choose the length of time documents are stored on the Sertifi servers. On the Sertifi web site, customers can see all the contracts they've sent, whether they've been signed or not. They can set up tools to help them get signed quicker. If they've sent out a rate confirmation to a carrier, Sertifi can send that carrier an email reminder every hour until the document is signed.

Other Sertifi customers, not incidentally, include Microsoft, Pitney Bowes, and the United States Air Force.

See www.aljex.com and www.sertifi.com

TIRE SEALANT

WATER-SOLUBLE ULTRASEAL SAID TO EXTEND TIRE LIFE

Ultraseal has been around a while—actually used by the U.S. military for 40 years, we're told—but it's new to Canada. It's a tire sealant and tire life extender that, once injected into a tire through the valve stem, protects it from flats and punctures. It's said to provide a permanent repair, unique among such products, and the tire is not hindered in any way.

Once installed it lies dormant until the vehicle is driven, and then the sealant is dispersed evenly throughout the tire's entire inner surface. That transforms the tire assembly into a sealed air chamber, capable of maintaining proper air pressure. In the process, says the company, it "conditions" the rubber, retarding dry rot and slowing the casing's ageing process. One treatment is good for the legal tread life of the tire.

When a tire is punctured, water-soluble Ultraseal coats the inner surface of the tire cavity, including the rim assembly, thus preventing air loss. As the tire rotates, flexing and normal heat build-up allows Ultraseal to "seek out and eliminate" common air-loss problems, the company says. There's no need to top up air pressure, and because it maintains proper air pressure you'll get better fuel mileage, the company says.

Ultraseal contains a proprietary rust-inhibiting formula to protect all types of steel and alloys found in wheels and tire belts and is said to be fully compatible

with the components of any tire.

The Goodyear Duraseal tire uses a similar compound, by all accounts.

The product is said to work in any tire—from bicycles to heavy trucks—and the cost is based on tire size. The cost for a large commercial truck is about \$32 per tire. That compares favorably, the company claims, with the cost to plug or patch a tire, especially when you factor in downtime and the cost of a roadside service call.

See www.ultrasealcanada.com

SHINY ACCESSORIES

TRP CHROME-PLATED AND STAINLESS-STEEL PARTS FOR THE IMAGE-CONSCIOUS **TRP Aftermarket Parts** announces the availability of a chrome and stainless line of accessories for image-conscious truck owners. They're available only through

Kenworth and Peterbilt dealers.

The company's chrome-plated and stainless-steel parts are made with tested 304-grade or 430-grade stainless-steel to resist corrosion. The high-quality tooling used in their manufacture is said to give the parts smooth lines and "excellent" fit.

TRP's offering includes fenders, bumpers, exterior accessories such as kick panels, steps, skirts and tool boxes, and interior accessories like knobs and panels. TRP also offers various accessories and accessory sets designed specifically for Kenworth and Peterbilt models.

See www.TRPParts.com, www.kenworth.com, and www.peterbilt.com





DAIMLER is developing something quite ambitious and not nearly ready for prime time called “6D-Vision” technology, based on a stereo camera. The company calls it “the basis for new assistance systems and a key step along the road to accident-free driving.” Also referred to as “spatial vision” it’s said to ensure instant recognition of dangerous traffic situations.

The Daimler folks working on this are among the three teams of researchers nominated for the “Deutscher Zukunftspreis,” or German Future Prize, the country’s most prestigious award for technical and scientific innovation.

Their 6D-vision technology is said to be faster than the human eye to recognize danger and the company says it’s “absolutely viable” for series production. It’s able to convey a three-dimensional perception of a person and the identification of potential risks on a small, easily packaged piece of hardware.

Specifically, it uses a stereo camera acting in much the same way as your two eyes to compute the three-dimensional geometry of the situation in front of the vehicle in real time. An analysis of consecutive pairs of images allows instant and reliable identification of any movement, the company says.

And it’s quick. By linking the perception of both space and time, Daimler says, it’s possible to differentiate between stationary and animated objects, even from a moving vehicle. Children running unexpectedly onto the road, for example, are perceived within 200 milliseconds across a broad range of vision. Even the most alert person takes twice as long to do that, and if distracted in some way, a further 500 milliseconds can be added. Then there’s an additional moment of shock to create further delay until a reaction kicks in.

In purely mathematical terms, one second at a speed of 50 km/h equates to a vehicle covering a distance of around 15 metres. The computer works twice as fast as the driver and initiates safety measures after just seven metres. In an emergency braking situation, the vehicle therefore comes to a standstill more than a whole vehicle length sooner.

That’s a car length we’re talking, but there’s an application for trucks too in theory. And interestingly, Daimler says that since 6D-Vision technology can contribute significantly to accident reductions, it aims to make it available to other manufacturers as well.

See www.daimler.com

6D VISION FROM DAIMLER

TMC TIRE GUIDE

TMC UPDATES THE RADIAL TIRE CONDITIONS ANALYSIS GUIDE

The **Technology & Maintenance Council** (TMC) has released the fourth edition of its Radial Tire Conditions Analysis Guide, the first comprehensive update since 2004.

Available in both CD-ROM and print versions, it features many updates to existing repair, retread and wear conditions as well as new conditions, including those that pertain to wide-base single tires.

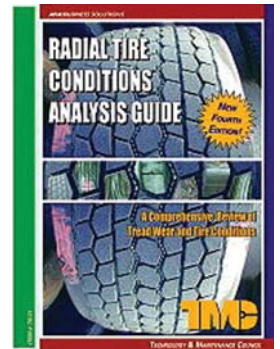
With more than 200-color photographs and illustrations, the guide contains detailed, expert descriptions of every tire failure and service condition known to the industry, including diagonal wear, irregular wear, sidewall separations, the “zipper condition”, and shoulder wear. It shows how to correct failure conditions and what to do with the damaged tire.

TMC calls the Guide, written by top tire experts, “an invaluable failure analysis tool designed for fleet managers and tire professionals.”

The Guide is priced at \$79 (CD-ROM version: Item No. T0372; Print Version: Item No. T0121) for TMC or ATA members and \$105 for non-members. Discounts for quantities of 10 or more are available.

Call 866-821-3468 or order online at www.atabusinesssolutions.com.

See also www.truckline.com



TINY TOUGH COMPUTER

PANASONIC’S TOUGHBOOK S10 NOTEBOOK COMPUTER FEATURES ENHANCED PROCESSOR AND LONG BATTERY LIFE

Panasonic’s new Toughbook S10, powered by an Intel Core i5-2520M vPro processor, is claimed to deliver up to 12.5 hours of standard battery life—said to be the longest in its class—and weighs only three lb.

SMARTWAY CHANGES KEY DESIGNATION

The **ENVIRONMENTAL PROTECTION AGENCY (EPA)** is changing the designation for fuel-efficient options on tractors and trailers from "SmartWay Certified" to "SmartWay Designated."

The agency says this will help distinguish top-performing vehicles that meet SmartWay specs from those certified to meet EPA regulatory requirements.

Some critics have pointed out that the word "certified" implies the EPA has actually tested the listed equipment, but that's not the case. It tests nothing, relying instead on manufacturers' own testing based on EPA protocols. The equipment maker submits those results to the EPA, and if the criteria are met, the gizmo gets listed on the SmartWay website.

There are now updated logos for manufacturers of these technologies to use, as well as for SmartWay Partner fleets that want to label their trucks and trailers.

How long will it take the counterfeiters to work their nefarious magic and allow some carriers to look better than they actually are, with phony SmartWay stickers?

See www.epa.gov/smartwaylogistics/index.htm

Designed for demanding mobile users, the computer supports both USB 3.0 and 2.0, analog (VGA) and digital (HDMI) video and the latest SD card standard (SDXC) to enable faster file transfer speeds and greater flexibility. Security features include an optional fingerprint reader.



The Toughbook S10 is designed to survive drops, bumps, and spills, say Panasonic. Due to its magnesium alloy case and shock-mounted flex-connect 320-GB hard drive, the device is said to be able to handle up to a 30-in drop and also sports a spill-resistant keyboard.

Embedded wireless technologies include Wi-Fi, Bluetooth, and optional Gobi2000 3G mobile broadband technology from Qualcomm.

Other key features include Windows 7 Professional (32-bit or 64-bit), 4 to 8 GB of RAM, a 12.1-in. WXGA (1280 x 800) LCD display with LED backlighting and anti-glare screen treatment, and a DVD drive.

Estimated street price is US\$2449 but it comes with a three-year limited warranty, parts and labour.

See www.toughbook.com and www.panasonic.com/business-solutions

CUTTING TOOLS

PHILLIPS INDUSTRIES INTRODUCES NEW CUTTING TOOLS FOR NYLON AIR TUBING

Phillips Industries has introduced three new products to their comprehensive line of shop tools essential to truck and trailer maintenance. Three new nylon air tubing cutting tools are now available for economy, standard and heavy-duty use.

Phillips economy pocket cutter (part number 12-90003) is compact and ideal for emergency situations where a simple cutting tool would aid in a quick repair. Part number 12-90002, a standard shop cutter, can be used to cut up to 1/2" diameter tubing. For production line and

Phillips economy pocket cutter



heavy use, part number 12-90004 has a shortened nose for greater clearance and replaceable blades. Each of the new cutting tools have preset tubing guides.

All Phillips shop tools can be found in its new online catalog.

See www.phillipsind.com ▲

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 13, 2011 • Updated prices at www.mjervin.com

CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	134.4	-3.0	116.8
VANCOUVER *	135.2	-0.8	94.3
VICTORIA	131.2	0.0	96.1
PRINCE GEORGE	121.4	0.0	90.2
KAMLOOPS	123.4	0.0	92.1
KELOWNA	124.3	0.0	93.0
FORT ST. JOHN	126.6	-0.7	95.1
YELLOWKNIFE	128.6	0.0	109.4
CALGARY *	111.9	1.0	93.6
RED DEER	111.2	1.3	92.9
EDMONTON	107.4	0.5	89.3
LETHBRIDGE	113.9	2.0	95.5
LLOYDMINSTER	114.9	0.0	96.4
REGINA *	114.9	2.3	90.4
SASKATOON	116.7	0.0	92.1
PRINCE ALBERT	115.9	-2.0	91.4
WINNIPEG *	111.9	0.2	91.1
BRANDON	114.9	0.5	93.9
TORONTO *	129.7	0.8	96.4
OTTAWA	127.2	3.0	94.3
KINGSTON	124.4	0.0	91.8
PETERBOROUGH	126.9	0.5	94.0
WINDSOR	125.7	0.5	92.9
LONDON	123.6	0.7	91.1
SUDBURY	125.9	2.0	93.1
SAULT STE MARIE	125.7	2.0	92.9
THUNDER BAY	128.3	1.8	95.2
NORTH BAY	124.4	1.0	91.7
TIMMINS	129.2	0.0	96.1
HAMILTON	124.1	0.0	91.6
ST. CATHARINES	123.6	1.0	91.1
MONTRÉAL *	131.7	0.5	93.4
QUÉBEC	129.9	0.0	91.8
SHERBROOKE	129.2	0.7	91.2
GASPÉ	130.4	-0.5	96.1
CHICOUTIMI	127.9	1.0	93.9
RIMOUSKI	129.9	0.5	93.7
TROIS RIVIÈRES	129.9	0.0	91.8
DRUMMONDVILLE	125.4	0.5	87.9
VAL D'OR	129.2	2.7	95.1
SAINT JOHN *	130.2	1.2	92.0
FREDERICTON	130.9	1.4	92.6
MONCTON	131.8	1.4	93.4
BATHURST	133.2	1.6	94.7
EDMUNDSTON	132.1	1.8	93.7
MIRAMICHI	132.3	1.6	93.9
CAMPBELLTON	132.4	1.6	94.0
SUSSEX	130.9	1.7	92.6
WOODSTOCK	133.3	0.5	94.8
HALIFAX *	127.2	0.8	91.2
SYDNEY	130.4	0.9	94.0
YARMOUTH	129.5	0.9	93.2
TRURO	128.3	0.8	92.1
KENTVILLE	128.9	0.9	92.7
NEW GLASGOW	129.7	1.0	93.3
CHARLOTTETOWN *	123.1	-0.4	93.0
ST JOHNS *	133.4	0.8	97.6
GANDER	130.1	1.0	94.6
LABRADOR CITY	141.8	0.2	105.0
CORNER BROOK	134.1	0.8	98.2
CANADA AVERAGE (V)	124.5	0.7	93.9

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



YOU CAN'T GET THERE FROM HERE

WANT TO BET YOU'VE SEEN THIS PLACE BEFORE?

You Can't Get There From Here is a new feature for *Today's Trucking* Readers who know a thing or two about the highways and sideroads of this great country of ours.

Every month, we'll publish a photo of some landmark that's visible from a major lane; and it doesn't matter if you drive past it in a truck, on your Hog or in the comfort of your spouse-driven RV, if you're one of the first 10 readers to I.D. the place and tell us where it is, we'll send you a fabulous *Today's Trucking* cap.

This month's elaborate money magnet is situated on one of the country's busiest thoroughfares. If you know which one, contact Jason Rhyno at

CAN'T
GET THERE
FROM HERE

Today's Trucking Magazine
451 Attwell Drive,
Toronto, ON M9W 5C4
Fax: 416-614-8861

Email: jason@newcom.ca



Have you ever wondered...

What your turnover rate is, compared to the industry average?

Or, if the proportion of unfilled positions in your firm is higher or lower than that of your competitors?

Are you prepared for the pending retirements of a vast majority of your workforce?

The trucking industry is facing many human resource challenges including an aging workforce, limited entry into trades, and challenges in attracting youth to the sector.

You have an opportunity to help identify these challenges by participating in the **Canadian Trucking Human Resources Council's** survey. Participating in this survey will help the industry in identifying key labour market issues and inform industry how best to respond. This information will also help you better position your organization for the future.

This survey is being conducted in partnership with Newcom Business Media (publisher of **Today's Trucking**), provincial trucking associations, and trucking sector councils. The **Canadian Trucking Human Resources Council** has contracted a research consulting firm, R.A. Malatest and Associates Ltd. to administer this survey.

The **Canadian Trucking Human Resources Council (CTHRC)** assists the trucking industry in addressing human resource challenges. Its data tool, *The Labour Information Highway*, provides industry with historical, current and projected demand for 9 key occupations. To update this data tool with the most accurate and reliable information, we are requesting employers or HR Managers in the trucking and allied/associated trades industry to participate in the survey.

As a thank you for completing this survey, the **Canadian Trucking Human Resources Council** will provide you with a complimentary copy of the Executive Summary of its findings.

PLEASE COMPLETE THIS 10 MINUTE SURVEY

either online at www.helpyoursector.malatest.net OR by calling the toll-free number 1-877-688-5051 and completing the survey by telephone with R.A. Malatest and Associates Ltd.'s staff OR arranging for a copy of the survey to be sent to you.

THANK YOU FOR TAKING PART IN THIS IMPORTANT STUDY!



**Canadian Trucking
Human Resources Council**

Our Industry. Your Council!

NATIONAL ADVERTISERS

Alliance <i>www.alliancebrandparts.com</i>	2
Border Connect <i>www.borderconnect.com</i>	34
Caterpillar <i>www.DriveCat.com</i>	30
Cat Scale <i>www.catscaleguarantee.com</i>	47
CIT <i>www.cit.ca</i>	40
Double Coin <i>www.doublecoin-us.com</i>	43
Espar <i>www.espar.com</i>	31, 51

Fountain Tire <i>www.fountaintire.com</i>	48
Goodyear <i>www.goodyear.com</i>	10, insert
Hankook Tires <i>www.hankooktire.ca</i>	16
Howes Lubricator <i>www.howeslube.com</i>	42
Imperial Oil <i>www.mobildelvac.ca</i>	6
Kenworth <i>www.kenworth.com</i>	insert
Mack <i>www.mackpinnacle.com</i>	4
OK Tire <i>www.oktire.com</i>	35
OTA <i>www.ontruck.org</i>	46

Peterbilt <i>www.peterbilt.com</i>	back cover
Shaw Tracking <i>www.shawtracking.ca</i>	26, 38
Shell <i>www.shell.ca</i>	28
Simard Suspensions <i>www.simardsuspensions.com</i>	15
Transcore <i>www.transcore.ca</i>	41
Today's Trucking <i>www.todaystrucking.com</i>	20, 44
Truck World Show <i>www.truckworld.ca</i>	24-25
Western Star Trucks <i>www.ruggetmeetsprofitable.com</i>	18
Zurich <i>www.zurichcanada.com/stories</i>	55

Get Your FREE Subscription

Fill In This Card and Fax to 416-614-8861



- Yes** – please send (continue to send) Today's Trucking **FREE OF CHARGE**
- No** – do not send (continue to send) Today's Trucking

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

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

SIGNATURE (MUST)

DATE

NAME _____ TITLE _____

COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ PROV. _____ POSTAL CODE _____

TEL () _____ FAX () _____

E-MAIL _____

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

TRUCKS _____ TRUCK TRACTORS _____

TRAILERS _____ BUSES _____

OFF ROAD VEHICLES _____

2 ARE ANY OF THESE VEHICLES ...

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

- | | |
|--|--|
| Class 8: 33,001 lbs. GVW & Over | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 7: 26,001 to 33,000 GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 6: 19,501 to 26,000 GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 3, 4, or 5: 10,001 to 19,500 GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 1 or 2: Under 10,000 lbs. GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |

B. Refrigerated

- Yes No

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

4 INDICATE YOUR PRIMARY TYPE OF BUSINESS:

Check ONE category only.

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

5 DO YOU SPECIFY, SELECT OR APPROVE THE PURCHASE FOR ANY OF THE FOLLOWING?

Check ALL that apply.

A. New vehicles & components

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

B. Replacement Components, Parts & Supplies

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

C. Fleet Products & Services

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

D. 15 None of the above

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

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

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



By Peter Carter

Married to the job

What a silver anniversary, this magazine and Saint-Louis-Du-Ha! Ha! taught me about life

A few months back, my colleague Marco was working on a project. He emailed me this: “Finish this sentence: ‘I really hate it when I’m driving and _____.’”

I replied: “I really hate it when I’m driving and I get through a busy intersection and think ‘Holy geez! I’m not sure if that light was red or green or if I even looked!’ I hate when that happens.”

The longer I thought about it, the more I realized that “I hate it when...” driving moments come easy. Of far greater interest are “I love it when...” episodes.

Here’s one. This August 30 past, I was headed east on 185, outside the best-named town in Canada: Saint-Louis-Du-Ha! Ha!, Que.

My wife Helena and I were ferrying our daughters, Ewa and Ria, from our home in Toronto to Dalhousie University in Halifax.

We had spent the previous night camping in beautiful Montmagny, Que., which is famous for two reasons. First, Montmagny is the birthplace of my friend and colleague Steve Bouchard, who edits our French Sister publication *Transport Routier* and writes for *Today’s Trucking*. Montmagny is also home, every Labor Day Weekend, to the World Accordion Festival.

August 30, 2011, was also Helena’s and my 25th wedding anniversary. And astonishingly, 25 years minus one day earlier, she and I had been on the self-same stretch of highway, driving from Toronto to P.E.I. on our honeymoon.

(I’ll get to another coincidence shortly but for the record, that part of 185 hasn’t changed much since. It’s still the only two-lane stretch of the Trans-Canada between my house and Dalhousie. But I digress.)

As we slowly neared the pretty village of Cabano, something else occurred to me. *Today’s Trucking* is almost exactly the same age as my marriage. *Today’s Trucking* turns 25 next year.

Now comes the “I love it when I’m driving” part. As the trip continued, for the next few hours or so, I toyed with notions about how a 25-year-old marriage is like a magazine of the same age.

Whenever I get into this fun headspace, the kilometers just zip by.

First thing that occurred to me was obvious: Magazine publishing and my marriage are completely different creatures than they were 25 years ago. Right off the top? There was no Internet. The web changed publishing as radically as, say, having three kids changes a marriage. And as anyone who knows me will attest, I’m telling the truth when I add “For the way better.” In both cases.

Another. Both start out as exercises in optimism. Indeed, a magazine cannot survive unless it oozes optimism. Ditto staying married. One person put it this way: “Expect the worst but hope for the best.”

Also, until recently *Today’s Trucking* went solely to trucking company executives and now it’s distributed to the entire industry. As every married person finds out sooner or later, even though you slip a ring on to just one person’s finger, you actually marry a tribe. Again, it makes life way more interesting.

Another? My late dad used to subscribe to this magazine’s forefather—the now-defunct *Truck and Bus Transport*—because he ran a fleet in Sudbury. He liked diesels and wheels. He also thought my new blonde wife was very pretty. (I know it’s not relevant but that thought always makes me happy.)

Plus, with both the magazine and the marriage, the same people who were in charge back then are today. Seems to work.

Another thing the magazine and marriage have in common: They both seemed like a good idea at the time.

And they were.

Today’s Trucking is growing in all kinds of ways. With the huge growth of our circulation, we’re exploring all sorts of opportunities that I’m not about to tell you about because I don’t want to tip our hand to the competition.

At home, with the nest virtually empty and more time together with Helena, I’m looking forward to new opportunities there. Those thoughts neither, will I share here. But they sure make driving fun. ▲



VEILED PROMISES: Magazines and marriages both rely on optimism if they’re to survive.

“We make communication work seamlessly across six continents. Zurich does the same with our insurance.”

**Andrew M. Miller, President & CEO
Polycom, Inc.**

Zurich HelpPoint®

A single property insurance solution designed to help reduce coverage gaps and overlaps.

Polycom, a global leader in telepresence solutions, needed a financially strong carrier that could make complex insurance coverage easier. Zurich provided a custom solution that's as simple as it is seamless, integrating property with liability coverage all under one policy. It's an example of how Zurich HelpPoint delivers the help businesses need when it matters most. Watch the video to learn more. www.zurichcanada.com/stories



Because change happenz®



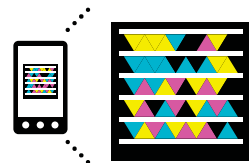
Insurance is underwritten by insurance company subsidiaries within the Zurich Financial Services Group including, in Canada, Zurich Insurance Company Ltd. Insurance product obligations are the sole responsibility of each issuing insurance company. For example, only the assets of Zurich Canada (and no other assets of the Zurich Financial Services Group) are available to meet its obligations for the performance of its products. For more complete financial information, audited annual statements of the Group and information on the ratings of the underwriting companies of Zurich in North America, access www.zurichcanada.com. Because change happenz®, Zurich® and Zurich HelpPoint® are registered trademarks of Zurich Insurance Company Ltd.

Maximum Performance. Fueled by Innovation.



A **PACCAR** COMPANY

PACCAR **MX**
Powered By Quality



Get the free mobile app at
<http://gettag.mobi>

FOR MORE INFORMATION, CALL 1.800.552.0024 OR VISIT WWW.PETERBILT.COM