



## EVERYONE vs. HOS:

"THE FMCSA'S MATH JUST DIDN'T WORK FOR US." PG. 8

C.R.England's Dan England

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32

DASHING FIGURES: Tips for getting your mpg up (or your L/100 km down).



NEWS & NOTES

8 DISPATCHES

THE FMCSA'S HOURS OF DISERVICE



9 LANDING ON YOUR FLEET:  
The power of Good PR

10 Judge sides with MTO on  
Speed Limiters

11 CSA Tweaks

13 Few Truckers Eager To Get Gas

17 Trucking Events to Pencil In,  
featuring The Doobie Bros!

19 What's Trending on  
[todaystrucking.com](http://todaystrucking.com)

20 People On The Move

21 Truck Sales Statistics

FEATURES

29 OWNER-OPERATORS

ERRING ON THE SIDE OF HONESTY

How to cut through the fine print and get owner-operators on board fast.

— BY JASON RHYNO

32 COVER

BUILDING BETTER DRIVERS



Sometimes the carrot works; sometimes the stick. Here's how to know when to use which.

PLUS TIPS...

For fuel-efficient driving and fuel-efficient hiring.

— BY JIM PARK



27 Discs that don't slip



54 What kind of truck is that?

OPINIONS

5 LETTERS

7 ROLF LOCKWOOD

27 STEVE ROCK ON AIR  
DISC BRAKES

54 PETER CARTER

SERVICE DEPT

23 THE ART OF OFFENSIVE DRIVING

39 DEF: YOUR COLE'S  
NOTES VERSION

40 LOCKWOOD'S PRODUCT WATCH

52 GUESS THIS PLACE: WIN A HAT!

53 COMPANIES IN THE NEWS

**ON THE COVER:** What? An Ontario spec? Western Star—the badge that Canadians like to call their own—is offering a factory-installed Safe Productive Infrastructure Friendly (SPIF) unit specifically for the Ontario market. Mandated by the Ontario Ministry of Transportation, SPIF vehicles are designed to minimize heavy trucks' damage to roads and bridges without reducing weight. In order to meet SPIF requirements, Western Star features a 22,000-lb Watson/Chalin steerable pusher axle with 72-in. customized tandem spacing that maintains full axle capacity. **For more, see pg 41.**





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**VICE PRESIDENT, EDITORIAL**

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

**EDITOR**

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

**ASSOCIATE EDITOR**

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

**CONTRIBUTORS:** **Steve Bouchard,**  
**Guy Broderick, Allan Janssen, Jim Park,**  
**Octavian Lacatusu** (Editorial Intern)

**DESIGN LAYOUT**

**Tim Norton, Frank Scatozza**  
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 Arsenault**  
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)

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## letters to the editor

### The Problem with Monsoon Driving

Houston, we have a problem. There's been another truck accident near Thunder Bay and I feel I should speak up.

There are too many near misses. Too many drivers don't respect lane position.

A local retired OPP officer stated that often, the offending driver is a new Canadian who has been mistakenly trained to "ride the crown" of the road to avoid hydroplaning during the monsoon rainy season. Which of course is something we don't have in Canada.

It's time to start this important discussion. Every day, trucking companies are being opened by new Canadian families who only wish to establish themselves in a country where they can live well and prosper.

Perhaps we should encourage un-training bad habits and using good-quality equipment. (In particular, I would advise investing in good tires to ensure better road adhesion during snow and rainstorms.)

At any rate, this issue needs to be addressed sooner than later. A solution must be found before that 100,000-lb chariot of commerce and industry disembarks for its next destination. Collaboration by all interested parties would be key for a successful outcome. Rounding a corner on a rainy night shouldn't be a death-defying experience.

— **Michael Cops, Thunder Bay, ON**

### You're the Mechanic, John. So if you say we ain't broke...

As a mechanic, I have spent too much time standing on top of tires with the hood open turning a wrench when I'd rather be watching those tires roll down the road. I have always looked forward to receiving my next edition of your magazine and finding out what is new for our great industry. Reviewing your 25 years at a glance reminded me about everything from the dreaded EGR to SCR and everything in between. *Today's Trucking* has allowed me to keep up with what's new today and what to expect for tomorrow. I have met the Founding Editor Rolf Lockwood at different trucking events on occasion and appreciate how much time he continues to devote to everyone who wants to talk to him and Peter Carter's last words in his "Rear View" column are always enjoyable and a grand finale to a great magazine. The only advice I can give for the next 25 years is "Don't Change".

— **John Neamtu, Toronto, ON**



### The 2-Million-Mile Goof

In September we told you about Dale Holman's amazing 95 FLT. And while it's still amazing, we had the odometer count wrong. The truck just has turned over five million kilometers, not five million miles. It was our mistake, not Mr. Holman's. However, he has informed us that he plans on running the truck for another 15 years, or until he retires. "And

since I and the truck are both considering slowing our pace a bit," he says, "my goal would be to run another three million clicks on it. Right now it has five million klicks and I would like to hit the five-million-mile mark. Any suggestions from your readers on how to achieve that milestone would be considered."

— **Peter Carter, Editor**

Email:  
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By Rolf Lockwood



# One-Truck Ponies

## Why, despite all the hassles and heartaches, the owner-operator remains part of our foundation.

**T**he more things change, the more they... A tired old cliché, but it's true. That's what I've concluded after spending most of the past two months engaged in a deep look at Canadian trucking from a statistical perspective. Despite all that's happened over the last decade—and it's a heck of a lot—some things haven't changed at all in numerical terms.

Case in point: the role of owner-operators. Lots of people have said this guy is toast, that he's disappearing. Certainly many of them have given up on trucking, tired of being over-regulated, tired of ever-rising costs. I hear from them all the time.

Not incidentally, their moans and groans aren't always the same as the ones I heard them utter 20 or 30 years ago. Back then, almost all the complaints were directed at the fleets they were running for. Lousy rates and unsympathetic management, etc.

Anybody remember ITAC? The Independent Truckers Association of Canada, launched by a few very unhappy Kingsway owner-ops way back in about 1980, it didn't last very long because the unhappy majority couldn't rein in the very militant few. Their goal was simply better rates, but the really angry ones talked about blowing up bridges if you can believe it, which didn't sit well with the group's founding fathers. Nor with me.

The complaining I hear today is in some ways the same as what I heard 30 years back, in that nobody makes enough money for one reason or another. Nowadays, though, the financial challenges have less to do with mileage rates than with the outrageous costs of keeping an emissions-compliant engine on the road or with the often unpaid downtime of border delays or the arbitrary restrictions of hours-of-work legislation.

It was tough being an owner-operator in 1980 and I'd say it's even tougher now.

But back to numbers, which show that for all the hassle, all the heartache, the owner-op remains part of our foundation.

Things have always been a little different south of the border, but in Canada the owner-operator is most emphatically not disappearing. For proof of that, I have only to look at our Top 100 For-Hire Carriers survey, which we've been doing almost since we launched **Today's Trucking** back in 1987. Data from prior to 1995 was collected differently, so I had to use that year as my starting point in creating a spreadsheet to compare things year to year.

And guess what? In 1995 the percentage of owner-operators in a Top 100 fleet's entire workforce was 20.5 on average. In 2012? A fraction higher at 20.6 percent.

Yes, that ratio has had some ups and downs, pretty much in line with the state of the trucking economy. When things are rough and freight's scarce, the owner-op count goes down as managers downsize their fleets and protect full-time-employee driving jobs. And when the industry rebounds and capacity is required quickly, that's accomplished by way of contracting with guys who have a tractor and maybe a trailer that they can bring to the party right away.

In 2010, for example, only 15.9 percent of a Top 100 fleet's employee count was made up of owner-ops, down from 18.7 percent the year before. With the survey being done in January and February, that reflects the lousy year we all suffered in 2009. Things looked better through '010 but fleets, broadly speaking, weren't in a truck-buying mood (new emissions rules for 2010 engines helped on that front) so the owner-operator count rose to 17.1 percent in 2011 and had climbed back to 20.6 percent at the start of this year.

The highest ratio over the years? That was 22.7 percent in 1999, while the 2010 figure was the lowest in the last 17 years. The count stayed in the high teens from 2007 through 2011 but seems now to be on the rise again.

**Chances are he's a career-switcher who was previously selling insurance in Bosnia or teaching in India.**

Numbers don't tell the whole tale, of course. While their role in the industry may be the same, today's owner-operator contingent is different than the one I encountered way back when. In some parts of the country he's not necessarily a white guy off the farm, for example, as was once almost guaranteed. Nor is he bound to be a guy who might otherwise be working the fishery or the forest. Chances are pretty good that he's a career-switcher who was previously selling insurance in Bosnia or teaching in India. If he's home-grown, as it were, maybe he used to be an Air Canada pilot or an ambulance driver. I know owner-ops who fit all those definitions.

What unites them all is an independent spirit. And that will never change. **TT**

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

# Dispatch

BY JASON RHYNO

## England Goes Medieval on FMCSA Logic

The Federal Motor Carrier Safety Administration's reasoning for changes to the hours-of-service rule is a "sham," commented C.R. England Chairman Dan England. It's all politics, he said, before taking apart the agency's logic in front of a crowd of trucking stakeholders at this year's Commercial Vehicle Outlook Conference in Dallas.

**D**an England, chairman of the board, C.R. England, put it simply in his presentation to Commercial Vehicle Outlook Conference (CVOC) attendees. "The reason why these issues are so important to us, and why we need to act on them, is because they impact the costs of what we do."

He was talking about the incoming and current onslaught of regulations. And those regulators don't understand the costs and their impact, England said.

England, who is also chairman of American Trucking Associations (ATA), spoke about the hours-of-service rule, and ATA's recent challenge to the proposed rule changes.

He pointed to current HOS rules in relation to statistics

showing that the number of truck-related fatalities, accidents, and injuries has decreased, and "is far better than other motorists."

"And so with this kind of performance, you ask yourself 'why is the government wanting to come forward to change the hours-of-service rules?' It just seems to defy reason, and the reason that it does is politics; it's all about politics."

It's very clear that the current administration is beholden to certain interest groups, he said, labor being one of them.

And the reasoning being used for these changes is a "sham," he said.

"Historically, the agency has used a figure of 2.2 percent of accidents that are caused by fatigue, if they continue to use



**ENGLAND'S FLEET:**  
FMCSA's logic is deeply flawed, he says.

# Changes

that same percentage that they used back in 2005, 2006, they wouldn't be able to make their case. They are now using a fatigue percentage of thirteen."

He said the FMCSA is using associated factors in their argument. "In the agency's judgment, if a mildly fatigued truck driver is traveling on an unfamiliar road in bad weather, and a crash occurs after a passenger car swerves immediately in front of the truck, 'truck driver fatigue' alone caused the crash.

"This is the kind of reasoning being used by the agency to justify these changes. Even using that sort of flawed reasoning, the benefits in terms of reduced accidents would not outweigh the costs of the additional burdens placed on us by having to run more trucks to do the same amount of work, hire more drivers for the same amount of work—the math didn't work out for the agency."

The agency went one step further, he said, and tried, in essence, to place a value on human life. "What they are trying to do is to decrease the mortality rate and then come up with a number that reflects that number in the mortality rate."

England explained that the agency said that if the 2011 rule goes forward, 95 percent of drivers would have no more than 7.8 minutes per day, and 85 percent of drivers would have 36 seconds more sleep per day.

"Now, they say if we reduce the hours of work, it will automatically go to more sleep. And more sleep reduces mortality among the drivers. So they figured there would be a \$170-million in savings if 10 percent of drivers slept 4.8 extra minutes per night. Another \$20 million in savings if drivers got 14.4 additional seconds per night.

"Does this make sense to you?" England asked a chuckling audience.

"This is the kind of reasoning we're dealing with here, and this is why our lawyers are feeling pretty confident about fighting these hours of service rules." **TT**

## OUTLOOK

### Turn Your Business into a Presidential Candidate

*You need to get the public on your side. That was the message image consultant and respected pollster Frank Luntz told the audience at this year's Commercial Vehicle Outlook Conference.*

— By Jason Rhyno

"You know people don't like trucks," said Frank Luntz to Commercial Vehicle Outlook Conference (CVOC) attendees, "but think about what is inside that truck?"

Frank Luntz is an American political consultant, pollster, and Republican Party strategist. His company, Luntz Global, works to create messages and manage images for both commercial and political clients. Think "oil drilling" versus "energy exploration" or "global warming" versus "climate change."

And, in addition to some insights into the upcoming

## SPEED LIMITER, PG.10

Judge Sides with MTO in Speed Limiter Case

## SAFETY, PG.11

Merry Christmas! Safety Administration Implements CSA Changes

## FLEETS, PG.13

Survey Says Carriers Still Hesitant about Natural Gas

U.S. presidential election, Luntz shared some expert advice with the trucking industry.

"If the truck is carrying a flatscreen TV, or something that is carrying your Christmas gifts, that's an amazing thing. And if the truck can get there more efficiently, that's an amazing thing—it's an emotional thing."

It's all in the words you use, Luntz said.

"You guys talk about improving the 'business climate' when you should be talking about 'improving the economy,'" Luntz stressed.

Another example: "If you're on the side of 'relaxing environmental standards', you're done. If you're on the side of 'relaxing government regulations', you're good. But the two are the same."

Luntz told the audience to "believe in better: a better method, a better answer, a better result." **TT**

## According to Luntz, this is what the public wants from trucking industry:

### Accountability:

That is your most important attribute, Luntz said.

### Fierce Integrity/Principles:

"Right now we assume you don't have it, but we want you to get it back."

### Respect Employees and Individuals:

Everybody wants respect, Luntz said.

### Focus on the Future:

"The transportation industry has not done an effective job of creating visions of how good things can, and will be, if things change."

### Measurable Results:

"Nothing more than what you promised, but nothing less."

## SPEED LIMITER

### Judge Sides with MTO in Speed Limiter Case

*After nearly four years of battling it out in courts with the Ministry of Transportation, owner-operator Lee Ingratta is found guilty of not submitting to compliance check.*

— By Jason Rhyno

Owner-operator Lee Ingratta has “been convicted of not permitting a test of his computer to take place under the speed limiter legislation,” David Crocker, Ingratta’s attorney told *Today’s Trucking*.

If you remember, the Gravenhurst, -ON driver refused to allow MTO inspectors to plug their Ez-Tap scanner into his truck unless the officer first signed a waiver assuming responsibility in the event of damages to the engine.

At the time, Ingratta—along with some others in the industry—claimed that the device the ministry uses to gauge compliance can transmit static charges to truck ECUs and even upload viruses.

The officer refused to sign the waiver and fined Ingratta for not submitting to a compliance check—



**“Ingratta had significant concerns about the integrity of his computer on the basis of information he had received from others if it were to be tested.”**

— David Crocker, Ingratta’s attorney

a violation under the Highway Traffic Act.

Ingratta took the MTO to court where a traffic judge shared some of his concerns and dismissed the ticket.

Arguing that the traffic court judge “erred” in his judgment, the MTO asked the Appeals Court to either overturn the first decision and find Ingratta guilty or order a new trial—and a

new trial began, giving both the MTO and Ingratta another chance to make their cases.

“We argued that this wasn’t a refusal and that the defence of necessity, in other words, Ingratta had significant concerns about the integrity of his computer on the basis of information he had received from others if it were to be tested,”

Crocker explained.

But, he added, “the judge didn’t believe that we had connected the dots well-enough.”

“The concerns Ingratta had and the evidence we put forth through two witnesses as to the problems that arose with computers after they had been tested was insufficient for two reasons,” Crocker said of the judge’s reasoning. “One, that the problems we described couldn’t be connected to the testing because they had occurred sometime after the testing had happened... and two, that Ingratta had been specifically aware of these problems when he made his decision. And on that basis, he was convicted of not permitting a test of his computer to take place under the speed limiter legislation.”

The sentence, however, was suspended, and no fine was imposed.

“The judge recognized that Ingratta did what he did on the matter of principle, and defended the charge on a matter of principle—it cost him a lot of money—and [the judge] understood that and that’s why he suspended sentence, and the Crown didn’t oppose.” **TT**



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# Dispatches

## SAFETY

### Merry Christmas! Safety Administration Implements CSA Changes

The FMCSA recently announced changes to the scoring of cargo securement violations, a new hazardous materials BASIC, and finally, changes to logbook violations and few other things you need to know.

— By Jason Rhyno

The Federal Motor Carrier Safety Administration (FMCSA) announced changes to the Compliance, Safety, Accountability (CSA) program, specifically a previously announced change regarding the scoring of cargo-securement violations and the creation of a hazardous materials BASIC.

There are other changes, too: renaming the Fatigued Driving BASIC and removing points for speeding violations of 5 mph or less.

The changes, FMCSA said, came from public input, and will provide more accurate data when assessing a company's over-the-road safety performance.

The changes go into effect December 2012.

#### They are:

- ① Incorporating cargo/load-securement violations from today's Cargo-Related BASIC into the Vehicle Maintenance BASIC.

Moving cargo/load-securement violations into the Vehicle Maintenance BASIC will identify motor carriers with a higher future crash risk for FMCSA interventions, the FMCSA said. Also, including the load-securement violations in the new Vehicle Maintenance BASIC will remove the bias in the current Cargo-Related BASIC that has



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resulted in identifying a disproportionately large number of carriers that haul open trailers (e.g., flatbeds) for interventions.

**②** Changing the Cargo-Related BASIC to the Hazmat Compliance BASIC to better identify Hazmat-related safety and compliance problems.

FMCSA will implement the HazMat Compliance BASIC to address motor carriers who do not comply with Federal safety regulations related to properly packaging, transporting, accurately identifying, and communicating hazardous cargo in the event of a crash or spill. Unmarked or poorly marked HazMat cargo can result in less effective emer-



**HAZARDING GUESSES:** Hazmat-related incidents will be more readily identifiable.

gency response, FMCSA said, as well as injuries and fatalities for emergency responders and others.

The HazMat Compliance BASIC will identify carriers with higher HazMat violation rates (33.8 percent versus 29.1 percent) and

HazMat out-of-service rates (5.4 percent vs. 4.0 percent) than the current Cargo-Related BASIC.

The HazMat Compliance BASIC will be available only to logged-in motor carriers and enforcement personnel in December 2012.

**③** Better aligning the SMS with Intermodal Equipment Provider (IEP) regulations

SMS will be updated to align with the current regulations to include violations that should be found and addressed during drivers' pre-trip inspection on inter-

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modal equipment in order to better identify carriers with compliance issues.

④ Aligning violations that are included in the SMS with Commercial Vehicle Safety Alliance inspection levels by eliminating vehicle violations derived from driver-only inspections and driver violations from vehicle-only inspections

To support data uniformity and consistency, motor carriers will not be penalized in the SMS for violations cited outside the scope of an inspection. All violations from roadside inspections will continue to be on a carrier's inspection report; however, only violations that fall within the scope of the specific inspections performed will be used in the SMS.

⑤ More accurately identifying carriers that transport significant quantities of HazMat

The definition of carriers subject to the lower HazMat Intervention threshold is being revised in December to better ensure the carriers are hauling placardable quantities of HazMat on a more regular basis before being subject to the more stringent intervention thresholds.

**In addition**, FMCSA said four additional changes have been identified since the beginning of the preview period, also set to be implemented in December:

① Removing 1- to 5-mph speeding violations.

FMCSA has aligned speeding violations to be consistent with current speedometer regulations (49 CFR 393.82) that require

speedometers to be accurate within 5 mph.

This applies to the prior 24 months of data used by SMS and all SMS data moving forward.

② Lowering the severity weight for speeding violations that do not designate MPH range above the speed limit.

The severity weight will be lowered to 1 for violations.

③ Aligning paper and electronic logbook violations.

FMCSA will equally weight paper and electronic logbook violations in SMS for consistency purposes.

④ Changing the name of the Fatigued Driving (Hours-of-Service (HOS) BASIC to the HOS Compliance BASIC.

This BASIC continues to have a strong association with future crash risk. This action is being taken to reflect that the BASIC includes hours of service record keeping requirements that, by themselves, do not necessarily indicate fatigued driving or driving in excess of allowable hours. **TT**

## FLEETS

### Survey Says Carriers Still Hesitant about Natural Gas

*According to a recent survey by two leading trucking industry consulting firms, carriers still see a line of hurdles on the track to building a natural gas fleet.*

— By Jason Rhyno

'We like it, but we need to know more,' was the general consensus from a recent Transport Capital Partners (TCP) and ACT Research survey. The two trucking industry consulting firms teamed up to get a sense of how carriers are thinking about using natural gas for their fleets.

The survey showed that slightly over half (51.4 percent) of carriers are considering natural gas fueled trucks when new trucks are purchased. "The survey confirms the growing interest in natural gas by carriers encouraged by the large difference in price, but also shows the complexities of choices in terms of type of

fuel, fuel supply systems, payload impact, station availability and so forth," noted Richard Mikes, TCP Partner.

## Too Many Hurdles

- 94% of respondents cited fuel-station availability as an obstacle while almost
- 90% said they were, naturally, concerned about higher vehicle purchase prices.
- 51.4% were worried about product specs/performance.
- 50% said they were worried about secondary market value.

## Payback Time

Three quarters of those surveyed said they would need a payback within one to two years to grease their decision to purchase natural gas trucks. The good news? Natural gas is "relatively insensitive to major swings in domestic natural gas spot prices," said Ken Vieth, senior partner and general manager of ACT Research, unlike diesel, which is highly sensitive to crude oil prices globally.



**ROBERT'S RULES:** First comes the research; then comes the investment.



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**LNG vs. CNG**

- 38% prefer LNG
- 28% prefer CNG

*(Notably, large carriers are leaning towards CNG.)*

**Fill'er Up**

50% said they would need an NG fuel station within 100 miles of their operations.

**Decisions, Decisions**

- 50% surveyed said that they would be evaluating new truck technology this year and into the next.
- 28% have no plans to even look at new trucks until 2013.

**You Go First**

Other carriers said their decisions about NG trucks depend on the success of others in the industry.

**The Five-Year Projection**

Asked what their projections are on how many NG trucks will make up their fleet:

- 29% expect NG fuel will account for under five percent
- 27.8% percent estimated 16 to 25 percent
- 19% expect it to be in the six to 15 percent range.

**I'll Take Natural Gas for \$500, Alex**

**45%**

- 33% of respondents reported little knowledge about natural gas engines.
- 45% reported their knowledge as "average" or "above average."

**Overall**

"The carrier's overall decision can best be viewed through a truck life cycle economic model which considers initial costs of NG engines/systems, possible revenue reductions for

payload impact, differential between diesel and natural gas prices over time, maintenance cost impacts in carrier shops and over the road, and estimated sale price of used equipment," said TCP's Richard Mikes. **TT**

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## logbook2012

### October

**1-3**

**Atlantic Provinces Trucking Association 2012 Transportation Summit**

Halifax

**Contact:** 506-855-2782 • 888-866-1679

**Website:** [www.apta.ca](http://www.apta.ca)

**3**

**26th Annual Transportation Innovation and Cost Savings Conference**

Logistics, transport law, food safety and transport regulations; shipper/carrier breakout sessions.

The Old Mill, Toronto, ON

**Website:** [www.transportconference.net](http://www.transportconference.net)

**7-10**

**2012 American Trucking Associations Management Conference & Exhibition**



**This year:  
The Doobie Brothers!**

Mandalay Bay Resort & Casino,  
Las Vegas

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

**19-21**

**Fleet Safety Council's Conference 2012**



Infrastructure Health and Safety Association.  
Holiday Inn and Suites, Markham, ON

**Contact:** 1-800-263-5024, ext.7936

**Website:** [www.ihsa.ca](http://www.ihsa.ca),

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

**20**

**Saskatchewan Trucking Association Management Conference and Gala**

Hilton Garden Inn, Saskatoon

**Contact:** 1-800-563-7623

**Website:** [www.sasktrucking.com](http://www.sasktrucking.com)

### November

**5-7**

**CTEA Manufacturers' Conference**



The Canadian Transportation Equipment Association promotes excellence in commercial vehicle manufacturing through the development of standard practices.

Delta Centre-Ville, Montreal

**Contact:** 519-631-0414

**Website:** [www.ctea.ca](http://www.ctea.ca)

**6-10**

**Natural Gas Vehicles Global Biennial Conference and Exhibition**

Banamex Center, Pavilion A, Mexico City

**Website:** [www.ngv2012.com](http://www.ngv2012.com)

**8-9**

**Ontario Trucking Association Annual Conference**

DoubleTree by Airport, Toronto

**Contact:** 416-249-7401

**Website:** [www.ontruck.org](http://www.ontruck.org)

**10-14**

**National Industrial Transportation League Annual Meeting and Exhibition**

Anaheim, CA

**Website:** [www.nitl.org](http://www.nitl.org)

**11-13**

**Intermodal Expo**

Anaheim Convention Center, Anaheim, CA

**Contact:** 866-438-3976

**Website:** [www.intermodal.org/expo](http://www.intermodal.org/expo)

**14-15**

**Canadian Waste Recycling Expo**

International Centre, Toronto

**Website:** [www.cwre.ca](http://www.cwre.ca)

**28-30**

The **American Trucking Associations** (ATA) will

host “the first-ever national summit” about the

growing use of natural gas in the trucking industry.

Arlington, VA.

**Contact:** 703-838-1935

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

**29**

**Toronto Transportation Club Annual Dinner**

Fairmont Royal York Hotel, Toronto

**Website:** [www.torontotransportationclub.com](http://www.torontotransportationclub.com)

### December

**1**

**Island Equipment Owners Association**

**Truck Light Convoy**

Victoria, B.C.

**Contact:** 250-382-4362

**December 2**



**Christmas Truck Parade**

Cloverdale, B.C.

**Contact:** 604-576-3155

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Victoria Conference Centre & The Fairmont Empress Hotel, Victoria, B.C.

**Website:** [www.truckloggers.com](http://www.truckloggers.com)



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# Trending

THE BEST FROM  
TodaysTrucking.com

BLOG

## STAND UP & TAKE A BOW

To put it frankly, we suck at promoting ourselves and selling our trade to the masses. 'Just another dumb trucker' is a label we all have accepted to some point. But take a look at the trucking executives in Canada; most have backgrounds as truckers themselves, so who can deny we have upward mobility potential? We have to shape our industry to be attractive to smart young people and those who have chosen dead end or less than challenging career paths.

### Town Famous for Trucking Looking at Truck Bans

WHAT WOULD BUD THE SPUD SAY?

Bud of course is the fictional potato-truck driver from Stompin' Tom Connors' hit Bud The Spud. In the song, he starts half of his trips in the picturesque P.E.I. community of Summerside. But that of course is fiction.

In real life, the City of Summerside is considering restricting trucks from operating on certain streets during late hours. This comes after the City was petitioned Monday by 77 residents who live near South and West Drives.

According to the CBC, one seven-year resident of the area says most of the noise comes from trucks serving the barges along West Drive. "You got 400,000-pound, tri-axle trucks 20 feet from your bedroom, your bed's going to do some dancing," the resident said.

Council has agreed to meet with the local trucking companies to discuss the situation.

### Final EPA Rule Sees Navistar's Engine Fines Doubled

The U.S. Environmental Protection Agency (EPA) said yesterday that it will allow Navistar to pay penalties on their non-compliant engines, allowing the company to continue selling engines that do not meet nitrogen oxide emissions.

The rule sets a maximum penalty of nearly \$3,800 per engine, nearly doubling the previous fines of \$1,919 Navistar had been paying for each engine.

Navistar's competitors voiced their disagreement when the EPA made its first decision on the matter last May. Typically, a formal notice is required when these decisions are made, but the EPA granted the penalties while skipping the regulatory process...

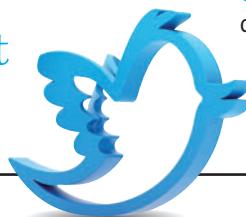
## — IN THE — NEWS

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<http://www.todaystrucking.com/newsletters.cfm>

What's  
**Tweetin'?**  
Every month, Today's Trucking asks its  
Twitter followers a question.  
In September, we asked:

What is the best  
advice you ever got  
about trucking?



**@wheelmanruss:** Always be proud & professional, help a fellow driver when in need, & don't crash ;)

**@sycotrucker:**  
RESPECT THE LAW...  
Police, CVSA Inspectors  
and Border Services.  
Words to live by in  
our industry.

**@shanemcw:**  
have a grader  
nearby on wet  
days in the field.

**@talktruck:** we all work  
together to achieve the  
same goal! There's enough  
for everyone to eat and still  
get home safely!

**@kallycakes:** "go get another load and don't forget to  
come back" #dumptruckdriverproblems

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### Ellen Voie Goes to Washington

#### Women In Trucking founder

President, and CEO **Ellen Voie** has been named a Champion of Change for her effort to develop an innovative way to grow and expand the transportation industry for women. Voie was invited to the White House along with 12 others to be recognized by the U.S. Department of Transportation Secretary Ray LaHood. Voie founded Women in Trucking in 2007.



### Huibers Swaps Trucks for Boats

Canadian-born President of Sales and Marketing for **Volvo Trucks North America** **Ron Huibers** is shipping out to be President of Volvo Penta Americas. Huibers will replace former president Clint Moore who is retiring after 16 years with the company. Huibers' first day in office was Sept. 1.



## Heard on the Street

### Truckers Stage Last-Minute Rescue!

**Trucks For Change Network** (TFCN) to the rescue! That's how the **Multiple Sclerosis (MS) Society**, Ottawa Chapter, felt after one of its major fundraising events was saved at the last minute by a couple of fast-thinking, goodhearted carriers.

The Society holds an annual fundraising bike marathon between Ottawa and Cornwall. The cyclists can choose between a 75-km route or a 110-km route. For the 75-km riders, organizers must wrangle several hundred bicycles to a predetermined starting point. Another bunch of bikes has to find its way back to Ottawa from Cornwall. A local trucker was all set up to provide the transportation but at the last minute, he backed out.

Luckily, the Society's Director **Leanne Anderson** had heard about TFCN, the not-for-profit load board linking charities with carriers who want to help their communities. Anderson called TFCN founder and boss **Pete Dalmazzi** on a Friday and by Monday, two Trucks For Change Network member companies—**Kriska Transport** and **Harland-Veinotte**—had stepped up. Kriska carried bikes to the start line in Ottawa, and Harland-Veinotte took the bikes Sunday morning to the other starting point. Both carriers donated their time and trucks. Commented Anderson: "When these trucking companies stepped up and said they could help it was a huge relief."



### Navistar Changes Guard

**Daniel Ustian**, chairman, president and CEO of **Navistar** is retiring, and **Lewis Campbell**, former chairman, president and CEO of Textron Inc., has been appointed Executive Chairman of the Board of Directors and interim CEO. **Troy Clarke**, president of Truck and Engine operations, will be appointed president and CEO of Navistar. The last few months have seen the company switch engineering tactics and enlist the help of Cummins to bring an EPA-compliant engine lineup to market next year.

### So that's what MSM means! "Mike's Sixteen Million"

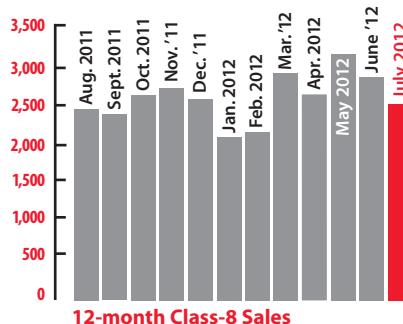
**The Wheels Group Inc.**, a Mississauga-based 3PL, is buying **MSM Transportation Inc.**, for approximately \$16 mill. MSM was founded in 1989 and grew to become one of Canada's leading trucking carriers. For 15 years MSM was named one of the country's 50 Best Managed companies, as was Wheels. MSM Founder and Managing Partner **Mike McCarron** was a very active member of the Ontario Trucking Association. Both he and Wheels CEO **Doug Tozer** told *Today's Trucking* that though McCarron's official role within the new group has not been decided, it will be up for discussion after the deal closes.



## Canada – Truck Sales Index

July 2012

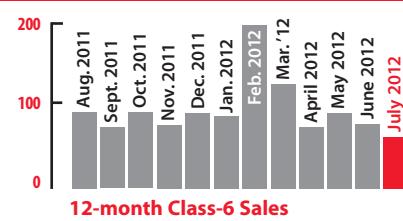
CLASS 8	This Month	YTD '12	YTD '11	Share '12	Share '11
<b>Freightliner</b>	612	4478	3555	24.4%	26.6%
<b>Kenworth</b>	489	3830	2603	20.9%	19.5%
<b>International</b>	438	2842	2627	15.5%	19.7%
<b>Peterbilt</b>	330	2442	1441	13.3%	10.8%
<b>Volvo</b>	265	2082	1309	11.3%	9.8%
<b>Mack</b>	199	1363	937	7.4%	7.0%
<b>Western Star</b>	209	1328	883	7.2%	6.6%
<b>TOTAL</b>	<b>2542</b>	<b>18,365</b>	<b>13,355</b>	<b>100.0%</b>	<b>100.0%</b>



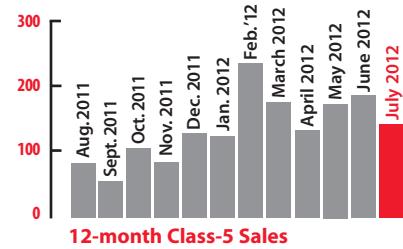
CLASS 7	This Month	YTD '12	YTD '11	Share '12	Share '11
<b>International</b>	80	578	669	30.4%	41.3%
<b>Freightliner</b>	57	465	257	24.4%	15.9%
<b>Kenworth</b>	42	355	287	18.7%	17.7%
<b>Peterbilt</b>	51	295	186	15.5%	11.5%
<b>Hino Canada</b>	27	210	220	11.0%	13.6%
<b>TOTAL</b>	<b>257</b>	<b>1903</b>	<b>1619</b>	<b>100.0%</b>	<b>100.0%</b>



CLASS 6	This Month	YTD '12	YTD '11	Share '12	Share '11
<b>International</b>	11	283	204	41.8%	38.3%
<b>Hino Canada</b>	25	198	246	29.2%	46.2%
<b>Freightliner</b>	21	188	76	27.8%	14.3%
<b>Peterbilt</b>	0	8	7	1.2%	1.3%
<b>TOTAL</b>	<b>57</b>	<b>677</b>	<b>533</b>	<b>100.0%</b>	<b>100.0%</b>



CLASS 5	This Month	YTD '12	YTD '11	Share '12	Share '11
<b>Hino Canada</b>	76	667	358	57.4%	59.7%
<b>International</b>	41	341	203	29.3%	33.8%
<b>Mitsubishi Fuso</b>	20	134	0	11.5%	0.0%
<b>Freightliner</b>	0	12	23	1.0%	3.8%
<b>Kenworth</b>	0	7	14	0.6%	2.3%
<b>Peterbilt</b>	0	2	2	0.2%	0.3%
<b>TOTAL</b>	<b>137</b>	<b>1163</b>	<b>600</b>	<b>100.0%</b>	<b>100.0%</b>



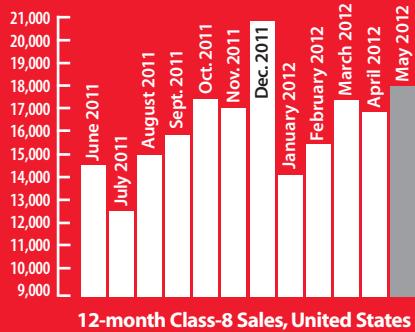
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- Maintenance & Repair

## U.S. – Retail Truck Sales\*

CLASS 8	May 2012	YTD '12	Share '12
<b>Freightliner</b>	5529	25,944	31.7%
<b>International</b>	3337	15,847	19.4%
<b>Kenworth</b>	2704	12,179	14.9%
<b>Peterbilt</b>	2586	11,519	14.1%
<b>Volvo</b>	2118	8724	10.7%
<b>Mack</b>	1524	6589	8.1%
<b>Western Star</b>	214	957	1.2%
<b>Other</b>	0	3	0.0%
<b>TOTAL</b>	<b>18,012</b>	<b>81,762</b>	<b>100.0%</b>



## Canada – Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
<b>Freightliner</b>	82	60	9	58	268	86	33	3	11	2	612
<b>Kenworth</b>	45	220	54	17	86	60	7	0	0	0	489
<b>International</b>	11	88	4	22	224	65	7	9	2	6	438
<b>Peterbilt</b>	31	119	35	23	58	44	20	0	0	0	330
<b>Volvo</b>	12	16	8	11	145	55	6	12	0	0	265
<b>Mack</b>	13	56	11	5	63	38	9	1	0	3	199
<b>Western Star</b>	37	67	7	4	31	40	9	5	0	9	209
<b>TOTAL</b>	<b>231</b>	<b>626</b>	<b>128</b>	<b>140</b>	<b>875</b>	<b>388</b>	<b>91</b>	<b>30</b>	<b>13</b>	<b>20</b>	<b>2542</b>
<b>YTD 2012</b>	<b>1504</b>	<b>4215</b>	<b>867</b>	<b>1350</b>	<b>6097</b>	<b>3260</b>	<b>652</b>	<b>305</b>	<b>45</b>	<b>70</b>	<b>18,365</b>

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

\*U.S. Truck sales numbers were not available in time for print. We apologize for any inconvenience. Please check [todaystrucking.com](http://todaystrucking.com) for updates.

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# Street Smarts

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY

**INSIDE:**  
**25 Sez you, Henry.**



## Offensive driving

**drivers** *In which a veteran LCV operator shares secrets of success and flips a theory on its head. By David Henry*

**I** have a confession to make. I am an offensive driver. There. I said it. I don't mean that my Old Spice isn't working. Nor do I mean that grandma is parked on the shoulder clutching her chest because I scared the blue out of her hair.

Let me go back in time.

Back when I was but a rookie, something called defensive driving became very popular.

Actually I don't know if it was started in the mid-'80s but that's when I became aware of it.

Anyway, there was and still is talk about driving defensively.

On the face of it, it looks good. But for some reason—maybe because I was a high-school jock—the name never sat right with me.

Defence implies waiting for someone else to make a move, then reacting.

In sports I was always offensive minded, even if I was on defence. You can't win if you don't score more than the opposition.

A good defensive back in football watches and predicts what the quarterback is going to do.

He or she intercepts the ball and turns the tide.

I use this same approach in my trucking career.

Rather than waiting for others to make dumb moves and put my rig and me in jeopardy, I try to predict what will happen.

Let me put this in simple terms.

**A-Anticipate what will happen.** I scan far into the distance, profile the vehicles and drivers around me, as well as the road and weather conditions. I know that if I'm following a big RV wallowing through the Rockies there is a high probability that they will stop in the middle of the road to take pictures if they see a mountain goat. I also know that the person beside me texting and driving may be having a bad day and is trying to keep track of which lie they told which boyfriend/girlfriend and that they will make erratic moves. I know if I see a pickup truck in Saskatchewan, the probability is that they'll be running 20 km under the speed limit. I watch weather and road reports as well as Twitter so I'm not surprised if they change dramatically. I watch oncoming

traffic to see if they have wipers on or if they accumulated any snow. Large bunches of traffic coming my direction signal that there may have been an accident or construction site behind them.

**C - Control.** I control everything in my power. I give room to the RV and texter, move over well in advance for the farmer and I scan far ahead for any change in the road or weather. Using all of the data in front of me, I pre-make plans A,B,C and up to Z if I need. I take control of my space on the road. I will not let another vehicle cause me to play defence. People ask me if I get bored on the road. I say I'm too busy to get bored!

**T - Truck on with a smile.** If you Anticipate and take Control you'll Truck on much happier and relaxed.

Let me give you an example.

I was driving on some city streets one time and two trucks from another company were going the same way, in the same traffic. When they reached their destination 30 minutes later they were still complaining on the CB about all of the drivers that cut them off, or were rude or... you get the picture.

While they were playing defence I was using ACT and had no problems and I was in a much better mood.

Another story. A co-worker asked me how I got so much done in a day. I told him that I learned that I made better time by slowing down. He was surprised. I explained that by planning my day and making sure everything was ready before I left with a load, I was in good shape.

I have seen trucks race out of truck stops or away from customers, "Gotta make time!!" Then I see them later on down the road talking to a peace officer or in the next truck stop.

Don't react to problems, ACT to avoid them. **TT**

---

**David Henry** is an LCV owner-operator for Penner International and has been driving for over 25 years.

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## Q&amp;A

## Sez you, Henry

By David Henry and Peter Carter

**T**ODAY'S TRUCKING Editor Peter Carter posted the following blog this summer and received a colorful and wide variety of responses.

"Last week *Today's Trucking* came really close to needing a new editor.

I very seldom care about close calls but something happened on the 401 that really made me reflect on that old "all accidents are avoidable."

But what could I have done to avoid this one?

I was westbound on the 401, in the furthest right of three lanes. It was about 8:30 a.m. and drizzling.

Traffic was heavy but moving along fine.

Driving just under the speed limit, I switched lanes to pass an SUV and seconds after I made the move, a white Freightliner loomed up into my rear view mirror.

So he was getting closer, the SUV was to my right. There was another red car to my left. His right rear fender was parallel to my left front.

The truck got closer; I signaled to move back right, checked my blind spot, but that SUV was still beside me.

Suddenly, I noticed the car to the left changing into my lane. He hadn't checked his blind spot and his right rear fender was parallel to my left front tire. Signal on, he started moving over. Unless I did something, I would have hit him and a multi-vehicle crash would have ensured, no question; probably with a fatality.

I touched my brakes to let the truck driver know and, thankfully, he swerved into the far left lane where he didn't technically belong. He also put the hammer down and flew away from the near miss, for obvious reasons.

He should not have been up my tail.

Anyway, I'm not here to complain or gripe. I seldom let other people's driving get to me.

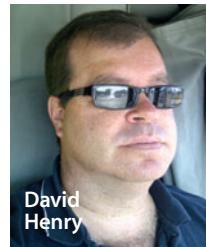
All I'd like to know is how could I have done something differently to avoid that incident.

All suggestions welcome.

## Mr. Henry Replies:

"A common problem. Quite often the trucker is rushing up to tailgate the guy ahead, as if that's faster. Despite you already going slow, keeping your distance behind the slower SUV might have been safest. Watch for the closing speed of the vehicle in the lane you want to change into.

I would also have been watching the person beside me and trying to predict where



David Henry

they will go next. Even if they don't check properly they usually give indications.

It may not work, but if you're being tailgated tap your brakes. If the truck continues bumper shining get out of the way ASAP" □

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# Braking Good

**tech tips** *Is using air discs all around good for driver retention?*

By Steve Rock

**W**hy have air disc brakes never reached the same level of popularity on our shores as they have in Europe?

Disc brakes got a passing glance in North America back in the 70's but didn't catch on. They were expensive, under-powered, constructed from inferior rust-prone materials and finally, no real distribution network was in place.

Fast forward to summer 2013. OEMs will have to ensure that all class 8 tractors conform to new stopping-distance regulations, as laid down by The National Highway Traffic Safety Administration (NHTSA).

The required increase in applied braking force will be achievable by various means. Larger drums on the front, wider shoes front and rear, larger chambers, or longer brake adjuster arms might all help the cause, and other components might also need reinforcing to cope with the added strain.

But there is of course another option, and that is the air disc brake.

I'm confident that once word gets around about how good air discs are, demand will be sufficient to ensure that they become the norm rather than the exception.

Some companies are already there like J&R Hall Transport in Ayr, ON. They have been using air disc brakes for the better part of five years.

When I talked to General Manager Paul Knill, he gave

me some insight into how the company thinks and operates.

J&R Hall looks after its drivers. They keep tractors for only about three years, and after an experiment with xenon headlights (during which drivers reported feeling less tired while running at night) they fitted them to the whole fleet.

is steadier, and the application feels progressive and constant on all wheels.

Paul told me that all new equipment is now spec'd with air discs, and the entire fleet of 70 tractors has them, with around half of the 145 trailers that they own stopping on discs, too. Their main reason for spec'ing discs was

despite the higher price and even though parts are a little more expensive.

So where will manufacturers go from here? I think that drums are yesterday's technology, and that the way forward for trucking is with the disc.

When I put this to Paul, he replied: "Why would you not



**IN FOR THE LONG HAUL:** Paul Knill of J&R Hall Transport is a big fan of air disc brakes.

But back to brakes. Paul says that initially, drivers were a little reluctant to accept this technology, but after a bit of experience with the new brakes, drivers actually approached Paul and asked when they'd be getting an air-disc-equipped truck.

J&R Hall's drivers now love them, especially in the mountains where they report their chances of getting slowed down in time—if an absent-minded moose or tourist should cross their path—much better with discs than drums. Drivers also report that pedal feedback

quite simply safety; they are known for their superior performance which comes largely from the ability to dissipate heat, which in turn virtually eliminates brake fade.

Paul also reports that to date, they have not had any go out of adjustment, so the maintenance guys like them, too. Although the initial cost can be up to \$4,000 more per unit, they get approximately three times the life of drums. Not only that, but a brake job takes half the time that it used to, so air discs are actually more cost effective,

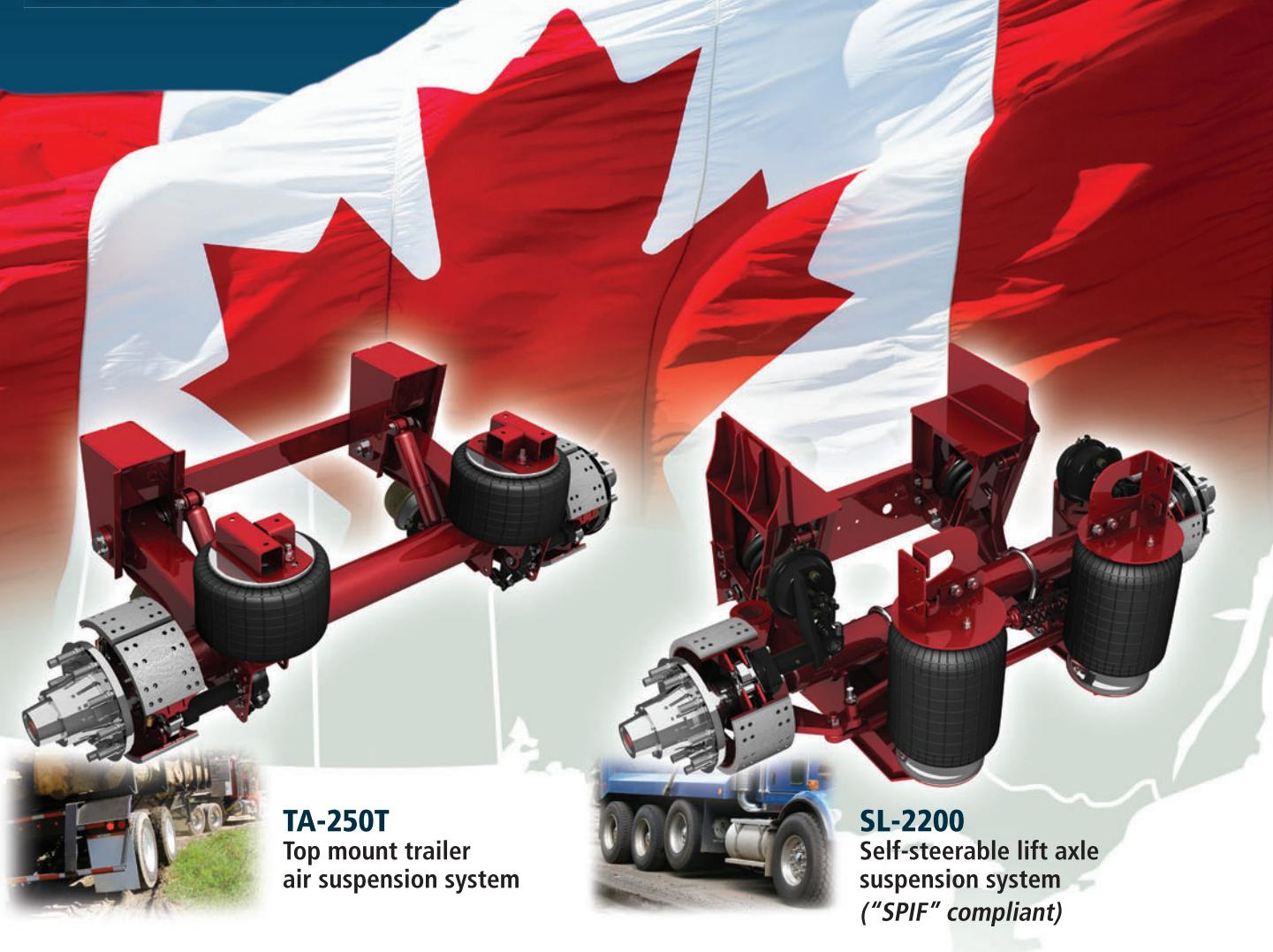
go with disc brakes? If you're serious about safety then they are the obvious choice. Over the course of our equipment life the payback on the initial expense is through lower maintenance costs and a higher resale value."

Plus, if air disc brakes help avoid one crash, they pay for themselves several times over. Never mind the price of a human life. **TT**

**Steve Rock** is a driving instructor with DriveWise in Barrie, ON. He immigrated from the U.K. in 2003 and has driven on local, national and cross-border routes.

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# ERRING ON THE SIDE OF HONESTY

How to cut through the fine print and get new owner-ops on board fast.

By Jason Rhyno

Lorna Taylor, President of the south-central Ontario-based Trans-Frt McNamara, says that she is astounded at how complicated pay packages for owner-operators are becoming. "And there are hidden costs," she says, "it's not honest."

Indeed. And it's clear that the driver shortage is again among us. At the Great American Trucking show in Dallas, TX., this past August, a sizable amount of floor space was devoted to carriers. Large, medium, and small-size carriers, all competing for new drivers and owner-operators; staff decked out in company colors, recruiters with their game face on, all pushing the only thing that matters to drivers: pay packages.

But good luck figuring out where the heads and tails are on these pay packages, especially if you're an owner-operator. And if you're a recruiter, good luck trying to craft a package for O/Os that stands apart from the competition.

## Balancing the Bells and Whistles

As always, the recruitment game is a highly competitive one, and in an effort to attract O/Os, a company may unintentionally weave a very complicated package, adding shiny bells and shrill whistles to lure owner-operators. Other companies, meanwhile, simply throw out a high per-mile rate.

It's a fine balance, to be sure. As Gretchen Jackson, Con-way Truckload's Recruitment Manager, told me in Dallas, "You see a lot of carriers that will offer a higher rate per mile but they don't take into account the entire package. So somebody might offer \$1.23 per mile, but then you have to pay for your satellite communications system, or they don't pay for a fuel surcharge program. So drivers need to look at the entire package because they see that rate per mile as more than what we may offer, but they aren't familiar with the other perks we offer."

"That's exactly it," said owner-operator David Foster who drives for Con-way. "A lot of trucking companies have so many different pay packages and some things may look good here and not there. You have to go through it and figure out the give and take, actually break it down into fractions and cents per mile and when you come down to the end, you may be taking home \$3,500."



Many of those perks, he notes, may not matter. Foster does the majority of his runs east and hits a lot of toll roads. Con-way pays for tolls, a perk for Foster. But, he says, "if I didn't hit a lot of toll roads, then it wouldn't matter."

Back in Canada, B.C.-based owner-operator Dan Dickey doesn't use the shop discount included in his package. "A guy I know broke down and used the company shop because of the discounted rate," he says. Dickey broke down around the same time but went to another shop. "He was down five days, and I was only down a couple; I may be paying more, but it gets me back on the road and that's where I make my money."

## Avoid the Fairy Dust, Stick with Staples

Generally, recruiters are eternal optimists—something that Dickey says he tries to be aware of when he's speaking with them. There are exceptions to that rule, of course; exceptions like Caroline Blais, Recruiting Manager at Prescott, ON-based Kriska Transport. Blais tends to err on the side of honesty and bluntness when it comes to hiring. "This is what we pay, this is what you pay; that's it, no fairy dust," she says of Kriska's approach to O/O pay packages.

There are, however, some key perks needed in an owner-operator pay package if a carrier wants to stay competitive.

## Erring on the Side of Honesty

Subsidized fuel being king of the package, Kriska goes with a fuel cap over a fuel surcharge in their package because, as Blais notes, the latter varies. "Our owner-operators always know what they are paying for fuel, but it's up to them to manage that overall."

The parts and service clause is also a staple, despite owners like Dickey who see more monetary value in avoiding the

often-busy company shop. Kriska, like many companies, offers a discounted service plan for owner-operators. When told of Dickey's approach, Blais said it would make sense, "many owner-operators have affiliations through their own network or community." Plus, she noted, the shop may be far from where the owner-operator lives and might not be worth the trip. Foster, however, listed

Con-way's parts and service discount as one of the big draws, but it's not a far ride for him when he has to take his truck in for repairs. "I live right behind them."

Taking care of the variable costs is also a big draw. "All those funny variable costs—tolls, transponders... we take care of them," Blais explains. "What they need to pay for is running the truck, not the cost of doing business in certain areas; that's our cost."

While a phone card and other tiny perks might seem like gravy, it's best to focus on the main elements of the business. Fuel, parts and service, healthcare, insurance, as well as myriad little costs, like satellite fees, and tolls. Paying for time stuck at the shippers' docks doesn't hurt either.

## Reports Of Their Death Are Wildly Premature

Like a Toronto fan shouting from the rooftops that "This season the Leafs are gonna do it," every year some trucking "expert" pronounces the demise of the owner-operator. To check, we distilled numbers from our Top 100 Fleets charts and learned that O/Os are just about as likely to disappear as the Buds are to win the cup. ▼

(For more analysis of the situation, see Rolf Lockwood's "One-Truck Ponies" on page 7 of this issue.)

**Total No. of owner-operators working for Canada's Top 100 carriers** (All numbers in thousands)

	1995	1997	1999
Total No. of owner-operators working for Canada's Top 100 carriers	121	139	164
Total No. of full-time employees working for Canada's Top 100 carriers	469	494	559
Percentage of staff of Canada's Top 100 Carriers that is owner-operators	20.5	22	22.7

**Total No. of full-time employees working for Canada's Top 100 carriers**

**Percentage of staff of Canada's Top 100 Carriers that is owner-operators**

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### Thrill Me, Lease me, Leave me

Given the price of iron these days, truck-lease programs are quickly becoming a mainstay, but caution and clarity are needed here: you don't want to hit your owner-operator with any surprise costs.

Jackson says that Con-way has worked to make their lease program simple. "It's a lease that doesn't have a balloon buyout at the end of the lease. At the end of your 96 weeks you have a truck and a title, no balloon buyout, less interest rates and all of your payments are tax deductible."

Leasing a truck to someone with bad credit can be a dicey situation, especially if that owner-operator is brand new to run-

ning his own business. There is no faster way for someone to become disgruntled than over money.

### Hidden Costs

Speaking of disgruntled: Whether intentional or unintentional, get rid of any hidden costs. Nobody enjoys getting a phone bill and seeing all the charges that were conveniently glossed over. It's the same rule for most things. "You charged me back for these taxes or these tolls", yup, we know that happens in the industry," Blais says. "Bottom line? Be transparent."

"Just be honest," Taylor says, "that's it." The recruitment hat may have to be taken off when working with owner-operators, as

it is a business relationship, after all. And like all good business relationships, it needs to be built on trust, with the confidence that each partner is holding up their end.

"And remember," Taylor says, "they have expenses, they have a mortgage, kids, a business just like we do."

Interestingly—and rather tellingly—Dickey says, for the most part, he doesn't care about all the perks. "I always ask the recruiter 'what are your owner-operators taking home on average every two weeks?' Not gross. I want to know the average pay every two weeks." Because that's what matters to the owner-operator, and when you're building a pay package, that's probably what you should focus on, too. **TT**

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2012 vs 1995 Percentage Increase
139	161	168	156	186	175	164	176	185	173	162	196	<b>61.2</b>
570	588	591	624	640	699	751	819	805	914	786	761	<b>62.3</b>
19.6	21.5	22.1	20.0	22.5	20.0	17.9	17.7	18.7	15.9	17.1	20.5	<b>Zero</b>



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# Building a Better Driver

Fuel economy programs range from carrots to sticks, sometimes really big sticks. We seldom see really big carrots.

By Jim Park

**W**hat's in it for me? There are few stronger motivators than a good return on an investment. Building driver buy-in to your fuel economy program requires enough incentive to overcome what the driver perceives they'll be giving up, along with sufficient disincentive to maintain certain bad behaviors. It's not all about money. While financial reward is certainly a strong motivator, it's not the only effective one.

Without getting into a lot of psychobabble, one can look to Maslow's hierarchy of needs to gain an understanding of motivation. The German Psychologist Abraham Maslow's theory suggests that the most basic level of needs must be met before individuals will desire the secondary or higher-level needs.

In a driver's world, cutting truck speeds from 65 to 60 mph, for example, could be perceived as a significant threat to their



earning capacity. It will save fuel, but if schedules are tight or there are penalties for service failures, requiring the driver to make the same run over a longer time-frame could create a lot of stress.

From the driver's point of view, a late arrival could mean a missed appointment or delays unloading. That could compromise the reload, which could translate into additional time away from home—with no additional compensation.

Maslow would say that because the drivers' primary needs (security of income and home time) are not met, they would be less likely to embrace your request for better fuel mileage.

The same applies to demands to limit idling. If the truck isn't equipped with an auxiliary climate-control system, the discomfort of spending a summer night in an overheated truck cab will probably supersede your desire to have the truck shut off.

If you expect to change behavior simply by demanding change, you will likely fail. On the other hand, if the requests are accompanied by assurances and incentives, and something can be built into the program to instill improved self-worth, fulfillment and pride, then you're practically assured of success.

It takes two to tango, and of course, drivers' responses to such situations can be quite different.

Choice Reefer Systems of Stirling, ON recently began monitoring driver performance electronically, and added potential bonuses of about \$300 per month for drivers who achieve the company's stated goals. They are modest, indeed, and many



drivers have happily accepted the challenges—and the bonuses. But not all, says V.P. of Operation Dianne Wilson. "We have a few drivers who see the monitoring as intrusive and unnecessary, and they aren't really going along with what we hope to accomplish. There's no penalties at present, but they are seeing to bonuses, either."

Keith Tuttle, president of Motor Carrier Service Inc., (MCS) a 100-truck regional fleet based in Northwood, Ohio, says his

focus is on hiring and retaining only the best drivers, and offering rewards and bonuses that reflect the driver's commitment to excellence.

MCS was recognized in 2011 and 2012 as the Best Fleet To Drive For (company driver). It's not surprising then, that MCS, with a turnover rate of 31 percent, can afford to turn away 39 out of 40 applicants. Tuttle has the luxury of being able to choose his people carefully. He looks for certain qualities in drivers that make them a cut above the rest and provides generous rewards to those that rise to the challenge.

Tuttle says his company philosophy is that of constant improvement, and while most of his drivers respond well to the challenge, others don't. Fuel mileage reports, as well as fleet CSA scores, are posted in the common areas of the terminal facility for everyone to see. Some see it as a personal challenge to place in the top 10 every month, but Tuttle admits some of his drivers would rather not be exposed as mediocre.

"We've burned a few bridges that way," he admits. "We had some people who are more comfortable working a company where they are just steering wheel holders. That's fine. We'd never stop pushing them to do better, but we'll let them go when they are ready to go."

MCS tracks driver fuel consumption over a three-month period, and drivers are grouped based on the model and year of truck they drive. The fleet runs Freightliner and Volvo trucks from model year '06 '07, '11 and '12. To illustrate the need to group by year, the fleet average for its '06 trucks is 6.531 mpg, while certain MY 2011 trucks are doing 7.69 mpg.

Clearly, MCS sets the bar pretty high. Tuttle's drivers' primary needs are being met, leaving them receptive to further growth and development. It's easier to establish incentive programs with a receptive workforce, and MCS certainly makes it worth the drivers' effort to participate.

## Incentive Programs

Trying to get driver buy-in to a fuel economy program isn't always easy, especially if you're asking them to give up something with no return—idling for example, if you don't provide an APU for climate control.

And drivers are always leery of the

## FUEL ME ONCE...

**H**enry Albert is a single-truck independent operator based in North Carolina.

His normal monthly average fuel economy (documented) is a couple of points either side of 9 mpg (US). He recently sold a truck with 915,000 miles on it and the original front brakes still have one-third of the lining left on them.

His thoughts on fleet-fuel economy and driver incentive programs are worth sharing.

"I learned to appreciate the value of good fuel economy when a small fleet I was working for as a company driver offered to split the fuel savings with us. That put a lot of extra money in my pocket and it didn't cost me anything," notes Albert. "I have worked for fleets—but not for long—with a my-way-or-the-highway attitude. That had governed trucks, progressive shifting programs and all that. I saw drivers beating those trucks up because they didn't like having everything controlled."

Albert says it's a circular sort of argument. "If you're the kind of fleet that encourages a driver's best performance, and you hire the right drivers, you'll get very good results," he says. "If you can't afford to be choosy about who you hire, and for example, you govern your trucks at 62 rather than getting the driver to want to run at 62, you'll get different results."



potential inequities in incentive programs, such as weight, weather, terrain, engine generation, etc. They know there are performance issues involved, and if the program seems stacked against them, they'll have no part of it.

Josh Kaburick, CEO of Earl L. Henderson Trucking Co., speaking during a recent Truckload Carriers Association webinar on fuel economy recommended

## Fuel Economy

grouping trucks with similar specs to keep the comparisons fair and transparent.

"We call the program Overall Performance. Fuel economy has to be within fleet parameters as well as on-time service and good safety records. We set new drivers up with mentors to get them off on the proper footing, and existing drivers who are slipping also get a mentor to bring them back around again," he says. "Then

we post all the driver fuel economy info in the drivers' lounge for everyone to see and compare. Our bonus system offers a pretty substantial payout, but they have to earn it, and the big thing there is fuel economy."

American mega-carrier C.R. England has a rather creative reward program that works like a lottery. Drivers are awarded entry tickets to a draw for a Harley Davidson motorcycle based on perform-

ance in three categories. If drivers meet certain mpg number on idle time parameters, they are awarded tickets to the draw. They can earn up to three tickets in each of three categories by bettering their performance.

"All drivers and independent contractors have a chance at the draw," says Allen Nielsen, director of fuel at C.R. England - Global Transportation. "A really good driver could go into the quarterly lottery with as many as nine chances to win, but another driver with just one ticket is still very much in the game. We wanted to make it as fair as possible and everyone who performs well has a stake in the game."

The draw winner for Q1 2012 was Devery Hope of Sacramento, Calif. with a 7.48 MPG average for the quarter and 6.5-percent idle time. He was well above 0.50 mpg greater than his peers in both his fleet and the National Division.

"The toughest part of keeping the idling down was leaving the engine off in places like El Paso," Hope says. "It gets darned hot there even in the winter."

Hope graduated from C.R. England's driver training program in 2010, and had less than two years' driving experience at the time of his win.

## Driver Training

Hope was taught to drive for fuel efficiency at the C.R. England training school in Salt Lake City.

"They really emphasized progressive shifting at school, so I really don't know any other way of doing it," he says. "My instructor explained why we need to keep the rpm low each time we shift gears, so that's how I do it."

Andy Roberts, president of the Mountain Transport Institute—one of Canada's best truck driving schools—located in Castlegar, BC, says the driver training curriculum at some schools is cut short to keep costs down, robbing the students of the opportunity to learn valuable skills like progressive shifting and traffic management.

It's no surprise, Roberts notes, that the most fuel-efficient drivers are also the easiest on the equipment and the best with the customers. "Drivers like that aren't born," he points out, "they are taught and developed and nurtured." **TT**

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## SPEC FOR FUEL EFFICIENCY

You can't rightly expect a driver to do all the heavy lifting when it comes to fuel economy. It takes a huge amount of discipline to stay on top of the driving, but given the right tools, even a mediocre driver will do reasonably well.

In February, during the annual meeting of the American Trucking Associations' Technology and Maintenance Council, **Steve Duley**, the vice-president of purchasing at **Schneider National**, shared some of that company's fuel conservation strategies.

To a fleet with 10,000 company-owned power units and 13,000 drivers, second only to safety, fuel costs are the company's biggest concern. Duley told attendees that the 2002 to 2010 emissions cycles cost the fleet dearly in fuel economy.

"Going into the first round of emissions reductions in late 2002, we were averaging the best fuel economy we had ever seen," Duley says. "Between then and 2010, we dropped about 5 percent, but we have that back now with the 2010-generation engines and we're pretty happy about that."

Duley explained that historically, Schneider's cost portfolio per power unit has run about 60:40, with cost of ownership and maintenance accounting for about 40 percent of the trucks lifecycle costs, and fuel accounting for 60 percent. Today, he says, it's about 80:20.

"Fuel costs have always been the critical factor for tractor spec's and supplier selection decisions," he says. "While emissions changes drove rapid acceleration in equipment ownership and maintenance costs, increases in fuel prices have made the fuel impact even more significant."

Duley says Schneider is constantly testing and evaluating emerging fuel saving technologies, and they won't spend a dime of stuff that doesn't produce a return. Some of the returns are small indeed—less than one percent—but even in those cases there's some positive impact.

In addition to the obvious things, here's some of what Schneider has settled on as proven fuel-saving add-ons.

- Fixed 5th wheel to minimize trailer gap
- Horizontal exhaust
- Fuel-efficient tires
- Aerodynamic wheel covers
- Aerodynamic mirrors
- Schneider also uses engine electronics to limit road speed to 60 mph (down recently from 63 mph), and limits nonessential idling.
- Some of the emerging technologies currently or soon to be evaluated are:
- Side skirts on van trailers
- Additional electric auxiliary cooling units
- Predictive cruise control
- Tire inflation/monitoring systems
- Trailer skirts, tails
- Driveline parasitic losses/vehicle electrification
- 5W30, 10W30, synthetic engine lubes
- Lower axle ratios and integrated drive train for lower engine speeds. **TT**

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\* 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.



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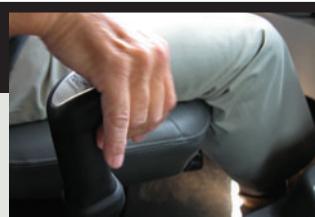


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# 5 WAYS TO SAVE

As amazing as it sounds, there are still legions of drivers who are not practicing even the most basic fuel-saving techniques. All you need to do is hang around an intersection with a lot of truck traffic and listen to how drivers go through the gears coming away from a traffic light. But it needn't be that way. Here are five easy tips for cutting fuel consumption without investing a penny in additional technology.



### Progressive shifting

The idea is to use the lowest engine revs possible in each gear during an upshift sequence. Unfortunately, many drivers remain convinced that the fastest way to accelerate is to take every shift well into the high-teen range—1,800 rpm and beyond. First of all, that's a myth. You can actually accelerate faster by getting into a higher gear sooner, and that's best accomplished by using minimum engine revs for each gear change. Secondly, what the rush anyway? It's big truck not a drag racer.

Bottom line is, keep the revs low for better fuel economy. It's quieter and smoother, too.

### Idle reduction

Despite the surprising number of fleets that have yet to embrace some form of auxiliary climate control—or perhaps because of that fact—drivers continue to idle their trucks for extended periods. The need is understandable in extreme temperatures, but even on moderate weather—10C to 15C degrees—idling is surprisingly common. Fleets that idle a lot can see idle time numbers in the 40-percent to 50-percent range. That means for half the time the engine is on, it's idling and producing no value at all for its owner.

If cold is a problem, try warmer blankets or a plug-in electric blanket or mattress pad. In warmer weather, try fans, window screens and lighter covers.

"Anyone who can afford to idle a big diesel when it's 15 degrees outside is making way too much money," notes Alberta-based owner-operator, Greg Decker.

### Road speed and following distance

With or without all the latest aerodynamic gizmology, the faster a truck goes the more fuel it consumes. According to Cummins, at speeds above 55 mph, each 1 mph increase in vehicle speed decreases fuel economy by 0.1 mpg. Providing you have the latitude in your rear ends, reducing road speed can reduce fuel consumption substantially.

Traveling more slowly offers the added advantage of allowing other traffic to go screaming past your truck. That means you'll spend more time at optimum cruise speed and less time on the brake pedal adjusting to traffic flow. "Slow and steady wins the race," says Robert Transport president, Claude Robert.

### Preserve momentum

A downhill ride is a free ride. Forget for a moment that it took a little extra fuel to get up the hill. You want to use the momentum of the downhill ride to help you up the next hill. Applying brakes will rob the truck of some of that momentum, so it becomes a delicate balance for the driver to let the truck roll out on the hill without exceeding speed limits or running too fast for conditions.

The key is in cresting the hill at something less than full speed, and using gravity on the downhill side to gain that speed back.

"It's okay to give up a few miles per hour at the top because you'll gain it back going down," says Andy Roberts, the head of Castlegar, B.C.'s Mountain Transport Institute. "Using active throttle management and momentum can save a bunch of fuel."

### Cruise control on hills

Cruise control has one purpose in life: to maintain the set speed. It will maintain speed over hill and dale provided it's within the power of the engine, the gradability of the powertrain, etc. Sometimes a downshift is required, at which point cruise is sometimes disengaged, and sometimes not. Modern cruise systems have something called 'droop' built into them that allows for a reduction in road speed without the system making a full-power stretch to gain that speed back.

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# In Gear

EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

## INSIDE:

**40 Lockwood's Products**

**52 You Can't Get There From Here**

### DEF-INE YOUR TERMS:

DEF suppliers differentiate themselves through service and geographic convenience.



Photo by Teona Baetu



## The Cole's Notes Version

**fuel** An at-a-glance guide to diesel exhaust fluid.  
By Today's Trucking Staff

**W**ith July's announcement that Navistar (makers of International) will be employing a new emission-control solution called In-Cylinder Plus (ICT+), it's official: Until something better comes along, every new heavy-duty diesel engine built for operation in North America will need diesel exhaust fluid (DEF).

The fluid will be as ubiquitous as windshield-washer fluid. And just as easy to use. One big difference? If you run out of DEF and shut your off your truck, you won't be able to start it until you replenish your supply. So because DEF is now an

added cost of doing business, we're presenting this fact-by-fact busy-person's guide to the substance.

All DEF for sale in Canada is basically the same substance. The brands are distinguishable by availability, service and customer relations. Otherwise, DEF is automotive-grade urea; a.k.a. fertilizer. It's water mostly—67.5-percent deionized water and 32.5-percent high purity urea.

The average price for DEF across Canada this past summer has been about \$0.80 a liter. Urea manufacturing requires natural gas, oil and ammonia, so those are the commodities to keep your eye on.

DEF sold in North America must pass ISO 22241 and be approved by the API. If the packaging doesn't show the API label, don't buy it. It's bathtub-gin DEF.

According to recent industry research, a full 87-liter tank of DEF should get you across Canada and back. (Or the equivalent, of course.) With a smaller, medium-duty truck, with an 18L tank, you could probably travel about 3,000 km.

Most experts agree that DEF reduces fuel consumption of SCR-equipped engines by at least five percent. You didn't see that one coming, did you?

Every 250,000 km or so, you should change the DEF filter. It only takes minutes but if you follow manufacturers' orders, that—and keeping the tank filled—will be the only DEF-related pm job.

Don't worry about some yahoo putting diesel in the DEF tank or vice versa. The standard DEF dispensing nozzle is 19 mm; a standard diesel fuel nozzle diameter is 22mm.

DEF is not hazmat. Obviously it shouldn't come into contact with anything other than the tank and delivery mechanisms, and you should wear gloves when refilling, but it's a stable non-flammable solution.

Now that the cold weather's coming, you might be wondering if DEF freezes. It does. At minus-11 C. But that shouldn't stop you from starting your engine; your onboard DEF tank heaters will thaw your DEF quickly.

### Great DEF Websites

Each manufacturer maintains its own online resource, but many of the major players united to produce [www.discover.def.ca](http://www.discover.def.ca), the onscreen and rather objective motherlode of diesel exhaust fluid facts and services.

Integer Research also delivers DEF Tracker, a DEF-pricing resource so you can plan your DEF purchasing strategies at budget time: [www.integer-research.com/diesel-exhaust-fluid-def-price-tracker](http://www.integer-research.com/diesel-exhaust-fluid-def-price-tracker). **TT**



# PRODUCT WATCH

WHAT'S NEW AND NEWS FROM SUPPLIERS



## MICHELIN HIGHWAY TIRE

X LINE ENERGY D TIRE COMBINES FUEL EFFICIENCY  
WITH TREAD LIFE AND TRACTION

**M**ICHELIN AMERICAS TRUCK TIRES has released its new X Line Energy D tire for linehaul applications. The tire is SmartWay-verified, indicating fuel efficiency, but it's also said to deliver "exceptional" tread life and "outstanding" traction, according to Michelin.

This is not the traditional fuel-efficient drive tire in that it features an aggressive tread pattern.

The tire is also claimed to offer wear resistance by using Michelin's 'Dual Energy Compound' tread. The top layer of tread rubber is balanced to deliver fuel efficiency while exhibiting the needed



### Online Resources:

For more new product items, visit  
**PRODUCT WATCH**  
on the web at [todaystrucking.com](http://todaystrucking.com)

wear properties to resist tread scrub, the company explains. The bottom layer of tread rubber maintains cool casing temperatures for low rolling resistance and extended casing life. The tire features a 3-retread limited casing warranty. This warranty demonstrates Michelin's confidence in the advantages of the Dual Energy Compound Tread and the enhanced casing for maximum retreadability.

The X Line Energy D tire also employs Michelin's proprietary Matrix siping technology, the first time offered in a linehaul energy drive tire. It offers interlocking tread action to promote traction and even wear. The zigzag, grooved walls of the siping provide biting edges for traction and excellent water and snow evacuation, Michelin says. The full-depth sipes deliver traction throughout the tread's life. The wider footprint is said to reduce the need for additional tread depth, allowing for significant mileage improvements with just 23/32nds.

The new tire is currently available in two sizes—11R22.5 and 275/80R22.5—and will be available in sizes 11R24.5 and 275/80R24.5 during the first quarter of 2013.

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

## MACK ENHANCES GRANITE

IN-CAB IMPROVEMENTS FOR  
GRANITE AND TITAN TRUCKS

**Mack Trucks** has launched new interior upgrades to its Granite and Titan vocational models, enhancing driver comfort and productivity, just a couple of weeks after doing the same for its Pinnacle highway model.

The new interior enhancements include an optional center storage console, between the seats, providing nearly one cubic foot of space for large-item storage. The console includes interior lighting and a 12-volt power supply;



There's also an optional bodybuilder console, mounted between the seats too. It works with the Mack BodyLink III electrical interface and provides a 150-sq-in. top plate that's easily removed for control and wiring installation. It includes an integral dispatch box, trash bag hooks, and netted storage.

Also optional is ambient red floor lighting, subtle or indirect, for use at night when driving or when stationary.

Now standard is a useful 'dead pedal' for the driver's left foot to maximize comfort while driving and to help the driver maintain an ergonomically correct seating position.

Self-cancelling turn signals are standard on trucks and optional on tractors.

There's improved functionality for the Mack PowerLeash+ engine brake controls, standard on all models, enabling the driver to set and maintain a target downhill braking-engagement speed, in or out of cruise control.

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

### A SPIF WESTERN STAR

A FACTORY-INSTALLED SPIF UNIT FOR THE ONTARIO MARKET



**Western Star** now offers a factory-installed Safe Productive Infrastructure Friendly (SPIF) unit specifically for the Ontario market.

Mandated by the Ontario Ministry of Transportation, SPIF vehicles are designed to minimize heavy trucks' damage to roads and bridges without reducing weight. In order to meet SPIF

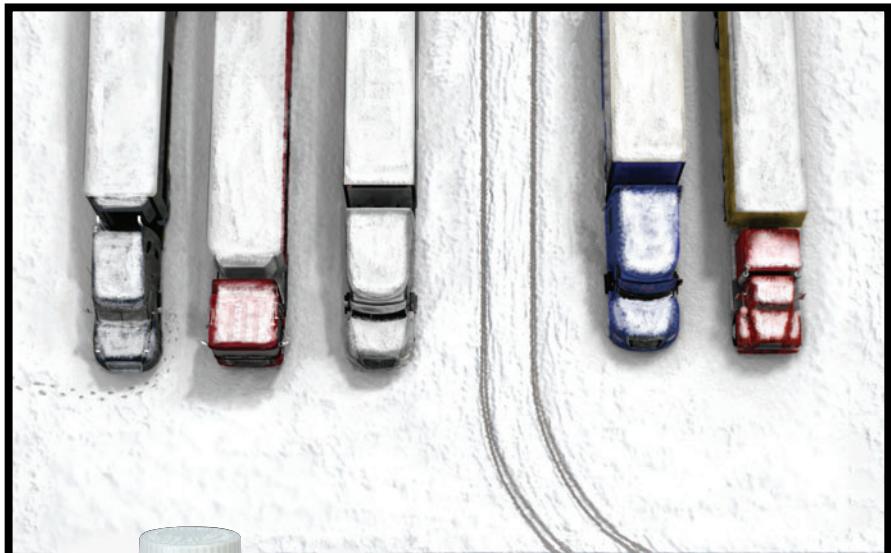
requirements, Western Star features a 22,000-lb Watson/Chalin steerable pusher axle with 72-in. customized tandem spacing that maintains full axle capacity.

Western Star's "SPIF Option Package" provides body builders and up-fitters with the necessary hardware to comply with the regulation and reduce up-fit time and complexity. The system automatically deploys the lift axle when the truck is

loaded. In addition, the electronic controller—when combined with the standard drive and pusher suspension airing—provides automated control in full compliance with SPIF schedule 23 requirements.

The factory-installed SPIF unit is now available to order for all Western Star models.

See [www.westernstar.com](http://www.westernstar.com) and [www.watsonsuspensions.com](http://www.watsonsuspensions.com)



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## Product Watch

### EMERGENCY TIRE SERVICE

CONTINENTAL EMERGENCY ROAD SERVICE  
FREE FOR OOIDA MEMBERS

#### Continental's Commercial Vehicle Tire

business unit says members of the Owner-Operator and Independent Driver Association (OOIDA) are now automatically enrolled in a new emergency road service program called 'TrukFix' for

OOIDA. Members get free access to a 24-hour, seven-day-per-week call center with connections to more than 1000 points of sale in the U.S. and Canada. There are no membership costs for OOIDA members.

When drivers call the toll-free assistance hotline and provide their OOIDA membership number, emergency assistance operators will help identify the

issue, locate a service provider, provide regulated pricing for tires and related services, and stay in contact with the driver until he or she is back on the road, the company explains.

TrukFix for OOIDA also offers credit card billing.

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

### BRIDGESTONE MOBILE APP

NEW APPLICATION CONNECTS TRUCKERS TO PRODUCTS, EMERGENCY HELP

**Bridgestone Commercial Solutions** has launched a multi-platform mobile app for its Bridgestone Everywhere Network (b.e.n.), a dealer locator designed to connect truckers to the resources they need when they need them most.

Unlike many others, the b.e.n. application is supported on the Blackberry as well as Android and iPhone platforms. Download the application on a mobile phone for free at Apple, Android, or Blackberry marketplace.

By selecting their location or entering a new location, drivers can find service, products or emergency help, complete with maps offering directions to the most suitable dealers or truck stops. That includes Bridgestone, Firestone or Bandag services.

See [www.bridgestonetrucktires.com](http://www.bridgestonetrucktires.com) and [www.notifyben.com](http://www.notifyben.com)

### PETERBILT ADDS SUSPENSION

MODEL 382 GETS EXPANDED DRIVE-AXLE AIR SUSPENSION LINEUP

**Peterbilt** has expanded availability of the proprietary Air Leaf, Low Air Leaf, and Air Trac drive-axle suspensions for Model 382 trucks.

Peterbilt's Air Leaf and Low Air Leaf

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suspensions require very low maintenance and no lubrication. They come in single or tandem rear-axle configurations and have a rated capacity of up to 40,000 lb.

The Air Trac is also available for both single and tandem drive axles with maximum capacity ratings of 46,000 lb.

The Model 382 is designed for regional haul markets as well as municipal specifications and construction, refuse, fire service and emergency applications.

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

### DRIVESHAFT COMPONENTS

TRP INTRODUCES DRIVESHAFT COMPONENTS PROGRAM

TRP's new driveshaft component program offers premium u-joints and center bearings in a variety of sizes and applications. The program also offers axle seals



that meet SAE J110 hot, cold and slurry tests for extended seal life.

TRP u-joints, available in half-round and full-round Series No. 1610, 1710 and 1810, are case-hardened for durability. The company's center bearings also contain heavy-duty roller bearings for superior performance.

TRP all-makes parts are available through Kenworth and Peterbilt dealerships.

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

### SEVERE-DUTY FRICTION

THE GB23TFT LINING FROM GORILLA BRAKE

From **Gorilla Brake & Components**

comes the new GB23TFT lining, a 23,000-lb, 165AL, high-torque friction formulation using aramid (Kevlar) fibers and a "revolutionary" approach called Transfer Film Technology. Under braking, graphite and other chemicals bleed out of the friction and coat the drum with a 1- or 2-micron-thick film. Rather than a mechan-

ical action between lining and drum, the friction is generated by cohesive forces between two like surfaces.

The result is said to be better lining/drum contact through greater conformability, plus a more stable friction co-efficient at all temperatures. It's also said to bring lower average temperatures with reduced noise, drum scoring, and vibrations. All of that is

claimed to provide longer lining life with less drum wear as well.

The lining is designed for high-temperature, severe-duty applications such as refuse, construction, and transit.

Gorilla Brake and Components is a newish player in the market, producing a wide selection of remanufactured, relined, and new brake shoes, brake kits, and brake components for heavy-duty

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## Product Watch

applications. Its manufacturing facility in Brantford, Ontario has all current ISO and quality certifications. Its friction materials "easily" exceed all FMVSS 121 standards, the company says. It's run by entrepreneurs Andre Lalonde, Dan Duganiero, and Brian Brozek.

All the company's brake kits include springs made with premium-gauge steel that's powder-coated to resist rusting and tested to 300,000 cycles, which is double OEM standards.

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

### TRAILER TEMP CONTROL

**THERMO KING LAUNCHES PRECEDENT, NEW FROM THE GROUND UP**

**Thermo King's** Precedent is a new trailer-temperature control platform, built from the ground up to deliver what are claimed to be double-digit fuel savings. Beginning January 1, 2013, the company will also offer a full range of truck and auxiliary power unit (APU) solutions compliant with Environmental Protection Agency Tier IV final regulations for engine emissions.



The Precedent is a completely new platform for the trailer market, including: the S-600, the S-700, and the lower-cost C-600, which is a less-than-25 hp single-temperature unit (with an allowed useful life in California of seven years).

The Precedent S-series has a common-rail fuel-injection system that controls particulate emissions within the engine cylinders. This eliminates the need for an expensive, high-maintenance aftertreatment system like a diesel particulate filter.

Next year Thermo King will also unveil T-Series enhancements and the TriPac Evolution APU.

The T-Series truck refrigeration units will achieve EPA Tier IV compliance through a combination of technologies including new engines. Thermo King says testing demonstrates that the ETV saves up to 30% in fuel, reaches setpoint up to 50% faster, and runs the engine up to 17% less. The full T-Series range will be offered in 2013 with new model names, including T-580R, T-680R, T-880R, T-1080R, T-680S, T-880S, T-1080S, and T-1080S Spectrum multi-temperature units.

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

### SAFETY BY CELL PHONE

**REALLY, HERE'S A SMARTPHONE APP THAT TURNS A CELL PHONE INTO A COLLISION-WARNING SYSTEM**

The **iOnRoad** driving assistance app—which already has nearly 200,000 users in Europe—transforms a cell phone from a sometimes illegal distraction into a collision-warning system that even includes lane-departure alerts. So much for existing laws and calls to ban cell phone use while driving. iOnRoad offers the first smartphone app that



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# ELECTRONIC SUSPENSION, LANE GUIDANCE AND RADAR

**M**ERITOR WABCO says its Electronically Controlled Air Suspension (ECAS) is now available to the North American market for 6x2 applications. More than three million of the WABCO-designed and manufactured systems have been sold worldwide, now adapted for use here.

The company is also set to launch its next-generation Lane Departure Warning (LDW) system, powered by SafeTrak technology from Takata, available for fleet installation this month.

As well, there's the next generation of the OnGuard collision safety system, with advancements in its radar-based technology. Integrating collision warning, adaptive cruise with active braking, and collision mitigation, it was to be available on every vehicle ordered with OnGuard after Oct. 1.

The ECAS suspension is designed to improve a 6x2 vehicle's air suspension control system by electronically maintaining a set ride height between the axle and chassis as road and vehicle characteristics change. The pressure control of the air springs is only adjusted when there's a change in the load, so normal axle vibration during driving does not cause height adjustment or consume air. Reduced air consumption decreases the compressor duty cycle.

ECAS offers automatic load transfer, significantly reducing drive-axle wheelspin and traction-control events during periods of aggressive acceleration. This addresses the lower tractive effort of 6x2 vehicles versus 6x4, said to provide a considerable improvement in traction on low-friction surfaces.

Meritor WABCO handles all sales, warranty, and technical support for ECAS.

The LDW is a forward-looking, vision-based system designed to monitor the road and the truck's position in the lane, audibly warning the driver if he unintentionally veers out of his lane. Drivers are alerted if the system detects lane drifts, weaving, or lane changes without a turn signal.

The U.S. Federal Motor Carrier Safety Administration has estimated the payback for LDW type systems to be as short as nine months and the payback as high as \$6.55 for every dollar spent, the company notes.



The new Meritor WABCO OnGuard system is said to feature better object-tracking performance, advanced radar resolution, and more robust tracking designed to minimize false warnings

from very small, inanimate objects. The evasive maneuver check gives the system visibility into adjacent lanes. If it recognizes the potential for a rear-end collision and detects an object in an adjacent lane, it's designed to detect that the vehicle cannot perform an evasive maneuver and will apply the brakes sooner.

See [www.meritorwabco.com](http://www.meritorwabco.com) and [www.takata.com/en/products/index.html](http://www.takata.com/en/products/index.html)

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actually turns your mobile phone into an Advanced Driving Assistance System (ADAS).

Two new important features that improve driving safety for users are Lane Departure Warning and the photo-based Car Locator.

iOnRoad is an app that uses the smartphone's native camera and sensors to detect vehicles to the front and will alert drivers when they're too close. The app constantly maps the range of the objects in front of the driver in real-time, considering the user's current speed. With the phone in a dash mount, users can set the iOnRoad app in either real-time mode or 'background' mode, where the application can run behind another app but warn the driver of danger.

The app is currently free on the Android Market and there will be an Apple iOS version soon.

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

### TRUCK-SPECIFIC GPS

GARMIN DEZL 760 LOGS HOURS OF SERVICE

**Garmin International** has announced the dezL (pronounced 'diesel', oddly enough) 760, the company's first trucking navigator, sporting a seven-inch display, a new 'Active Lane Guidance' feature to help truck drivers navigate intersections and exits, and trucking-specific points of interest.



Compatible with the Garmin Smartphone Link, it's said to be the only navigation device for truckers with the ability to receive real-time information through an Android smartphone app, such as fuel prices, traffic camera images, and weather.

The dezL 760 provides truck-specific routes and turn-by-turn directions based on vehicle height, weight, and length. Users can simply enter their truck's profile and the device will consider truck-verified roads that are suitable.

It also provides warnings of upcoming hazards such as sharp curves. The device can save multiple truck profiles.

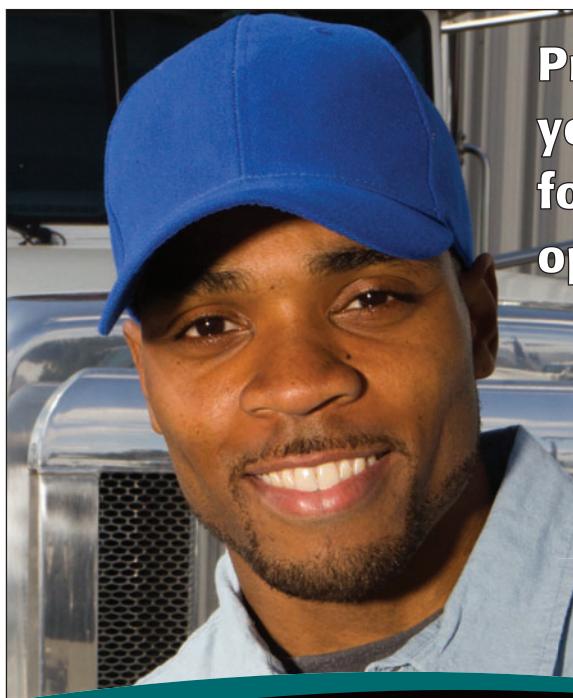
To keep track of trip data, the dezL 760 automatically archives fuel usage and the number of miles driven in a given state or province, useful in filling out log-books, forms, and tax materials. This data can be exported from the unit and can be beneficial in submitting quarterly IFTA reports.

The dezL 760 allows drivers to record

HOS times and it warns of violations in advance. It's also compatible with the Garmin Fleet Management Interface and can be integrated with a telematics data transponder manufactured by a Garmin-authorized partner. This provides a digital solution that complies with FMCSA regulations for EOBRs.

Available in the fourth quarter of 2012, it will have a suggested retail price of US\$399.99.

See [www.garmin.com/dezl](http://www.garmin.com/dezl)



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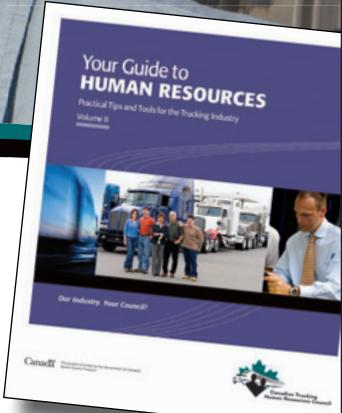
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# HIGHWAY STAR OF THE YEAR

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- ★ Travel and accommodations for two to Montreal during ExpoCam 2013

### ★ 2013 HIGHWAY STAR OF THE YEAR ★

We're looking for one driver who embodies the term professional. A driver with that certain outlook on life and the industry that sets them apart from the rest. A driver who gives to the community, operates with the highest regard for other road users, and who generally sits tall in the saddle. In short, we're looking for a driver with STAR quality to be the **2013 Highway Star of the Year**

The **Highway Star of the Year** award is open to **ALL** drivers — company drivers and owner-operators alike. If you know someone worthy of such an honour, please submit your nomination as soon as you can. We'll be presenting the award during ExpoCam 2013 in Montreal, on Saturday April 13, 2013. **Forms are available on-line at [www.todaystrucking.com/hsoy](http://www.todaystrucking.com/hsoy).**



**Stephen McGibbon**  
Milltown Trucking, Oak Bay, NB



**Cliff Lammeren**  
Praxair, Edmonton, AB

### THE HIGHWAY STAR OF THE YEAR ★ HALL OF FAME ★



**René Robert**  
Classy Transport inc.  
(contracted to SLH Transport)  
Calgary, AB



**Terry Smith**  
Highland  
Transport  
Miramichi, NB



**Jean-François Foy**  
Transport  
J.C. Germain  
Neuville, QC



**Dale Hadland**  
international  
Freight Systems (iFS)  
Beachville, ON



**Bud Rush**  
Armstrong Moving/  
United Van Lines  
Oakbank, MB



**Reg Delahunt**  
independence  
Transportation  
Lanark, ON

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### MACK COOLANTS

MACK TRUCKS INTRODUCES TWO NEW COOLANT PRODUCTS

**Mack** is now offering proprietary Bulldog-branded coolants, in Heavy Duty and Extended Life form.

The Extended Life (ELC) coolant uses a carboxylate-based, organic additive technology containing nitrite and is said to deliver a service life of 600,000 miles or



12,000 hours or 48 months, with no extender needed. It's silicate- and phosphate-free, and can be distinguished by its red color.

Mack Bulldog Heavy-Duty (HD) PF coolant is a fully formulated, phosphate-free coolant containing the first dose of supplemental coolant additives. It offers a service life of 300,000 miles or 6000 hours or 24 months and has a purple or fuchsia color.

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

### XATA'S GOING MOBILE

CHANGES NAME, GETS SET TO LAUNCH ALL-MOBILE PLATFORM

Xata Corporation has changed its name to **XRS Corporation** and will soon offer what it calls a "revolutionary" all-mobile platform of the same name to manage trucking compliance and performance. The new name stands for 'Xata Road Science'.

XRS says the new platform—ready in spring 2013—will help fleets and drivers keep up with the alphabet soup of modern compliance, meaning HOS, CSA, EOBR, IFTA, etc. It will accommodate whatever rules emerge.

The platform will run on Android and Windows Mobile smartphones, tablets, and other hand-held devices, with more operating-system certifications on the way. It will transmit vehicle and operator data directly to a management dashboard, automatically. XRS has been developed to run on 3G, 4G LTE, ultra-broadband, and whatever the next generation of mobile technology brings. The company has partnership agreements



with the leading brands in mobile communications in both the U.S. and Canada (Rogers in Canada).

Nearly 90% of drivers already have mobile devices in use, the company says, meaning in most cases there would be no additional hardware costs associated with XRS.

XRS works this way: the small in-cab XRS Relay device taps into the truck's computer (with no holes in the dashboard), which is said to take 10 minutes; data is transferred via Bluetooth to the driver's smartphone or other device; the data is transferred via cellular network to the web-based system for data collection

## EVERYBODY'S COUNTING ON YOU. SO YOU CAN COUNT ON US.



Since 1953, OK Tire has been keeping commercial businesses like yours moving. In addition to our mechanical services, we have one of the largest selections of commercial tire brands in the country and the expertise to help get you where you need to be.

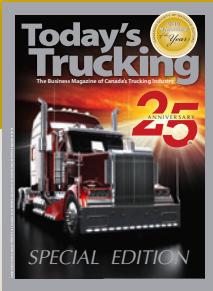
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# Magazine of the Year

## Today's Trucking

Name a profession. There's likely a magazine about it. Whether you run a pizza shop, a drugstore or a mortuary, somewhere, a team of editors, designers, sales people and their colleagues are publishing a magazine designed with one goal and one goal only: To help you succeed.

These publications are known as Trade Magazines.

In June, The **Canadian Society of Magazine Editors** recognized **Today's Trucking** as the **Canadian Trade Magazine of The Year**.

Of all the specialty business magazines in the country, Today's Trucking was held up as a model; a magazine firing on all cylinders.

We at Today's Trucking are very proud of this achievement, particularly as it coincides with our 25<sup>th</sup> Anniversary. We extend deep gratitude to the judges and CSME, but more importantly, we want to thank you, the readers and advertisers. Without you, we have no reason to publish a magazine. And like you, we at Today's Trucking are on a constant quest for continuous improvement.

To that end, we not only encourage but rely on your input, help and feedback. Whether it is kudos or criticism, your comments help us make a more useful magazine for you. Indeed, we consider you part of our award-winning team. Thank you.

### The Judges said:

**"Today's Trucking is a perfect trade magazine: expertly edited with useful news, thoughtful features and a distinct voice. [It has a] flawless tone. Really stands apart."**



## Product Watch

and analysis; and the result is an easy-to-use dashboard of compliance and fleet optimization data and scorecards.

XRS can be as big or as small as users need it to be, useful for owner-operators or small, medium or large trucking operations.

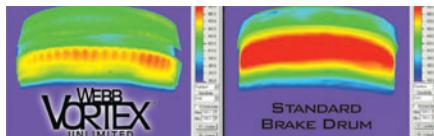
The new platform will be in the range of current Turnpike pricing today. There are no long-term contracts.

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

### CAST BRAKE DRUM

WEBB WHEEL'S VORTEX UNLIMITED DRUM RUNS COOL

**Webb Wheel** has introduced the Vortex Unlimited, a cast brake drum now available for most steer, drive and trailer axle applications. Made in the U.S., it was designed to be durable and to run cooler, the company says, by way of improved heat-transfer efficiency. On drive- and trailer-axle configurations that include



Webb's patent-pending wear indicator, we're told that truck operators can expect 25% more life from the new drum.

Webb says it produces 10% lower operating temperatures, adding that dyno testing clearly shows that the heat generated by the new drum during a braking event is significantly less than with a standard type. Running with lower temperatures extends drum and lining life, and increases stopping performance.

Vortex Unlimited drums are now available in 15 x 4, 16.5 x 5, 16.5 x 7, 16.5 x 8 and 16.5 x 8.625 sizes.

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

### KENWORTH GLIDERS

THREE GLIDER KITS NOW AVAILABLE FROM KENWORTH

**Kenworth** is now offering glider kits for the T660, T800 (split-fender configuration) and W900L models. All sleeper sizes are available. The gliders are designed to be mated with customer-supplied EPA 2004 engines and matching transmissions, and the gliders can be spec'd from Kenworth to best meet the fleet or driver application.



The model year of the glider will be determined by the donor chassis, as long as two of the three major powertrain components (engine, transmission, and drive axle) are used from the donor chassis.

There are several other engine-related components—such as electrical harnesses, power-steering pumps, batteries and air cleaners—that customers need to supply themselves, but the truck itself is otherwise a complete package.

See your Kenworth dealer for details or [www.kenworth.com](http://www.kenworth.com)

### SNAP-ON CATALOG

SHOP AND TECH CATALOG FOR SERVICE TECHNICIANS

The new **Snap-on** Shop and Tech 2012 Catalog is now available.

Its 16 pages include such vital shop items as gauge sets, metal fabrication equipment, and wheel service and TPMS tools. As well, there's Snap-on sandblasting, lighting and safety tools, engine-service and lubrication equipment, and battery-system service tools such as chargers, testers and memory savers. Cooling-system maintenance products and cleaning systems are also featured.

See [www.snapon.com/shoptools](http://www.snapon.com/shoptools)

### REFRIGERATION DIAGNOSTICS

CARRIER TRANSICOLD'S NEW VIRTUAL TECH APPLICATION AIMS TO IMPROVE UPTIME As part of its new APX control system, **Carrier Transicold** has introduced Virtual Tech, a "comprehensive" diagnostic application that continually monitors trailer refrigeration units to help avert potential problems.

### Retail Diesel Price Watch

Find out how E�par Heaters can **SAVE YOU MONEY**.



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WEEKLY PUMP PRICE SURVEY / cents per litre  
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CITY	Price	(+/-) Week	Excl. Taxes
WHITEHORSE	135.9	0.0	118.2
VANCOUVER *	140.7	-1.6	96.3
VICTORIA	134.7	-1.2	98.1
PRINCE GEORGE	129.3	0.0	96.5
KAMLOOPS	130.0	0.0	97.2
KELOWNA	132.1	-0.7	99.1
FORT ST. JOHN	133.6	1.0	100.5
YELLOWKNIFE	137.6	0.0	117.9
CALGARY *	113.9	-1.5	95.5
RED DEER	113.9	-1.0	95.5
EDMONTON	113.9	-0.7	95.5
LETHBRIDGE	118.6	-1.0	99.9
LLOYDMINSTER	112.2	0.0	93.9
REGINA *	120.2	-0.3	95.4
SASKATOON	120.9	0.4	96.1
PRINCE ALBERT	116.6	0.0	92.0
WINNIPEG *	121.6	0.0	97.8
BRANDON	118.9	0.6	95.2
TORONTO *	123.2	0.3	90.8
OTTAWA	125.7	-0.9	92.9
KINGSTON	126.4	0.5	93.6
PETERBOROUGH	123.5	0.4	91.0
WINDSOR	120.8	-0.9	88.6
LONDON	123.6	1.3	91.1
SUDBURY	127.5	0.0	94.5
SAULT STE. MARIE	127.9	-0.3	94.9
THUNDER BAY	130.2	-0.2	97.0
NORTH BAY	126.9	0.0	94.0
TIMMINS	130.1	0.6	96.8
HAMILTON	125.2	0.5	92.5
ST. CATHARINES	123.6	0.3	91.1
MONTRÉAL *	139.9	4.0	98.5
QUÉBEC	137.6	0.7	96.4
SHERBROOKE	138.9	2.5	97.6
GASPÉ	138.9	1.5	101.4
CHICOUTIMI	136.9	1.0	99.7
RIMOUSKI	137.4	1.0	98.2
TROIS RIVIÈRES	137.9	1.0	96.7
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VAL D'OR	137.6	0.7	100.3
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MIRAMICHI	139.1	1.3	99.9
CAMPBELLTON	139.2	1.3	100.0
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WOODSTOCK	139.3	2.5	100.0
HALIFAX *	135.8	0.6	98.7
SYDNEY	138.5	0.0	101.0
YARMOUTH	137.5	0.0	100.2
TRURO	136.1	0.0	98.9
KENTVILLE	136.4	0.0	99.2
NEW GLASGOW	137.7	0.0	100.3
CHARLOTTETOWN *	129.3	-0.3	98.9
ST. JOHNS *	140.7	1.0	104.0
GANDER	140.1	0.9	103.5
LABRADOR CITY	147.7	1.5	110.2
CORNER BROOK	141.4	-0.8	104.6
CANADA AVERAGE (V)	126.3	0.3	95.2

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 (\*)



## Product Watch

Unlike earlier controls, it uses no mechanical relays and can thus monitor more system operations, able to identify more than 250 different alarm conditions.

If it senses a problem, it activates the refrigeration unit's amber external warning light to alert the driver, and the alarm LED flashes on the control system display module. A text message describing the problem will appear on the APX display module. For units equipped with telematics capability, the Virtual Tech application is capable of relaying system status and faults to a centralized dispatcher by way of Carrier's DataTrak option.

The APX control system is standard with Carrier's new 2500 APX and 2100 APX models in the X2 series of trailer refrigeration units.

See [www.trucktrailer.carrier.com](http://www.trucktrailer.carrier.com)

## MOBILE APP FOR MANAGERS

FROM GREENROAD, A DRIVER PERFORMANCE TRACKER

**GreenRoad** now offers the 'GreenRoad Central' mobile app for managers, via smartphone, making driver performance and safety information available anytime, anywhere. It's a mobile companion to the online GreenRoad Central dashboard that provides driver and safety data and reports. The new app runs on Apple iOS

## UTILITY TRAILERS GET NEW STEEL OPTIONS

**UTILITY TRAILER** says that two new high-strength-steel options will be made available on the 4000D-X Composite dry van later this year. The side-panel option, presently available for the DX-100 only, comes as an alternative to the standard .040-in. aluminum side skin, providing a means of countering fluctuations in the price of aluminum. Using the same durable exterior side-skin material found on plate trailers, this new option features .016-in. high-tensile, 80,000-psi, pre-painted white, galvanized steel panels the full length of the trailer, including the front wall.

As well, a new sidewall system will be made available for both the optional DX-100 and the standard DX-101 featuring 18-gauge, 100-ksi galvanized steel sidewall posts in the bay area to offer significant weight savings.



devices (iPhone, iPad, iPod Touch) and Android mobile and tablet devices, available now for download from Google Play and the Apple App Store.

The company says it has also made "significant" upgrades to GreenRoad Central, the cloud-based hub of the service. They include smarter report functionality, new speeding reports, a navigation capability, and vehicle-based dashboard metrics.

The new mobile app features real-time



fleet location, so managers can see where each driver is, at any time, by address. There's also the Safety Score dashboard for all fleet drivers. Driver data is centered on this, a rating compiled from actual real-time driving events. The mobile app gives quick access to driver Safety Scores with views filtered by highest-and-lowest ranking drivers, or the ability to zoom in to see specific, individual driver detail.

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

# YOU CAN'T GET THERE FROM HERE



### September Answer:

Giant grizzly in Fort St. John B.C.



## Grin & Bear With Us

Okay, so perhaps last month's statue of a giant grizzly in Fort St. John B.C. isn't exactly in the middle of the Trans Canada! Take some solace from the fact that **this month's mystery photo** was shot at an equally out-of-the-way but more easterly locale.

Every month, we deliver a swanky **Today's Trucking Cap** to the first 10 readers who correctly identify our unlabelled photograph. If you think you know where this month's is, contact Jason Rhyno at:

## YOU CAN'T GET THERE FROM HERE

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www.detroitDiesel.com	
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www.espar.com	
<b>Evotech</b>	<b>43</b>
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www.gelighting.com	
<b>Goodyear</b>	<b>22</b>
www.goodyear.ca/truck	
<b>H2Blu</b>	<b>26</b>
www.H2Blu.ca	
<b>Great Dane Trailers</b>	<b>55</b>
www.greatdanetrailers.com	
<b>Hankook Tires</b>	<b>14</b>
www.hankooktire.ca	
<b>Hendrickson</b>	<b>18</b>
www.hendrickson-intl.com	
<b>Hino</b>	<b>4</b>
www.hinocanada.com	
<b>Howes Lubricator</b>	<b>41</b>
www.howeslube.com	
<b>International</b>	
<b>Truck &amp; Engine</b>	<b>24</b>
www.internationaltrucks.com	
<b>J.D Factors</b>	<b>10</b>
www.jdfactors.com	
<b>Kärcher</b>	<b>45</b>
www.karcher.ca	
<b>OK Tire</b>	<b>49</b>
www.oktire.com	
<b>PeopleNet</b>	
<b>Communications</b>	<b>30-31</b>
www.peoplenetonline.ca	
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www.peterbilt.com	
<b>Prolam</b>	<b>38</b>
www.prolamfloors.com	
<b>Ridewell</b>	<b>37</b>
www.ridewellcorp.com	
<b>Respiratory Homecare</b>	
<b>Solutions Inc.</b>	<b>44</b>
www.rhscanada.com	
<b>Ryder</b>	<b>36</b>
www.ryder.com	
<b>Shell</b>	<b>15</b>
www.shell.ca	
<b>TerraCair</b>	<b>42</b>
www.TerraCairDEF.com	
<b>TruckPro</b>	<b>11</b>
www.truckpro.ca	
<b>Watson &amp; Chalin</b>	<b>28</b>
www.watsonsuspensions.com	

## COMPANIES IN THE NEWS

<b>A</b>	
ACT Research	13
<b>B</b>	
Bridgestone Commercial Solutions	42
<b>C</b>	
C.R. England	8, 34
Carrier Transicold	51
Choice Reefer Systems	33
Con-Way Truckload	29
Continental Tire	42
<b>D</b>	
DriveWise	27
<b>E</b>	
Earl L. Henderson	33
<b>F</b>	
Freightliner	21
<b>G</b>	
Garmin International	47
Gorilla Brakes & Components	43
Greenroad	52
<b>H</b>	
Harland-Veinotte	20
Hino	21

<b>I</b>	
International	21
iOnRoad	44
<b>J</b>	
J&R Hall Transport	27
<b>K</b>	
Kenworth	21, 51
Kriska	20, 29
<b>L</b>	
Luntz Global	9
<b>M</b>	
Mack	21, 40, 49
Meritor Wabco	45
Michelin	40
Motor Carrier Service	33
Mountain Transport Institute	34
MSM Transportation	20
<b>P</b>	
Penner International	23
Peterbilt	21, 42
<b>S</b>	
Schneider National	35
Snap-on	51

<b>T</b>	
The Wheels Group	20
Thermo King	44
Trans-rt McNamara	29
Transport Capital Partners	13
Transport Robert	13
TRP	43
Trucks For Change Network	20
<b>U</b>	
Utility Trailer	52
<b>V</b>	
Volvo	20, 21
<b>W</b>	
Watson/Chalin	41
Webb Wheel	51
Western Star	21, 41
Women in Trucking	20
<b>X</b>	
XRS Corporation	49



By Peter Carter

# The Mysterious Tale of the Old Night Rider

## Why pinball machines and trucking are such a magical mix

**T**uesday. Mid-afternoon, 30 years ago. I was drinking draft in the Anchor Inn bar in Little Current, ON with my friend and colleague Macbeth Swackhammer, who has one of the best names ever.

The day before, Swack and I worked long hours producing the Manitoulin Expositor newspaper; and because writing and laying out the weekly newspaper went late into Monday nights, Tuesdays were usually reserved for goofing off.

Which is what Mac and I were doing.

Early on, a couple of chaps walked by our table, each hoisting an end of a pinball machine.

I asked what they were doing. They said taking it to Sudbury to fix it up.

I asked how much they'd sell it for and I recall them saying \$200. Could have been \$250. I asked if they'd deliver it to my place for that amount.

They agreed, the delivery was made, and believe it or not, I played a few games on that very same machine as recently as last Monday afternoon.

That 1972-era Bally three-balls-per-game four-player machine with its sultry truck-stop waitress and unidentifiable cabover under contract to "Bally Express," has been part of my life since. The bells, the bumpers, indeed the driver on the glass who looks like about 40 percent of the guys I meet at work every day, have trailed me from Manitoulin to Sudbury and Toronto.

I've had the machine for as long as I've known my wife Helena.

Fact is, my Night Rider is partly responsible for us being together. When Helena and I started dating, one of the main reasons she visited my place was to play pinball. (The things afternoon drinking can lead to!)

Our three subsequent children were raised on pinball. When very little, they stood on overturned milk cartons to see the bumpers and reach both flipper buttons simultaneously.

Me, I was first exposed to pinball's magic as a young boy in a store called Pellis News on Regent Street in Sudbury. Pellis's was—if you cut through Keegan's yard—exactly one block east of the house I grew up in.

At the rear of Pellis's, beside the rack of paperbacks, stood a five-ball nickel-a-game machine. A sign on it said you had to be 18 to play. Sixteen-year-olds could smoke but not play pinball.

My good friend Trevor MacIntyre and I used to beat the system when we were about nine by giving big guys nickels so they let us stand beside them and handle one flipper.

I guess that meant we weren't technically breaking the rule. But man did we feel cool.

That might be one of the biggest appeals of pinball, to this day. There's something strangely illicit about pinball. Something racy. (You can get a better look at my Night Rider at [www.facebook.com/TodaysTrucking](https://www.facebook.com/TodaysTrucking). And while you're there, add your voice to the truck aficionados who think they know what kind of rig is depicted on the machine.)

Every pinball machine worth its bumpers has an alluring female form on it. Mine has the blonde truck stop waitress. This one, I've

felt I've known for 30 years. Remind me to ask Helena if she's ever felt jealous.

The point is, if you spot me in a truck stop in your area, remember that even though I'm officially there to meet truckers and check the racks to make sure our beloved Today's Trucking Magazine (and our sister publication Truck And Trailer) are on display, part of me is thinking that maybe, just maybe, my friend from Night Rider will be on duty and when she serves me a cup of coffee, she'll give me a knowing wink.

She knew all along, she'll say, that the journalist who owns the Night Rider Pinball Machine would one day be the editor of Canada's coolest heavy-duty trucking magazine. Women like her know everything. **TT**



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# 579

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