

MOULD-BREAKER: New Harvester inspired by a classic, PG. 65



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March 2008

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Today's Trucking

The Business Magazine

Trucking Industry

INSIDE: Meet **Bob Brogan**, who's helping the fleet-of-foot Andlauer Transportation Systems be best-in-show at meeting the needs of Canada's just-in-time culture.

PG. 61

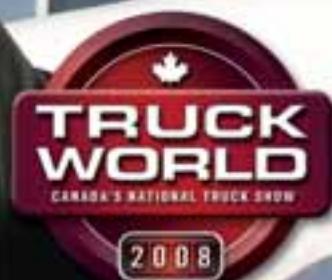


Would you make a
good lab rat?

CANADA'S Top 100

SPECIAL ISSUE:
Our annual tally of Canada's
biggest for-hire carriers

PLUS: Disc brakes vs. S-cams.
The results are in, pg. 55



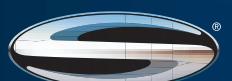


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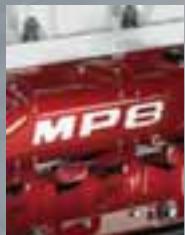
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The Business Magazine of Canada's Trucking Industry

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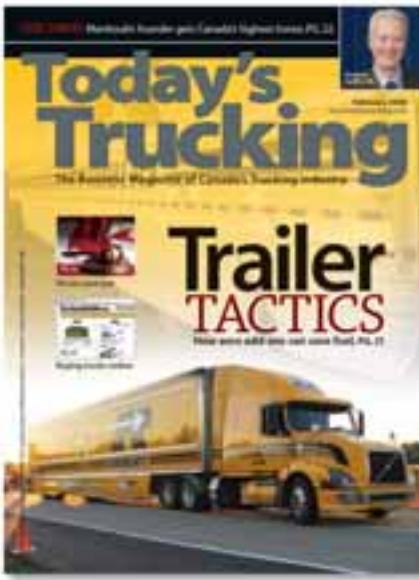
Kenneth R. Wilson
Award Winner



Member



Canadian Business Press



NAFTA: No Apparent Free Trade Agreement

Now that the United States and Canada have fully integrated NAFTA and eliminated tariffs on goods flowing between our respective countries, one has to wonder.

Where is the open border? Where is the quick easy flow of goods? Where is the quick issuing of FAST cards to drivers? Where is the courtesy on both sides of the border?

We're still facing a driver shortage, retention problems unrealistic demands by shippers and consignees.

The industry's still rife with 3PLs selling unrealistic services and logistics companies hanging a shingle with nothing more than a one-person show operating out of the basement

We in the industry should band together and stop cutting rates just to keep the present book of business we already have. We need an industry-wide blacklist of companies that have left carriers high and dry with outstanding bills.

Insurance rates are skyrocketing. Fuel is skyrocketing. Equipment prices are going up and yet some people in our industry insist on cutting rates.

How can we as an industry call ourselves professionals? Let's get together as an industry instead of individuals and work together.

Let's move for industry-wide, recognition, training, courtesy, honesty and integrity.

Once we achieve this then and only then can we deem ourselves professionals and present ourselves accordingly to our customers, suppliers, industry sponsors, government authorities, border agents, insurance brokers and anybody else we meet through the course of a business day.

Kevin Snobel, CMILT, P.LOG
Oakville, Ont.

Can't Fuel all the People all the Time

Re: "Fun with Fuel Tax," by Peter Carter, Jan.-08. What trucker is going to use more than 50 percent of his fuel for heating and air-conditioning? In other words there is no clear tax relief.

One easy way to measure how fuel is being used would be to use the manufacturers' stated fuel-consumption of the heater, air conditioner or reefer and refer to the driver's logbook to calculate tractor fuel use.

Then you would get a tax credit on that amount of fuel and the owner-operators wouldn't be getting a raw deal like usual.

Gord Currie
Chilliwack, B.C.

TODAY'S TRUCKING APPOINTMENT



Newcom Business Media, the publishers of *Today's Trucking* and *Today's Trucking.com*, is pleased to welcome Lisa Redfearn to the sales team. A familiar face

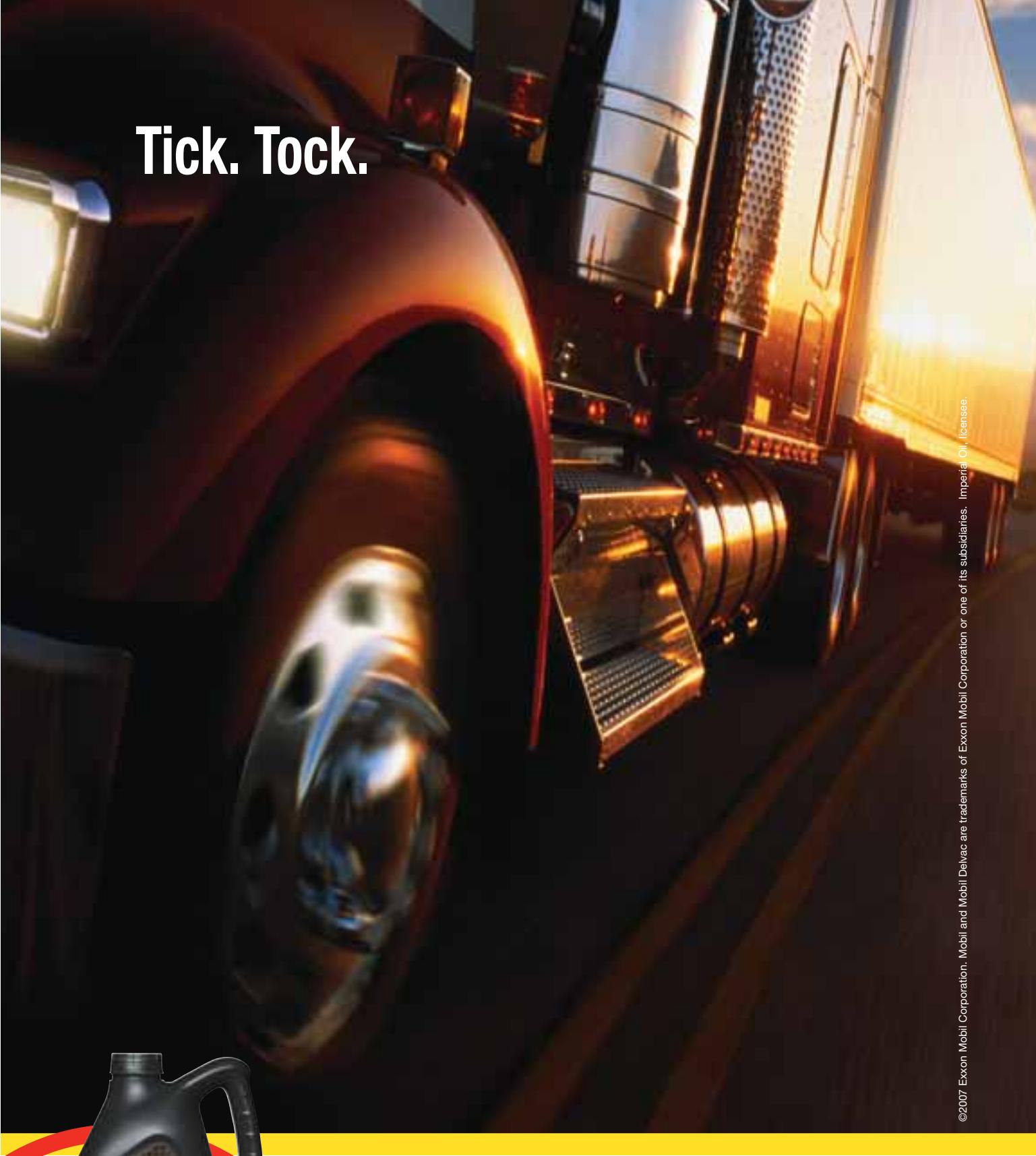
in the industry, Lisa brings six years of transportation-business experience to the new job. Her most recent position was that of business-development manager with one of Canada's top specialty carriers.

You can contact Lisa at 416 614-5805 or lredfearn@newcom.ca.

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

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Mobil Delvac 

By Rolf Lockwood



Looking Inward

In a down market like this, survival starts with dispassionate analysis

Another year, another dollar. Or not, as it happens. It's Top 100 time, an annual moment in my life for almost two decades now, a moment when I'm led to reflect on where we're headed. But I did that a couple of magazines ago ('Make Your Own Luck,' January 2008) and had trouble finding a lot to make me optimistic about our short-term future, so I'm not going to go crystal balling again. I'll look at the present instead, though I should say that I'm perfectly confident about our longer-term future. The world needs us.

As you'll see in our introduction to this year's Top 100 (p. 34), there's a clear downsizing trend evident in the numbers, which will obviously be no surprise to anyone at all. But just as clear is the fact this is not universal. Even before we look at TransForce, the industry's perennial powerhouse, we see that some companies are growing.

As we've noted elsewhere, Bison Transport is rising up the chart in dramatic fashion, not only because it bought Glennco last year. And it isn't a matter of luck, either. As company chief Don Streuber told us, "You have to be prepared to be analytical." He and his people have looked hard at where the freight is, where it will be, and what they need to do if they're going to get a good chunk of it. And it's plain as day that they're marching to a plan.

Unfortunately, I fear that Streuber's analytical bent is not an altogether common trait, in trucking or anywhere else. Yet it really is precisely what's needed, starting with the ability to step back from the battle and see the whole war dispassionately. That's what launches a good general toward victory and it's no different in business.

In tough days like these, the first analytical step for any person heading a for-hire trucking outfit should probably be directed inward. Ask yourself if you really do have whatever it takes—imagination, discipline, plain old street smarts, only you can name it—to compete. I'm not suggesting you should start doubting yourself, nor that you should join the narcissistic hordes and spend your day in self-examination, just that you should take stock and—dispassionately again—if you're up to it. If you're willing. If you're prepared to fight. Not everyone is able to do it all, and you'll do yourself a favor if you pin this down before things start going south. Because if you don't, they surely will head south.

If the answer comes up negative, you've got two choices: hire someone who's built to fight and has the requisite intellectual and emotional weaponry, or get on the phone with TransForce or Contrans or Mullen and ask for a number. There's no shame either way.

This is a gross simplification of things, of course. Truth is, and really through no fault of their own, some companies just aren't well positioned in today's market. Maybe they're too small, maybe they're just a little too far behind on the technology front, maybe a lot of things. Whatever the reason, they're vulnerable.

So maybe there's a third choice: it might just be time to shrink way back and do what you did really well five or 10 or even 15 years ago. No shame there either, especially not if you survive to fight the big fight another day.

And after all, who-ever said big is the only way? Who said growth is required?

I spent much of the day a couple of weeks back with a small carrier who has never been big and has no wish to be. With just 30 power units he struggles against the rate-cutting big boys these days, but he's in



Surviving to fight the big fight another day.

control and he simply won't take freight that doesn't pay its way. Let the rate-cutters go broke, he says.

Life isn't exactly rosy for him, but he'll survive, because he's got almost no debt, absolutely no driver turnover, and key customers who trust him. Some of those customers have been tempted away once or twice, lured by an impossible price, but they usually come back after a delivery failure of some sort. They know he doesn't fail, and that's because he understands his business very, very well, and knows himself and his limits. If he'd tried to grow, there would have been debt, and in a down market like this, he'd be scrambling.

The secret for him, and it's always been this way, is that growth for its own sake has never seemed a worthy pursuit. He seems to know where his abilities start and stop, where his comfort level sits, how much risk he's willing to set on his shoulders.

He'll never make the Top 100, but he couldn't care less. He makes a decent living, always has, and he's a happy man. We should all be so smart. ▲

Rolf Lockwood is editorial director and publisher of *Today's Trucking*. You can reach him at 416-614-5825 or rolf@todaystrucking.com.

Dispatch

BY MARCO BEGHETTO

Bordering on a Merger

In the cooling North American economic climate, will mergers and acquisitions get put on the backburner in favor of reciprocal interlining partnerships between Canadian and U.S. carriers?

LINEAR LOADS: After being somewhat marginalized by NAFTA, cross-border interlining and brokerage contracts are back in vogue, especially among LTLers.

In the days before the government unlocked the regulatory shackles on trucking, a firm handshake and a trustworthy partner was all that was necessary in providing reliable service throughout North America.

Deregulation and the birth of NAFTA reduced the necessity of carrier interline

partnerships, though, and fleets expanded across the border at their own leisure. Carriers began acquiring smaller fleets, bought more equipment, and hired additional drivers to spread their own North American footprint.

Recently, however, a few Canadian carriers—mainly LTL haulers—are coming

full circle by bucking the acquisition trend and returning to partnerships with American carriers in creating service networks spanning the continent.

Calgary-based Canadian Freightways, for example, signed an agreement in January to create an exclusive six-carrier North American transportation

network with Pitt Ohio Express, Lakeville Motor Express, Averitt Express, Land Air Express of New England, and DATS Trucking.

"As part of the exclusive relationships, we have implemented dedicated, direct linehaul into partner regions, providing for more control and reduced handling of our

Chances

customers' shipments. We are starting to implement EDI communication with our new partners, taking advantage of the real-time tracking already implemented within their regions," says CF's Darshan Kailly.

In Ontario, Concord Transportation and New England Motor Freight (NEMF) signed a deal that will see Concord handle NEMF's freight headed for Canadian destinations, and vice versa—a close resemblance to old-style, pre-deregulation interlining.

"It's basically the same, and with the development of electronics the communication has been enhanced a great deal," says Rick Brooks, senior vice-president of sales with Concord. "All bills, invoices and documents can be viewed through either company's system."

MSM Transportation managing partner Mike McCarron has been observing the perceived trend for some time. The "half broker, half carrier" has spent the last few years setting up shop in the U.S. on the strength of several agreements with regional U.S. carriers.

The fine line between brokering and interlining, though, is increas-

ingly blurred.

"It's more or less the same. Either way, it's about getting into these areas where it doesn't make sense to have any trucks there. So, they give it to someone else," he tells *Today's Trucking*.

"But I also think a lot more freight is moving in these informal brokering types of arrangements, where a [customer] wants to give you 25 lanes, but you can only service 18 properly. So you look for someone to take the other seven."

Many in the industry argue this is just the beginning. The unrelenting thickness of the border and currency-exchange pressures will naturally push carriers in this direction. Furthermore, as the professional driver shortage is continually exposed by a demographic dearth in North America, carriers will inevitably pursue interlining as a backdoor way of retaining drivers whose top priority these days is getting home more often. Some describe the movement as a sort of hub-and-spoke renaissance, without having to ante up your own capital for the kind of manpower, infrastructure, and real estate that's essential for that kind of operation.



CATERPILLAR CARRIAGE: Half truck, half insect, this prototype Chameleon truck gives carriers unprecedented unloading flexibility.

Courtesy Haishan Deng

KARMA CHAMELEON

Here at *Today's Trucking* we never miss an opportunity to give you a sneak peak of what could be the future of trucking. Whether this caterpillar-like camion ever touches cold hard pavement is anyone's guess. But it's too cool to hide.

A recent winner at the German Association of Automotive Industry Design Awards, it's called the Chameleon Truck, created by concept designer Haishan Deng.

The bionic truck works sort of like a centipede, adapting to a variety of loads. The segmented

body can uncurl for added length and recede to adjust to the size of the shipment it's hauling. The tarpaulin-shelled body is resilient enough to absorb impacts and protect cargo, but soft and flexible enough to fold up for side loading.

The cab, which closely resembles an airplane cockpit, hovers over the cargo area, allowing for convenient front loading or unloading.

Furthermore, adds Deng, the truck's weight is half of today's models, slashing fuel costs drastically. See more of Deng's designs at www.haishandesign.com.

Want more news? Go to todaystrucking.com

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



As one CEO of a large U.S. LTL outfit recently quipped: "Who's going to invest millions in infrastructure to make four cents on the dollar?"

The point isn't lost on Brooks: "To acquire land in the northeast is especially expensive," he says. "[NEMF] had terminals where we also operate in Chicago—a natural change point—and they were looking for the same thing.

"As people try and provide a North American service option to their customers,

I'd say they would have to partner. With the U.S. dollar, it's more expensive to operate in Canada than it was 20 years ago."

McCarron has little doubt that eventually interlining will turn into a conscious strategy to combat issues like the driver shortage. But for now, he says it's more about surviving in an extremely competitive market.

"A lot of people are starting to realize that you have to be able to compete North America-wise, or even



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THE RIGHT TRUCK FOR THE JOB

Dispatches

globally, in order to still be relevant. The days are over when you'd go to a guy and say 'I only want your east-west freight, or just these certain states.' There's a lot less common carriers out there than there used to be."

TAKING YOUR TURN?

Like many industries, trucking is a copycat business. Undoubtedly more carriers will try their hand at interlining. Some who find stable partnerships will succeed, but many others won't because they'll be doing it for the wrong reasons, guesses McCarron.

"It can't be just about price and lowering costs. It's about growing your business by providing long-term solutions for [customers]. The biggest mistake I see is when a carrier gets some extra loads and they try to broker them for a couple hundred less than what they'd haul it

DRIVE THE FRIENDLY SKIES

Not too long ago, consolidation in the air industry meant that you could probably count your trip options on one hand. Recently, though, the number of airlines has increased, yet most keep their operations to certain regions and form alliances to offer an expanded service area.

Peter Wallis, president and CEO of the Van Horne Institute in Calgary sees a lot of parallels with what's happening on the highways these days.

"I like to hearken back to the example in the aviation world, where alliances have allowed airlines to work with each other and synergize," says Wallis, whose group assists industry and government in addressing issues affecting transportation.

for. That's when things fall apart. And we prey on that," McCarron says, explaining that MSM's strategy is to go directly after some lower-end competing freight brokers the carrier doesn't work with, because "they're the

weakest link in the supply chain right now."

"Call it interlining or call it brokering, the key is partnering with people, and making commitments. You cannot properly partner with people on price. When

"It allows them to incorporate ticketing, bag moving and frequent flyer points and, most importantly, from the passenger perspective it's seamless."

Although a number of varying business factors come into play, the bottom line in these partnerships is the customers.

"In the transportation world these sort of partnerships have proven to be very effective," says Wallis. "They're ideal because they're seamless and create greater effectiveness."

—Steve Macleod



LOG BOOK

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

March 26-27

Transpo 2008 Conference & Exhibition, Toronto Congress Centre, Toronto. The Canadian Industrial Transportation Association represents Canadian shippers. This year's marquee event—Global Trade: Is Canada Competitive—highlights issues in freight shipping via all transportation modes. Contact: 613/726-1577 or click on www.cita-acti.ca.

March 27-29

2008 Mid America Trucking Show, Kentucky Exposition Center, Louisville, Ken. With over one million square feet of space and over 1,000 exhibitors, this is North America's largest truck show for truck OEMs, carriers, and component suppliers. Contact: Tim Young Exhibit Management: 502/899-3892 or go to www.truckingshow.com.

April 7-9

IT World Expo Canada, Metro Toronto Convention Centre, Toronto. The key tradeshow and conference in Canada dedicated to technology applications solutions for management and technology professionals. This year's theme: "Cultivating Innovation in Technology." Contact: 888/823-7586 or go to www.it360.cs.

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May 4-6

Supply Chain & Logistics Canada Annual Convention, Toronto. Titled "Creating a Resilient Supply Chain," this three-day event will raise awareness of the challenges impacting Canada's global position and share strategies and tactics to significantly increase supply chain performance. Contact: 1-866/456-1231 or click on www.scicanada.org.

and more so in business—can change rather quickly. So what happens when economic conditions shift and your carrier partner who was there today is suddenly gone tomorrow? “Well, obviously you have to find someone else,” says McCarron plainly. But that isn’t so much the challenge, as is having your contingency plan understood by your customer from the start. For MSM, that means being allowed to take the time finding the right replacement, not a stopgap partner.

“I think too many people are scared to talk to their customers. We say to them up front that if something happens here, it might fall apart for a couple weeks. We’ll put it together again,

but if you’re not coming back, well, that’s life. Generally, though, people are okay with that if they understand the solution.”

Windsor-Detroit

From Green to Gray

You want great reality TV drama? Imbed a bunch of cameras in Windsor, City Hall, Queen’s Park, and the offices of the Ambassador Bridge Co. Then sit back and watch the ratings roll in. The cast includes a feisty, embattled mayor; a shrewd, controlling billionaire; and a gaggle of self-preserving bureaucrats—all vying for an interest in the future of North America’s most important economic

gateway. Windsor the Series would make *The West Wing* look like *The Wonder Years*.

The problem, though, is like with most soap operas, there’s never any closure. Take a recent episode guest starring “Gridlock” Sam Schwartz. You might remember him in these pages as the former Manhattan traffic guru and engineer hired by the City Of Windsor to come up with a plan for a new public bridge crossing to Detroit.

He delivered that in 2005 and now he’s back with GreenLink—a concept proposed by the city to create an environmentally sensitive, dedicated truck route from Hwy. 401 to the anticipated new bridge-crossing site in the Ojibway industrial area.

The \$1.6-billion project offers a six-kilometre, six-lane truck feeder route shadowing the currently overwhelmed Talbot Road-Huron Church Road corridor. About 65 percent of the artery will be tunneled below grade and much of its perimeter would be insulated with lush greenery and parkland.

That’s the biggest difference between the city’s idea and the cheaper “parkway” plan floated by the Detroit River International Crossing (DRIC) study—a team of bureaucrats and government officials overseeing the new crossing and its supporting infrastructure. The DRIC concept only offers 25-percent tunneling and less parkland than GreenLink.

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It's that latter point that has made GreenLink more popular with residents and environmentalists who say the DRIC route doesn't do much to fix Windsor's air quality problems.

"The community gets a highway that's designed to enhance the region and link communities that have been separated for years by walls of queuing trucks and traffic. It's never been pleasant to go back and forth between communities in Windsor," Schwartz tells *Today's Trucking* in a recent interview.

"At the same time, for trucks, it solves the long-standing problem created 50 years ago when the highway ended several miles away from the waterfront [and



GREENER PASTURES: GreenLink or DreamLink? Officials decide this month.

border]. Truckers will now have a high-speed, limited-access and fully controlled highway, with no traffic signals. And it'll have enough capacity to take us, I predict, to the end of the century."

Windsor, though, is where ideas wither and die. Politics

undermine some campaigns while multiple levels of bureaucracy—from Queen's Park to Ottawa—grind others down to a halt.

DRIC has its own proposal at the ready, but the group is also responsible for making a decision on GreenLink,

which will reportedly come this month. A conflict of interest, perhaps? Schwartz isn't saying so. "I can't speak for DRIC, but everything I've heard back is in support of the [work] we've done and I am very encouraged by what's happening."

Windsor Mayor Eddie Francis shares Schwartz's optimism—albeit more cautiously. Whatever confidence he has, it's rooted in his belief that GreenLink satisfies the planning, technical and community issues required under DRIC's environmental assessment (EA).

But clearly, there's some reservation in his voice, likely stemming from recent comments coming from the ivory towers in Toronto.

Ontario Finance Minister

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Dispatches

Dwight Duncan and MPP Sandra Pupatello both prefer settling for DRIC's less expensive solution and have questioned the money spent by the city to push GreenLink. Undoubtedly, the opinions of the two Windsor-based Liberals have some weight. Theirs and other comments have got some observers (a few of them partisan) believing that GreenLink—or DreamLink as it's sometimes mockingly referred to—is already dead. But Francis pointed out that to be directly affected by influences outside of the process, DRIC would be in violation of its own EA mandate. "I would hope this is not a political exercise DRIC is undertaking," Francis told *Today's Trucking*. "Despite what people's comments are, there's still an EA process underway. And the EA mandate is pretty clear that DRIC needs to consider all alternatives that better address those factors that have been identified to improve air quality, connectivity and protect neighborhoods. All our plans are

heard on the Street

■ **PRAIRIE PIONEER PASSES AWAY:** The **Manitoba Trucking Association** is wishing condolences to family and friends of **George Friesen**, who passed away in January at the age of 84.

A native of Dundurn, Sask., before moving to Winnipeg in the 1950s, Friesen was one of

clearly superior to DRIC's. They are obligated under the EA to consider [GreenLink]. If it's easily dismissed, then they're going to have issues on their hands to explain how our plan in fact doesn't do all those things." So, what happens if GreenLink is ultimately dismissed? If city council isn't satisfied with DRIC's reasoning, Francis admits the city will have "recourse." Sure enough, though, competing forces will continue to try to keep the mayor at bay.

Windsor the Series is the kind of show that leaves you hanging until next week to find out the answer to the great mystery—'cept when you dutifully tune in, you realize that nothing's really

been solved. Sometimes it's enough to make you change channels. You don't, of course, because it's all so darn fascinating.

Emissions

Two-Tiered Market For SCR?

A couple of years ago, when the topic of 2010 emission solutions was still in its infancy, selective catalytic reduction (SCR) figured to be a pretty good bet to win the consensus of most truckmakers and the EPA for meeting the stringent environmental standards. And now? Well... not so much.

Starting in 2010, NOx emissions must be reduced

the most respected professionals in the trucking industry. He spent most of his career with Best Way Express and Gardewine North. In the mid 1960's he served as president of the Manitoba Trucking Association (MTA). He retired in 1995 as general manager of Gardewine.

"George was a true gentleman who always had a smile or a joke. Many in our industry and community will miss him," MTA said in its newsletter. Friesen is survived by his wife Minnie, his brother Harry, his sons and his grandchildren.

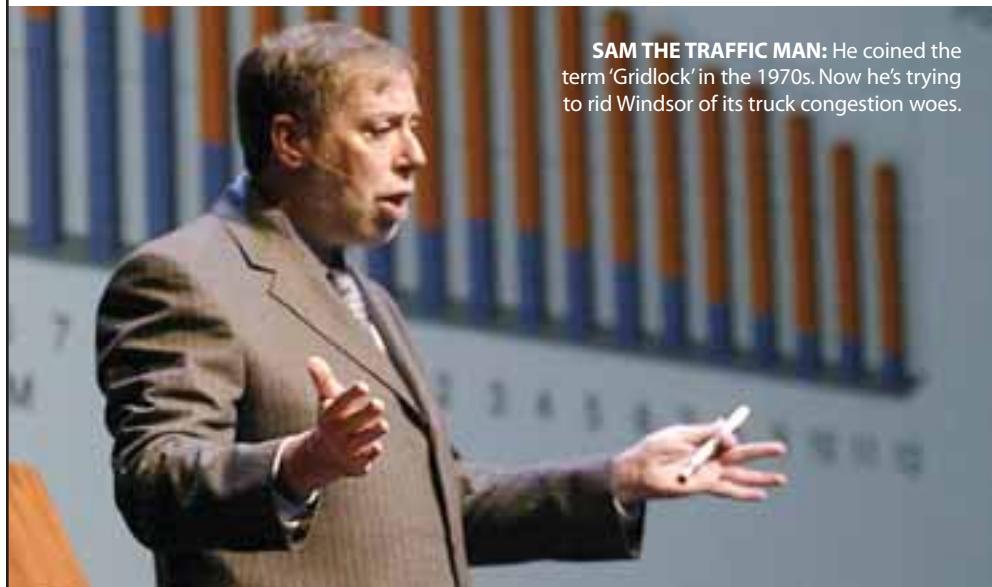
by nearly 90 percent from 2007 levels. Part of the reason SCR was highly touted for class 8 highway applications early on was because it is cost effective, a proven technology, and arguably the best remedy to cure fuel efficiency blues at a time diesel prices are projected to skyrocket. Europe for years has employed SCR to battle NOx for its own emissions regulations.

Not surprisingly, then, it's the two European-based OEMs—Volvo-Mack and Daimler-Freightliner—that are making SCR the solution of choice for their 2010 North American heavy-duty engines.

Paccar recently jumped on board the SCR wagon, too. It's no coincidence, however, that the Paccar-branded DAF engine the company is rolling out for North America next year has already utilized SCR in Europe these last couple of years.

International and Cummins (the latter will use SCR in medium-duty only, at least in the short term) instead plan to go with an evolution of existing cooled exhaust gas recirculation (EGR) and diesel particulate filters (DPF) for on-highway trucks.

Courtesy Windsor Star



SAM THE TRAFFIC MAN: He coined the term 'Gridlock' in the 1970s. Now he's trying to rid Windsor of its truck congestion woes.

Critics of SCR are scared off by the technology's requirement for urea—a nitrogen-based reducing agent that, when injected into the exhaust gas upstream of the catalyst, all but eliminates NOx. The concern is that North America won't be able to establish a mature delivery system by the time 2010 vehicles hit the market.

When asked about the future of SCR by *Today's Trucking* at the recent Heavy Duty Dialogue in Las Vegas, International Truck & Engine President Dee Kapur answered pointedly: "We don't like it."

Kapur noted that SCR needs vast continental infrastructure to replenish urea tanks. The liquid is known to gel up in cold climates and evaporate when heated—not exactly ideal in North America where temperatures range from minus 40° to over plus 40°C. Tanks would therefore need to be fitted with automatic heating and cooling solutions.

Also, the issue of enforcement for urea compliance is a big question. Kapur says even in Europe officials have had a tough time ensuring tanks are topped up when they're supposed to be.

A consultant who specializes in designing and developing urea dispensing systems recently admitted to transportation market analysts at Bear Stearns that he too is concerned that there's "still much work that needs to be done in a fairly short amount of time."

When asked which technology he thought would likely win the day, the source said he believes the



SCR? NO THANKS. International President Dee Kapur simply "doesn't like" SCR, adding it's a stop-gap solution at best.

over-the-road market will stay with EGR, while in certain short-haul operations and various vocational segments, SCR could be in demand as the needs of those markets are addressed.

Even so, Kapur has little faith in SCR beyond 2010. He points out that a byproduct of ammonia when extracted from urea is carbon dioxide, which will undoubtedly be the next so-called "pollutant" truck manufacturers will be forced to eliminate from exhaust pipes over the next decade.

"There may be some applications for SCR, but if so, we think it's a stop-gap solution, and it will be marooned in the future," he says. "After 2012 or 2014, it's done. After that, who's going to buy [those] vehicles?"

Volvo, though, insists SCR better meets truckers' most pressing demand—fuel economy. Ed Saxman, product manager for Volvo Drivetrain, tells us that SCR has superior total fuel econ-

omy compared to both today's '07 engines and upcoming 2010 EGR solutions since SCR emphasizes passive DPF regeneration, which reduces the need for fuel-consuming "active regenerations." Also, with less heat rejection, there is no requirement for larger, more complex cooling systems.

As for urea availability, Saxman isn't concerned. He said over 100 million tons of the stuff is produced globally each year, and with auto light-truck makers, medium-duty manufacturers, and several heavy-duty OEMs using SCR now and in the future, it "will be readily obtainable."

Alternative Fuel

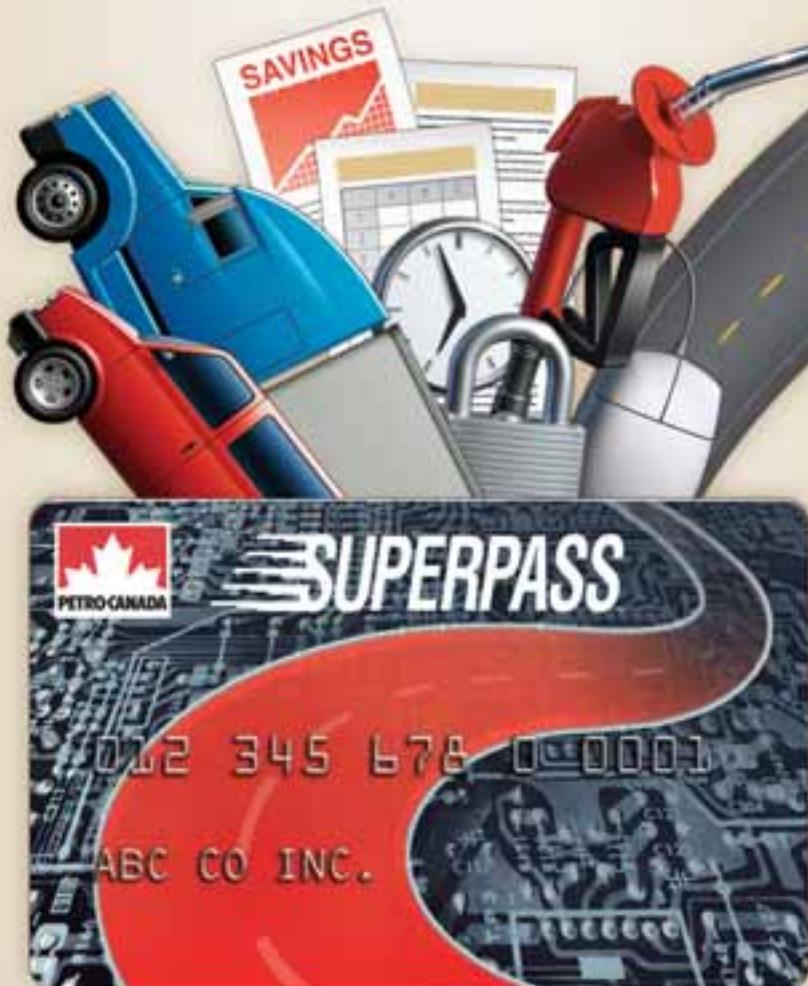
Biodiesel Not So Feasible: Studies

Biodiesel is still the buzz as the environmentally improved way to drive truck these days. But for how much longer?

It takes a long time—and some thick skin—to buck conventional environmental lore, but two new U.S. studies that challenge biofuels' reputation as a green-friendly alternative to fossil fuels are now getting some attention.

The widespread use of ethanol from corn and plant-based biodiesel could produce nearly twice the greenhouse gas emissions as the gasoline and petrol diesel it would replace because of land-use changes, researchers for The Nature Conservancy and the University of Minnesota recently concluded.

Their report suggests that past studies showing the benefits of biofuel in combating global warming have not taken into account the energy required to convert crop fields for ethanol and biodiesel farming, not to mention the amount of stored carbon that would be released from plants and soils. Furthermore, if food products such as corn



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continues to be diverted to the biofuel market, then more forests will need to be cut down to produce food for consumption, the study notes. The second study, by researchers at Princeton University and Iowa State University arrives at similar findings.

Despite the controversy about the renewable fuel, Canada continues to press ahead with promoting it to commercial users.

Undoubtedly, biodiesel is growing in popularity, but it still gets a chilly reception from northerners who question its cold weather performance. Climate Change Central (CCC) recently set out to answer the skeptics on a cold winter morning in Edmonton with Canada's

largest cold-weather, on-road demonstration of renewable diesel. "The demonstration consists of a diverse group of stakeholders working to broaden understanding of how best to maximize the benefits of renewable diesel in Canada," says John Rilett, director with CCC. "The demonstration findings will provide valuable information towards the development of sound government policy in Canada." With a network of terminals stretching across the western provinces, Rosenau Transport has volunteered a portion of its trucks to test the winter prairie climate. "We will have 28 trucks in the project and have to ensure a certain amount of biodiesel is used

in each location," explained Terry Rhode, assistant controller with Rosenau. "The climate is a lot different in Grande Prairie than it is in Calgary, and part of the project is to run only certain fuels in certain trucks."

The demonstration hopes to provide cold-weather hands-on experience for fuel blenders, distributors, trucking fleets and drivers. During the next 10 months renewable blends of B2 and B5 (two and five percent biodiesel mixed with petroleum diesel) will test cold weather operability and the impact on engine components.

— *(Read more on this at Todaystrucking.com by typing in 'biodiesel' in our free news archive).*

Mexico

Depends on What 'Establish' Means

How a word is phrased is everything in politics.

Words, depending on how they're massaged, can solidify the legacy of an entire presidency. Think Clinton's nuanced take on the meaning of the word "is" during the Lewinsky affair ("It depends on what the meaning of is is") or Chrétien's unforgettable "the proof is the proof."

Ah, good times.

Down south, the future of the controversial Mexican truck cross-border pilot program came down to interpretation of the word "establish."

The project's most vocal



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truck sales index

December 2007

opponents—Public Citizen, the Teamsters, the Sierra Club, and OOIDA—got their day in court, arguing to the Ninth Circuit in San Francisco that the Department of Transportation's cross-border program is illegal and unsafe.

The pilot allows pre-selected Mexican carriers to haul freight beyond the established 20-mile commercial zone at the Mexico-U.S. border.

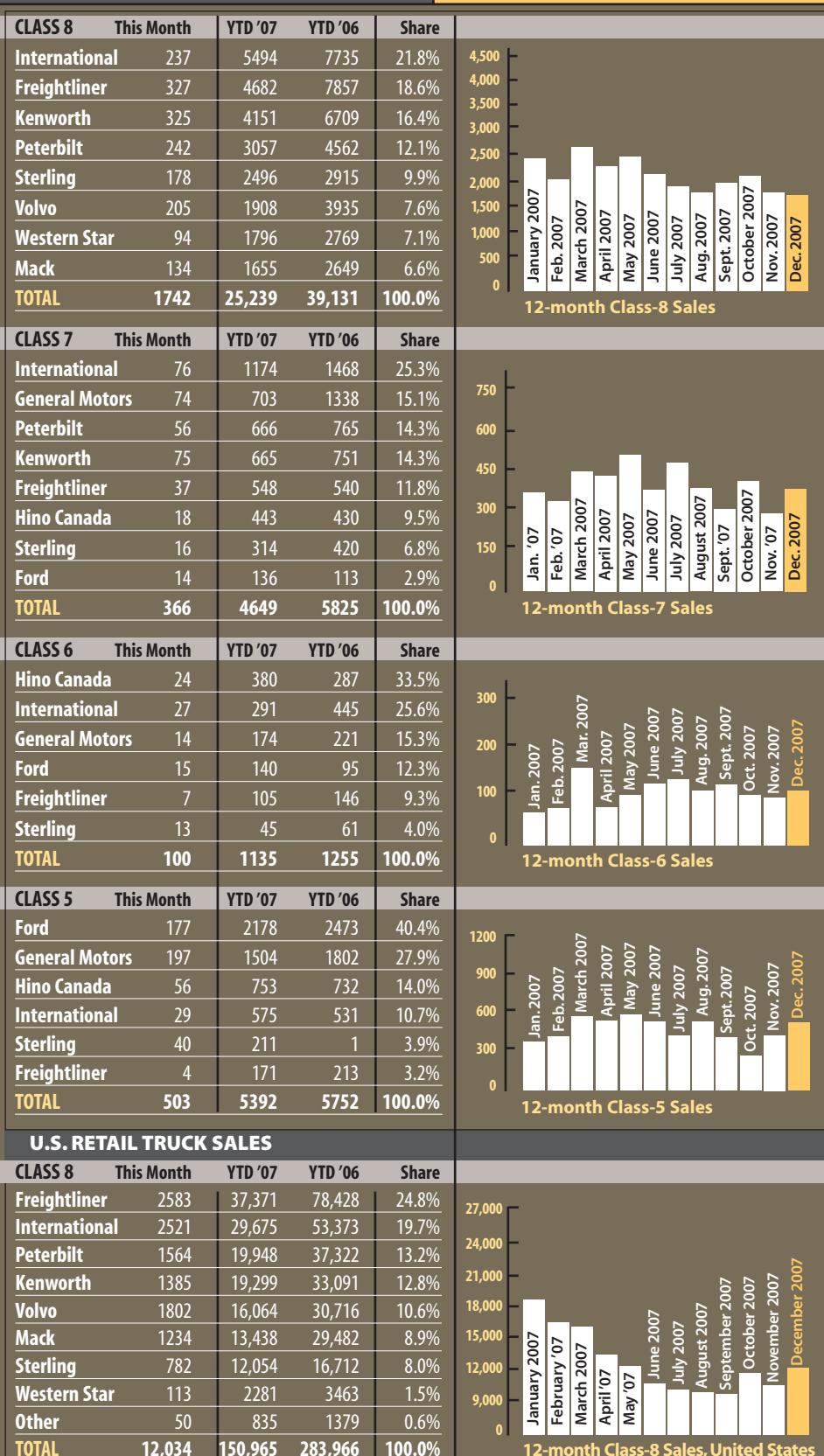
The groups insist that DOT secretary Mary Peters is breaking the law by forging ahead with the program after Congress passed (and President Bush begrudgingly signed) a bill to immediately cut funding for the program, arguably halting it in mid-stream.

The DOT, however, reasons that it is within its right to continue the pilot because the bill's language refers to canceling funds "to establish" a program, and doesn't apply to the cross-border project already underway.

Is that semantics or just clever legalese? As we went to press, the three-judge panel was in the process of deciding (check out Todaystrucking.com for the latest on the verdict).

Whatever the decision, you can bet the Teamsters will make themselves heard. A rally drew hundreds of protestors outside the courthouse, with some bearing "NAFTA Kills" signs.

Obviously, some people aren't as responsible with words. ▲



Online Resources: For more truck sales stats, go to todaystrucking.com

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

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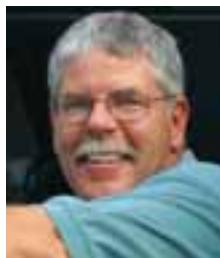
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Blink Blink, Cha-Ching

driver's side *Dashboard warning lights are going to start costing you money, unless you have a training program in place.* By Jim Park

The D-O-T has a new bee in its bonnet, in case you haven't heard. It might be more prevalent in the U.S. than here, but it's now an item on CVSA's vehicle inspection list. I'm referring to the ABS warning light on the tractor dashboard.

Remember the hoops the industry jumped through to get those lights to come on? It seems that since the lights were added to the instrument cluster, they've been coming on more often than drivers are willing to tolerate. And drivers being drivers, they have taken the situation into their own hands.

CVSA inspectors did a little survey last year and found many of the ABS warning lamps to be, well, missing—taken out of their sockets. Few drivers would miss the ABS warning light check during a start up. With all the other warning lamps that come on today, drivers have to look for the ABS lamp, especially if they frequently drive different tractors. So if one lamp doesn't come on when they turn the key, they're not going to miss it.

But they sure as heck notice it glowing at night. It's an amber light, and it's bright. And since nobody is going to ground a truck because of an ABS fault, what driver is even going to bother calling it in? Remove the source of the aggravation and keep going.

Coming our way in 2010 is yet another warning lamp, and this one will make you

and your drivers crazy.

The 2010 EPA emissions mandate requires an on-board diagnostic system to monitor the performance of the emissions systems. There's to be a warning lamp included that will alert drivers to a fault within the

engine. Do you think the OE's going to allow drivers to simply remove the bulb?

This issue came up at the recent Technology and Maintenance Council (TMC) meeting in Orlando. A panel of engine and OE representatives told the faithful about the



system—like the "check engine" light in your car.

How often does your check-engine light come on? If you're like me, you ignore it and wait for it to go out, because it usually will. You know that light means an annoying, time-consuming, and maybe expensive trip to the dealer because there's nothing you can do about the problem you're being alerting to.

It'll be the same with trucks come 2010. And what do you think drivers are going to do when the "emissions fault" light comes on? Exactly. Take the bulb out and keep driving.

But there's a darker side to this bulb. The ECM will record the fault, and in an audit, the EPA could find the truckmaker accountable for improper operation of the

pending requirements for an emissions-system fault light in trucks. It was curling my hair.

But this column isn't about missing warning lamps. It's about driver training.

A couple of other driver training issues came up at TMC this year, both related to emissions controls, and the occasional need for manual intervention.

First was the need to teach drivers how to operate these newer engines; i.e., to keep the revs down and be mindful of shift points. The other related to manual regeneration of the DPF, or ignoring engine commands to do a manual regen.

Fleet maintenance managers reported many instances of drivers over-regenerating their trucks on the assumption that a cleaner filter improves

performance—like the old thinking about changing fuel filters if the engine seemed a little sluggish.

The maintenance guys calculate the fuel burned during these unnecessary regens is costing them thousands of dollars. On the other hand, there were reports of trucks automatically de-rating themselves and becoming un-drivable because of partially plugged DPFs.

It's ironic that as trucks become more automated, they begin to require a level of understanding by the driver that wasn't necessary in days gone by. More of the day-to-day stuff requires driver oversight, unlike in the old days when drivers could basically ignore the truck unless or until it stopped working. Trucks are getting more complex, yet the drivers' basic level of knowledge doesn't seem to be keeping pace.

Entry-level drivers aren't taught this stuff in school, and existing drivers aren't offered the training they need by their employers—or so I'm told. You can leave it to the truckstop lawyers, and have your drivers doing manual regens on the assumption that it'll improve performance, or you can sit 'em down and explain how this technology works. It'll cost you either way; it's just a matter of degrees. ▲

A former owner-operator, Jim Park is the editor of *highwaySTAR* magazine. Reach him at 416/614-5811 or jim@todaystrucking.com.

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COST RECOVERY 101:

Fuel cost can be recouped.

INSIDE:

27 What to do about teachers' pets

SURCHARGES MADE SIMPLE

Here's how the Owner-operators Business Association of Canada (OBAC) and its American counterpart Owner-Operator Independent Driver Association (OOIDA) recommend their members calculate surcharges.

Fuel Price	Surcharge
\$1.16 - \$1.20 =	\$0.01
\$1.21 - \$1.25 =	\$0.02
\$1.26 - \$1.30 =	\$0.03
\$3.31 - \$3.35 =	\$0.44
\$3.36 - \$3.40 =	\$0.45
\$3.41 - \$3.45 =	\$0.46
\$4.01 - \$4.10 =	\$0.59
\$4.11 - \$4.15 =	\$0.60
\$4.16 - \$4.20 =	\$0.61

Surcharge? Yes sir!

money Fuel surcharges are an absolute necessity. Too bad they're so complicated. *By Jim Park*

When fuel was about 50 cents a liter—back in 2003—and if your trucks were getting about 6.5 mph, it represented a cost per mile of about 30 cents.

With a liter of diesel now higher than a buck in many places, fuel costs you about 61 cents per mile. Good thing you've been getting 30 cents per mile in surcharges, right? Didn't think so.

Fuel surcharges are murky territory. We're happy when shippers oblige and pay; we grouse when they refuse.

Before we go any farther, it's worth noting that fuel surcharges—like rates—are not set by any person or government body.

While the Freight Carriers Association (FCA) "sets" recommended fuel surcharges, they are just that: recommendations.

At the end of the day, what your market will bear determines how much of a surcharge you can collect.

That said, the FCA recommends calculating a surcharge by taking the percentage increase of the Canadian average bulk price of fuel, without GST, and then factoring in the percentage of fuel in relation to total operating cost.

Common practice for American carriers is to use a baseline price and add a certain percentage to the freight bill for every 10-cent-per-gallon increase in the

published national average diesel price.

Some recommend a simpler, cleaner solution for smaller fleets and owner-operators. Start with a base fuel price of \$1.15 per U.S. gallon. Add a penny per mile for every nickel increase in the price of fuel.

If fuel was priced at \$1.17 per gal, add a penny per mile to the freight bill because the price went above \$1.15, but had not exceeded \$1.20.

If the price had gone to \$1.30 per gal—an increase of 15 cents over \$1.15—we'd add three times five cents, or three pennies a mile as a surcharge.

The same holds true for fuel at \$3.36-\$3.40.

How many five-cent gains has fuel taken over \$1.15? Forty five, so your surcharge at current prices should be 45 cents per mile. Exactly what you've been getting, right?

For U.S. national average prices, see <http://tonto.eia.doe.gov/oog/info/wohdp/diesel.asp>. ▲



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Teacher's Pet

safety *They weren't helpful when you were in school and they're not helpful today. Here's what to do about them. By Jane Jazrawy*

It's 11:00 am. The scene at the head office of FastTruck Freight. A meeting is underway to discuss changes to how the company will approach the border. The meeting has been going on since 10:30 and no one has spoken except Don, the fleet manager.

Don has been at the company forever and has done every job there. He is regarded as an institution and is friends with Wayne, the owner. While Don takes the meeting completely off-track, Wayne nods and smiles. No one else speaks.

This is a fictional company, but the situation isn't. It's the "teacher's pet" syndrome where one person dominates every discussion. The "pet" has opinions on everything and usually squashes anyone else's so effectively that no one else bothers to speak up.

Lyn, who reports to Wayne, makes a couple of suggestions about changing the hiring process. Wayne tells her Don is currently working on that and she should just learn the ropes of her own job before she makes changes. Lyn is confused—she was under the impression that hiring was her job.

If you've been in Lyn's position, you can probably identify with this story pretty easily. But what if you're Don or Wayne?

Wayne isn't showing much leadership. He's called a meeting to talk with a border expert but lets Don talk the

entire time. He's setting Lyn up in a conflict position with Don by discouraging communication and refusing to clarify the roles of his staff. He's created a leadership vacuum.

Don has filled the leadership vacuum as much as he can. His work over the years has kept the trucks moving and the company in the

part of it as well. Lyn needs to be told the success factors of her job and given the opportunity to own her position. Documenting and identifying processes go a long way towards finding the holes in them.

Also, there are other people in the company besides Don who have value. Wayne

Definitely not, but it depends on the choices of every member of the organization. If Lyn decides that it's worth it to stay, she needs to give the company a chance to start making changes—that'll take a little patience. Can Don let someone else take responsibility for success? He has to decide to give up a little of



black, but he can't let go. With his forceful personality, he tends to scare people into quitting, so he ends up with more and more staff who don't know the job but who can tolerate working with him. As much as Wayne isn't supporting Lyn, he's not supporting Don or the rest of the organization either.

So what do you do? This depends on whether you're Lyn, Wayne or Don and it boils down to what kind of workplace Wayne and Don want to create.

One of the best ways to diffuse a potentially negative situation is to clarify it. That responsibility should fall to Wayne, but Don needs to be

needs to find out who they are and how to help them work as a team. Don is not the only hero—paying attention to other ideas can encourage creative problem solving and innovation. Working as a team takes the pressure of one person to always be the "hero" and sets the organization up for success.

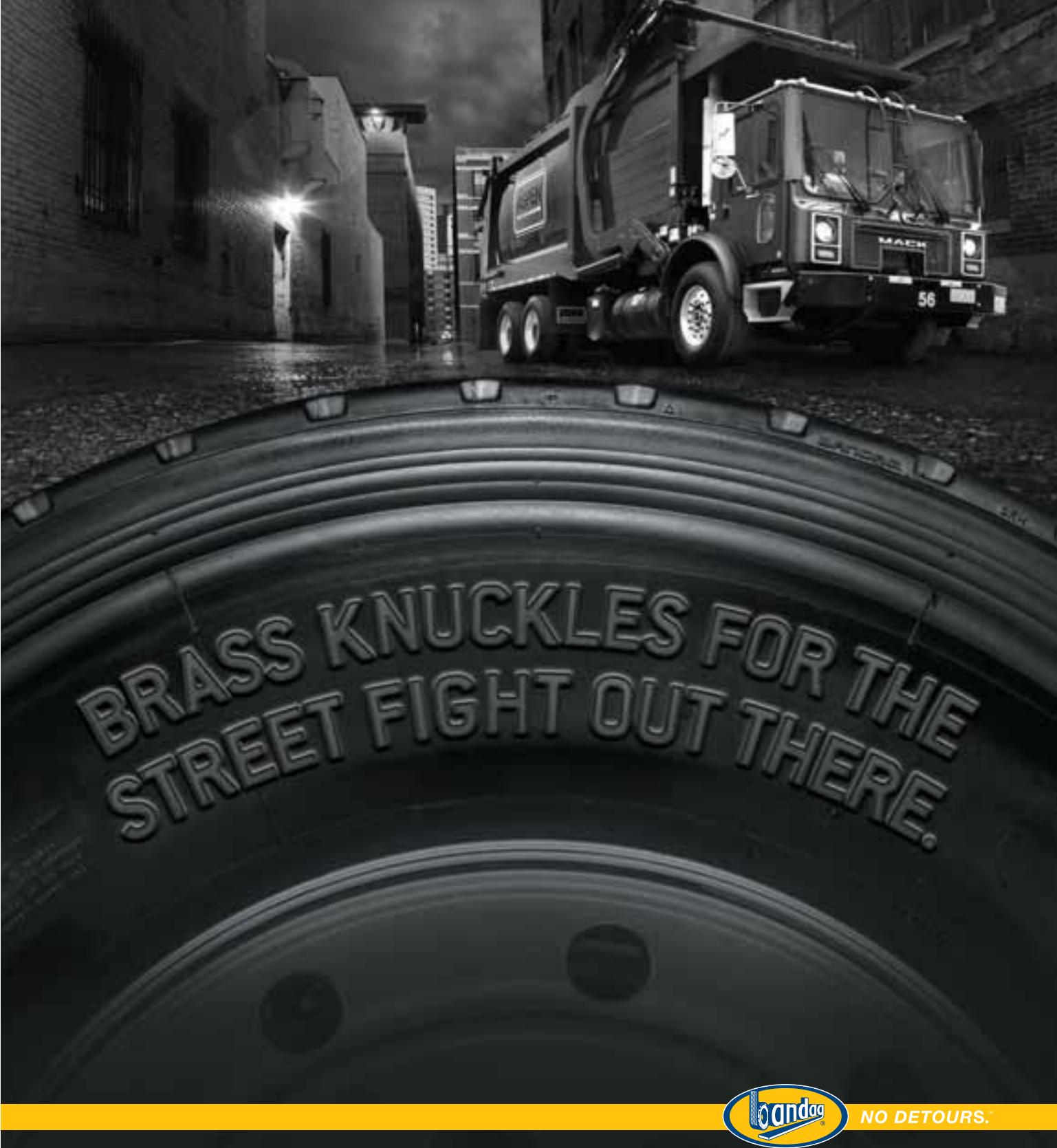
When Don and Lyn understand their roles and how those roles fit into the organization's goals, they will be able to work together productively. When everyone is focused on goals, and not personalities, potential for success increases exponentially.

Is it too late for our fictional FastTruck Freight?

the autonomy that he's cultivated and try to work as a member of a team.

Wayne's task is the hardest because the buck stops with him. He must decide what he wants his company to be, knowing that his decision will impact each person who works there. Perhaps most importantly, he should take note of what Theodore Roosevelt said: "If you could kick the person in the pants responsible for most of your trouble, you wouldn't sit for a month." ▲

Jane Jazrawy, Vice President of Product Development at CarriersEdge, can be reached at jane@carriersedge.com



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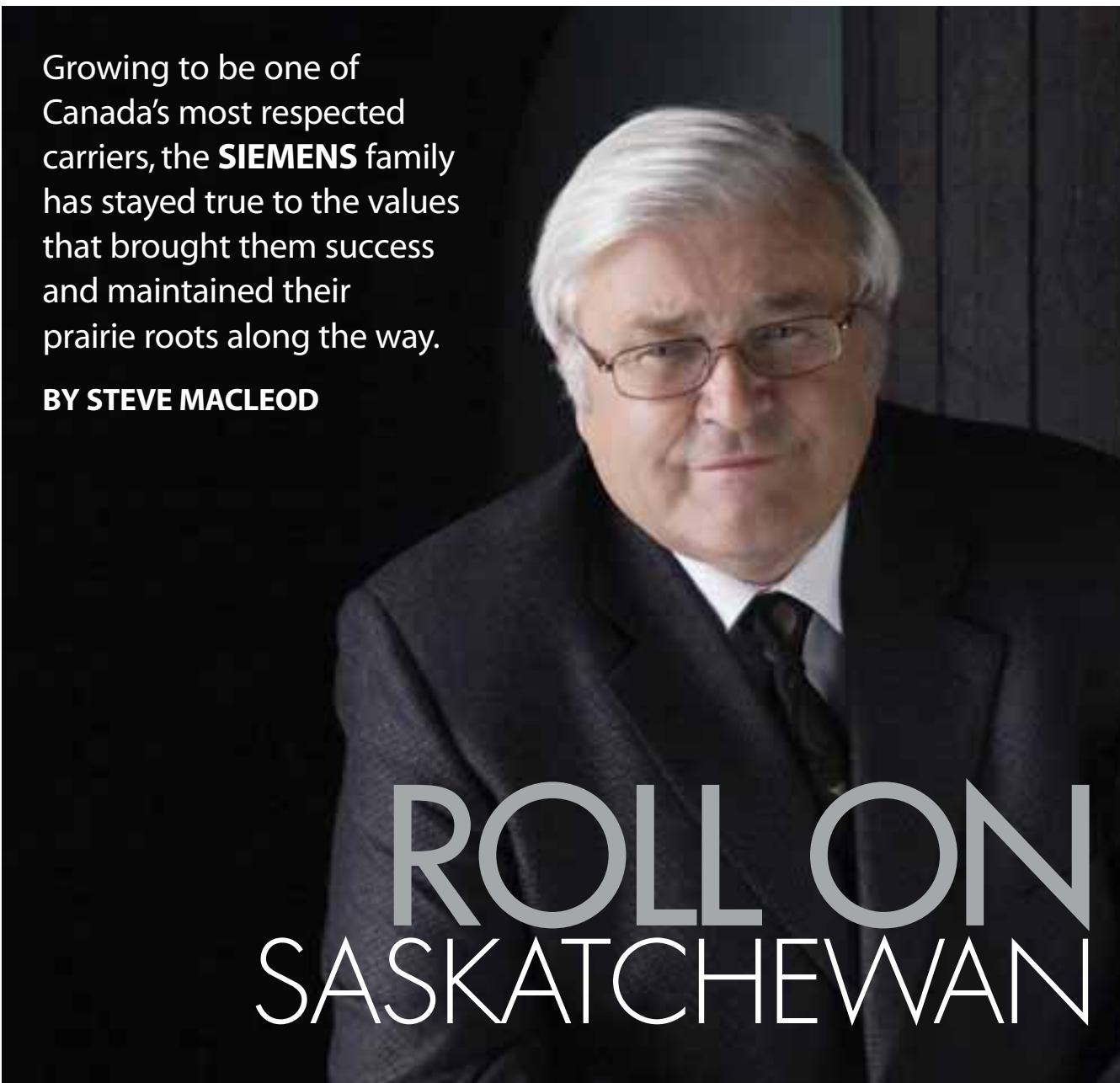
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Growing to be one of Canada's most respected carriers, the **SIEMENS** family has stayed true to the values that brought them success and maintained their prairie roots along the way.

BY STEVE MACLEOD



ROLL ON SASKATCHEWAN

Erwen Siemens gets up every morning and heads to work, just like many people across the country. Unlike most, though, Siemens is 69. And he's still as involved with his business as he was when he launched it almost half a century ago.

It was 1962. John Diefenbaker was prime minister, and the Toronto Maple Leafs were Stanley Cup champions. The Blue Bombers won the Grey Cup.

Through 10 different prime ministers, 16 different teams hoisting the Stanley Cup and 10 franchises winning the football title, Erwen Siemens has grown his operation considerably since founding Kindersley Transport.

"He comes to work everyday; he doesn't have to, but he does," said his son Doug Siemens, vice-president of Siemens Transportation Group. "He still likes it, enjoys it, and he has lots of interest in it. It's his life and he's been very successful."

Erwen's introduction to trucking began before he was born. His father operated Siemens Transport and Erwen worked in the family business as a teenager alongside his brothers hauling bulk commodities around Saskatoon.

In 1962, Siemens decided to strike out on his own, buying a truck and doing a run between Saskatoon and the town he would name his company after, Kindersley. And it wasn't long until he started purchasing operating authorities and other small companies.

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Siemens Family

"Back then," notes Doug, "you could buy operating authorities and he purchased some that expanded us in Saskatchewan and gave us entrance into Manitoba. He also purchased MacKays Transport, which gave us entry into Alberta."

The expansion continued through the '80s and as the industry was deregulated in the last half of that decade, Kindersley established a full North American service network.

Meanwhile, another growing trucking company, the Mullen Group, eyed and purchased the original Siemens Transport,

In the past few years a number of large Canadian carriers have expended a lot of effort buying smaller fleets. The team at Siemens has never entertained the idea of selling and always keeps an eye on prospective buys.

"We're not just going to buy for the sake of buying," he says, "but we're open to it and have talked to several people, but it has to be the right fit for us, at the right time."

Although new additions to the Siemens fold have been scarce during the past several years, the company has found ways to grow. (See "All in the Family," pg.32.)



PRAIRIE PRIDE: Erwen named his first company for the town in which it was based.

in 1997. After merging that company with its own interests, Mullen dropped the Siemens name, and then at the turn of the century, the family picked it up again. The parent company is now listed as number 14 on the 2008 *Today's Trucking*'s list of Top 100 carriers.

Along with Siemens Sr. and Doug, three other sons—Darrell, Terry and Tom—play prominent roles in the company.

"A family business lends itself to make a business more successful because we're all proud of the company and you have that sense of ownership with family members involved in it," says Doug. "That's not to say non-family businesses don't have that, I think it's just a little easier with family members involved."

The family pride and sense of ownership also helped keep the Siemens family on the buying side of the mergers-and-acquisition game.

"It seems in the trucking industry," Doug says, "you have to grow and offer more services to your customers."

"Whether it's expanded regions or territories, or more services, you can't be stagnant."

"We try and diversify because we're in Saskatchewan and there's not the volume of a big metropolitan centre, so we have to be as diversified as possible."

Diversification is even more important because the thought of moving out of Saskatoon to a bigger city was out of the question.

Instead of relocating their head office, Siemens relied on setting up branches in other regions and utilizing current technology to monitor developments.

"In terms of keeping the head office in Saskatoon, well Saskatchewan is a great place to live, this is home and our friends are here," says Doug. "It was a conscious decision and it fits with our culture better."

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*Compared to a Detroit Diesel Series 60 EPA 2007 engine with comparable engine ratings and load weights. **Effectiveness of turbo compound is based on load on the engine. The turbo compound returns horsepower back to the engine's flywheel.

Siemens Family

The group recently launched a program wherein employees can receive donations for projects in their communities. It can be difficult to decide who should benefit from money allocated for donations and the Siemens family felt their employees should have a say in the matter.

"Employees within our company are spread out all over and people in their communities in need fundraising for new arenas and stuff," adds Doug. "It gives them the sense we want to support their community."

Other than that tidbit of community involvement, the humble vice-president won't delve much further into the subject.

"We do a few things, but it's weird to start listing them off and say we do this and we do that," says Doug. "My father over the years has been involved in different things and with different boards."

Siemens is well known for its internal apprenticeship program, designed to bring new drivers as well as new technicians into the industry. Vehicle technicians

can get hired with virtually no experience and the company subsidizes their tuition fees and tops up E.I. to 95 percent while the student is away from work in the classroom.

As well, a few years ago the company introduced an international driver-recruitment program. Called Going Global, the division has brought more than 200 new drivers from abroad into the Canadian fold. And new recruits as well as veterans can polish their driver skills on the company's \$150,000 driver simulator.

The company encourages student athletes by offering them summer jobs and has introduced something called Drive Your Career, designed to help post-secondary students get a taste of various career opportunities.

Still, the family is loathe to boast. It's all about hard work, according to Doug. Especially the hard work that his dad does.

As Erwen has proven during the past 46 years, Western Canada is not such a bad place to call home. With a prime minister from Alberta, Saskatchewan native Ryan

ALL IN THE FAMILY

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- Harv Wilkening Transport
- Quill Transport
- Hi-Tech Express
- PMK Logistics
- Triangle Freight Services
- Mid-Sask Ag Services

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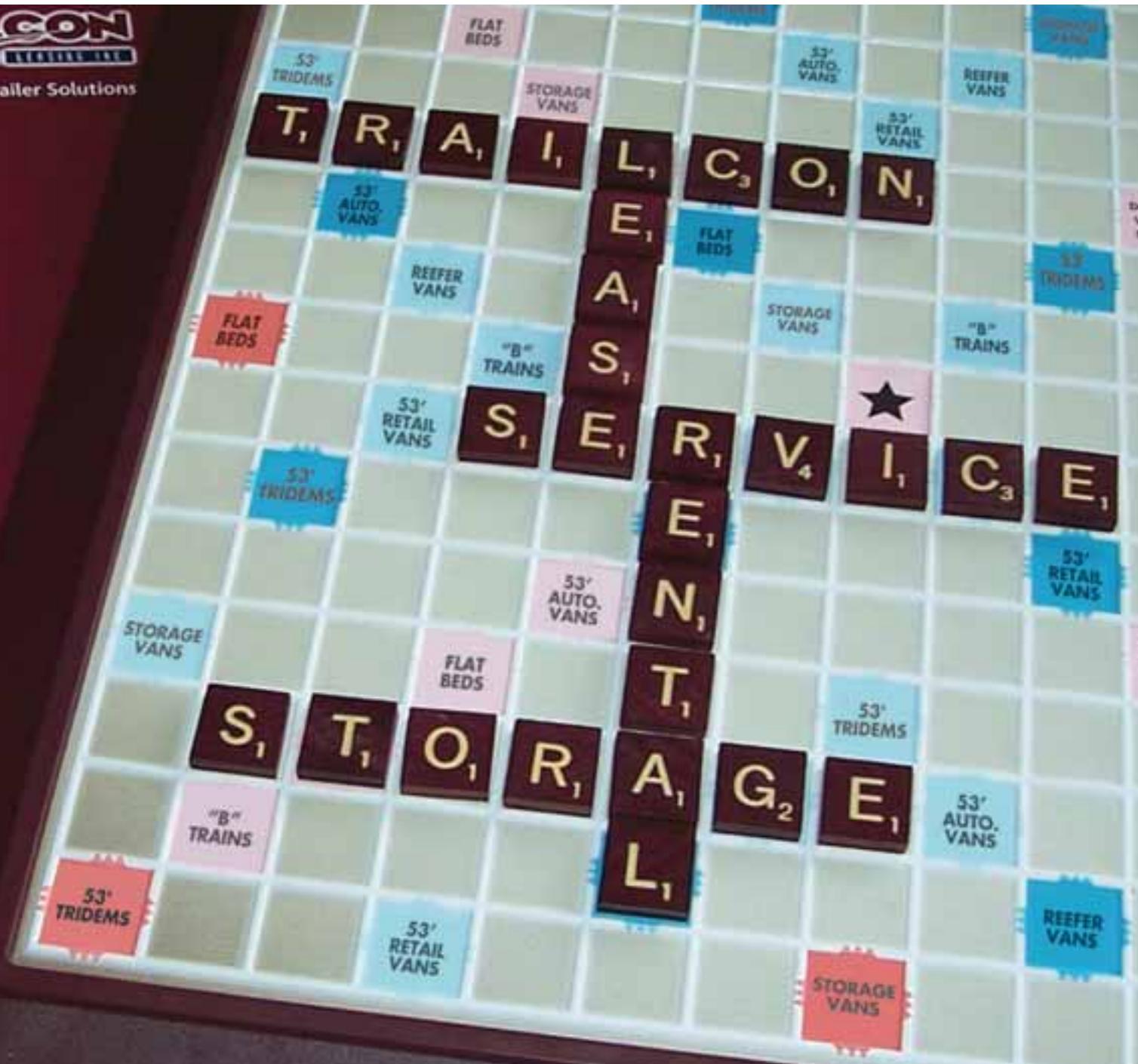
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Canada's Top 100

BY PETER CARTER

The week we were putting the final touches on this list of Canada's 100 biggest for-hire carriers, GM announced a \$38.7 billion loss—the biggest ever for an automaker.

But you don't need to look at the company's annual report to read between the lines. Just go for a ride Highway 401.

It bisects Ontario's Golden Triangle.

Two years ago, the right lane of the 401 was a virtual freight train of tractor trailers heading from Ontario's heartland to the American border.

It's not so busy anymore.

As one driver told *Today's Trucking*, "The bright side is, it's easier to get a decent seat in the truck stops."

At the same time as the automotive giant reeled, the American economy was trying to adjust to the triple whammy of sub-prime lending crisis, a diving dollar and the general uneasiness that precedes an election.

However, as *Today's Trucking* staff compiled the list of top carriers, we got a chance to contact most of the companies on it and as a result develop an informal albeit in-focus snapshot of the industry. When one of our researchers asked "How's business?" one Quebec-based outfit said "Great except for the number of trucks parked against the fence."

Also, as our staff entered the numbers, it became awkwardly apparent that quite a few of the companies had less iron on the road than they did last year. Company after company reported fewer trucks, trailers and owner-operators.

Day&Ross, for instance, checks in with 3,119 total units this year, down from 4,303 this time last year. And Big Orange—Schneider National—is down to 1,970 units, as opposed to 2,454 in 2007.

That less trucking was done in Canada during 2007 than in 2006 became painfully apparent.

According to Statistics Canada, there were 3,482 for-hire trucking companies in Canada with annual revenues of \$1 million or more in Q2 of 2007, down from 3,570

carriers in the same period a year earlier.

And for those companies, operating revenues for the same period totaled \$7 billion, down a full two percent from the same time in 2006.

There is, of course, another side to the story, and that, too became apparent as we assembled the list. Change is afoot.

Companies are realigning their lanes, traffic is flowing more east-west than north-south and intermodal transportation is coming on strong. In fact, several carriers told us about the addition of scores of containers to their fleets but as of this year, we don't count them in our tallies. Yet.

why, just because the 401 has empty stretches, there's no reason to mourn the state of Canadian trucking at large.

Glennco gives Bison a link to the growing Asian import business and the purchase follows other westward expansion for Bison, including a new terminal in Calgary, a new intermodal division connecting Ontario with the west and finally, the rapid expansion of their turnpike-double operations in Manitoba, Saskatchewan and Alberta.

Bison President Don Streuber says it's been a matter of rethinking trucking strategies. "It requires a willingness to step



CANADA'S
Top 100

Our annual tally of the 100 biggest for-hire carriers in the land and what it says about the state of your affairs.

And look at Schneider.

Its total numbers may be down but as the company's newly appointed general manager for Canada Sandro Caccaro told *Today's Trucking*, truckers have to look beyond their traditional pastures for increased business. Schneider is in the throes of opening a new logistics arm operating out of Toronto, much like its big brother has in the U.S.

Then of course there are the companies that continue to grow, and by doing so eliminate others from the list of top carriers. You won't see Groupe Thibodeau—34th on last year's list—because TransForce purchased them in late '07.

Ditto Glennco of Kelowna, B.C., which appeared as the 56th biggest outfit in the land in 2007. It is now part of Winnipeg-based Bison Transport. That purchase, in addition to Bison's natural growth, changes the prairie trucker's standing from 13th to seventh.

The Glennco purchase underscores

back and have some good self-examination," he told us. "It takes discipline and you have to be prepared to be analytical and reassess your current circumstances."

While Streuber's not exactly bullish on the coming year—he predicts a neutral-to-slightly negative 2008—he says companies will have their cost-control abilities taxed to the max.

Finally, at the same time as we were finishing up the Top 100, the consultants Deloitte & Touche announced their list of best-managed companies in Canada. Among D&T's criteria are companies' abilities to respond to changing market conditions. And—surprise surprise—a disproportionate number of those finest outfits are also on our list of Carriers.

As well as Bison (number seven on our list), the all-star team includes TransX (four), Challenger (five), QuikX (23), H&R (26), M-O (32), Yanke (35), Consolidated Fastfrate (48), and MacKinnon (75). That's gotta say something. ▲

Our annual survey of Canada's largest for-hire fleets

Today's Trucking

2008
CANADA'S TOP 100

Rank (2007)	Company Name, City, Province	Total	Trucks	Tractors	Trailers	O/O's	Employees
1 (1)	TransForce Income Fund, Saint-Laurent, PQ	20340	0	7490	12850	2200	14683
2 (2)	Vitran Corporation Inc., Toronto, ON	10344	55	2346	7943	488	4649
3 (3)	Mullen Group Inc., Aldersyde, AB	7902	453	1405	6044	996	3500
4 (4)	TransX, Winnipeg, MB	5737	65	1545	4127	890	2350
5 (5)	Challenger Motor Freight Inc., Cambridge, ON	5010	10	1500	3500	298	1700
6 (7)	Groupe Robert, Boucherville, PQ	4578	8	904	3666	315	2580
7 (13)	Bison Transport Inc., Winnipeg, MB	4315	10	1077	3228	339	1745
8 (6)	SLH Transport, Kingston, ON	4047	0	305	3742	370	707
9 (11)	Canada Cartage Diversified Income Fund, Mississauga, ON	3800	400	1200	2200	500	3000
10 (10)	Contrans Income Fund, Woodstock, ON	3775	0	1391	2384	795	1981
11 (12)	Armour Transportation Systems, Moncton, NB	3585	150	810	2625	75	1650
12 (8)¹	Day & Ross Transportation Group, Hartland, NB	3119	321	75	2723	2707	2080
13 (14)	Trimac Transportation Services LP, Calgary, AB	2818	0	463	2355	527	1313
14 (nr)	Siemens Transportation Group, Saskatoon, SK	2790	45	720	2025	121	1675
15 (nr)⁴	UPS Canada, Mississauga, ON	2521	2521	0	0	0	8750
16 (17)	Manitoulin Transport Group, Gore Bay, ON	2468	126	736	1606	133	na
17 (18)	Calyx Transportation Group Inc., Concord, ON	2292	26	306	1960	274	935
18 (16)	Transfreight, Cambridge, ON	2274	0	263	2011	0	1400
19 (9)	Paul's Hauling Group, Winnipeg, MB	2270	71	530	1669	140	1142
20 (19)	Reimer Express Lines, Winnipeg, MB	2003	27	539	1437	203	1378
21 (15)	Schneider National Carriers Canadian Division, Aberfoyle, ON	1970	0	520	1450	50	700
22 (30)	SGT 2000, St-Germain-de-Grantham, PQ	1890	0	410	1480	82	520
23 (22)	QuikX Group of Companies, Mississauga, ON	1855	65	540	1250	180	1100
24 (39)	Rosedale Group, Mississauga, ON	1845	41	525	1279	120	769
25 (27)	Gibson Energy Ltd., Calgary, AB	1840	72	636	1132	450	205
26 (24)	H&R Transport Limited, Lethbridge, AB	1773	0	478	1295	133	930
27 (25)	Erb Group of Companies, New Hamburg, ON	1705	150	580	975	150	1075
28 (20)	Bruce R. Smith Limited, Simcoe, ON	1695	0	395	1300	92	571
29 (23)	Gibson Transport, Alliston, ON	1693	0	293	1400	59	475
30 (26)	Wilson's Truck Lines, Etobicoke, ON	1684	0	450	1234	265	400
31 (33)	Allied Systems Canada, Burlington, ON	1624	0	802	822	91	1154
32 (32)	M-O Freightworks, Brampton, ON	1622	138	364	1120	384	327
33 (35)	Groupe Guilbault, Ste-Foy, PQ	1621	3	324	1294	81	746
34 (37)	Kriska Transportation, Prescott, ON	1573	0	293	1280	98	525
35 (21)	Yanke Group of Companies, Saskatoon, SK	1554	7	306	1241	157	649
36 (36)	Purolator, Mississauga, ON	1546	122	440	984	400	12500
37 (28)	XTL Group of Companies, Etobicoke, ON	1480	0	230	1250	170	150
38 (38)	Meyers Transport, Peterborough, ON	1440	16	342	1082	65	592
39 (46)	Vedder Transportation Group, Abbotsford, BC	1372	0	392	980	85	504

2008

CANADA'S TOP 100

Rank (2007)	Company Name, City, Province	Total	Trucks	Tractors	Trailers	0/0's	Employees
40 (41)	HBC Logistics , Etobicoke, ON	1366	0	208	1158	0	275
41 (40)	Northern Industrial Carriers , Edmonton, AB	1365	0	265	1100	5	200
42 (42)	Celadon Canada , Kitchener, ON	1345	0	385	960	230	200
43 (44)	Penner International , Steinbach, MB	1284	0	384	900	384	134
44 (43)	Shadow Lines Transportation Group , Langley, BC	1259	0	275	984	275	85
45 (29)	C.A.T./Canadian American Trans. , Coteau du Lac, PQ	1254	0	114	1140	460	300
46 (45) ³	Clarke Inc. , Etobicoke, ON	1198	43	120	1035	230	530
47 (31)	Verspeeten Cartage , Ingersoll, ON	1173	0	154	1019	276	241
48 (47)	Consolidated FastFrate , Woodbridge, ON	1110	38	277	795	125	1600
49 (50)	Cooney Group , Belleville, ON	1022	0	222	800	7	300
50 (53)	Rosenau Transport , Edmonton, AB	1000	52	198	750	71	350
51 (48)	Arnold Bros. Transport Ltd. , Winnipeg, MB	998	2	296	700	149	332
52 (55)	Arrow Transportation Systems Inc. , Richmond, BC	960	80	330	550	250	240
53 (60)	B&R Eckel's Transport , Bonnyville, AB	959	30	185	744	15	325
54 (59)	Transport Morneau , Saint-Arsene, PQ	938	21	216	701	42	551
55 (58)	Thomson Terminals , Etobicoke, ON	935	3	232	700	12	na
56 (54) ²	DCT Chambers Trucking , Vernon, BC	934	40	286	608	110	201
57 (52)	Team-Transport Services Ltd. , Richmond, BC	933	0	138	795	118	31
58 (62)	Groupe Boutin , Plessisville, PQ	891	6	238	647	23	447
59 (51)	Travelers Transportation Services , Brampton, ON	887	2	245	640	14	304
60 (61) ²	Musket Melburne , Mississauga, ON	885	0	225	660	115	320
61 (63)	Sokil Transportation Group , Edmonton, AB	877	132	145	600	0	270
62 (64)	RAM Contract Carriers , Cottam, ON	838	1	195	642	189	48
63 (68)	International Truckload Services , Belleville, ON	837	2	225	610	160	320
64 (66) ²	L.E. Walker Transport Ltd. , St. Thomas, ON	820	0	145	675	85	330
65 (57)	Simard Transport , Lachine, PQ	810	35	125	650	142	550
66 (67)	Wolverine Freight System , Windsor, ON	748	3	200	545	85	332
67 (70)	Speedy Transport Group , Brampton, ON	744	2	10	732	366	400
68 (68)	Normandin Transit Inc. , Napierville, PQ	715	2	220	493	25	338
69 (71)	Williams Moving & Storage , Coquitlam, BC	699	195	138	366	79	400
70 (49)	BLM Group , Kitchener, ON	697	1	186	510	65	330
71 (73)	Hyndman Transport , Wroxeter, ON	695	0	197	498	21	232
72 (83)	Andlauer Transportation Services , Etobicoke, ON	675	281	78	316	161	680
73 (74)	Big Horn Transport , Calgary, AB	654	17	112	525	0	160
75 (65)	MacKinnon Transport Inc. , Guelph, ON	619	0	101	518	152	192
76 (80)	Totaline Transport Inc. , Vaughan, ON	616	52	221	343	67	273
77 (76)	System 55 Transport , Oakville, ON	614	4	134	476	53	98
78 (77) ²	ProNorth Transportation , North Bay, ON	590	0	160	430	15	215
79 (72)	Mackie Moving Systems , Oshawa, ON	570	30	90	450	125	250
80 (82)	Groupe Goyette , Saint-Hyacinthe, PQ	562	1	75	486	64	278
81 (87)	Transport Bourret Inc. , Drummondville, PQ	557	12	149	396	17	400
82 (79)	Transport Herve Lemieux , Saint-Laurent, PQ	554	41	210	303	35	325
83 (84)	Muskoka Transport , Bracebridge, ON	544	4	155	385	40	190
84 (85)	Groupe Jules Savard , Jonquiere, PQ	540	0	160	380	2	250
85 (89)	Transport Bourassa Inc. , St-Jean-sur-Richelieu, PQ	538	2	135	401	6	250



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2008

CANADA'S **TOP 100**

Rank (2007)	Company Name, City, Province	Total	Trucks	Tractors	Trailers	0/0's	Employees
86 (98)	McKevitt Trucking , Thunder Bay, ON	537	2	165	370	25	205
87 (81)	Fluke Transport , Hamilton, ON	535	20	135	380	65	120
88 (86)	Transport LFL , Vallée-Jonction, PQ	527	21	146	360	6	280
89 (94)	Ayr Motor Express Inc. , Woodstock, NB	525	0	125	400	45	305
90 (91)	Transport V.A. Inc. , Laurier-Station, PQ	503	8	105	390	1	400
91 (90)	Gosselin Express , Thetford Mines, PQ	500	25	80	395	20	165
92 (93)	Transport Couture & Fils Itée , Saint-Ephrem, PQ	492	0	121	371	19	237
93 (nr)	Caravan Logistics Inc. , Oakville, ON	484	2	132	350	38	173
94 (88)	Payne Transportation L.P. , Winnipeg, MB	479	4	175	300	160	100
95 (100)	Les services logistiques Trans West Inc. , Lachine, PQ	465	0	190	275	90	380
96 (96)	Samuel Son and Company Ltd. , Mississauga, ON	456	6	170	280	135	na
97 (92)	J.D. Smith & Sons , Concord, ON	454	54	88	312	0	305
98 (97)	Con-way Freight - Canada , Mississauga, ON	428	2	168	258	0	284
99 (99)	Empire Transportation , Grimsby, ON	426	1	75	350	11	100
100 (nr)	Chester Cartage , Toronto, ON	425	60	65	300	0	na

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

nr = not previously ranked. na = information not available. 4) UPS provided numbers but not a breakdown on vehicle types.

HOW WE DID IT

1. Companies are ranked based on total vehicle counts, including power units and trailers owned by owner-operators, as reported in January, 2007. Only trucks of class 6 or above are enumerated unless otherwise noted. Vehicles and employees based in the United States are included provided they are administered from a Canadian head office.
2. Most of the statistics were entered into the Today's Trucking data base by representatives of the companies themselves. The remaining companies and additions were gathered by Today's Trucking editors via phone, email or fax. While we strive to present accurate figures, the statistics have not been independently verified.
3. Several large fleets do not respond to our requests for information. These include Irving Transportation Services (comprising Midland Transport, Sunbury Transport and RST Industries based in New Brunswick), and RTL Robinson of Yellowknife. As well, the Canadian operation of Federal Express is not on the list.
4. If you have any enquiries or if you think your company should be on next year's list, please contact Peter Carter at 416-614-5828 or peter@todaystrucking.com



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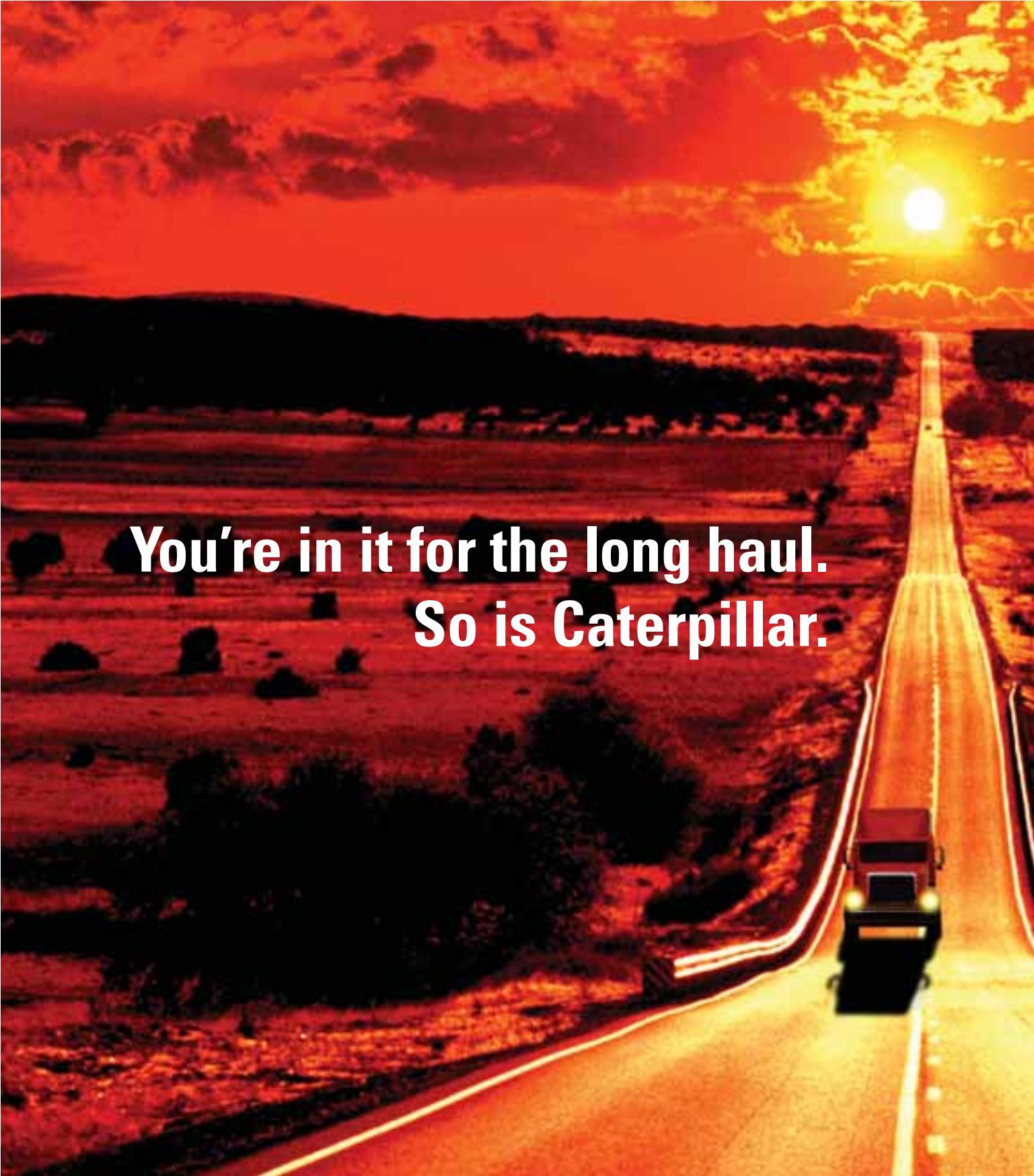
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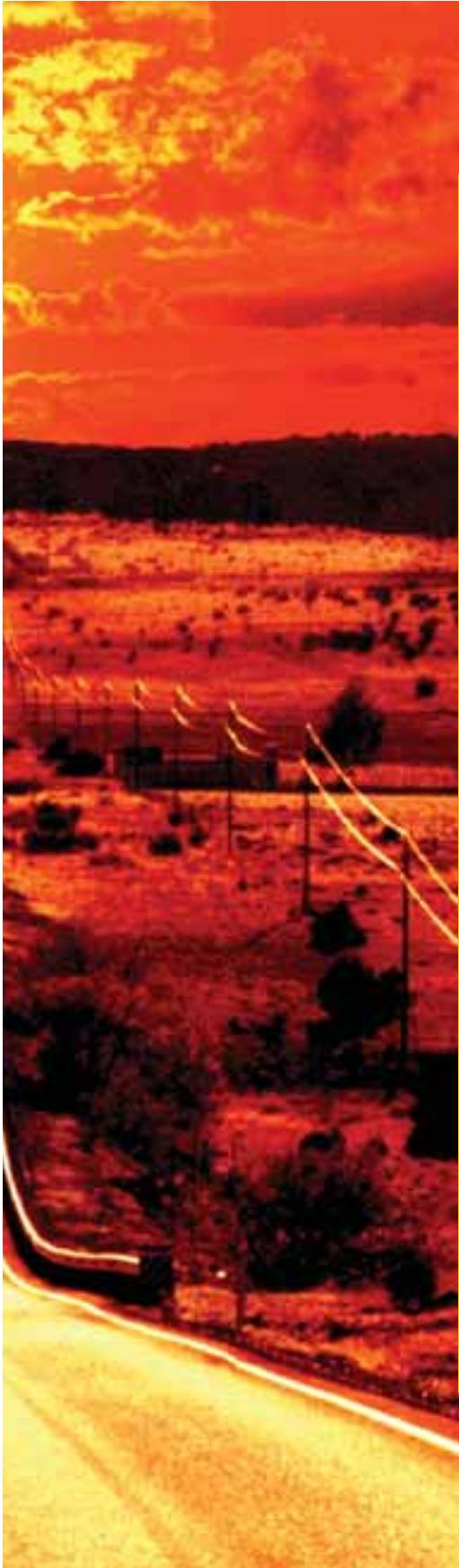
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A photograph of a long-haul truck driving on a desert highway at sunset. The sky is a vibrant orange and red, with the sun low on the horizon. The road curves away into the distance, lined with white dashed lines. The truck is in the lower right foreground, moving towards the viewer. The surrounding landscape is a dry, arid desert with low-lying shrubs and distant mountains.

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— Robert Long, CFO, USA Logistics Carriers

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Company Name	Total Units	Rank ('07)	Company Name	Total Units	Rank ('07)
A			M-O Freightworks	1622	32 (32)
Allied Systems Canada	1624	31 (33)	Mullen Group Inc.	7902	3 (3)
Andlauer Transportation Services	675	72 (83)	Musket Melbourne	885	60 (61)
Armour Transportation Systems	3585	11 (12)	Muskoka Transport	544	83 (84)
Arnold Bros. Transport Ltd.	998	51 (48)	N		
Arrow Transportation Systems Inc.	960	52 (55)	Normandin Transit Inc.	715	68 (68)
Ayr Motor Express Inc.	525	89 (94)	Northern Industrial Carriers	1365	41 (40)
B			P		
B&R Eckel's Transport	959	53 (60)	Paul's Hauling Group	2270	19 (9)
Big Horn Transport	654	73 (74)	Payne Transportation L.P.	479	94 (88)
Bison Transport Inc.	4315	7 (13)	Penner International	1284	43 (44)
BLM Group	697	70 (49)	ProNorth Transportation	590	78 (77)
Bruce R. Smith Limited	1695	28 (20)	Purolator	1546	36 (36)
C			Q		
C.A.T./Canadian American Trans.	1254	45 (29)	QuikX Group of Companies	1855	23 (22)
Calyx Transportation Group Inc.	2292	17 (18)	R		
Canada Cartage Diversified Income Fund	3800	9 (11)	RAM Contract Carriers	838	62 (64)
Caravan Logistics Inc.	484	93 (nr)	Reimer Express Lines	2003	20 (19)
Celadon Canada	1345	42 (42)	Rosedale Group	1845	24 (39)
Challenger Motor Freight Inc.	5010	5 (5)	Rosenau Transport	1000	50 (53)
Chester Cartage	425	100 (nr)	S		
Clarke Inc.	1198	46 (45)	Samuel Son and Company Ltd.	456	96 (96)
Consolidated FastFrate	1110	48 (47)	Schneider National Carriers Canadian Division	1970	21 (15)
Contrans Income Fund	3775	10 (10)	SGT 2000	1890	22 (30)
Con-way Freight - Canada	428	98 (97)	Shadow Lines Transportation Group	1259	44 (43)
Cooney Group	1022	49 (50)	Siemens Transportation Group	2790	14 (nr)
D			Simard Transport	810	65 (57)
Day & Ross Transportation Group	3119	12 (8)	SLH Transport	4047	8 (6)
DCT Chambers Trucking	934	56 (54)	Sokil Transportation Group	877	61 (63)
E			Speedy Transport Group	744	67 (70)
Empire Transportation	426	99 (99)	System 55 Transport	614	77 (76)
Erb Group of Companies	1705	27 (25)	T		
F			Team-Transport Services Ltd.	933	57 (52)
Fluke Transport	535	87 (81)	Thomson Terminals	935	55 (58)
G			Totaline Transport Inc.	616	76 (80)
Gibson Energy Ltd.	1840	25 (27)	TransForce Income Fund	20340	1 (1)
Gibson Transport	1693	29 (23)	Transfreight	2274	18 (16)
Gosselin Express	500	91 (90)	Transport Bourassa Inc.	538	85 (89)
Groupe Boutin	891	58 (62)	Transport Bourret Inc.	557	81 (87)
Groupe Goyette	562	80 (82)	Transport Couture & Fils Itée	492	92 (93)
Groupe Guibault	1621	33 (35)	Transport Hervé Lemieux	554	82 (79)
Groupe Jules Savard	540	84 (85)	Transport LFL	527	88 (86)
Groupe Robert	4578	6 (7)	Transport Morneau	938	54 (59)
H			Transport V.A. Inc.	503	90 (91)
H&R Transport Limited	1773	26 (24)	TransX	5737	4 (4)
HBC Logistics	1366	40 (41)	Travelers Transportation Services	887	59 (51)
Hyndman Transport	695	71 (73)	Trimac Transportation Services LP	2818	13 (14)
I			U		
International Truckload Services	837	63 (68)	UPS Canada	2521	15 (nr)
J			V		
J.D. Smith & Sons	454	97 (92)	Vedder Transportation Group	1372	39 (46)
K			Verspeeten Cartage	1173	47 (31)
Kriska Transportation	1573	34 (37)	Vitran Corporation Inc.	10344	2 (2)
L			W		
L.E. Walker Transport Ltd.	820	64 (66)	Williams Moving & Storage	699	69 (71)
Les services logistiques Trans West Inc.	465	95 (100)	Wilson's Truck Lines	1684	30 (26)
M			Wolverine Freight System	748	66 (67)
Mackie Moving Systems	570	79 (72)	X		
MacKinnon Transport Inc.	619	75 (65)	XTL Group of Companies	1480	37 (28)
Manitoulin Transport Group	2468	16 (17)	Y		
McKevitt Trucking	537	86 (98)	Yanke Group of Companies	1554	35 (21)
Meyers Transport	1440	38 (38)			



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Have a Niche Day

The logistic wizardry that's in the air at ATS is an omen. The future belongs to the specialists.

BY MARCO BEGHETTO

Hours before midnight on July 22, 2007, throngs of Andlauer Transportation Services (ATS) trucks were dispatched across the country to deliver what was arguably the most anticipated product release in retail history. The national distribution of Harry Potter and the Deathly Hollows—the seventh and final of J.K. Rowling's wizardly Harry Potter novels—was a monstrous undertaking.

The fantasy book sold 11 million copies in the first 24 hours after its release (eclipsing the nine-million record posted by the sixth Potter book in 2005).

But more than 24 hours before, amid tight security at ATS' three main trucking and cross-dock hubs in Toronto, Montreal, and Vancouver, staff had a different goal in mind. The rules were simple: Break down and sort thousands of boxes of the books and ship them in synchrony to bookstores across Canada on time—meaning not before, and definitely, not after.

When it comes to Pottermania, the delivery window isn't negotiable or forgivable—as a poor U.S. postal worker found out when she was fired for accidentally delivering a single copy of the Potter book that had skipped past mail sorters.

For Etobicoke, Ont.-based ATS, which is contracted by publishers and entertainment distributors to haul many of the books, CDs, and DVDs sold in Canadian stores, the demand to avoid a logistics nightmare puts a different spin on appointment-sensitive freight.

Get there too early, and face the wrath of your client. Get there



RIGHT ON CUE: Brogan says in the entertainment industry, "early is just as bad as late."

after the witching hour, and your trucks could also be in danger of being overturned by a mob of magic wand-wielding, Potter-loving geeks. Buzz Hargrove's got nothing of that kind of just-in-time pressure.

"Everything has to be delivered at the same time," says Bob Brogan, ATS' senior executive vice president. "There's one set of processes for all shipments, large and small. Wal-Mart can't get it before Costco,

and so on. In the entertainment industry, early is just as bad as late."

That's the kind of lesson that was learned very early on by Michael Andlauer when he founded the company bearing his name in 1991. His ambition was to create a niche-focused, "one-stop-shop" for a select number of clients whose needs centered on the transportation of time-sensitive, high-value products.

"His vision was to do all things for some

people," explains Brogan on behalf of his boss, who was overseas at the time of this interview.

The fleet first rolled out by offering its original customers nationwide airfreight forwarding and ground transportation through facilities in a handful of major Canadian cities.

Demand for its customized services allowed ATS to expand to a small group of high-needs sectors with unique delivery requirements, such as pharmaceuticals, CDs and DVDs, telecommunication devices, and cosmetics.

About 10 years ago, ATS acquired Mowat Express to expand its asset base in the Ontario healthcare, consumer products and pharmaceutical markets. Just before becoming a publicly traded income trust in 2003, Andlauer bought back 100 percent of Concord Transportation from Clarke Inc. Today, Concord mainly handles much of the company's cross-border, and domestic long-haul truckload and LTL freight.

Unlike most other income trusts, ATS hasn't spent the last decade targeting small and medium-sized fleets for takeover. Andlauer originally became an income trust to accelerate such growth, but, says Brogan, the company has since preferred to concentrate on its core assets. (One small exception is the recent acquisition of a Winnipeg-based, curbside car and van fleet that delivers pharmaceutical orders to customers' doors).

"We have to stay focused on a small number of niches that we know are going to be there for a long time or else what we do here is not going to work."

Today, the \$170-million company has about 100 power units and another 250 contracted owner-operators, ranking it at number 72 on *Today's Trucking's* 2008 Top 100 For-Hire carrier list (see pg 34).

It has also built a network of 23 customized terminals across Canada, representing nearly a million square feet of space.

From the start, Andlauer "purpose-built" his entire operation for targeted sectors, rather than trying to lure potential new customers after-the-fact.

"On day one, we made sure we had the entire layout set up—buildings, facilities, and equipment. The [sectors] we worked with required a specific type of building

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network with the kind of floor space the average LTL business just doesn't have," says Brogan. "Then we made sure we could handle and distribute it all—courier, LTL, air freight. Our facilities are more like distribution facilities than they resemble trucking terminals.

"Our customers don't spend a lot of money on distribution. They don't have a lot of multi-carrier models. They just want to give it to somebody so it gets there safe, exactly at the right time. Not before, not after; big shipments and small ones—it doesn't matter."

In order to effectively give customers a fully catered distribution and transportation package, ATS initiated a technological overhaul of its major facilities.

The most recent state-of-the-art, cross-dock hub opened north of Toronto last November. The center, despite being smaller in physical size than its previous headquarters, provides significantly more utilization capacity, with 92 docking doors.

As elaborate as anything you'd see at UPS or FedEx, the facility features 2.7 km of elevated, crisscrossing conveyor belts custom designed by FKI Logistex. Parcels and boxes of varying sizes whiz through 39 sorting lanes at 550 ft per minute.

The boxes are automatically sorted, scanned, weighed, and sent to their appropriate dock door for loading. The system has the ability to process nearly 11,000 packages per hour. "Our driver can deliver a skid or a box, switch back and forth, and he doesn't even notice," says Brogan.

The facility, in combination with the carrier's fleet of high-tech temperature-controlled equipment, also gives ATS significant leverage in the pharmaceutical industry, which makes up 35 percent of the company's business.

Not only is ATS required to maintain a certain temperature of all pharma shipments inside the trailer, but it's one of the few transport providers that can control and monitor strict temperature ranges during the entire unloading and

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NO TEMPERATURE TANTRUMS

ATS boss **Michael Andlauer** might find it fitting that penicillin comes from bread. True, he had nothing to do with discovering the miracle mold, but—if you'll pardon the spin on this old cliché—his company's loaf is buttered by it.

Over a third of ATS' business comes from the pharmaceutical sector, and considering Canada's top-heavy age population, that revenue stream is going to continue to grow. Even more importantly, the industry just loves ATS.

The carrier has a long-standing relationship with the segment, but it really became an A-lister in 2005, when new Health Canada rules demanded pharma companies and their providers be more diligent in product handling and documentation and reporting of temperature during storage and transport.

ATS stepped to the plate with the custom-developed Ambient Shipping Program and the Temperature Management Program (TMP), which ensure and qualify products are kept in the required range. ATS' \$100,000 reefer units have custom insulation, heating and cooling systems as well as fitted sensors throughout the entire trailer to monitor temperature. Both dispatch and ATS' customers can see the ranges online at any time.

Even when products are unloaded and sorted at ATS' facilities, they aren't affected by the weather outside. For example, when the trailer backs up, the doors swing inwards and a custom insulating curtain inflates to cover the open gaps between trailer and doors. Inside the facility, ambient temperature is controlled and verified by calibrated sensors and is constantly audited by trained staff.

Readings are transmitted to dispatch every six minutes by cellular codes. If the temperature rises to 23°C or falls to 17°C an automatic alert is sounded and the driver, dockworker, and dispatcher is notified.

The investment was extensive, but it certainly got the attention of an entire industry. And it's paying off big-time. Says RBC's Walter Spracklin: "We consider ATS' ability to promptly react to unique customer demands to be a key competitive advantage, which we expect will allow that company to capture increased volumes at attractive rates."



handling process at its facilities.

"Years ago, the pharma sector needed a comprehensive control-based solution, so we built one," says Brogan. "We were the ones that stepped up the quickest and did the most extensive work around temperature, which became that industry's most important requirement."

The system was so impressive, it automatically propelled ATS to the top of the market, giving the carrier unprecedented branding and pricing leverage in that sector.

In a recent analysis of the company, RBC Capital Markets described the temp-management program as ATS' "main growth engine for the future."

"Shippers in the pharmaceutical industry provided un-prompted accounts of ATS' success in providing transportation services that met their regulatory monitoring specifications for temperature control," says RBC's Walter Spracklin. "Moreover, given the high value of these shipments and the importance of high quality processes, ATS has significant leverage when it comes to pricing. This is supported by the fact that very few of its competitors provide this level of service."

RBC recently conducted a national shipper survey that examined the evolving nature of the shipper-carrier relationship. In it, the firm identified that a key priority for shippers is consolidating their supplier relationships around fewer carriers.

"This 'one-stop-shop' focus and customized transportation solutions helps ATS deepen its relationship with existing customers and allows for better than average customer retention," notes Spracklin. What's "better than average?" Well, more than 50 percent of customers (including the top 30) have been loyal to ATS for eight years or more.

"Sure, our customers expect us to be competitive. But there's not that many companies that can do what we do under one roof," says Brogan.

"We work hard to be able to say that we are the best solution for client x. But perhaps we're not a good solution for client y. So we never get client y. He doesn't even come here."

"Usually if client x leaves, it's because he's changed his business model where he no longer finds the same value in a one-stop-shop. That's how we lose, but we



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don't lose that many because of that."

As a result of ATS' discipline to not overextend itself, the carrier has largely avoided stepping into the economic quicksand that has grinded down many other general truckload and LTL carriers—especially in central Canada where the value of the Canadian loonie and reliance on the U.S. economy, vis-à-vis our manufacturing export sector, has taken a heavy toll.

"While we remain underweight on the trucking segment due to continued weakness in manufacturing ... we expect that ATS will continue to be shielded from these headwinds because of the company's focus on service-sensitive shippers in targeted industries," says Spracklin.

AROUND THE BEND

ATS' pricing challenges are more technology-driven and less based on general economic conditions. Internet downloading and streaming video, for example, are biting into the sale of hard copies of CDs and, ever more often, DVDs on the shelf. "That translates to pricing pressure in our business, for sure," says Brogan.

At the same time, Spracklin believes that ATS' ability to offset the decline in the entertainment industry with growth in pharmaceuticals is its key test over the next decade.

While Canada's demographic pool dictates pharma will continue to grow progressively over the next 25 years, its margins for trucking are not as high as what the entertainment industry currently contributes.

Almost unheard of five years ago, Canadian trucking companies, including income trusts, are starting to look quite attractive to American private equity firms. In 2007 two such investment firms bought Canada Cartage and Consolidated Fastfrate. Examining these acquisitions at the time, Spracklin said carriers that are based on niche-market segments, are characterized by higher barriers to entry, and have solid pricing discipline continue to make more sense for private equity consolidation. And yeah, ATS fits that criteria as well as any carrier in Canada, Spracklin adds.

So how often does Michael Andlauer's phone ring in a single day? Brogan won't say

exactly, but he stresses the company isn't rushing to put the For Sale sign out front.

"It's nice to be noticed, sure. But we're not courting private equities or anything like that."

"I assume when they say that [analysts] are looking at the fundamentals—the things that make us a good purchase for unit holders also makes us, I suppose, attractive to those looking to buy a com-

pany—things like stable sense of market; secure, robust customers; and to be able to spit up decent results."

And don't forget, Bob, the importance of being able to keep happy thousands of cloak-clad children (and let's not kid ourselves, their parents, too) waiting not so patiently for their next Harry Potter fix. Just ask J. K. Rowling how profitable that racket is. ▲

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EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS



SILENCE ISN'T GOLDEN: The view from behind is a little different when a trailer has air disc brakes. If your drivers aren't asking questions, they're probably not doing their vehicle inspections.

Is it Time to Say So Long to S-Cam Brakes?

brakes *Air disc brakes are on the comeback trail. Fleets who've tried them like them. By Jim Park*

Ask around. You won't have a hard time finding someone who remembers an earlier generation of air disc brakes. The technology was ahead of its time, it seems. They worked well, but they didn't last very long. Rotors cracked apart in months, pads wouldn't go much beyond 15,000 miles, and mixing aggressive discs and less aggressive S-cams

on a combination unit created its share of excitement.

Modern ABS has mooted the latter issue, and extensive redesigns and improvements in metallurgy and materials formulation have resolved the former. Designs, performance, weight, and cost have all improved markedly, and some of Canada's largest and most successful fleets

are now taking cautious second looks at air discs. They seem to like what they're seeing.

Trimac Transportation of Calgary is one such fleet. It began testing air discs four years ago in a high-duty-cycle operation running 120,000-lb GVW B-train coal-haulers in the Black Hills of western South Dakota. They put a half dozen power units into service with air discs at all six wheel positions to test against their S-cam equipped cousins.

Bill Januszewski, Trimac's director of purchasing and equipment technical services, says the S-cam-equipped trucks saw 100,000 to 125,000 miles between relines, while the air-disc equipped tractors went out beyond 325,000 miles on the same pads and rotors.

In Gear



AIR DISCS AND WIDEBASE-SINGLE TIRES?

Trimac wanted to run discs on a few U.S. power units equipped with the new fuel efficient tires, but Januszewski told us Freightliner nixed the idea, being wary of potentially poorer pad life due to the increased exposure of the caliper assembly.

On a dual-wheel assembly, the caliper is well protected by the wheel. They're rather more exposed with widebase-singles. Meritor Wabco's Paul Johnson explains that there can be issues with road debris, especially sand and small pebbles, becoming lodged between the pad and the rotor.

"We've seen some scoring," he says. "Nothing that would cause irreparable damage, but it's a concern."

Meritor Wabco and the others have developed backing plates and dust shields to protect the pads and calipers, and Johnson says it's just a matter of time until the recommendations for backing plates make it into the OE databooks.

"The first group of trucks we tested is now at the end of their life cycle, and we have had virtually no problems with them," Januszewski says. "The original rotors are still running in all the trucks, and I think we replaced one set of pads over several hundred thousand miles. We pretty well tripled the life of the brakes on those units compared to the [S-cam equipped] trucks in the same service."

Because Januszewski remembers the first go-around with air discs, the company is still testing here in Canada. Because of the higher gross and axle weights in Canada, Trimac wants to be "very sure" air disc brakes are the right choice for our operating conditions as well. "We're not yet seeing the pad life [in certain high GVW applications] we saw in the South Dakota fleet, but we're not far off," he says.

THE TRAILER MARKET

While air discs have become the standard tractor spec in its U.S. fleet, Trimac is moving ahead slowly with trailers. It's running less than 100 air-disc equipped trailers at this point.

Winnipeg-based international truck-load carrier TransX is another story. It has more than 500 air-disc-brake-equipped trailers on the road already.

"We jumped right in, both feet," says Brian Hiebert, vice president of equipment maintenance at TransX. "Every trailer we buy from today forward will have disc brakes. And we haven't bought a trailer in the last year-and-a-half that didn't have them."

Rob Sims of SLH Transport of Kingston Ont., is looking too, though somewhat more cautiously. He saw the potential for improvements in stopping distance with

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less brake fade, and potentially lower maintenance costs, and so began testing disc brakes on a select group of B-train vans operating in western Canada.

"In late 2006, SLH built two identical groups of B-trains—except that one had traditional S-cam brakes and the other had air disc brakes—so the two could be compared," says Ray Camball, fleet sales manager at Trailmobile Canada in Mississauga.

MONEY AHEAD IN THE LONG RUN

There aren't many downsides to air discs, but weight and cost are two of the perceived drawbacks. They're more expensive from the get go, but how do they compare when you factor reduced maintenance and downtime costs? In other words, how does the lifecycle cost compare to S-cams?

"The acquisition costs are significantly higher, there's zero doubt about that, but prices are improving as production ramps up," Januszewski observes. "Having said that, I have absolutely no doubt that the life-cycle cost of air disc brakes will be lower."

Januszewski found the South Dakota air discs outlived the S-cams by a three-to-one margin—and that was in a severe-duty application. TransX's Hiebert says he expects brake jobs will be two-to-one over S-cams, and probably better, so he'll cut his maintenance costs at least in half over the eight-to-10-year lifespan of his trailers.

FOR MORE INFO

AS WE GOT TO PRESS, INTERNATIONAL, MACK, AND VOLVO ARE THE ONLY OEMS NOT OFFERING AIR DISC BRAKES. INTERNATIONAL IS IN EVALUATIONS, AND MACK SAYS IT WILL HAVE A STEER AXLE DISC BRAKE AVAILABLE EARLY IN 2008.

FOR MORE INFORMATION ON THE THREE CURRENT PROVIDERS, CHECK OUT:

- Bendix Spicer Foundation Brake LLC
www.foundationbrakes.com
- Haldex Commercial Vehicle Systems
www.hbsna.com
- Meritor Heavy Vehicle Systems LLC
www.meritorwabco.com

Trailmobile's Camball points out that while the initial cost is higher for disc brakes, in a case where premium options are spec'd on drum-brake vans—such as auto-greasers for cams, slacks, and clevis pins—that cost disappears. Those system aren't needed with disc brakes.

"It is still early for an accurate comparison on long-term maintenance costs and performance of the vans, but so far the

results are encouraging. Drivers like them, and we have seen a slight reduction in maintenance related downtime," observed Rob Sims. "I'm tracking and comparing the frequency, type, and cost of the work done on the brakes for the two groups. If the discs continue to run as well as they started off, the longer term savings may well offset much of the initial upcharge."

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DIFFERENT STROKES: Tape measures will be redundant with air disc brakes. You can't measure brake stroke externally.



CVSA OOS CRITERIA FOR AIR DISC BRAKES **STILL IN THE MAKING**

The Commercial Vehicle Safety Alliance roadside inspectors aren't quite sure what to do with air disc brakes. Unlike an S-cam brake, you can't measure brake stroke externally. The pads are hidden within the caliper and can't be measured, and only one side of the rotor is easily inspected. The actuator is integrated into the caliper, and can't be inspected visually, either, says Ron Plantan, principle engineer for Bendix's wheel-end group.

Randy Petresh, director of engineering, Haldex Brake Products Corp., says the three air disc manufacturers have been working with CVSA to develop a roadside inspection procedure, "something less comprehensive than we recommend for standard maintenance inspections, but no less telling as to the serviceability of the brake."

A draft of the recommendations is to be presented to the CVSA Vehicle Committee for review at a March meeting in Denver, said CVSA's Steve Keppler. If it's accepted, we could have an CVSA inspection procedure as early as the fall of 2008—and tape measures will become redundant.

to a tractor, notes Januszewski. "Four hundred pounds heavier for a tractor with air discs at all six wheel ends," he notes. "Go to aluminum hubs, and you're only one hundred pounds heavier."

That could be an issue in weight-sensitive applications, so could the upcharge for aluminum hubs. But Januszewski also notes that costs have been dropping steadily since he began testing for years ago. "I'm sure they'll become more competitive as production increases and the brake makers get economies of scale on their side."

But all three fleets told us that there's one element to air discs that you just can't hang a price tag on: performance.

You can get surprisingly good performance out of an S-cam brake with the extra wide blocks on the non-steer positions and using the 16.5-by-5-in. linings on the steer axles, notes Januszewski. "But you get it only once."

"S-cam performance diminishes as the brake drums heat up," he says. "I'm not saying there's anything inherently unsafe about S-cam brakes—we have a whole whack of them in our fleet right now—but I am saying that the air disc brake is superior under repeated applications. The hotter it gets, the better it works. If you're in a place like Colorado or British Columbia, better brakes are worth their weight in gold." ▲

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Testing, Testing 1,2,3

testing *How real-world testing of other people's products can pay off for you. (Not the mention the rest of the industry).*
By Deborah Lockridge

Bruce Stockton, vice president of Maintenance and Assets at Joplin, Mo.-based Contract Freighters Inc., recalls a tire test that his company did several years ago.

A tire vendor came to them with projections on a new tire that, if true, would make it a no-brainer to switch tires. "So we ran a few, and the early data told us the same thing—it held up really well," Stockton says.

But after further testing, they discovered that although the tire wore very evenly and was extremely durable, a higher rolling resistance caused a trade-off in fuel economy that negated the tire's other advantages.

There is perhaps no better illustration of the importance of real-world fleet testing of products under development than the truck engines designed to meet 2004 emissions regulations.

Example B: Because of a lawsuit alleging that engine makers had put "defeat devices" on earlier engines, the deadline for implementing the new models was moved up 15 months, to October 2002. As a result, those engines did not have as much fleet testing behind them as the engine makers and the trucking industry would have liked. Once fleets finally got their hands on them, there were complaints about excessive under-hood heat on some models, fuel mileage that was worse than expected, turbos and EGR valves breaking down, and other problems.

Many of these issues were eventually addressed, but if there had been enough fleet testing, they most likely would have been fixed before the engines were put into full production.

At Detroit Diesel, for instance, the number of miles they were able to accumulate in real-world fleet testing for the 2002/2004 engines was a fifth of what they did for the 2007 engines, according to Chuck Blake, senior technical sales support manager.

Engines, tires, anti-idling options, bypass filters, electrical components, fuel mileage enhancers, safety technology, wheel seals, mobile communication systems, telematics, fleet management software—just about any component or accessory that goes on a truck or is used in

small fleets. FleetMentor is designed to provide back-office web help for large and smaller operations that will eventually enable managers to track their trucks, trailers, personnel and virtually all other aspects of the operation online.

It's not up and running yet, and Keller has not yet pinned down how much one of these virtual v-p's would cost, but meantime, fleet managers as well as truck-magazine editors (including the staff at *Today's Trucking*) were invited to go to the site, www.fleetmentor.com, to sign up for a beta test of the new service. That started in January.

DRESS REHEARSAL: Preparing the drivers for the test will help prep them for the gear.



managing a fleet is tested in the real world.

In the IT world, it's known as "beta testing"—forward-looking customers test-drive a product and help the supplier get the bugs out before it is released to the general public.

For instance, the Wisconsin-based compliance experts J.J. Keller&Associates are currently launching FleetMentor, a web-based management tool targeted at

According to Jacqui Jurmu, design manager for the site, the beta test will run for four to six months. After the test, fleet users will get a 30-day free trial before the subscription service begins. The beta test will allow site designers and editors to iron out any wrinkles that crop up as real fleets use the service in day-to-day operations.

Real world tests offer the "where the rubber meets the road experience."

In Gear

"There's no way you can imagine everything a driver can put something through and then duplicate that in the lab," says Walter Madsen, beta testing manager at Xata Corp., which offers fleet-optimization tools featuring both in-cab hardware and web-based software.

The fleet experience often catches situations that supplier testing did not, says Detroit's Blake. Although an engine is tested on stands in test cells, on test tracks and on test trucks operated by the truck and engine makers in a variety of conditions, "real world miles always add a new dimension."

For instance, he explains, for the 2007 engines, they spent months testing the engines in the desert, at high altitude, and in the extreme cold of one of our Canadian winters. But in fleet testing, a group of trucks got caught in a once-in-a-century snowstorm in Denver and idled for three days, plugging diesel particulate filters. "Nobody ever dreamed they'd be idling for three days," he says. "It was almost comical." But it exposed an area that could be improved before the production date.

And, of course, getting test products into major fleets is a marketing strategy, as well—"try it, you'll like it." If a fleet likes what they see during the testing process, they're more likely to buy the technology when it comes on the market. "If we put our system on a truck, we will have a sale," says Jerry Cook of Ecotech, which makes a device it says improves fuel economy.

THE INSIDE TRACK

Being a tester of pre-production products offers several advantages to fleets. The biggest one is that if the new technology works well, you're among the first to reap the rewards.

Pre-production testing also gives fleets a better idea of any challenges they may face in adopting the new product or technology, whether it's additional maintenance procedures, lower fuel economy or driver acceptance.

Sometimes, drivers don't want to deal with new technology. If your fleet has done the testing, you'll already know what kind of selling job you have on your hands.

Fleets also like to know that their input is making a product better.

For instance, Xata added PTO functionality to its latest version. While the feature worked exactly as expected in the test fleets, these beta testers gave them feedback allowing them to improve the reporting feature, allowing fleets to monitor active PTO time versus idle time.

TESTING HEADACHES

That sneak peek at what's coming down the pike doesn't come for free, however. While most suppliers provide the tested product for free and may help in providing maintenance, there are other issues.

For one thing, pre-production units are not quite ready for prime time, so they may break down more frequently.

"In the worst case, the component may cause progressive damage to other com-

ponents or systems on the truck," says Dennis Damman, director of engineering for Schneider National. "So we try to evaluate the risk before agreeing to any evaluation or testing."

Or the supplier may want you to pull the truck off the road so they can evaluate how the product is doing, or make a change to it.

Even if everything works perfectly, it takes time and manpower to accurately run and monitor testing. You need to be able to keep track of which trucks have test components on them, and maintenance personnel have to know what they're supposed to do if they fail. You may need to track consumables such as fuel and oil that were used on the test trucks.

Fuel economy testing is probably the biggest headache of all. It is very difficult to account for all the different variables that can affect mileage—equipment specs, speed, load, route, weather, driver, tire wear, cross-winds, etc.

There are some very specific test protocols that are used in fuel economy testing. SAE Type III testing, for instance, involves short runs, about 40 miles, using portable fuel tanks. A Type IV test, Weber says, is a more real-world test, but still involves a set, fairly controlled route of about 500 miles. It takes longer to run and to understand the results than the Type III test. Several large fleets have set up these types of test runs, he says. U.S. Xpress, for instance, has a route in the Chattanooga area they use for testing several times a year.

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WHAT MAKES A GOOD TEST FLEET?

So, you think you'd like to try testing some products? First, you have to keep good records. You can't just put the test unit on and forget about it. Suppliers are going to want to know about breakdowns and malfunctions. A fleet that scrupulously managed breakdowns, for instance, is going to be valuable as a tester.

Size certainly is a factor. A single truck does not make for a scientifically valid test sample. Depending on the product and the test, you might want anywhere from five to 50 units devoted to the test.

Location also can be an issue when setting up a test. For instance, early testing of 2007 engines involved making sure there was a source of ultra-low sulfur diesel fuel. And during fleet testing of the engines, Detroit Diesel made sure the dealers and distributors in the areas and routes where the test trucks were running were the first to get training on the new engines.

Communication between the fleet and the supplier is key.

"I look for engaged management, engaged users, people that actually use the system," says Xata's Madsen. "I want someone with some enthusiasm."

You also need to be able to gather driver feedback, both for manufacturers and for your own evaluation.

Some of these challenges prompt OEMs to do a sort of hybrid test—using real-world equipment provided by fleets, but handling the actual testing themselves. For instance, ABF Freight System allowed Detroit Diesel to conduct controlled fuel economy testing of the new 2007 engines using its equipment for a couple of days. "It gives them an opportunity to find out if their engineering's working and kind of do some real-world testing," says Rick Preston, director of maintenance.

Depending on what's being tested, the

actual test protocols could vary greatly. The duration of a test can vary from a day or two to several years. SAE Type III fuel testing may take just a day. A software update might take a few months; software with an entire new functionality might take a year. Testing tires for wear over the life of the tire could take two or three years.

Finally. Be warned. If you're good at this, you'll quickly develop a reputation for being a lab on wheels. Fleets that become known for testing get approached

Schneider's Damman says while the ability to get instantaneous data via telematics helps in running tests: "You still need to get the driver's input. A lot of times you think you've got something the drivers are really going to like, and you find out you interpreted that wrong. That's something that telematics isn't going to give you."

Depending on the situation, suppliers or fleets or both may ask the other to sign a confidentiality agreement of some sort regarding the testing.

If you enter into an agreement with a supplier to test a product, make sure both parties have a clear understanding of how the test will be conducted, and what the expected results are going to be within a set period of time.

frequently by all types of companies.

"We get calls letters, e-mails, and personal visits from people wanting us to test something at least once a week," says CFI's Stockton. "The type of testing we've done is typically driven by an area that we've identified as a problem or a high-cost area for us."

As Schneider's Damman puts it, "There needs to be a business case for the product... an opportunity for payback or driver enhancement or a future mandate requiring implementation of technology." ▲



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The LONESTAR

NEWEST INTERNATIONAL HIGHWAY
TRUCK BREAKS NEW STYLE GROUND



Launched with hoopla amidst the recent Chicago Auto Show, the decidedly unique LoneStar from **INTERNATIONAL TRUCK & ENGINE** is being touted as a "game-changer". The company talks about the new highway tractor bridging "the gap between workstyle and lifestyle" calling its bold design "Advanced Classic".

The distinctive grille and sloped hood are said to be inspired by International's D-Series trucks of the 1940s and early 50s.

The truckmaker also says the LoneStar sets a higher standard for comfort through improved ergonomics, advanced electronics, and a quiet cab. It's claimed to be 5 to 15 percent more fuel efficient than classic trucks.

Optional features include roll stability; traction control; Bluetooth integration for hands-free phone use; automotive-style dash and gauges with rosewood or titanium trim; and a 50-degree wheel cut. ABS is standard.

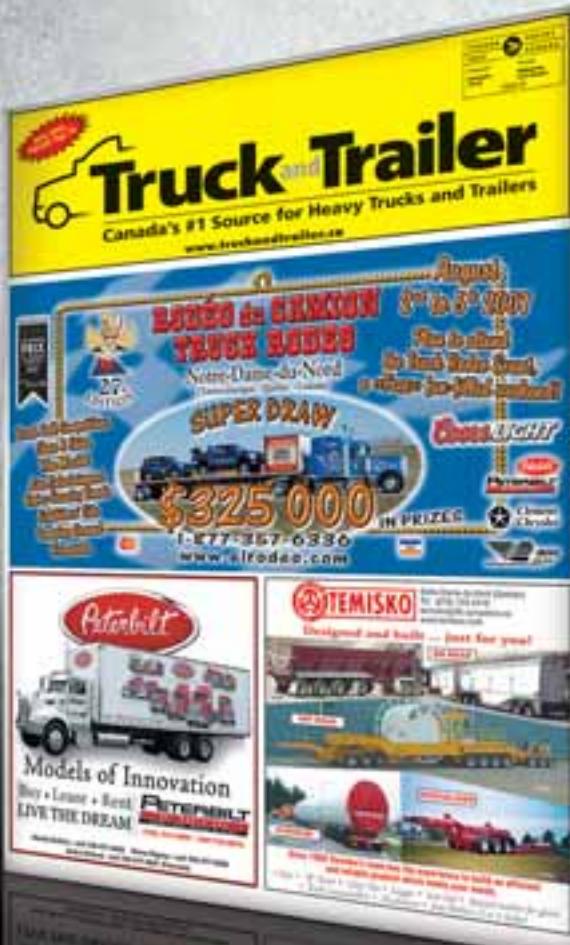
On the inside, the LoneStar offers a level of comfort and functionality typically found in recreational vehicles, says International. Highlights include: wood flooring in the sleeper; sofa-bed design with back pillows; swivel chairs; closed "airline" cabinets for maximum storage; stereo system with 11 speakers, sub-woofer and amplifier; pull-down bed with 42-in. premium mattress; and a desk-like workspace with plugs for laptop computers and the like.

The truck is available in both day cab and sleeper trim, with BBC dimensions of 132 and 196 in. respectively. There's a choice of a Cummins ISX engine to 600 hp or a Caterpillar C15 up to 550 hp. Ratings for both start at 435 hp. The base transmission is an Eaton Fuller 10-speed manual, other options being the same as with the ProStar. Tandem rear axles up to 46,000 are available, from either ArvinMeritor or Dana. Meritor 40,000-pounders are standard.

The LoneStar will be available for order beginning in April 2008. It will be produced at Navistar's plant in Chatham, Ont.

See your dealer or visit [www.internationaltrucks.com/LoneStar](http://internationaltrucks.com/LoneStar).

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COLLISION AVOIDANCE

MERITOR WABCO'S ONGUARD IS A RADAR-BASED SYSTEM WITH ACTIVE BRAKING

Meritor WABCO Vehicle Control

Systems says its new OnGuard technology, available this fall as a factory option at several OEMs, is a forward-looking, radar-based, adaptive cruise control system with active braking. New to North America, active braking automatically uses the truck's foundation brakes to slow the truck—and alert the driver to impending trouble—when a pre-set vehicle following distance is compromised.

The driver is still the most important element in maintaining vehicle safety, the company is quick to say, but it also says this system can provide that split-second earlier braking to maintain control and avoid disaster in a possible collision situation.

Automatic foundation-brake intervention makes OnGuard unique. It provides more than an audible warning and activation of the engine brake. When the truck gets closer to the vehicle ahead

than the pre-determined 'safe' distance, it gives the driver visual feedback through a dash display, which includes a progressive audible alert, breaks engine torque, applies the retarder, and most importantly, applies the brakes—to as much as one-third of a full brake application, 0.25 G to be exact, which is enough to slow the truck but not enough to throw an unbelted driver out of his seat.

In practice, adaptive cruise supplements the vehicle's cruise control system and maintains a safe following distance. If the vehicle ahead is detected traveling slower than OnGuard's set speed, the system automatically decelerates the truck until a safe gap is re-achieved. Then it automatically accelerates the vehicle back to set speed. If the system sees an impending collision it will warn the driver and then disengage automatically if he takes evasive action by braking or steering around the vehicle ahead. But



if the driver ignores the warnings, OnGuard will aggressively apply the foundation brakes, though not to the point of a full panic stop (that facility is coming in the future, Meritor WABCO says). If the collision is unavoidable, the system's intervention will at least minimize the severity of impact.

OnGuard's forward-looking, monopulse radar sensor can detect multiple moving and fixed objects at distances up

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to 500 ft away, the company says. The algorithms are said to be most effective at locking in on relevant objects at distances of 275 to 325 ft—which is a three-second following distance at highway speed. The radar sensor is not affected by weather, low light, or the dirt and road grime, says Meritor WABCO.

Significantly, a yaw-rate sensor is used to ensure that the radar beam can be adjusted to follow the truck's line of travel as it rounds a curve, thus eliminating many potential false alerts.

The system co-ordinates responses from the engine, transmission, and anti-lock braking systems, communicating across the SAE J1939 data network.

The sequence of monitoring, warning and intervention is said to be an important part of Meritor WABCO's strategy to reduce false alarms. OnGuard uses a proprietary time-to-collision algorithm, not a simple two-second headway alarm, and driver feedback from field tests covering some 10 million fleet miles over a two-year period is said to confirm performance reliability and driver confidence.

OnGuard is fully integrated with Meritor WABCO's anti-lock braking and stability control systems, all of them using the single brake ABS ECU versus having additional add-on systems. The only OnGuard additions are the radar sensor and in-dash display, aside from software.

See your truck dealer or visit www.arvinmeritor.com.

WEB-BASED DISPATCH

VIRTUAL DISPATCH RELEASES A COMPLETE WEB-BASED DISPATCH SYSTEM

Virtual Dispatch of Stouffville, Ont. has introduced Excelerate Live, a new and completely web-based dispatch system for carriers, brokers and 3PLs. Web-based applications are increasingly becoming the secret weapon of transportation companies large and small, the company says, because they're affordable, cost-effective, and perhaps most important, mobile. They're accessible anytime, anywhere as long as you have the internet, and no hardware is required —just a web browser.

Excelerate Live is ACE and EDI ready. Users can create orders online, e-mail detailed confirmations to drivers, create

professional invoices, and send them electronically (along with proof-of-delivery documents through the document imaging option). Users can also create a log-in for their clients to track and trace the status of their orders on-line.

Users get fully automatic updates and back-up procedures, along with the promise of decreased system slowdowns and lower administrative costs. The system is said to

be easy to use, with most companies ready for action in less than an hour. Aside from creating a user name and password, there's nothing to install or set up.

Virtual Dispatch president Mike Januszewski notes that size doesn't matter here, meaning that very small fleets are especially able to take advantage of this monthly-subscription application.

See www.virtualdispatch.net.

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In Gear

KENWORTH LNG T800

WESTPORT INNOVATIONS SUPPLIES LIQUEFIED NATURAL GAS FUEL SYSTEM. Kenworth will offer environmentally friendly, liquefied natural gas vehicles by beginning production of T800 LNG trucks at its manufacturing facility in Renton, Wash., but not until 2009. It will use the LNG fuel system adapted for the Cummins ISX 15-liter engine by

Vancouver's Westport Innovations.

The LNG factory installation coincides with the Ports of Los Angeles and Long Beach announcement to approve a new \$1.6 billion Clean Truck Superfund. The fund will assist with replacing many of the 16,800 heavy trucks serving the ports with LNG-powered vehicles. The ports have also introduced a new progressive ban that will remove all pre-2007 trucks

by 2012. Westport's LNG fuel system is the only alternative fuel technology currently qualified for financial support under the program.

Kenworth and Westport have previously collaborated on an aftermarket basis to equip T800s with LNG fuel systems, trucks that are already working in the two California ports. Westport will open a new LNG fuel system assembly center in B.C. to support the Kenworth factory initiative.

The Westport LNG ISX engine is available with 400- and 450-hp ratings and up to 1750 lb ft torque. LNG fuel tanks can

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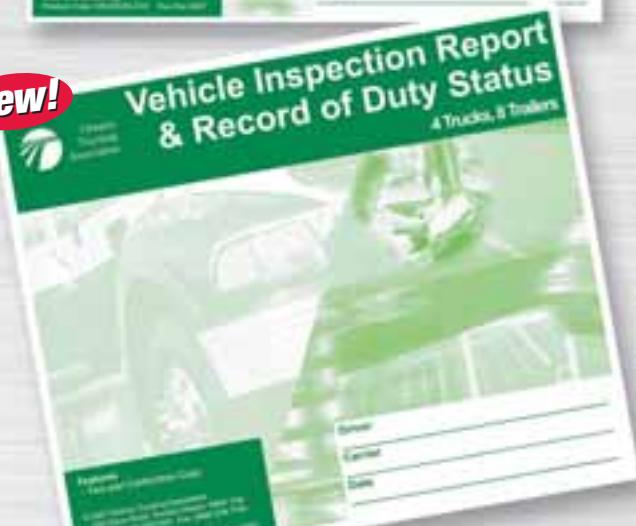
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Joining with Menlo Innovations, a Michigan-based software firm, the product-development team worked with heavy-duty truck technicians to understand what they needed and wanted in the scan tools they use. What they wanted was a tool that simplifies vehicle diagnostics, NEXIQ says.



The iQ can diagnose engine faults, create data lists, provide trip information, perform special functions tests, and provide reports. Using it is said to be intuitive, requiring a "very minimal" training period. Technicians can pick it up and begin working with it immediately through a series of simple touch screens sorted by a set of clearly marked

navigation tabs, NEXIQ says.

At 2.5 lb, the Pro-Link iQ is lightweight and portable, sporting what's claimed to be the industry's largest color screen at 8.4 in.

The iQ is available immediately with a number of applications. These include a generic Heavy Duty Standard (HDS) application broadcast of public data for medium- and heavy-duty trucks and OBD II for light- and medium-duty vehicles. Also available are proprietary OEM applications for the Caterpillar ACERT, Detroit Diesel DDEC III, IV and V, and International mid-range engines. Coming soon are Allison transmission applications covering iK/2K, 3K/4K, and CEC1 transmissions and WABCO air and hydraulic applications. More applications will be added soon. Existing applications will be updated regularly through the Internet.

Pro-Link iQ features include: a simple, common user interface across all OEM applications; touch screen for easy activation of on-screen tabs; large-capacity hard drive for future updates and storage

of additional information; PC connectivity via the USB port; power by the vehicle or internal battery; and the capability of printing to most USB printers.

The Pro-Link iQ currently is available nationwide exclusively through Snap-on franchisees. After May 8, 2008, it will also be available through NEXIQ distributors.

NEXIQ Technologies www.nexiq.com.

NEW STERLING OPTIONS

NEW SAFETY FEATURES INCLUDE AIR DISC BRAKES AND ROLL STABILITY CONTROL, PLUS THE DD15 ENGINE

Sterling Truck Corporation has introduced three new factory-installed safety options: Bendix air disc brakes; the Eaton-VORAD collision warning system with SmartCruise; and Meritor WABCO's roll stability control (RSC) system. They'll be available on Sterling Set-Back A-Line, Set-Back L-Line, Set-Forward L-Line, and Acterra models.

As well, the company says the new DD15 engine is now available for order in Sterling Set-Back A-Line and Set-Back



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WEEKLY PUMP PRICE SURVEY / cents per litre

Prices as of February 12, 2008 • Updated prices at www.mjervin.com

CITY	Price	(+/-) Previous Week	Exd. Taxes
WHITEHORSE	115.9		99.2
VANCOUVER *	109.3	0.3	79.1
VICTORIA	107.9	-0.2	81.3
PRINCE GEORGE	106.3	-0.3	82.2
KAMLOOPS	109.4	-0.5	85.2
KELOWNA	111.2	-0.3	86.9
FORT ST.JOHN	116.0	-2.5	91.4
YELLOWKNIFE	122.4		103.5
CALGARY *	101.0	-0.1	83.2
RED DEER	105.6	-2.8	87.5
EDMONTON	99.8	-2.2	82.0
LETHBRIDGE	104.1	-1.5	86.1
LLOYDMINSTER	106.9	-0.5	88.8
REGINA *	104.2	-2.0	80.2
SASKATOON	107.1	-0.8	83.0
PRINCE ALBERT	104.9	-2.0	80.9
WINNIPEG *	107.0	-0.8	86.4
BRANDON	100.9	-1.0	80.6
TORONTO *	106.7	-0.8	83.3
OTTAWA	109.6		86.0
KINGSTON	106.3	-2.9	83.0
PETERBOROUGH	105.9	-1.0	82.6
WINDSOR	103.5	-0.8	80.3
LONDON	105.2	-2.5	81.9
SUDBURY	108.9	-0.5	85.4
SAULT STE MARIE	110.9		87.3
THUNDER BAY	107.8	-1.6	84.3
NORTH BAY	109.5	-0.3	86.0
TIMMINS	112.9	-0.3	89.2
HAMILTON	106.2	-0.4	82.9
ST.CATHARINES	104.4	-0.8	81.1
MONTRÉAL *	117.2	-2.4	83.6
QUÉBEC	117.1	-2.4	83.5
SHERBROOKE	116.9	-2.0	83.4
GASPÉ	115.9	-1.0	82.5
CHICOUTIMI	115.7	-2.3	82.3
RIMOUSKI	118.4	-2.0	82.3
TROIS RIVIÈRES	117.6	-1.3	82.3
DRUMMONDVILLE	117.9		82.3
VAL D'OR	118.9	-1.0	82.3
SAINST JOHN *	116.3	-1.9	82.0
FREDERICTON	116.8	-2.0	82.5
MONCTON	117.1	-2.1	82.7
BATHURST	117.3	-2.0	82.9
EDMUNDSTON	117.5	-1.9	83.1
MIRAMICHI	118.0	-2.0	83.5
CAMPBELLTON	118.0	-2.0	83.5
SUSSEX	116.3	-2.3	82.0
WOODSTOCK	120.5		85.7
HALIFAX *	109.3	-1.4	77.3
SYDNEY	112.6	-1.5	80.2
YARMOUTH	111.8	-1.4	79.5
TRURO	110.1	-1.5	78.0
KENTVILLE	110.4	-1.5	78.3
NEW GLASGOW	111.8	-1.4	79.5
CHARLOTTETOWN *	112.2	-0.8	82.7
ST.JOHNS *	120.1	-2.2	85.8
GANDER	119.6		85.3
LABRADOR CITY	127.4		92.2
CORNER BROOK	118.8		84.7
CANADA AVERAGE (V)	107.7	-0.9	82.4

V-Volume Weighted

(+/-) indicates price variations from previous week.

Diesel includes both full-serve and self-serve prices.

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MICHELIN IMPROVES XZE2

ALL-POSITION REGIONAL TIRE OFFERS LONGER WEAR WITH ENHANCED TRACTION AND STABILITY

Michelin has improved its best-selling regional tire, the all-position Michelin XZE. Among the improvements are a 15-percent increase in overall tread life and an optimized tire profile, incorporating a siping technology and four-groove design that's said to protect the tire against irregular wear.



As well, the new XZE2 sports a six-percent wider tread area that's said to deliver enhanced traction and stability, improving handling and maneuverability. The enhanced cut-resistant tread compound is suitable for all load ranges, a compound previously only seen in LRH tires. Combined with the 22/32nds of original tread depth, Michelin says this allows excellent wear in high-scrub applications. The company claims a five-percent reduction in rolling resistance.

The XZE2 tire will be available beginning March 1, 2008, in sizes 11R22.5, 275/80R22.5 and 11R24.5, with a 275/80R24.5 size ready in April. The XZE tire will remain available through the end of the year.

See your dealer or visit www.michelin-us.com.

PRESET HUB REBUILDS

SKF INTRODUCES INDUSTRY-FIRST

REBUILD KIT FOR PRESET HUB ASSEMBLIES

Said to be the industry's only all-in-one rebuild kit for PreSet hub assemblies, each **SKF** rebuild kit contains everything needed—two two specific and tightly toleranced half-stand tapered bearing sets, an SKF Scotseal PlusXL wheel seal, an SKF TF Hubcap (when applicable), and a precision-machined PreSet bearing spacer.

"For the past several years, SKF has worked closely with ConMet to provide the highest quality and reliability for OEM hub assemblies," said Mike McGrath, President, SKF VSM North America. "Now through the SKF rebuild kit for PreSet, SKF and ConMet together bring these same products to the aftermarket. The SKF rebuild kit for PreSet provides a cost effective solution to service PreSet hub assemblies, ultimately reducing fleet downtime by minimizing maintenance and repair costs."

For several years now SKF has been working closely with ConMet, which introduced the PreSet hub assembly in 1995. In 2002, the SKF Scotseal PlusXL became the OE standard in PreSet hub assemblies.

By installing the SKF rebuild kit for PreSet, the hub assembly components receive an extended three year warranty from SKF.

Visit www.vsm.skf.com and www.conmet.com. ▲



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These products and many more, some in greater detail, can also be seen online in the Product Watch section at

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By Peter Carter

When my friend Dave's daughter asked for permission to get a tattoo, he responded with "Sure. As long as it works like one of those MAD fold-ins."

His point—and it was brilliant—was that as a person ages, she or he mysteriously accumulates extra skin. And if the tattoo that she got when she was young could later be adjusted by folding.... I think you get the picture.

Dave's daughter sure did.

By the way, Dave's not his real name.

The gentleman in question is a very successful trucker. He's the founder and owner of one of the countires fastest-growing for-hire carriers.

He and I were at a meeting with other people from the industry when he mentioned that tattoo thing.

Everybody around the table agreed he was a genius and what's not amazing at all is they all knew what a MAD fold-in is.

(For the record, the fold-in is the inside back cover of MAD magazine designed so that when you crease it properly the original cartoon and words are rearranged and become something related but funny. Hillary Clinton, creased, might turn into Bill and the words change from President to Pest.)

What some of them didn't know is that MAD, born in 1952, is thriving. And it has barely changed.

MAD still carries Spy vs Spy cartoons, movie satires that are often more entertaining than the movies themselves, and repeated skewerings of anybody who runs for public office.

As for the theme of the magazine, I see it this way.

As soon as Dave mentioned the fold-in, I knew he was a businessman you could trust. If his world view was brought into focus by the satirical geniuses at MAD, Dave's B.S. radar would be set on 10.

As a kid, MAD was like a Bible to me more than the Bible was.

As a magazine editor, I see MAD standing out as a hale survivor among literally thousands of other publications that have tried and failed over the years to move from one generation of readers to the next.

Most, just like the majority of business startups, fail.

As a business magazine editor, I take MAD's longevity very seriously.

If his world view was brought into focus by the satirical geniuses at MAD, Dave's B.S. radar would be set on 10.

Driving MAD

From my reading of the magazine, it's not a bad way to be driven.

For one thing, MAD has always put its readers (customers) first. MAD, like any decent publication, challenges its readers but never insults them.

For most of its life, MAD carried no advertising. It was only after the publishers decided to improve the quality of the paper; add color and make the magazine more physically durable that they started selling ad pages.

Even there, customers are kings. MAD ads most of which are for gamers and downloaders, and are as pertinent to the readers as is the rest of the magazine.

MAD hasn't tried to fix something when it weren't broke. There's absolutely no evidence that the 14-year-old boy of today is any less snarky, cynical or bored as the 14-year-old of 1968. He has the same gnat-like attention span for school but Einstein-ish level of concentration when it comes to finding a movie's dirty parts.

Sticking with something good works in your biz, too. See Steve Macleod's story on page 29 about Siemens family. Reliable and trustworthy year-in-year-out customer service.

The only way MAD has changed—besides the improved color and paper stock—is that the stories are a tad racier and thanks to the miracles of digital printing and satellite technology, the movie satires are published the very same week as the movies appear in theatres. It's old-fashioned on-time print journalism, done at new-fashioned speeds. For a trucking example of a company giving great customer service with near-NASA efficiency, read Marco Beghetto's ATS profile on page 45.

I'm not suggesting you stop reading *Today's Trucking* in favor of MAD. I suggest you do both. Who knows where your next great business idea is going to come from? Me, I'm still trying to get our ad department to the page facing this one to work like a fold-in. ▲

Peter Carter is the editor of *Today's Trucking*. You can reach him at 416/614-5828 or peter@todaystrucking.com.





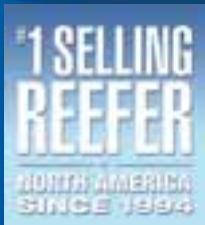
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