



# Bulldog<sup>®</sup>

## Driven by Data

Savvy fleets  
keep the  
wheels  
turning with  
advanced  
telematics

**5 Driver Shortage  
Myths Debunked**

**Time for Uptime**

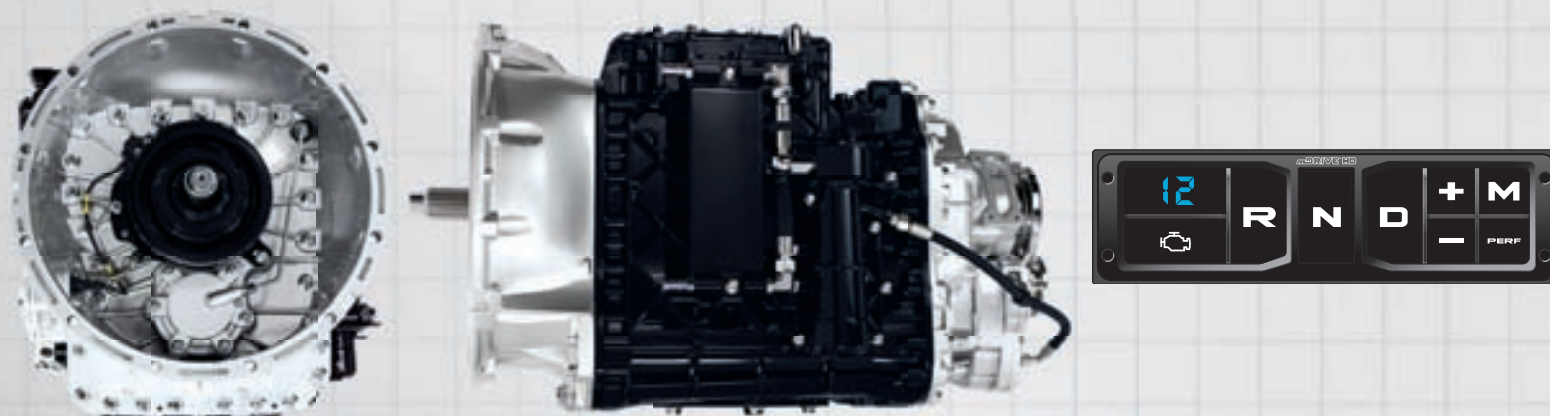
**mDRIVE<sup>™</sup> HD for  
Granite<sup>®</sup> and Titan**





**MACK**

**NEW *m*DRIVE™ HD**



# Weighs less. Carries more.

Mack's new *m*DRIVE™ HD heavy-duty automated manual transmission won't weigh you down. This lightweight transmission is designed to withstand the wear and tear of your most demanding jobs. And it's fully integrated to work seamlessly with the rest of your powertrain for improved efficiency, increased uptime and lower cost. With Mack, it takes less to get more done.

[MackTrucks.com/mDRIVEHD](http://MackTrucks.com/mDRIVEHD)



**BORN READY.**



# Driven by Data

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# VIEWPOINT



**W**elcome to the “new” *Bulldog* magazine. Like Mack Trucks, *Bulldog* has been around for a very long time — 2015 marks its 95th year of publication.

There have been many changes during that time for the trucking industry and Mack. One reason Mack has survived and prospered is our ability to meet the needs of the changing market and, in many cases, to lead the transformation. That continues today with the new products and services Mack brings to market.

It’s also evident in this magazine. We made a decision that *Bulldog* — one of the most popular customer interactions Mack has — could be even more useful by bringing more of a business focus to the articles. In particular, a small business focus since many of our customers are small business owners.

So in this issue and in issues to come, *Bulldog* will provide you with information on issues affecting your business, such as how to retain drivers and how to add the latest technologies to improve your operations and increase your return on investment. The information around best practices and current industry issues will come from a variety of sources and experts. Whenever we can, we want to have other customers — your peers — passing along their hard-won expertise in these articles, so that readers get a more complete view.

*Bulldog*’s new design and size are another example of how this magazine is changing. The larger size will increase readability and

allow us to include more content, while delivering a more dynamic style that is completely in sync with Mack’s place in the market. Mack is moving the truck market and *Bulldog* reflects this.

Of course, we will never forget that there are many Mack fans around the world who believe our products and heritage are something special. So *Bulldog* will continue to include features to satisfy that appetite.

*Bulldog* is written for the Mack customer. And while our customers’ businesses range from small to global, most share a family business heritage, which means a focus on service and trust. Mack also started out as a family business and we still try to maintain that close relationship with our customers.

So welcome to the new, 95-year-old *Bulldog* magazine. This is your magazine and we want your input. Tell us what topics you want us to cover, especially if it is something that could move the needle for your business.

**Born Ready.**

**Stephen Roy**  
President, Mack Trucks North America  
Sales and Marketing



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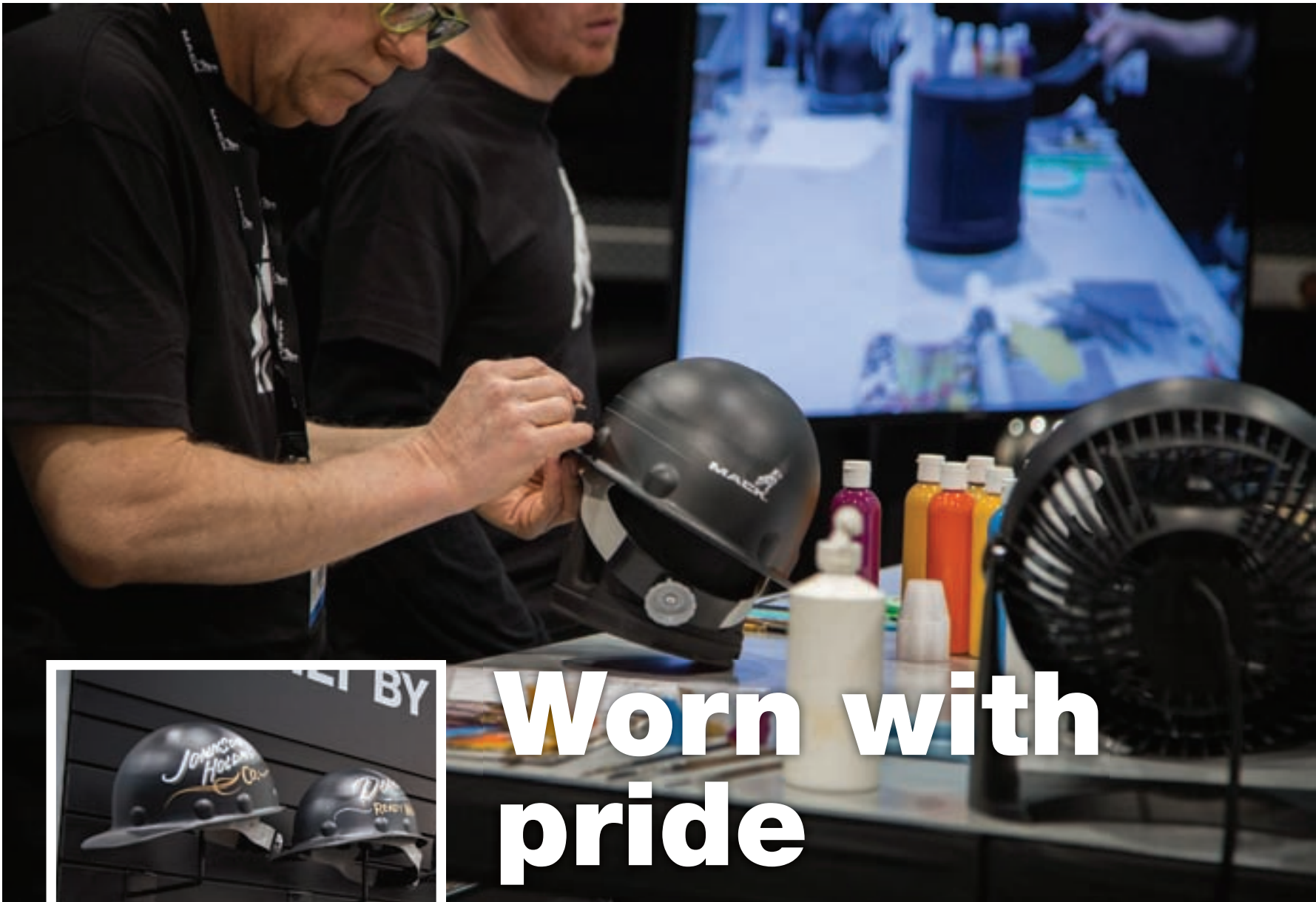
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# HEADLIGHTS



## Worn with pride

Mack Trucks offers customized, pinstriped hardhats to 170 lucky customers at the World of Concrete Show.



**Y**ou have a nice pinstripe job on your car, motorcycle and formal suit. But who would have thought of pinstriping a hard hat? Mack Trucks brought pinstriping artists to this year's World of Concrete show in Las Vegas and attendees flocked to the booth to watch the artists work. Popular pinstriping artists Jeff Williams, owner of The King of Paint, and Charlie Decker, owner of the One Arm Bandit, painted customized hardhats for 170 customers and show attendees chosen through raffle drawings.

"What better way to show our appreciation for Mack customers and show attendees than to provide them with a much-needed tool to help them get their job done?" says John Walsh, Mack vice president of marketing. "That's what Mack does best: offering customers the right tool or truck designed specifically for their unique needs. It's what we call application excellence."

Williams and Decker hand-painted the hats — imprinted with the Mack logo on the back — with customers' names or company names in their unique lettering style, while adding decorative flair and flourishes.



# HEADLIGHTS

## Top dealers

Vanguard Truck Center of Phoenix named Mack Trucks' 2014 North American Dealer of the Year



(L-R) Mike Reardon, Mack Trucks west region vice president; Dan Kingston, Vanguard vice president, Arizona region; Tom Ewing, Truck Center president and dealer principal; Tommy Lyons, sales manager, Arizona region; and Stephen Roy, president, Mack Trucks North America.

**Mack Trucks announced** that Vanguard Truck Center of Phoenix is its 2014 North American Dealer of the Year. Vanguard Truck Center of Phoenix is a family-owned company, founded in 1989, offering full-service commercial truck centers in Arizona, Georgia, Missouri and Texas. In 2014, Vanguard Truck Center of Phoenix experienced tremendous growth, surpassing sales goals by nearly 50 percent. In addition, Vanguard invested more than \$5 million to modernize the Phoenix facility to

better meet customers' needs. The investment included the opening of a new service point on Interstate 40 in Flagstaff, Arizona, to better service the entire state for Mack.

**Mack also named** 2014 winners for each of its North American regional sales divisions:

- **Northeast Region:** Bergey's Truck Center, Souderton, Pennsylvania
- **Southeast Region:** Tri-State Truck Center, Memphis, Tennessee

- **Central Region:** M & K Quality Truck Sales, Summit, Illinois
- **Southwest Region:** East Texas Mack Sales, LLC, Longview, Texas
- **West Region:** Vanguard Truck Center of Phoenix, Phoenix, Arizona

• **Canada Region:** Mid-Ontario Mack, Barrie, Ontario, Canada  
The North American Used Truck Dealer of the Year award was given to Mack of Nashville, based in La Vergne, Tennessee. Mack of Nashville is part of the McMahan Truck Centers group of dealers.

## Want more Mack?

Follow us all over the World Wide Web to stay on top of the latest news, product information and fun!



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## Hats off to the Mack Shop

*Q: How many different styles of caps can you buy in the Mack Shop?*

**Head over to [www.mack-shop.com](http://www.mack-shop.com)** and check out the wide variety of caps and other fine merchandise, all featuring the distinctive Mack brand. There's plenty to choose from for the entire family, including these Mack fan favorites:



Men's black & gold Mack Bulldog mesh cap



Kids' cap



Ladies' Mack pink camo cap

*A: Thirty-two, including 20 men's, five ladies' and seven kids' in everything from ball caps to stocking caps to visors. Colors range from black to pink and even camo.*



Mack® GuardDog® Connect will be standard on Mack TerraPro® concrete pumper models.

## Proactively protecting pumpers

**O**f all the applications in the field, the concrete pumper is one of the most demanding and has the least tolerance for error. That's why Mack Trucks now offers specialized uptime support. Mack® GuardDog® Connect, its integrated telematics solution, will be standard on Mack TerraPro® concrete pumper models ordered as of April, making it the first such proactive support service available in the trucking industry

for pumper applications.

Designed to maximize uptime by streamlining service needs, Mack's concrete pumper support combines the expertise of Mack OneCall™, Mack's 24/7 customer support service agents, and technical and dealership experts with specialized body builder knowledge. The result is a simplified network of focused customer support, minimizing potential customer downtime.





Mack Trucks donated this Mack® Granite® Axle Forward model to the 10th annual Concrete Industry Management auction at the World of Concrete 2015 show in Las Vegas.

## Growing the next generation of leaders

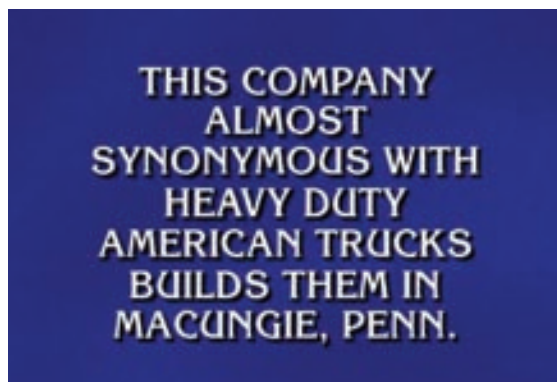
Mack Donates Mack® Granite® Model to benefit Concrete Industry Management educational programs

**M**ack Trucks donated a 2014 Mack® Granite® Axle Forward model to the 10th annual Concrete Industry Management auction, held during the 2015 World of Concrete show at the Las Vegas Convention Center.

Bids on the Granite model, which is mounted with an 11-cubic-yard Bridgemaster mixer donated by McNeilus, were accepted during the live portion of the auction and all proceeds will be used for the establishment and development of CIM programs across the nation. The CIM program awards students a four-year bachelor's

degree in Concrete Industry Management and is currently offered at Arizona State University, California State University-Chico, Middle Tennessee State University, New Jersey Institute of Technology and Texas State University.

"Mack is proud to contribute to the CIM auction with the donation of a Mack Granite model," said Stu Russoli, Mack construction segment manager. "It's entirely appropriate that Mack, the construction truck leader, once again is supporting CIM and their efforts to grow the concrete industry by educating the next generation of leaders and managers."



## 'What is Mack Trucks?'

**Allison Fraser**, from Alexandria, Virginia, selected the category Keep On Truckin' for her Double Jeopardy round. The clue: "This company almost synonymous with heavy-duty American trucks builds them in

Macungie, Penn."

Fraser answered, "What is Mack Trucks?" correctly and then went on a winning streak. She was the two-day champion and took home \$40,901. The show aired in December 2014.



## Special deal for recent veterans

Mack Financial Services is again offering returning veterans special financing terms for new Mack® commercial vehicles.

Recent veterans who have received an honorable discharge can receive a half percent (50 basis points) discount off the approved finance rates from Mack Financial Services and obtained through a Mack dealer. Veterans must possess a valid and current commercial driver's license and must have been honorably discharged from active duty within the past 24 months to qualify. This offer is open to recently discharged members of the U.S. Army, Navy, Air Force, Marines and Coast Guard.



**Honoring those who served.** This Mack® Pinnacle™ Axle Forward model used as a tribute truck features graphics commemorating the 70th anniversary of the Allied invasion of Normandy, the largest seaborne invasion in history.



# Driven by data

**Savvy fleets keep the wheels turning with advanced telematics.**

**By Denise Rondini**







**Y**ou are out in the middle of the gritty Texas oilfields, the nearest maintenance shop is four hours of rough terrain away and your operators are so urgently focused on running cable down a fracking hole, they don't notice the truck's engine warning light come on.

By the time you get a frantic message from an operator saying, "uh, we think something is wrong," it's too late. Not only does your operation shut down, but all the other companies involved in the drilling operation have to shut down, too. It's a frustrating and costly situation.

That scenario played out more than once for Glen Moore, maintenance director at CDK Perforating in Houston, Texas, before he discovered telematics, a technology he calls a game changer for his wireline service company. With Mack's GuardDog Connect telematics solution, he can remotely diagnose a mechanical problem and determine the solution before a breakdown occurs. "Instead of hollering at a trucker to read me the error code, I know what's going on with the truck before the operator does. I love that!"

As Moore discovered, there's a lot to love about today's telematics. The early days of using technology to route and locate trucks seem almost quaint compared with the high-tech innovations possible in today's trucking world. From real-time diagnostics to fuel economy monitoring to driver safety alerts, today's telematics give fleets almost total transparency into each vehicle's operation, a fact that can pay big dividends to the bottom line in terms of productivity and profitability. No surprise, then, that fleet awareness about the value of telematics has exploded.

"Fleets now are beginning to understand telematics in terms of total connected vehicle services, the importance of monitoring and the vehicle data they can get that allows them to better manage their assets," says David Pardue, vice president of business development for Mack Trucks. He compares fleet's awareness of the importance of telematics to a hockey stick curve where the initial slow period suddenly takes a sharp upturn.

Trucking is not an industry that jumps on trends, says Sandeep Kar, global director – commercial vehicle research for Frost & Sullivan. But it's a different story when a technology is proven to reduce a fleet's operating expense. "Telematics adoption has been steadily increasing since I first started tracking it in 2006," he says. In fact, a recent forecast from Frost & Sullivan predicts that by 2018, 36 percent of heavy-duty trucks in the U.S. and Canada will have telematics hardware installed and will access telematics on a monthly subscription basis.

Mack's telematics strategy recognizes this trend and expands on it. According to Pardue, Mack partners with key telematics solutions providers, who use the real-time vehicle data provided through Mack® GuardDog® Connect to provide fleets with information to improve productivity, safety and profitability. "This is far more than simply monitoring engine parameters," Pardue says.

Kar points to the many ways telematics deliver value to fleet managers, from fuel cost reductions to driver cost reductions, from equipment cost reductions to efficiency improvements, and from back office automation to location-based tracking. It's no surprise, Kar says, that 90 percent of fleets who start using telematics continue, according to a Frost & Sullivan study. "People renewed



# COVER STORY

the contracts because they derived such high value from the service.”

He believes trucking will continue to see growth in the use of telematics devices and telematics-enabled technology. “The technologies that enable telematics, such as cellular networks, vehicle-to-vehicle and vehicle-to-infrastructure communications and Wi-Fi are developing at a fast pace.” This means the cost of communication is coming down so the cost of telematics services is becoming more affordable. “Fleets are realizing the benefits [of telematics] and in an era of the driver shortage and resource constraints, telematics comes as a major savior for fleets.”



**Ninety percent of fleets who start using telematics**

**continue, according to a Frost & Sullivan study. “People renewed the contracts because they derived such high value from the service.”**

**Sandeep Kar, global director – commercial vehicle research for Frost & Sullivan**

Pardue says one of the key drivers behind the growth in telematics is the disruption caused by the Federal government’s Compliance, Safety, Accountability regulations. “Potential CSA violations can be avoided by proactively knowing how the vehicle is operating and taking care of the issues before you hit the road. I think this is going to continue to be true because it affects both the driver and the fleet.”

Kar calls this proactive approach mobile resource management, and says that the diagnostic and even prognostic ability telematics provides is causing smart fleet owners to turn to telematics to give them a competitive advantage.

## Real-time data

It used to be the only way to diagnose a truck was to plug the vehicle into a PC-based tool and download the data. While

that is still common practice, now, “it’s all about real-time data vs. waiting for the end of the month to know what’s going on with your fleet,” Pardue says. “With all the latest advances in telematics, you are able to get rich data in real time and analyze potential problems well in advance of the normal analysis curve.”

Michael Riemer, vice president of products and channel marketing for Decisiv, a software solution for service relationship management, says fleets are using the fault codes from the various systems and components on trucks, dry vans and reefers to obtain valuable information about their status.

But having the data is only the beginning. The true power comes in how you leverage it. “At the moment, what kind of data do we get from telematics?” Kar asks. “We know where the vehicle is. We know whether the vehicle is being driven safely. We know if the vehicle is regulation compliant. We know if the vehicle has any problems. There are so many different data points coming into the fleet manager that it can almost be too much information.”

Enter Mack® GuardDog® Connect, a tool that helps fleets manage the flow of data, using telematics to monitor a range of engine and after-treatment fault codes and ranks them into two categories. “Red codes we know will cause the vehicle to derate (lose engine power) in three hours or less,” Pardue explains. “Yellow codes require attention as well, but the truck doesn’t need immediate repair. The driver can continue to deliver the load and then get the vehicle repaired.”

A red code is automatically transferred to Mack’s OneCall® team in the Uptime Center in Greensboro, North Carolina, where an event case is opened in ASIST, Mack’s service management platform. “The fault codes have been pre-diagnosed so we know both the correct repair instructions, as well as parts required,” Pardue says. “Using our geofence technology we can determine where the closest dealer location is so the truck can be serviced as quickly as possible.”

Riemer explains that GuardDog Connect fully leverages telematics (especially ECM fault codes) into a closed loop involving the fleet, the dealer and Mack’s Uptime Center to drive more uptime, reduce service events and lessen shop dwell time.

Fleets can customize the way they handle the communication process. They decide who the point of contact is and if they prefer contact via phone or email. They can even have multiple points of contact based on regions of the country or other factors.

“We recognize that there is a lot of data for customers to wade through,” Pardue says. “We communicate to the customer specifically the information they need to know and recommendations on what they should



do. Our goal is to equip them with key information to drive decisions and to help them stay informed on what’s going on with a piece of equipment.”

Tom Tenseth, Mack truck sales representative at Bruckner Truck Sales, Fort Worth, Texas, says that GuardDog Connect is the “best differentiator soft product our team has to sell.” In fact, he believes GuardDog Connect helped him earn the business of propane hauler JP Liquids, which operates out of remote locations and was concerned about the ability to have service and uptime when operating units in its yards outside of Bruckner’s area. Tenseth says he was able to demonstrate to JP Liquids maintenance director Mack’s commitment to keep a watchful eye on their fleet. With GuardDog Connect “they feel like they’re wrapped in a blanket,” he says. GuardDog Connect gives Bruckner customers peace of mind that if they have a problem on the road, it will be taken care of quickly and efficiently.

Tenseth says two customers — CDK Perforating, an oilfield wire line company, and Cisco Trucking, a sand hauler — had active fault codes and “ran through the system with





“The idea that I can know about a mechanical problem before the operator does is amazing.”

Glen Moore, maintenance director for CDK Perforating

positive results. It provides accountability and it speeds up the repair process. These guys aren't making money if they're sitting in our shop.”

Mike Laughead, service manager at TranSource, Mack's dealership in the Greensboro area, says when his customers first heard about GuardDog Connect they were skeptical. “They thought it was some kind of fantasy that problems could be diagnosed before they resulted in a failure.” But once they actually got an alert, they were impressed, so much so that two customers have asked Laughead about retrofitting older trucks with GuardDog Connect.

A real benefit of GuardDog Connect is that it gives fleets more options about how they serve their customers. “When they know in advance about a problem they can swap out the truck to make sure they make their delivery windows. In some cases since these types of repairs tend to take less time, they can even make the delivery with the same truck,” Laughead says.

Mike McMahon, CEO, Mack of Charlotte, sees GuardDog Connect as groundbreaking. “When looking at telematics I always felt

there was a piece missing. GuardDog Connect completes the puzzle. It not only identifies problems, but also helps schedule repairs. If a truck that operates out of Texas experiences a failure while driving through North Carolina, we get it sent to us pre-diagnosed along with repair instructions before it arrives at our door.”

As a truck dealer, one of McMahon's biggest challenges is diagnostic time. “The diagnostics are more difficult today. When a truck comes in, if you already have the diagnosis, it's a home run for the customer, the dealers and the brand. It's a one-two punch. You cut diagnostic time and more

efficiently handle shop loading by putting the right person on the job.”

Laughead agrees and says, “When we know what parts we need and what the repair procedure is before the truck even gets here, our shop can be more efficient.” In fact, because problems are diagnosed before a catastrophic failure, repair times are shorter which allows Laughead to schedule more customer repairs into his shop.

He adds that although his technicians doubted how the process would work, when they got notification of a problem and the suggested repairs, they had to admit it was exactly what they would have done.

The value of the telematics data doesn't end with managing fault codes and repair. Pardue says having the data allows the truck maker to see trends in component performance and advise fleets about planning maintenance before a component fails on the road.

While telematics has changed the service landscape, trucking likely has not seen the end of its value. “Everyone talks about fuel economy and saving one-tenth of a gallon,” McMahon says, “but think of the impact if you could save a fleet minutes, hours or days during a service event. That's a true productivity gain and it's going to be the next frontier.”

Kar sees even more changes ahead for telematics. “It's going to be about connecting the vehicle to the infrastructure and the world outside in a way that will enable automated driving, higher fuel efficiency, higher driver efficiency and even higher freight efficiency.” Kar says shippers will continue to demand supply chain visibility and it's not unlikely that insurance companies will chime in with their own expectations and demands.

It will be even easier to track mobile resources, to get the most out of them and to reduce downtime, Kar says.

“All of this will be done at the lowest incremental cost; that's where the future lies with telematics.”

For CDK Perforating's Moore, the future is now. “The idea that I can know about a mechanical problem before the operator does is amazing. I can't imagine how anyone manages without this kind of technology on hand.” ■



“Using our geofence technology we can determine where the closest dealer location is so the truck can be serviced as quickly as possible.”

David Pardue, vice president of business development for Mack Trucks



# Help is one call away

Customer support specialists at Mack's Uptime Center help keep trucks on the road and give customers peace of mind.

By Sage Johnson

**W**hen Mack owners' trucks need repair, they can be back in business with as little as one phone call to the Mack Uptime Center. The 24-hours-a-day, 7-days-a-week, 365-days-per-year facility is staffed by customer support specialists dedicated to helping truckers reduce — or completely avoid — costly downtime. They understand that when a truck isn't running, it's not making money.


"Essentially what we're doing is streamlining the process so our customers don't have to do the paperwork and be on the phone all day," says Shaun Collette, who has

been a customer support specialist at the call center for almost two years. "That's what we're here for."

Located next to Mack's corporate offices in Greensboro, N.C., the Uptime Center houses Mack's "total support" organization for customers. Collette is on the OneCall team — more than 40 highly trained product and customer support specialists who use Mack's advanced telematics technologies, such as Mack GuardDog Connect and Mack ASIST fleet management systems to help proactively identify potential problems, schedule repairs and even line up the necessary parts.

The process begins when a Mack customer — driver, dispatcher or fleet manager — calls the Uptime Center. On this day, Collette answers a call from the driver of a Mack Granite with two issues: a power steering leak and an open service program, which is a software update. The driver knew about the leak, but a routine check of the truck's VIN (vehicle identification number) by Mack's ASIST immediately flagged the software update. Collette refers to the two computer monitors on his desk, where the ASIST program provides a seamless communication platform between the service manager, the





The trucker doesn't have to waste valuable time waiting for repairs. One easy call to the Uptime Center starts the process for getting back on the road.

truck, the dealer and the Uptime Center team.

Collette can see the tractor's mileage and time in service. He can also see the truck's GPS coordinates, which he enters into Google Maps so he knows exactly where it is.

### Safety first

Collette makes sure the driver is in a safe location (he is, the tractor is parked in the truck yard), and is not facing hazardous weather conditions. He also makes sure the trailer is secure (in this case, there isn't one). Then he goes to work on getting the truck



Shaun Collette offers customer service support to drivers calling in for assistance.

back on the road as quickly as possible.

Next, Collette determines if the tractor can be repaired on-site. "I don't want to tow a truck if somebody on the ground can fix it in 20 minutes," he says.

Collette calls the driver's fleet manager, who refers him to the service manager, who says the tractor needs to be towed to a Mack dealership for the repair and update.

Collette calls upon his past experience in taking the next step in the process: contacting the dealership. Before joining the call center, Collette worked for more than 10 years in the auto industry as a line tech, service manager and warranty administrator. "My auto industry experience is definitely a plus because I understand the flow of work through a dealership," he says. "My experience in a service department is also a plus because sometimes I have to function as an interpreter, communicating service department jargon to the customer in terms he can understand."

When talking to the dealership, Collette gives them specifics about the tractor, like how many miles and hours are on it and what's wrong. He checks to see if the dealership has a towing service, and since they don't in this case, he asks the dealership to issue a purchase order to a tow vendor. "One of the biggest advantages we provide for the customer is putting the complete package together," he says. "If there is a warrantable failure, when the dealer submits a warranty claim, the fleet has to have the paperwork listing the parts, the labor, the tow bill, everything they need."

After contacting the tow service and setting up the tow, Collette calls the driver and fleet manager and lets them know the ETA. The

entire process usually requires about four calls, only one of which — the initial call — is made by the customer. The Uptime Center coordinator handles all of the communication.

In the case above, the tractor was close to the local dealer, but what happens when it's on the other side of the country? Collette says one of the most beneficial services the Uptime Center offers is its ASIST program, a Web-based tool that allows the customer, dealer and the Uptime Center to communicate on one platform. "If you are a dispatcher in Tennessee, and you have a truck broken down in California, all you can do is throw a dart in a phone book and hope,"

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"My experience in a service department is also a plus because sometimes I have to function as an interpreter, communicating service department jargon to the customer in terms he can understand."

**Shaun Collette,**  
customer support specialist



# INSIDE MACK

Collette says. “That’s where we can step in because what we do is establish relationships with local vendors and the Mack dealer.

“We can contact the dealer on the customer’s behalf and initiate service. We also have preferred towing and road side vendors who have contracted rates and insurance certificates on file to help if the dealer is already serving a customer.”

## Time is money

Collette and the other Uptime Center customer support specialists understand their customers’ sense of urgency. He recently received a call from a Mack owner-operator who was hauling a government load of military equipment. “This gentleman had a dedicated route that he ran Sunday through Wednesday,” Collette says. “He’s got an escort in front of him and an escort behind him. He does not want to lose this load, and I can appreciate that.”

Another recent customer was a father-son team who had a dedicated route running from Wisconsin to California and back every week. “They pick up their load on Wednesdays,” Collette says, “So when the truck goes down, if it’s not ready until Thursday, he’s off that week until the following Wednesday, and that’s not okay with him.”

Beth Coggin, the director of the Uptime Center, says this sense of urgency is something that’s highlighted throughout the customer support training process. Specialists also are coached on how to communicate with



callers who are in a stressful situation. “The people who call us are in a crisis situation, and we have to be mindful of that,” Coggin says. “Part of training is putting yourself in their shoes. If you were stranded along the road in Alaska and it’s 20 below, you are not going to be full of pleasantries.”

Coggin says because of this, she keeps a close eye on the support specialists to make

sure they are not getting burned out. “This job isn’t for everyone,” she says.

But Collette says he enjoys what he does. “Our function isn’t just regurgitation of information from a spreadsheet which can get monotonous,” he says. “Our role here is always changing and you have the opportunity to think and operate within your own parameters.” ■

## WHAT MACK UPTIME CENTER CUSTOMERS ARE SAYING:

*“A private motorhome operator called in to say that an Uptime Center support specialist did an excellent job handling his breakdown. He was extremely grateful for the quality, professional, expedited service he received.”*

**“Customer advised that the Uptime Center support specialist stayed in very close communication throughout the breakdown, gave the customer several different options which allowed him to pick the best option for his scenario, and he was rolling quickly.”**

“I just received a call from a very pleased customer who wanted to recognize an Uptime Center support specialist for being the most polite, patient and professional person he has had the pleasure to deal with in a very long time. He also stated this is the first time he has used the Uptime Center and said the service was so superb, he will definitely use us again.”



The Mack Uptime Center is located at Mack headquarters in Greensboro, N.C.

Uptime Center Director Beth Coggin compiles customer comments and regularly shares them with her team.





# Help wanted

Ask any contractor or trucking executive about their biggest headache and they'll sum it up in two words: qualified labor. Or more to the point, the lack of it. Here's how the numbers stack up:



**100,000 MILITARY VETERANS** will be hired by the trucking industry over the next two years.

Source: American Trucking Associations



**200,000 TRUCK MECHANICS** needed over the next decade.

Source: American Trucking Associations.



**85 PERCENT OF FLEETS** say finding qualified drivers is their biggest concern.

Source: C2J MarketPulse.



**83 PERCENT OF CONTRACTORS** can't find enough skilled workers.

Source: Associated General Contractors of America.

## CONSTRUCTION

### Rebar rebound

**8 PERCENT.** That's the increase in rebar consumption projected in 2015 for road and building use — a total of 8.7 million short tons — according to the Concrete Reinforcing Steel Institute. The overall projections for construction spending are strong for 2015 and beyond, with the Associated General Contractors predicting 6 to 10 percent growth per year through 2017. The bulk of that will be in the private sector, with public construction spending bumping along at current pace or declining slightly.

Source: Concrete Reinforcing Steel Institute

2015

2014



## REFUSE

### Smells like opportunity!

**774,000 TONS PER DAY.** That's the amount of garbage the country's 305 million urbanites will generate daily by 2025, a 12 percent increase over today's levels.

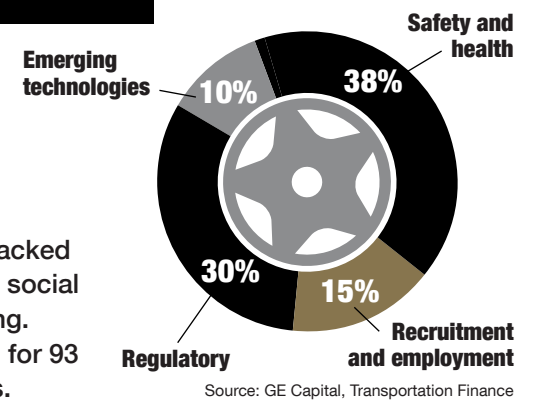
Source: Worldbank.org



## MARKETING

### Trending on social media

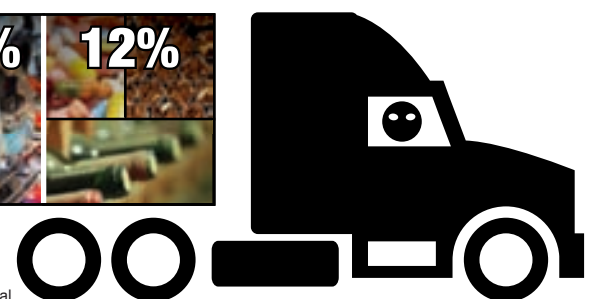
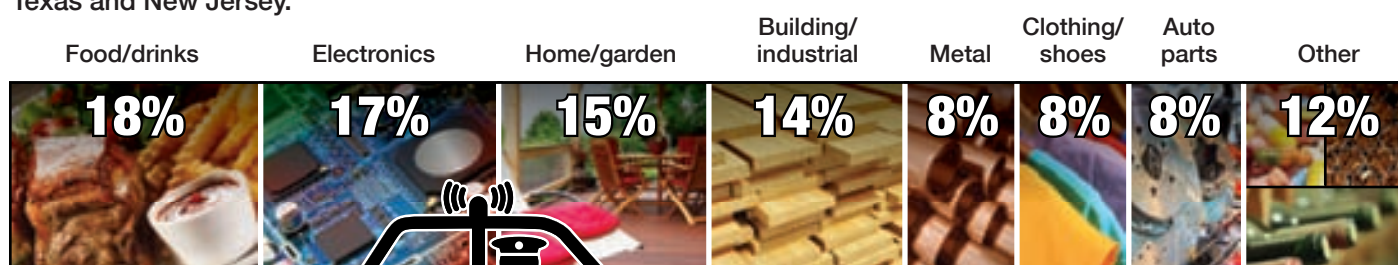
**A YEARLONG STUDY** tracked more than 105,000 online social discussions about trucking. The topics listed account for 93 percent of all discussions.



## ON-HIGHWAY

### Hot commodities

**CARGO THEFT** is an expensive problem: The 208 thefts in third quarter 2014 had an average value of \$321,521. Food is the most stolen cargo, while pharmaceuticals have the highest average value at \$2 million per load. The four states with the most cargo thefts? California, Florida, Texas and New Jersey.



Source: FreightWatch International



# AT WORK



Left to right: Patrick, Dan and Michael Hawbaker lead their family-owned construction business.

## Legacy of excellence

### Hawbaker and sons continue to grow family business

By Carmen K. Sisson

**Y**ou're on a Pennsylvania highway, wheel-to-wheel with muddy, salt-crusted trucks. And then, a pristine, gleaming red Mack® dump truck bursts into view. If you're from the Keystone State, then you know you've just spotted one of the Glenn O. Hawbaker Inc. trucks.

The fleet's trademark cleanliness is unusual in the gritty heavy construction business, and it's an integral part of the company's branding. But more than that, the trucks are a shining representation of everything the family-owned business stands for: pride, integrity and efficiency. President and CEO Dan Hawbaker expects the best from his company, and that expectation has fueled six decades of continued growth.

GOH was founded in 1952 by Hawbaker's parents, Glenn O. and Thelma Hawbaker. They started out with a half-dozen employees, a few dump trucks, a track loader and a tag-along trailer. The small excavation company drew well below \$1 million in revenue, but the wheels had been set in motion, and the gains grew rapidly.

Today, Dan Hawbaker continues the family legacy by running the company with his sons, executive vice presidents Michael and Patrick Hawbaker. They began working in the business early and by the time they were 11 they were sweeping the shop and washing the trucks. Eventually they joined the men who were laying pipe in the ditches. Michael and

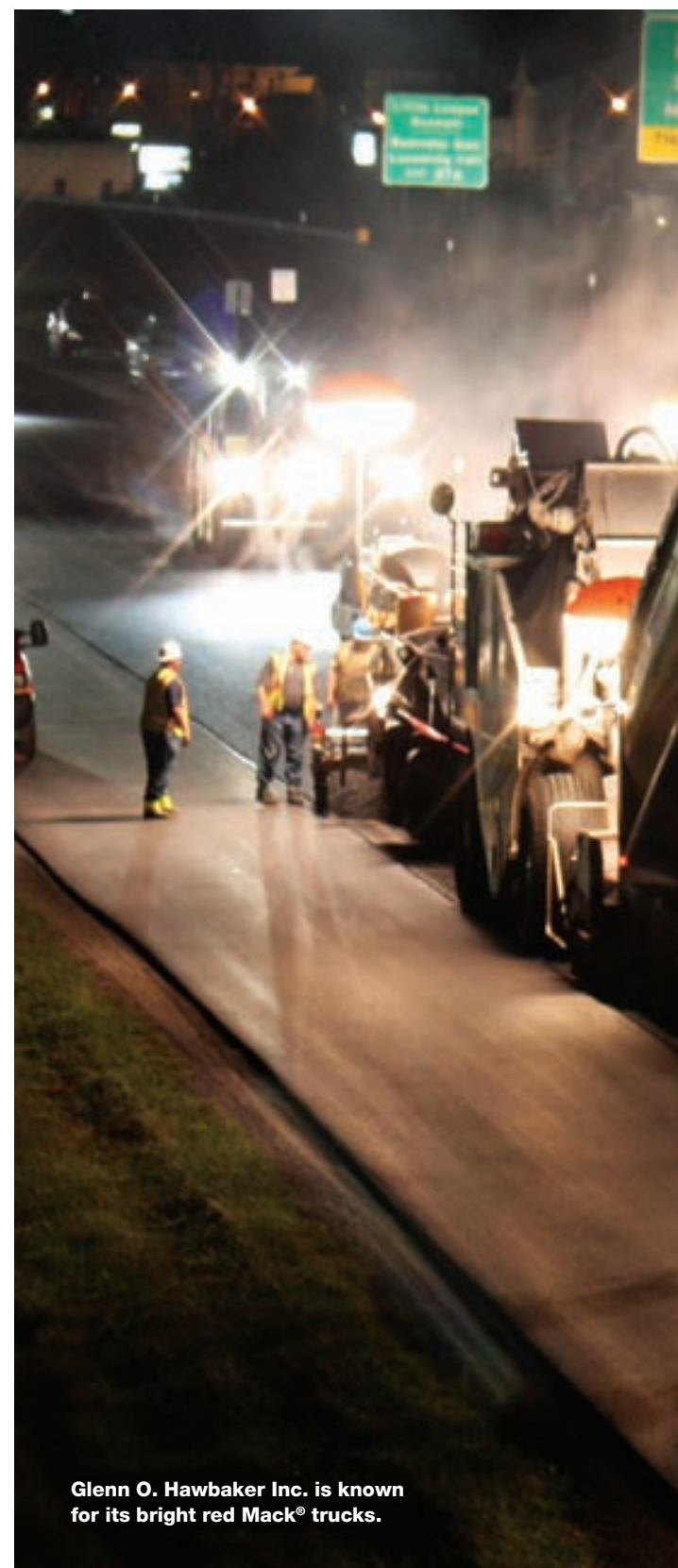
Patrick credit their father with not only teaching them about the family business but also how to treat the men and women they lead. "There are no amateurs within the ranks," Michael Hawbaker says. "My brother and I believe that every employee serves a critical function, and we respect them for the professionals they are."

The strong work ethic continues through the generations as the company expands. GOH has transitioned to heavy construction, offering an assortment of services including asphalt paving, road and bridge construction and rehabilitation, site excavation, gas well service and construction, and engineering design. GOH employs 1,200 people and has annual revenue of more than \$250 million.

This is not just a testimony to hard work and dedication: It's also a generational success story, and the senior Hawbaker's pride is evident, even as he downplays the metamorphosis from mom-and-pop shop to a big-time corporate power.

"The thing about it is, that's 60-something years later," Hawbaker says, chuckling. "We've been extremely fortunate in finding people who want to follow our family philosophy. It takes a significant level of integrity to make sure everybody stays on the same page."

The company operates 24 quarries and 8 asphalt plants in Pennsylvania, southern New York and eastern Ohio. Its customers include



Glenn O. Hawbaker Inc. is known for its bright red Mack® trucks.

the Pennsylvania Department of Transportation, Penn State University and a lengthy roster of municipalities, colleges and corporate entities. GOH's larger projects run up to \$60 million and include everything from working on interstates to renovating the runway at University Park Airport in State College, Pa., and performing the site work and excavation for Penn State's \$89 million Pegula Ice Arena.

But with success comes challenges. Several years ago, budget cuts to Pennsylvania's Department of Transportation resulted in a 30 percent decrease in the company revenue.

Dan Hawbaker took it in stride, nimbly navigating the tidal changes with a push to find new customers, particularly in the energy field. The timing was right, and his instincts were spot-on. Natural gas was the place to be, and there was a mad rush for companies to tap into the lucrative Marcellus Shale, which stretches 104,000 square miles across the Appalachian Basin into Pennsylvania, West Virginia, southeast Ohio and upstate New York.

That meant new roads, new site excavation





and a new revenue source for GOH, which was struggling to maintain its margins, retain its workforce and stay afloat. The bottom line, always a concern, was even more critical, and Hawbaker scrutinized every element of his business.

“You really have to look at how you can control the overhead of your operation and reduce it to a minimal amount but still keep yourself alive with the opportunities you have in front of you,” Hawbaker says. “You do whatever you can to maintain liquidity that will satisfy those looking to you to make sure you meet your obligations.”

One of his big concerns was fuel economy

and efficiency, and for that, he turned to Jeff Wood, his dealer at Legacy Truck Centers. Hawbaker’s 225- to 250-vehicle fleet is comprised predominantly of Mack trucks, including Mack Granite® dump trucks. Mack has been at the forefront of GOH operations since 1972.

A big reason for that is the dependability of the trucks and the service provided by Legacy. Hawbaker finds they don’t need to be retired as soon as other brands.

“We’re getting long years of service,” he says. “We can have them hang around for a pretty long time.”

The older trucks are averaging 5 to 6 miles

“We’ve been extremely fortunate in finding people who want to follow our family philosophy. It takes a significant level of integrity to make sure everybody stays on the same page.”

**Dan Hawbaker, president and CEO of Glenn O. Hawbaker**

per gallon, but Hawbaker believes his recent 30-truck order of 2015 Mack Granites will improve those numbers significantly.

The company operates a limited number of Allison automatic transmissions that have been favorably received by drivers but are heavy. As a Mack Trucks beta tester, GOH is currently trying out the new *mDRIVE™* HD (see *On Equipment*, page 16), expecting the lighter weight will help the payloads, which average more than 24 tons.

Hawbaker believes the new trucks will offer another advantage in solving an industry-wide problem: driver shortages and the constant search for people adequately trained to operate the heavy equipment.

“One reason we like the *mDRIVE* is the ability to simplify the driving process with an automated transmission,” Hawbaker says. “I think we can bring in a wider range of drivers that would be able to operate equipment with an automated transmission as opposed to somebody who has to adapt to a 10-speed or 12-speed.”

Another advantage is the commonality of the fleet. Drivers are comfortable knowing that they won’t have to adapt to a new brand every few years.

When prospective new hires look across the GOH parking lot, the familiar Mack trucks are hard to miss — they’re everywhere. “We don’t have to educate people on how to operate a diverse collection of trucks,” Hawbaker says.

GOH has enjoyed 62 years of success, and Hawbaker intends to continue that positive momentum. He is particularly excited by the growth potential in the energy field as the nation pushes toward energy self-sufficiency. But, he cautions, there is no crystal ball that can predict what will happen with the national infrastructure legislation and state and federal funding for capital-intensive projects.

Energy construction will continue at a slower pace. However, Pennsylvania Act 89 has and will continue to provide much needed highway and infrastructure funding into the foreseeable future. Federal transportation funding is hopeful, but not to be counted on at this time.

“Our continued focus is our internal efficiencies of round trip times and working out roundtrip hauls to avoid deadheading,” Hawbaker says “The enormity of our national infrastructure needs can be overwhelming. Priority one needs to be maintaining and bringing to standard existing roads and second to focus on the many transportation capacity issues that are needed to increase the overall efficiencies of our economy.”

Those critical questions will be debated at the national level but there’s one guarantee Hawbaker can make: Those shiny red Mack trucks will be on the road every day, hard at work as GOH looks toward the future. ■



# *m*DRIVE HD: Power and control for biggest jobs

The new Mack® *m*DRIVE™ HD heavy-duty automated manual transmission is a game changer for vocational fleets. It handles the toughest jobs on the jobsite, delivers big-time power and torque ratings and increases payload with its light weight

**T**he *m*DRIVE HD heavy-duty automated manual transmission is built for the Mack Granite® and Titan by Mack to help tackle whatever challenges you face on the job. This 12-speed, two-pedal transmission offers up to 1,920 lb.-ft. torque and 505 HP for Granite, as well as 2,060 lb.-ft. torque and 605 HP for Titan. Seamlessly integrated with the Mack MP7®, MP8® and MP10® engines, *m*DRIVE HD is standard for Granite and Titan.

*m*DRIVE HD is built for the demands of heavy-duty vocational applications, such as dump, mixer and heavy haul, with components designed and manufactured to live up to Mack standards.

The 12-speed *m*DRIVE HD has no clutch pedal. The gearshift is operated by an intelligent shift pad module and managed by sophisticated electronics. Available in overdrive and direct drive, the *m*DRIVE HD continuously monitors grade changes, vehicle speed, throttle position, acceleration, torque demand and combined vehicle weight. It automatically chooses the best gear for the situation, allowing drivers to focus on the terrain rather than shifting gears, increasing safety on worksites.

## Important features include:

- **Lightweight.** Including transmission oil, the *m*DRIVE HD is up to 237 pounds lighter than other offerings, enabling customers to haul more payload.
- **Reinforced internal components.** With beefier gears and synchros, the *m*DRIVE HD is built to power through the roughest terrain.
- **Transmission-mounted oil cooler.** Tough conditions demand repeated shifts, which can generate a lot of heat. *m*DRIVE HD's oil cooler maintains an optimal operating temperature.
- **Unique software packages.** "Enhanced Construction" provides optimal on/off-road capability and gives the driver full control over any situation. "EZ Shift" delivers smoother shifts for sensitive payloads like livestock or bulk liquids. "Heavy Haul Shift" offers even more performance-oriented shift points and less skip shifting and is recommended for high GCW loads over 160,000 GCW.
- **PTO Options.** The *m*DRIVE HD is available with up to six different combinations of rear transmission-mounted PTO options and a selection of factory-installed piston and gear-driven hydraulic pump options.

## Complete integration

As part of Mack's legendary integrated powertrain, *m*DRIVE HD works seamlessly with Mack engines and axles for improved efficiency, increased uptime and lower cost. Because when all the pieces perform together, everything else falls into place.

## One Stop Service

Because *m*DRIVE HD is a Mack transmission, it's serviced in Mack's industry-leading, coast-to-coast dealer network and supported by our comprehensive Uptime Services. Forget the additional time or hassle spent dealing with third-party repairs.

## Increased productivity

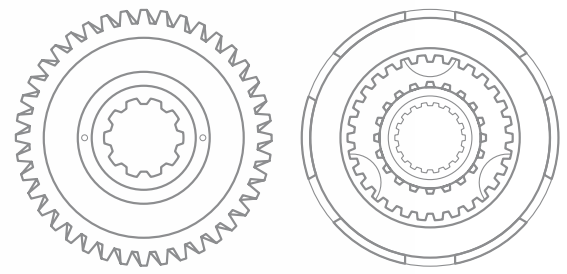
The *m*DRIVE HD is automated, so it's easier to work than traditional manual transmissions. Because drivers don't have to worry about shifting gears, they're more rested and ready to finish the job with increased focus and productivity.

## Lighter than the competition

Even though *m*DRIVE HD is built strong, it won't weigh you down. It's hundreds of pounds less than other offerings, so you can ditch the deadweight and increase your payload.

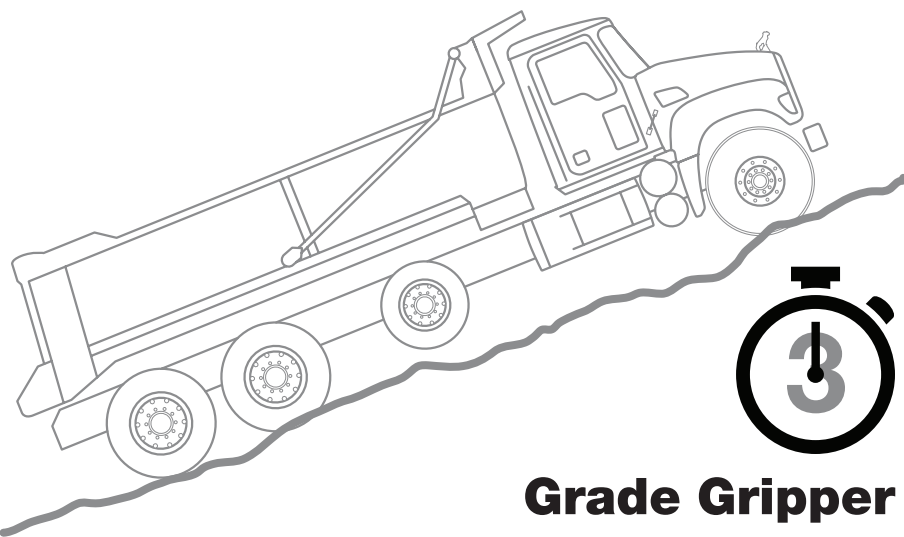
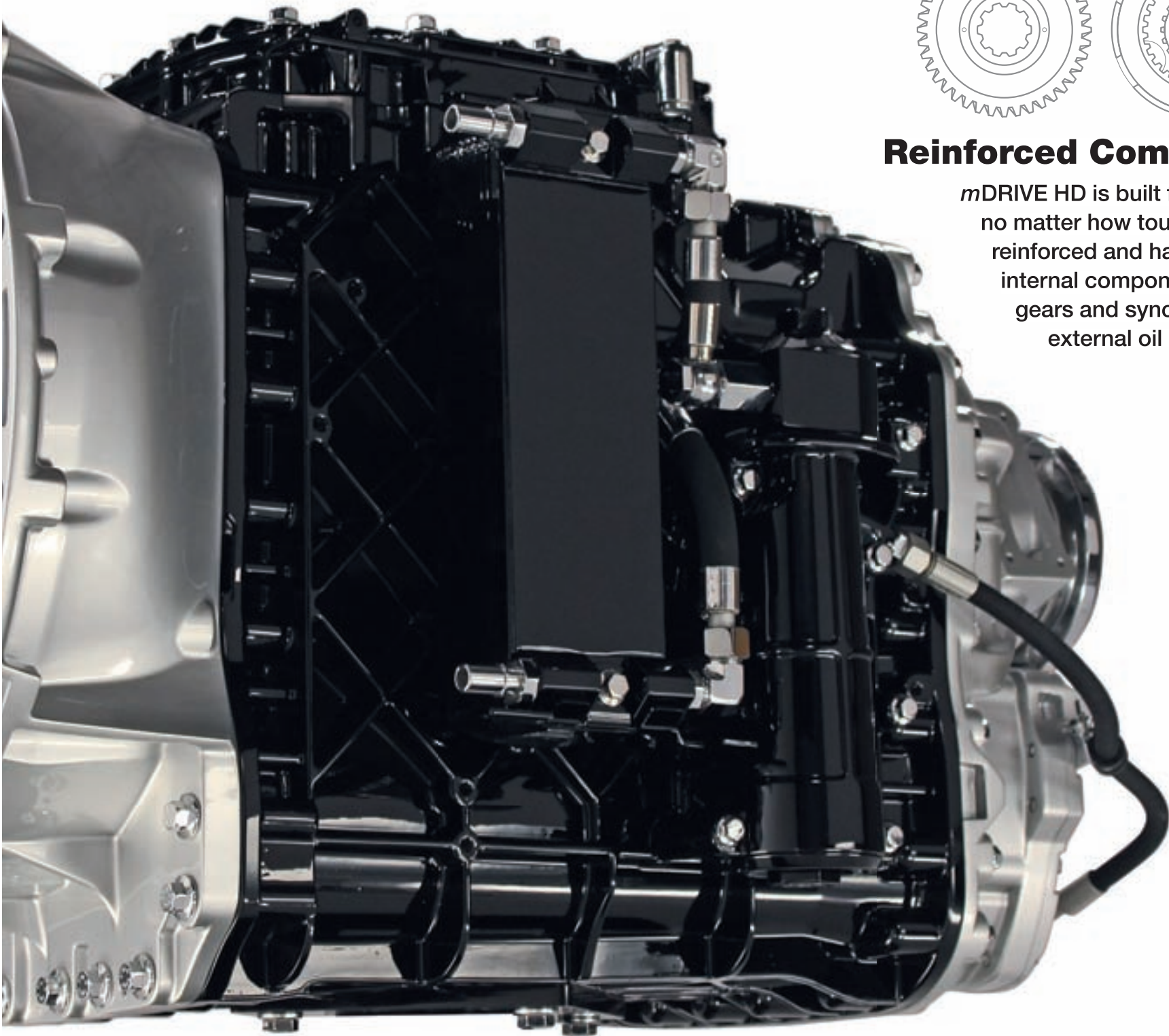






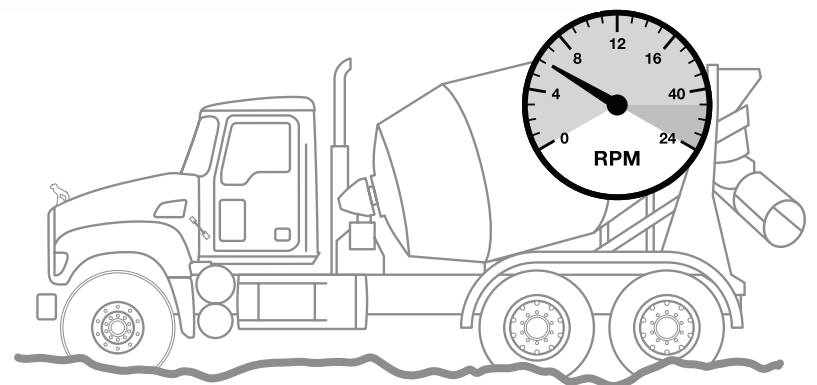
## Reinforced Components

*mDRIVE HD* is built for your job, no matter how tough, with reinforced and hardened internal components, including gears and synchros, plus an external oil cooler.



## Grade Gripper

There's no awkward and dangerous roll back when stopping on a grade. Grade Gripper keeps your position for up to three seconds after the brake pedal is released.



## Rock Free & Power Launch

With Rock Free, if your truck gets stuck, *mDRIVE HD* rocks the vehicle back and forth to break you free. When rocking won't release your truck from sand and loose soil, Power Launch raises engine RPM and torque prior to engaging drive mode to free your vehicle.



# 5 Driver shortage myths debunked

By Carolyn Magner Mason

**T**rucking faces the mother of all labor shortages, a fact that has pushed up freight rates, delayed construction projects, and left even the best fleets struggling to keep seats filled, much less add capacity.

Right now, trucking is short more than 35,000 truck drivers, according to the American Trucking Associations, and with turnover rates averaging nearly 100 percent

in some market segments, the problem is both not enough new drivers and an inability to keep existing ones. Add to that a regulatory environment that cuts drivers' productivity — meaning more trucks and drivers are needed to move the same amount of freight — while also making it more difficult to get a commercial drivers license and it's no wonder that by 2020 ATA estimates the driver shortage will grow to 240,000 or more.

There are plenty of misconceptions about the root causes of the driver shortage, and no shortage of opinions about how to attract drivers, why they stay and why they leave. To separate reality from fiction, we've debunked five of the most common myths about the current state of the driver shortage and the steps fleets can take to lessen its affect on their businesses. After all, you can't solve a problem until you have all the facts.





## Here are five assumptions you might want to rethink in your search for qualified drivers.

### **Myth: Finding qualified drivers is not a problem for well-run fleets.**

**Fact:** No matter how well you treat your drivers, the reality is the median age of all U.S. truck drivers has risen over the past 20 years. The American Transportation Research Institute released a new study showing that the industry is disproportionately relying on employees 45 years or older. The median truck driver age in 2013 was 46.5 years old, and private carriers report an even older median age of 52 years. Combine an aging driver demographic with the serious health issues they face such as heart disease, obesity, diabetes and cancer, and the numbers tell a stark story. Even the best-run fleets need to find ways to attract younger drivers, which brings us to ...

### **Myth: With youth unemployment at more than 12 percent, young people are looking for steady jobs such as trucking.**

**Fact:** It's sad but true that most millennials would never consider trucking as a profession. Kevin Burch, president of truckload carrier Jet Express in Dayton, Ohio, begins his driver shortage presentations by asking his audience of trucking industry professionals to raise their hands if they want their children to become truck drivers. Few hands ever go up. In a culture that emphasizes college over vocational schools, convincing young people to pursue professions such as trucking, construction and diesel mechanics is a hard sell. Other factors at play include the negative image of trucking in the media, the minimum age requirement of 21 years for interstate driving and a host of confusing, convoluted regulations that are quickly killing the profession's biggest selling point: the freedom of the open road. Burch says one way fleets can pique young peoples' interest is to emphasize how high-tech trucking has become, with everything from routing systems, to onboard communications and predictive analytics at their fingertips.

Photos by Robert Sutton



# ON BUSINESS

## Myth: Drivers are woefully underpaid.

**Fact:** Contrary to what most discontented drivers say, driver pay and benefits have increased. It's a growing trend, forced by supply and demand and some of the larger truckload fleets (Swift, Schneider, Werner, U.S. Express), and even some of the mid-sized fleets have increased driver pay and benefits as they grapple with the cost of parked trucks with empty seats. A recent ATA study of 130 fleets and more than 130,000

drivers found that median pay for drivers ranged from just over \$46,000 for national, irregular route dry van truckload drivers to more than \$73,000 for private fleet van drivers. Fleets use a variety of methods to pay drivers. Mileage-based pay is the most common, but others use a mix of paying some drivers by the hour and some by mile. Nearly 80 percent of truckload fleets offer paid holidays and 401(k) retirement plans with

matching employee contributions.

Bob Costello, chief economist for ATA, says the growing economy is driving a more competitive driver market. "Fleets are raising pay and offering generous benefit packages to attract and retain drivers," he says. In fact, a recent study by Transport Capital Partners found that 90 percent of respondents plan to increase driver pay, more than 1/3 by as much as 6 to 10 percent.

## BUSINESS TIPS

### How the driver shortage adds up

**35,000**  
current shortage of drivers

The American Trucking Associations estimates trucking needs tens of thousands more qualified drivers right now.



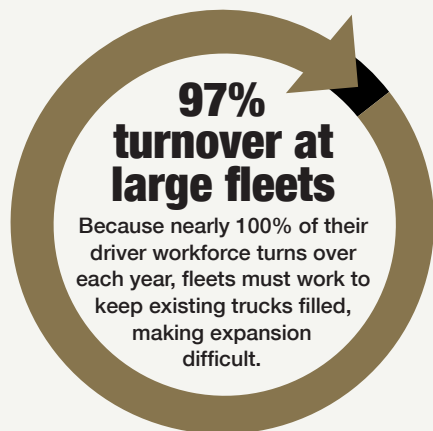
**46.5**  
average driver age

Not only are today's drivers quickly aging out of the workforce, most younger workers take little interest in driving as a career.



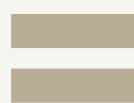
**50% of drivers are obese**

Compared to the general population average of 26.7%, truckers are almost twice as likely to be obese, making them more likely to suffer from heart disease, cancer, sleep apnea, joint problems and other weight-related illnesses.



**2.3% increase**

**in tonnage hauled by truck by 2024**  
Trucking's share of freight tonnage is set to increase over the next decade to 70.8 percent. That means more trucks — and drivers — needed to move it.



**240,000**

**projected driver shortage by 2020**

Add all of these factors together and trucking could be looking at an even more severe shortage in the coming years.

Sources: American Trucking Associations, American Transportation Research Institute, National Institute of Health.

## Myth: Drivers leave for more pay.

**Fact:** Surveyed drivers almost always say they will leave their company for more money. However, that's not the complete picture. According to a 2014 Randall-Reilly survey of 360 company drivers and leased owner-operators, pay woes were the top reason drivers leave their company. But lack of respect ranked nearly as high as pay. Other criteria, such as no career path, not enough home time and not feeling like part of a team rounded out the reasons to leave.

Feeling disrespected by companies, dispatchers, shippers and the general public may be the real reason truckers leave. Most fleet owners say they struggle to keep drivers feeling engaged, a problem that is not unique to trucking. In fact, a 2013 Gallup report based on interviews with 1.4 million employees from 192 organizations across 49 industries and 34 countries, showed employee engagement is not influenced by pay levels.

Contributing to lack of driver engagement is the isolated nature of the job. But fleet owners who interact with drivers, listen to their concerns, stand up to shippers on drivers' behalf and support home time requests believe those efforts pay off in increased retention.

## Myth: Drivers can't resist chrome and a nice paint job.

**Fact:** When asked what equipment feature is most important, drivers overwhelmingly chose a "special seat that improves comfort for long hours of driving," according to the Randall-Reilly survey. "Good-looking paint job" ranked fifth, behind late model truck, mobile communications and fuel economy features. As one respondent said: "Chrome don't get you home," but fleets might want to consider investing in the one area where drivers spend most of their workday — the seat. ■





# WINTER SALE

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**special code: bestdeal**



**MackShop.com**  
**800.570.4820**





**AT WORK**

# Reaching the pinnacle

Larry Edwards, maintenance director at Highway Transport Chemical, stands beside a Mack Pinnacle truck in December at the company's headquarters in Knoxville, Tennessee. HTC purchased 50 Pinnacles in 2014 and is currently taking delivery on an additional 55 Pinnacles for 2015.



# Top-of-the-line equipment and satisfied customers fuel Highway Transport Chemical's growth.

Story and photos by Carmen K. Sisson

**I**t is a cold, blustery day in Knoxville, Tennessee, and the parking lot is vacant at Highway Transport Chemical. Larry Edwards smiles as he surveys the empty yard. This is exactly what the maintenance director likes to see: All the drivers are on the road, and all his trucks are fully functional. When you're paid to solve problems, the last thing you need is a glitch in the system.

The family-owned company was founded in 1948, and it has developed an ironclad reputation for on-time, error-free delivery of chemical products.

The 282-truck fleet transports bulk liquid chemicals, including latex emulsions, acrylates, cleaning compounds and solvents. They serve 48 states and Canada. Delivery is routed through 10 strategic terminals located in Tennessee, Georgia, Kentucky, Louisiana, Michigan, Texas, Pennsylvania and Illinois.

Safety is critical, Edwards says, and he attributes the company's long success to employees' attention to detail and commitment to meeting customers' needs. Clients can use an online portal to follow the status of their loads from pickup to delivery, and each truck uses Omnitrac's communications technology for dispatch instructions, electronic logs and electronic vehicle inspection.

Every load comes with its own set of challenges, and Highway Transport thrives on figuring out the best way to get the haul to its destination, whether it requires specific loading or unloading procedures, a particular length of hose, heat in transit, vapor recovery fittings or a new piece of personal protective gear for the drivers.

Sometimes the hardest part of the job is coping with issues that vex the entire trucking industry — driver shortages, rising costs, and Environmental Protection Agency (EPA) mandates. When Edwards arrived at the company 18 years ago, Highway Transport had 180 drivers. Now the company boasts 260 drivers and an enviable 95 percent average capacity, but driver recruitment and retention is a full-time job, he says.

Highway Transport tackles the problem by

offering a competitive pay package while searching for ways to increase driver satisfaction. Terminals are equipped with washers and dryers, vending machines, and Wi-Fi for driver convenience during their off-duty hours.

But the biggest draw is the equipment. As Highway Transport replaces tractors, the management team is continually looking for the same things: improved safety, more comfort and better life cycle costs.

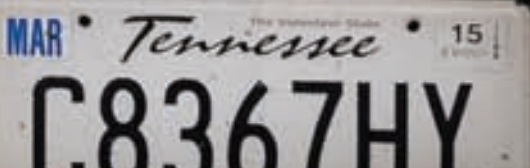
That's how Lloyd Oslonian, executive salesman at Worldwide Equipment in Knoxville, became an integral part of the Highway Transport team.

Oslonian has been with Worldwide for 32 years, and he took over the Highway Transport account in 1999. He estimates he has sold between 500 and 600 trucks to the company over the years. It wasn't hard to keep them in the Mack family, Oslonian says. It was just a matter of staying in touch with their needs and letting them know about new products coming down the pike.

Highway Transport has always been a big user of Mack Trucks, Edwards says, and the fleet operates 70 percent Mack. He likes the Mack brand for its heavy-duty strength and durability, but there was one catch: As other haulers moved to automated transmissions, Highway Transport balked, worried about specs and driver response.

Because of EPA engine emission standards and changing customer needs, the trucks are carrying more equipment — and more weight — than before. They couldn't afford to add a heavier transmission to the load. They had a group of older Macks that Worldwide had refurbished, and they decided to stay with those while they waited and watched.

When the Mack Pinnacle came off the assembly line with a new *mDRIVE* 12-speed automated transmission it immediately caught Highway Transport's attention. It weighed the same as a standard 10-speed manual, and Mack manufactured its own transmission instead of outsourcing. On top of that, on the *mDRIVE* automated transmission, Mack offers a 60 month/750,000 mile standard warranty.





# AT WORK



Mike Gilvin, a driver for Highway Transport Chemical, talks with HTC maintenance director Larry Edwards at the company's headquarters in Knoxville, Tennessee. Gilvin was initially skeptical of having an automated transmission in the Mack Pinnacle he is driving, but after only a few weeks, he is a convert.

"That demonstrated to us the faith and confidence Mack has in their product," Edwards says. "We like the Mack product in general. It's just a good, solid truck that does a good job for our tanker service."

The programmable features of the new engine platform convinced Highway Transport to make the switch and they quickly placed an order. After only a few weeks with the Mack Pinnacles, they decided to order 55 additional Pinnacles, all with the *mDRIVE* transmission.

Edwards credits Worldwide Equipment for working hard to meet their needs, but Oslonian says the Mack brand sells itself, especially to customers like Edwards, who knows what he needs from his equipment. He has helped them with their various tractor specifications of daycab and sleeper tractors and when they went from hauling chemicals and petroleum to just chemicals. But one thing never changes: When you show up at Highway Transport, you better arrive prepared.

"I owe them a lot, because they have made me a better salesperson," Oslonian says. "They force you to know more than most salesmen might know, because I can guarantee you, they will ask questions no one

has ever asked before. They're very detailed and knowledgeable about what they do, and they will challenge you."

Still, the Pinnacle was an easy sell, he says, and driver reception has been positive, even among those who were initially skeptical, like Mike Gilvin.



Larry Edwards, maintenance director for Highway Transport Chemical, talks with one of the company's technicians about a repair job at the company's headquarters in Knoxville, Tenn.

Gilvin joined Highway Transport in September 2014 and had only driven manual transmissions. "I wasn't sure the automated could handle going up hills," he says. "You feel like there is a little more control with shifting. But I've gotten used to it, and I'm doing really well with fuel. I used to average 6.5 to 7 miles per gallon, but I'm averaging 7.5 now. And they have come a long way with

emissions. It's better for the environment."

The cost savings have been significant, Edwards says. Now that they're getting 7.5 mpg, they have moved their 7 mpg trucks to their regional operation, replacing units that were averaging only 6.5 mpg.

"Most of our drivers were a little apprehensive because they have been driving standard shift transmissions for a lot of miles, and they felt they needed to be able to shift to maintain full control," Edwards says. "After driving the trucks with the *mDRIVE* for a few miles, they realized that the transmission does all the work and makes driving the truck much easier. Anyone that has ever driven a truck through Atlanta traffic would appreciate an automated transmission."

It's safer, too, he says, because drivers can keep both hands on the steering wheel at all times — a small point, it might seem, but critical when hauling hazardous materials.

The future looks bright for Highway Transport. They reported a 2014 revenue of \$74 million, and they have consistently exceeded growth targets by 5-10 percent each year. Many of their customers are Fortune 500 companies, and Edwards anticipates the addition of more trucks and terminals.

If things continue to go well, even more Mack Pinnacles will join the fleet.

"With the *mDRIVE*, when it comes to efficiently operating our trucks, we feel our least efficient driver has become as good as our most efficient driver," Edwards says. ■





## Calling all calendar models

### 2016 Mack Trucks Calendar will include six customer trucks

**M**ack customers are famous for the pride they have in their trucks. No matter how dirty or rough the conditions, many customers treat their Mack® highway and vocational models like they're show trucks on display at international trade shows, even if they're only seen by other drivers on their routes.

Now there's a way for them to show their pride on a much bigger stage — the 2016 Mack Trucks Calendar. Customers can submit photos of their trucks, which will then be voted on at Mack's Facebook page ([facebook.com/MackTrucks](https://www.facebook.com/MackTrucks)). A total of six customer trucks will be selected by Mack supporters to appear in next year's Mack calendar.

The annual Mack Calendar is one of the most anticipated events of the year for Mack customers, dealers and fans. More than 30,000 of the 2015 edition were distributed worldwide. And Mack's Facebook page has

well over 100,000 followers and is growing quickly.

Does your Mack truck have what it takes? Check out the entry criteria below or go to [facebook.com/MackTrucks](https://www.facebook.com/MackTrucks) for complete contest details:

The contest is open to all Mack trucks in revenue operation; that is, the truck must be a working truck, currently used for business. **(EDITOR'S NOTE: We love all the classic Mack antique and retired show trucks out**



Visit the Mack Trucks Facebook page for more information about how to submit your truck.

*there, but this contest is for trucks that are still earning a living for our customers. Because we think there's nothing better looking than a hard-working Mack truck.)*

The contest is open to Mack trucks anywhere in the world, any model, any year — as long as they are currently in revenue operation.

Information about how to nominate a truck and provide a photo online will be available at [facebook.com/MackTrucks](https://www.facebook.com/MackTrucks). Please don't submit entries directly to the Mack Facebook page, as we will have a special form set up to help us manage and track entries.

Trucks may be nominated and photos submitted from March 1 through May 31, 2015.

Voting will take place via [facebook.com/MackTrucks](https://www.facebook.com/MackTrucks), with the winners announced by July 4, 2015.

Mack Trucks will arrange and pay for professional photography of the winning trucks. **(EDITOR'S NOTE: It will be awesome.)** ■



# TAILLIGHTS

## Restoring history

Don Schumaker begins a tour of the Mack Trucks Historical Museum with the flagship piece, an early 1900's tour bus.

### Take a tour through trucking's past at the Mack Trucks Historical Museum

Story by Denise Rondini Photos by Kirk Zutell

**Y**ou walk out of the Mack Trucks Historical Museum looking at the world of trucking a little differently than when you entered. The Mack museum curators say they get a kick out of seeing everyone from wide-eyed Cub Scouts to jaded truckers light up with delight as they view the display of 30 vintage trucks, thousands of pieces of memorabilia and photographs of not only the history of Mack Trucks but also a deep dive into trucking's role in America. Visitors new to trucking love the approachable nature of the exhibits and the opportunity to climb on and, in some cases, go inside vehicles that are on display. "My biggest 'woo hoo' moment was actually crawling into a full cab complete with a sleeping compartment," one visitor posted on a social media tourism site.

Highlights of the tour include the opportunity to view the oldest existing Mack vehicle, a sightseeing bus built by Jack and Augustus Mack. Built in the first decade of the 20th century, the gasoline operated, open-air bus transported tourists around the

streets of Chicago and New Orleans for 25 years and more than a million miles of service before retiring to anchor the antique truck collection.

"Techie" types like to gawk at the soundproof room that was once used by Mack engineers to perform noise reduction work (the museum is housed in a former Mack engineering facility). Because of the soundproofing material used in its construction, there are virtually no echoes in the room. It displays four B Series trucks that illustrate the wide range of B Model capacities; the first and last CF Model fire

trucks and two western style conventional trucks, an RW and an LT.

Several AC Model trucks are also on display; the AC Model gained its fame on the battlefields of World War I. It was a tough, tenacious work truck that powered through bullets and muddy French back roads, delivering supplies to the front. The truck's blunt-nosed design reminded British troops of their pet bulldogs from back home, and the nickname stuck.

Don Schumaker, the museum's curator and a Mack retiree, enjoys recounting these stories and others. He loves showing visitors around and says it's an honor to be the keeper of such an extensive collection and to connect enthusiasts to the rich Mack legacy. Schumaker first joined Mack in 1957, and he and seven other Mack retirees do archival work at the museum and sometimes give tours to supplement those given by four tour guides who also are former Mack employees.

Schumaker says one of the reasons visitors

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"This place went well beyond my expectations and even my wife who is the furthest thing from a truck aficionado was delighted, and thoroughly enjoyed our visit."

Comment from [www.tripadvisor.com](http://www.tripadvisor.com)

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The original acoustical test lab also showcases more of the collection. This beautiful 1951 Mack LSW is on loan from the Dixon Family Antique Truck Collection. Half the trucks seen here are on loan from various private collections, and the inventory changes frequently.



Many tour groups of all ages are thrilled to be a part of Mack History here at the museum. From Cub Scouts to tourists from across the globe.



Volunteers are working to restore this Mack D42T tractor. Once completed, the truck will be displayed on the museum floor.

rate the museum tour so highly is that the guides tailor it to the individual interests of the group. Depending on the interest, tours can last up to three hours. Some visitors are drop-in tourists or trucking families who know their way around a truck and are interested in the historical evolution of the vehicles.

There is also a whole other kind of Mack museum visitor: the serious collector and vintage truck restorer. In a room that formerly housed a dynamometer, a group of dedicated volunteers (including museum staff) work to restore vintage Mack trucks to their original condition. The astounding collection of more than 80,000 truck photos dating back to 1905, extensive parts archives, old shop manuals and documents detailing nearly every Mack truck ever made is available for anyone restoring their vintage Mack.

Passionate restorers can provide their truck's chassis number and the archivists will find items like copies of the sales record that indicate the dealer, the date the vehicle was delivered and who it was delivered to. They also find the build record, which lists all the components that were used to build the vehicle and any supporting information such as specification sheets, operator's manuals,

maintenance manuals and parts books. "We put together a nice little package for them that will add value to their vehicle and help them with the restoration," Schumaker says.

In fact, the vintage truck community is such a strong fan source that in 2012 the museum started an event called Trucktoberfest. "We felt since we were working so closely with the vintage restorers that we should host an appreciation event for them," Schumaker explains. "We invite members of the truck clubs and their families to come here and bring their antique vehicles, and we have displays and activities connected to vintage Mack vehicles."

More than 6,000 visitors tour the museum each year, coming from countries all over the world. Many are on a pilgrimage of sorts. They have loved the Mack brand as owners,

drivers, through family connections or from working for the company. "Maybe their grandfather owned a Mack back in 1925 so they are interested in the vehicles and talking about things that occurred in that era," Schumaker says.

Unlike traditional museums that warehouse their collection, Schumaker says nearly all of the collection is on display. In addition, the displays change. Mack owns half of the vehicles, and the balance comes from collectors and restorers who enjoy displaying their restored vehicles. "We rotate those in and out so it keeps our display fresh and gives people a chance to show off their antique vehicles," Schumaker says.

While the exhibits catch the imagination of the visitors, Schumaker enjoys sharing the history of the entire trucking industry and how Mack's leadership role influenced the trucks of today. Schumaker says that visitors to the museum are amazed at how much they learn during the tours.

"Everyone expresses that they were glad they came," he says

As one visitor posted on a travel website, "I went in not expecting to be wowed and came out with a lot of knowledge about Mack, trucks in general and the proud history of this great company and

its place in the legacy of Allentown and the surrounding area." ■

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**Don Schumaker**

*The museum is open Mondays, Wednesdays and Fridays from 10 a.m. to 4 p.m., and admission is free. For more information visit: [www.macktruckshistoricalmuseum.org](http://www.macktruckshistoricalmuseum.org)*



# LETTERS

This picture was taken in October 2014 in Sweetwater Jct, Wyoming, when this 2001 CH600 broke the 1,000,000-mile mark.

## The tradition continues



This picture was taken June 2014. This 1986 R600 is working in Canada.

**H**ello Bulldog, My name is Rene Marchand and I have been an owner-operator for nearly 30 years. From 1986 until 2000, I owned a R600 Mack truck equipped with a E6 350 HP with four valves and backed with a 12 speed Mack transmission and Mack 38,000-pound 4.17 ratio

I drove that Mack truck 1,030,000 miles before overhauling the engine in June 1994. The camshaft and crankshaft were in very good shape. They were polished and put back into the engine for its second life. I drove 1,100,000 miles before I overhauled the transmission. I drove 1,640,000 miles without overhauling any of the rear ends.

I presently own and operate a 2001 Mack CH600 equipped with a E7 E-Tech backed up with a Mack 18-speed transmission and Mack 3.87 ratio 40,000 lbs. rear axles. This

truck has 1,026,579 miles on the clock so far and neither the engine, transmission or rear ends have been overhauled.

Both of my Mack trucks are extremely reliable and economic to operate and also good looking. Both of them are still on the road and running strong.

The R600 is in Canada and the CH600 is here running between Fremont, New Hampshire and Denver, Colorado. I mainly haul kiln dried lumber and all my loads average between 46,000 to 48,000 pounds, so

you know that both of those trucks earned their keep!

I am a firm believer in Mack products and will be until I retire.

I include pictures of my two Mack trucks and you will agree that those trucks are built like a Mack and look the part also.

Sincerely,  
Rene Marchand  
Owner-operator  
Fremont, New Hampshire

*We love reading your letters and seeing photos of your Mack trucks. Send letters and photos to Jim McNamara, Bulldog Editor, Mack Trucks, Inc. 7900 National Service Road, Greensboro, NC 27409 or email: james.mcnamara@macktrucks.com and yours may be selected to appear in the pages of Bulldog magazine. Letters may be edited due to space. To help us verify information, please include a phone number.*





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