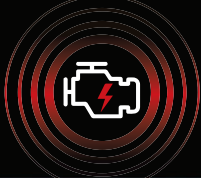


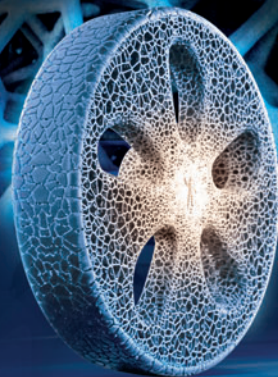
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# Today's Trucking

The Business Magazine of Canada's Trucking Industry



**SPECIAL  
ANNIVERSARY**  
*— Edition —*

August 2017

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A photograph of the interior of a Freightliner Cascadia truck cab. The view is from the driver's perspective, looking out the windshield at a coastal landscape with a cliff and the ocean at dusk. The dashboard is visible on the left, featuring a large LCD display and various controls. The word "CASCADIA" is printed on the dashboard. The ceiling of the cab has the "FREIGHTLINER" logo and the slogan "Run Smart".

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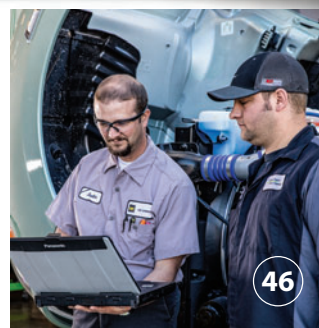
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Today's Trucking is published monthly by NEWCOM BUSINESS MEDIA INC., 451 Attwell Dr., Toronto, ON M9W 5C4. It is produced expressly for owners and/or operators of one or more straight trucks or tractor-trailers with gross weights of at least 19,500 pounds, and for truck/trailer dealers and heavy-duty parts distributors. Subscriptions are free to those who meet the criteria. For others: single-copy price: \$5 plus applicable taxes; one-year subscription: \$40 plus applicable taxes; one-year subscription in U.S.: \$60 US; one-year subscription foreign: \$90 US. Copyright 2017. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without prior written consent of the publisher. The advertiser agrees to protect the publisher against legal action based upon libelous or inaccurate statements, unauthorized use of photographs, or other material in connection with advertisements placed in Today's Trucking. The publisher reserves the right to refuse advertising which in his opinion is misleading, scatalogical, or in poor taste. **Postmaster:** Address changes to Today's Trucking, 451 Attwell Dr., Toronto, ON M9W 5C4. Postage paid Canadian Publications Mail Sales Agreement No. 40063170. ISSN No. 0837-1512. Printed in Canada.

Funded by the Government of Canada



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## Thanks for CVSA videos

**Re: CVSA Inspection video series (todaystrucking.com)**

Please let me start by thanking you for posting this video series.

I was talking with our operations manager yesterday, and mentioned to him that some of the training videos that I had seen were not as good as this series.

Thank you again for posting the videos, publishing a great magazine, and website that I visit at least once a day.

— **Brad Gable**

McClay's Transportation, Oxford Enterprises  
Ingersoll, Ontario

## The noise is exhausting

**Re: Fight the Good Fight (June 2017)**

Maybe it would help if we eliminate straight pipe exhaust systems and noisy tires. I have trucks passing me and can't even hear my own radio.

— **W. Duyvestyn**

Brampton, Ontario

## Anti-truck rhetoric should stop

**Re: Fight the Good Fight (June 2017)**

I just wish that the general public would understand how the supply chain works. The whole rhetoric about closing off Highway 102 in Thunder Bay is pure bull manure.

Restricting too many routes to trucks will cause a major hazard. I do understand trucks must avoid residential areas due to the dangers of kids playing or adults getting out of their driveways to go to work. What I don't get is when a perfectly good route with lots of room gets closed off from semis.

I regularly deliver beer to stores, and general freight, too. There are times where I have to just ignore the "no truck" zones just to deliver from point A to point B safely. Barring that, the alternatives would be driving over cars, or heaven forbid, do a blind-side with a quad axle on a busy thoroughfare just to avoid that "no truck route".

What needs to be done is educate the public on what a semi truck is. Not listen to those "ambulance chasers" or ostriches who think they learned a few things about trucking from some anti-trucking group. A reasonable balance can be struck. But how can you reason with politicians that have no sense of logic?

I had a chuckle once when a couple was eating at a truck stop in Pass Lake, saying trucks should be off the highways and be banned. I just pointed to the car hauler outside, and to my reefer, and politely said, "Those trucks are my people. The car you drove in was brought in by a trucker. The milk you've squirted on your cappuccino was a load I probably delivered. The beer you've been talking about, chances are one of us delivered it."

— **Danno Cardinal**

Sault Ste Marie, Ontario



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## INTRODUCING THE NEW VOLVO VNL

Volvo Trucks. Driving Progress



By John G. Smith



# An Uber Struggle

## Uber disrupted the taxi industry, but trucking won't be that easy

The role of a road warrior on the *Today's Trucking* editorial team takes me across North America, and at times these stops don't include a personal car. If I want to keep moving, the options have been limited to the kindness of companies I visit, shoe leather, or taxis.

Until I uploaded the Uber app on my phone.

I am admittedly a late convert to ride sharing, but it is unlike anything I ever experienced with a cab. Taxi companies have left me stranded, failed to show up at appointed times, or sent cars held together by little more than Bondo and bailing wire. The Uber app displays cars that are nearby and tracks them every block along the way. Once the ride is done, my credit card is automatically billed and an invoice is uploaded by email. No more need to negotiate fares or calculate tips.

It's a model that has allowed Uber to disrupt and outright threaten the taxi industry wherever it has a presence. And now the company has a taste for trucking.

The first step was to acquire Otto, which plans to retrofit trucks to drive autonomously, and made headlines by delivering 2,000 cases of Budweiser beer in a demonstration run. In mid-May, meanwhile, Uber unveiled Uber Freight with the promise of transforming the way loads are booked and moved. That is undeniably closer to its core business.

As similar as the vehicle-sharing options might appear, the trucking industry represents a tougher haul for this software developer.

What Uber has unveiled is essentially a load board, albeit with a brand recognized outside of trucking.

When I reached out to Uber to describe the difference, a spokeswoman replied: "Uber Freight is an app, available for download on iOS and Android, that matches trucking companies with loads to haul. Its mission is to make the day-to-day lives of truck drivers easier by providing transparent pricing, fast payment, and the ability to simply book a load at the touch of a button."

As I said. A load board.

Even if the company finds success with that, and can address a sexual harassment scandal that has shaken its executive suite, the existing Uber model isn't about to truly disrupt the trucking industry. When tackling taxis, Uber was able to tap into fleets of underutilized cars. Everyone with a vehicle became a potential competitor to cab drivers.

In contrast, trucks are highly utilized. Fleets that park their equipment against a fence for extended periods of time face bigger threats than an app.

Still, there are some lessons to be learned from the taxi industry.

Uber's disruptive presence is about more than providing cars at cheap rates. It used software and data to provide a better experience for customers, and taxi companies failed to respond. Truck fleets that fail to find new ways to connect with customers and their loads will lose business, whether it's to Uber or someone else.

**"What Uber has unveiled is essentially a load board, albeit with a brand recognized outside of trucking."**

And while the Uber model might be limited when it comes to booking 53-foot van trailers or reefers, the idea of car-sharing services could still play a disruptive role in last-mile deliveries of small packages. Amazon is already testing this in select markets, through a service known as Amazon Flex.

Yes, there are threats on the horizon. Uber threatens. Even if they emerge through a company other than Uber itself. **TT**

John G. Smith is editor of *Today's Trucking*.

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By Rolf Lockwood



# Three Decades!

With this issue we celebrate our 30th anniversary

**H**allelujah! Somehow we've made it, with this very issue, to the 30th anniversary of *Today's Trucking* magazine. As its founding editor in 1987, and for quite a few years its only editor, I'll happily admit to being proud of that accomplishment.

Magazine publishing is a tough business so this is no small feat. Granted, it's not as tough as trucking has become, but it's no walk in the proverbial park either. Yet I never had any doubt whatsoever that we'd make it. I wasn't new to this game, after all. I'd been editor of other trucking publications for several years before accepting Jim Glionna's invitation to join him and three others in launching this enterprise.

Aside from Jim and myself, Tony Hohenadel is the only original player left (Tony and I are no longer partners, incidentally, soldiering on as employees). Wilson Smith retired several years ago, while Phil Knox has passed on. Russ Davies, not a partner, was also one of the founders. Tony and Phil created *Truck & Trailer* magazine, which was born a month before *Today's Trucking*, and it's still thriving too.

The company is now a family affair, with Jim semi-retired but an active chairman, having handed over the management reins to his very capable son, Joe, now president.

I had faith in our various skills but the truth is we succeeded in spite of ourselves. Despite many years of truck publishing experience collectively, we didn't know how much we didn't know. About running a business, in particular. We were shocked, for instance, to realize that even some of the big outfits we had as advertisers didn't pay their bills in 30 days, or 60, or even 90.

Things were lean for a while, and the major banks refused to help. But we made it through, and by year three we had started to sail. We were winning the readership battle against our competitors and advertisers were climbing on board.

Well, we were sort of sailing, because that's to ignore all the disruptions presented by recession, deregulation, and free trade

in those early days. The industry was rocked, so we were too. In a very real sense, the history of *Today's Trucking* mirrors the history of modern trucking. We grew with you, changed with you, as I've written in the feature story on page 34.

And some of you grew up with us, I was reminded recently by my old friend Chris Hall, long-time beer hauler at Sleeman's and

**In a very real sense, the history of *Today's Trucking* mirrors the history of modern trucking**

prime mover at the Clifford Antique and Classic Truck Show (see page 27). He told me that he and many others, guys in their 40s mostly, were teenagers or even younger when I started writing about trucks. They followed me from my earlier magazines and into *Today's Trucking*, he said. First as kids

simply drawn to trucking, then as working professionals.

I can't tell you how heartwarming it was to hear that.

I've enjoyed 30 years in this editorial chair for a bunch of reasons, but none is more significant than the idea that I've helped young people learn about trucking and then find a career here. It's certainly a tougher, harder place than it was three decades ago, but it remains a good place to be. Every other industry has changed in much the same way, remember, and I can't think of an exception. Certainly not publishing.

Thanks for coming along on this ride with me and our magazine. We're not going anywhere, so stay close as we negotiate a path through our collective future. If you think the last 30 years have been full of change, hold on to your seats.

We may need each other more than ever. **TT**

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# Dispat

Ahmad Al Rasoul has been a truck driver since he was 22, but has to wait before applying the skills in Ontario. (Photo by Peter Carter)



## Driver In Waiting

*Ahmad Al Rasoul escaped Syria. Now he wants to get to work.*

*By Peter Carter*

Truck driver **Ahmad Al Rasoul** knew it was time to leave Syria the day the bedroom where his two-year-old son Joseph was sleeping got destroyed by a bomb. Miraculously, young Joseph remained unscathed, albeit covered in ashes.

Rasoul, 46 at the time, and his wife Rasmia Al Mekhlef, had four other children and lived in Homs, a community badly wracked by the Syrian civil war. You've probably seen the skeletal remains of Homs buildings on the news. Since he got his licence at

22, Rasoul had been a truck driver and loves the work. He hauled goods around Syria, Saudi Arabia, Qatar and other Middle East countries in a variety of rigs, most recently a Mercedes Actros with a double bunk, microwave, TV and air conditioning, though sometimes the AC was overwhelmed by the desert sun. Those afternoons, he says, he would pull over at a mosque and have a nap. His only driving offence, he says, was a speeding ticket in Saudi Arabia. The speed limit was 80 kilometers per hour.

He says he was nabbed for going 81. "There are cameras everywhere and they are very strict there."

Some trips would be away from home for up to 15 days at a time, but he says, "I lived like a king."

Rasoul, now living in an apartment in Toronto, spoke with *Today's Trucking* through an interpreter.

The day after the bomb hit, the family piled into his cousin's sedan and moved to a rural part of the country, eventually seeking refugee status in Lebanon. There, Rasoul landed part-time work as a dump truck driver, but the hours were few. Mostly, he fed his family by picking olives.

"Every day you had to fight to survive," he says.

The family stayed in Lebanon three years until a phone call came from the United Nations, asking if he and the family – by this time one daughter bigger – wanted to move to Canada. "I thought, 'Are you kidding me?'" And thus Rasoul was part of the first wave of the 25,000 Syrian refugees Canada welcomed.

As recently as mid-June, when he spoke to *Today's Trucking*, Rasoul was attending English classes but still not working. He



## Speed limiter safety

PG. 14

## Safety ratings flaw

PG. 15

## Stability mandate

PG. 16

wants to drive truck. Like he did before.

Unfortunately for him there is no way to prove that he has truck driving experience, so he must start fresh, as if he had never driven anything before. In Ontario, that means going through the graduated licensing system.

The first step is a written test, which can earn you a G1 licence for a car. With a G1, you can drive only with another licensed driver in the vehicle. Step two is a road test, which can yield a G2 licence. A G2 lets you drive alone but with some restrictions, and not commercially. And if you're a first-time driver – or a refugee with no documentary evidence of your history because your home city has been destroyed – you must wait a full year before trying for the full licence. Exceptions can be made and the year-long waiting period foregone, for refugees who can deliver proof of previous experience.

Rasoul's waiting period ended in mid-July. That means he can obtain his full car licence. But ever since July 1, because of Ontario's new Mandatory Entry Level Training regime, everybody who wants to obtain a truck licence must undergo a minimum of 103.5 hours

of training with a private career college registered with the Ministry of Advanced Education and Skills Development, an Ontario college of applied arts and technology, or recognized authorities like carriers with training programs under the Ontario Ministry of Transportation's Driver Certification Program.

So if Rasoul had proof of his previous experience, he would probably be driving professionally now. As it is, he remains determined to find a carrier willing to help him with the training, or better yet, somebody who will hire him to work around the shop while he completes the mandatory schooling.

"My family is grateful to Canada. But I don't want

to be idle," he said. "I just want to start working and support my family as soon as possible."

In the meantime, a Canadian volunteer who met Rasoul in Canada is trying to get Ontario's one-year graduated-licence rule changed.

Omar Khan, a volunteer with a refugee-assistance program called The Together Project, has challenged the one-year barrier by taking it to the Ontario Human Rights Commission. "Ontario's the only province like this," observed Khan, a computer engineer. "And we're not saying to give these people a licence. We just want them to be able to take the test."

"If you aren't a refugee or have some access to an

embassy, you don't need to wait this one year. You can just get a stamp from your embassy saying the licence you have is valid. We think this policy amounts to discrimination."

Khan has challenged the Province of Ontario to produce some empirical proof that the one-year waiting period has some measurable affect on safety. The Human Rights Commission will hear the case on November 28 and 29 of this year.

"The thing is, Ahmad's just one driver, but there are tons more like him. And I hear there's a shortage of truck drivers," Khan says. "Wouldn't it make sense that the companies who need drivers would want to see this rule changed?" **TT**

### TRAINING FEES

## Test fees rise with mandatory training

**Ontario introduced its Mandatory Entry Level Training (MELT) regime for hopeful Class A truck drivers on July 1 – making it the first jurisdiction in North America to introduce such an initiative.**

**The minimum of 103.5 hours of training can be delivered by a private career college, provincial college of applied arts and technology, or those recognized under the Ontario Ministry of Transportation's Driver Certification Program.**

**It isn't the only thing that changed, though. The fees for Class A, B, C, D, E and F road tests increased to \$96.75, while the written test fees have increased to \$23.25.**

### Ontario collisions dropped with limiters

Speed-related, at-fault collisions involving large commercial vehicles fell by a whopping 73% after speed limiters were mandated in Ontario, according to a recent study by the Ontario Ministry of Transportation.

In contrast, collisions involving other vehicle drivers dropped 30%.

The study also concluded there is no evidence that speed limiters contributed to an increase in other truck-related collisions such as rear-end crashes – dealing a blow to one of the key arguments against the settings. Trucks were rear-ended in 10.3% of total collisions

from 2006-08 and 10.47% of total collisions from 2010-12.

Based on the results, researchers are calling for increased enforcement and enhancing the readers that enforcement teams use to pull data from Electronic Control Modules.

### Unexpected braking, tailgating blamed

A chain of events – including tight following distances and the unexpected application of another truck's emergency brakes – ultimately led to the death of a truck driver on the Metropolitan Expressway, Quebec's workplace health and safety board has determined.

Gilbert Prince, a driver with Enterprise Gestion Georges and Robert, died at the scene of the August 9, 2016 collision on Route A40. Smoke from the resulting fire was reportedly seen as much as 30 kilometers away.

It all began when a Bombardier fuel truck stopped unexpectedly on Lajeunesse Street, according to Commission des normes, de l'équité, de la santé et de la sécurité du travail (CNESST). The cube van that was following it was able to stop in time, but a Givisco flatbed to its rear ended up hitting the back of the cube van. Prince's fuel tanker collided with those.

Prince was trapped in his heavily damaged cab. The fire ignited under that. Another driver involved in the collision was unable to free him.

The emergency brakes on the Bombardier truck were triggered by a safety switch, when a metal door began to open. Fasteners on the door's locking mechanism were improperly tightened and had vibrated loose, CNESST says. To compound matters, Prince was traveling too close to the flatbed. Given the weights and speeds involved, he would have needed 76.7 meters to stop. He was traveling only 31 meters to the rear.

The Bombardier truck had faced this issue in the past – once on January 26, and three times on January 29, CNESST says. Two of those times it happened on the same highway. Used for refueling at an airport, it wasn't on the road again until August 9. The day of the crash.

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## Fuel-saving fleets running to show

Seven fleets that collectively operate about 11,000 power units and 26,000 trailers have signed on to participate in Run on Less – a North American Council for Freight Efficiency demonstration that runs September 6-28 and wraps up at the inaugural North American Commercial Vehicle Show in Atlanta, Georgia.

Participating businesses include Albert Transport, PepsiCo's Frito-Lay division, Hirschbach, Mesilla Valley Transportation, Nussbaum Transportation, Ploger Transportation and U.S. Xpress. It's a cross section that includes dedicated private routes and irregular for-hire routes, and mixes the 7,000-truck US Express with three 1,000-tractor fleets, two midsize fleets and an owner-operator.

While trucks used by dry van and reefer operations typically achieve seven miles per gallon (33.6 liters/100 kilometers), these trucks will likely reach close to nine miles per gallon (26 liters/100 kilometers) during the demonstration, he said. They're collectively expected to cover about 55,000 kilometers during the event.

Daily results from the road show will be posted at [www.runonless.com](http://www.runonless.com).

## More collision claims in legal pot states

After legalizing the recreational use of marijuana, Colorado, Oregon and Washington saw collisions rise about 3% when compared to other states, according to a new analysis from the Highway Loss Data Institute.

The institute says its analysts accounted for differences in the rated driver population, insured vehicle fleet, mix of urban versus rural exposure, unemployment, and weather and seasonality.

Colorado experienced the largest jump in claims, 14% higher than nearby Nebraska, Utah and Wyoming. Washington's claim frequency was 6.2% above Montana and Idaho. Oregon was 4.5% higher than Idaho, Montana and Nevada.

## U.S. safety rating system flawed: report

The U.S. National Academies of Sciences, Engineering and Medicine is calling on the Federal Motor Carrier Safety Administration (FMCSA) to replace the Safety Measurement System (SMS) that determines which carriers are at a

high risk of future crashes.

The report cites several problems with data quality, but also says that the system is "conceptually sound".

The FMCSA was forced by earlier legislation to remove carrier crash indicators and Hazardous Materials Compliance Behavior Analysis and Safety Improvement Categories (BASICs) from

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a public website. But carrier BASICS relating to crash data, investigation results, and measures remain.

"FMCSA should continue to collaborate with states and other agencies to improve the collection of data on vehicle miles traveled and on crashes, data, which are often missing and of unsatisfactory quality," the academy

adds. "Including vehicle miles traveled data by state and month will enable SMS to account for varied environments where carriers travel – for example, in icy winter weather in the north. In addition, there is information available in police narratives not represented in the data used that could be helpful in understanding the contributing factors in a crash."

## Stability controls being mandated

Electronic Stability Controls, which help to trucks keep from rolling over in tight turns, will now be mandated on new vehicles with Gross Vehicle Weight Ratings above 26,000 pounds. That aligns with rules already in place south of the border.

The Canadian rules first apply to U.S.-made three-axle tractors effective August 1, and will roll out to other vehicles between that point and August 1, 2019.

"Roll stability systems help protect against loss-of-control accidents by automatically intervening, by reducing engine torque and engaging the engine retarder, while automatically applying drive axle and trailer brakes. The activation takes place before the driver is aware of the need," said Geoff Wood of the Canadian Trucking Alliance.

About 660 truck rollovers occur in Canada every year.

## Albrechsten named to Order of Canada

Winnipeg's Paul Albrechsten of Paul's Hauling was invited to join the Order of Canada on the eve of Canada Day, in an honor that comes a year after he was named to the Order of Manitoba.

The fleet president and CEO immigrated from Denmark at the age of 24, with just \$50 in his pocket, and began working for 90 cents an hour as a field mechanic in Virden, Manitoba. He lived in tool sheds to save enough money to buy two trucks in two years, and founded Paul's Hauling in 1956.

Albrechtsen is now widely recognized for his philanthropic work, donating millions to the Riverview Health Centre Foundation and the St. Boniface Hospital Research Centre.

Other industry leaders named to the Order of Canada have included Trimac founder Bud McCaig, Manitoulin Transport founder Doug Smith, Joe Shannon of Seaboard Transport, and Armour Transport founder Wes Armour.



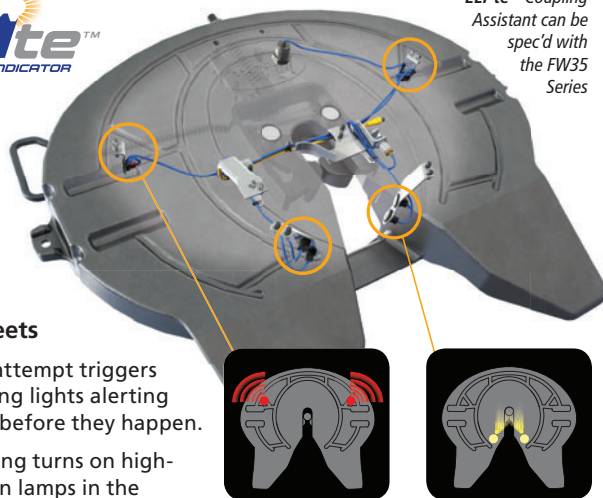
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## Border penalties to be reviewed

Canada Border Services Agency is reviewing all Administrative Monetary Penalty System (AMPS) charges linked to Advanced Commercial Information system outages. The penalties being reviewed occurred within the hour before an outage and two hours after an outage was corrected.

Refunds will be issued if the penalties are deemed to be unfair.

The Canadian Trucking Alliance, which had worked with the agency to establish the review, reports that refunds are already flowing back to carriers. The alliance and agency will also be reviewing other solutions in coming months.

## Gin-Cor partners with DEL Equipment

Vocational truck manufacturer Gin-Cor Industries and upfitting equipment specialist DEL Equipment have entered into a strategic partnership.

"The decision to partner with Gin-Cor Industries is a key step in my succession plan," says Paul Martin, chairman of DEL Equipment. "We want to give the business and all of our employees the best opportunity to carry on the legacy my family has created."

Gin-Cor becomes an equity partner and member of the board of directors of DEL Equipment, and is responsible for finding ways to improve DEL locations across Canada. DEL Equipment president Paul Martin takes on the role of chairman as part of the deal. Gin-Cor Chief Executive Officer Luc Stang becomes president and Chief Executive Officer of both companies.

## Timken acquires auto lube maker

The Timken company, producers of engineered bearings and mechanical power transmission products, is acquiring Groeneveld Group, an automatic lubrication manufacturer, for approximately US \$280 million.

"The acquisition of Groeneveld will further expand our presence in the auto-

matic lubrication systems space, which we entered in 2013 with our acquisition of Interlube," said Richard G. Kyle, Timken president and Chief Executive Officer. "Groeneveld will bring a strong brand and management team, a global customer base, and an industry-leading product portfolio that has an attractive market position in off-highway

equipment and heavy trucks."

Over the last five years, Timken has diversified its portfolio beyond bearings, adding gearboxes, chain, belts, couplings, lubrication systems, industrial clutches and brakes, and a variety of industrial services to its portfolio. Brands include Timken, Philadelphia Gear, Drives, Lovejoy and Interlube.

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## BIG NEWS ABOUT THE HUSKYPRO CARDLOCK NETWORK



## Dispatches

### ELDs, driver 'jobs for life' cited as top legal issues

Canadian fleets face new legal challenges this year in the face of plans to rework the North American Free Trade Agreement, and a Supreme Court ruling that seems to offer federally regulated drivers a job for life. And those were just two of the looming threats identified by Isaacs and Company's Heather Devine, when briefing the Private Motor Truck Council of Canada on legal issues.

#### ► Jobs for life?

Last year's *Wilson v. Atomic Energy of Canada* ruling by the Supreme Court essentially guarantees drivers who cross provincial borders "a job for life", the lawyer said, referring to the federally regulated workers. Citing the Canada Labor Code, the court ruled that non-managerial employees with more than 12 months of service can't be terminated without reason, no matter how generous a severance package is. But establishing just cause to termi-

nate someone involves proving serious misconduct, habitual neglect of duty, or incompetence, Devine added. Even a bad accident or missing work is not proof of incompetence. It's why she recommends hiring federally regulated workers on fixed one-year contracts, and completing performance reviews before the terms are done.

#### ► Mandated Electronic Logging Devices

The pending U.S. mandate for Electronic Logging Devices applies to cross-border drivers as of December 18, but Devine suggested the devices could also be mandated for all Canadian drivers quicker than expected. Rushing through a series of rules to mirror approaches in the U.S. would be an effective bargaining tactic in North American Free Trade Agreement negotiations, she said. "I've heard that there are those discussions."

Rick Geller



### Autonomous questions not limited to tech: Geller

Questions surrounding the future of autonomous vehicles are not limited to how such technology would actually work, and Rick Geller has identified a long list of related issues that have yet to be addressed.

"We really need to bring some focus to what it is that we're trying to accomplish with this technology," said the vice president – transportation industry leader with Marsh Canada, during a presentation to the Private Motor Truck Council of Canada's annual meeting.

It's an important distinction. While some people see autonomous technology as a tool to compensate for a lack of skill or training, others view it as a potential "guard rail" against other threats, he said.

"You have to look at the technology itself, but you also have to look at that broader ecosystem that supports it," Geller added, referring to required gains in everything

Heather Devine



## ► Legalized marijuana

Also on the horizon for Canadian carriers is the pending legalization of recreational marijuana. Devine stresses the value of pre-employment,

reasonable-grounds, post-incident, and random testing, as well as tests that are part of a rehabilitation plan. Legal testing regimes also recognize addiction as a human rights issue, requiring employers to pay for medical assessments and treatment, offering Employee Assistance Programs, and allowing people to return to their jobs after treatment. Fleets are expected to pay for care after treatment, and the medical costs related to the disability, too.

## ► Distracted driving

Federal Transport Minister Marc Garneau has promised a national standard to crack down on distracted drivers using cell phones, she said. In the meantime, fleets will want to review their policies, educate employees, and discipline those who run afoul of the rules. And take care of the language, Devine said, noting that she has seen policies that could be misinterpreted to mean that drivers *should* text dispatchers while on the road. **TT**

from communication to infrastructure. Each could affect the rate of any rollouts. Changes in infrastructure can be measured in decades. In the meantime, existing vehicles will need to share space on the same roads.

There are ethical issues to consider as well. Picture an autonomous truck traveling in the center lane of a highway when it identifies a threat ahead of it. To the left is a motorcycle, and to the right is an SUV. If the computer is programmed to protect the truck driver, it might choose to steer toward the motorcycle. If it is programmed to protect other motorists, it may choose to sacrifice itself against the threat ahead of the truck. "These are very real ethical decisions that need to be made," he said.

Even the approach to the programming will make a difference. A rule-based system is programmed to execute commands based on specific information. Artificial intelligence, however, learns through experience. If engineers steer toward the latter model, there's the question of whether a truck has the latest version of the technology, he says.

For that matter, the advanced technology could cause different skills to erode. "If we're going to ask technology to start driving the trucks and we're going to ask people to sit back and go make a sandwich or knit, when you don't use skills, they degrade," he said. Drivers could even begin to think of themselves as invincible, taking unwanted risks.

There may also be times when drivers are asked to take over controls, which could present its own set of challenges. In one research project by the U.S. Department of Transportation, tests explored warnings as visual, audible and haptic alerts, as well as countdowns. Shaking seats did the best job at grabbing attention, Geller said, citing the results. But when the countdowns began, most people tried to finish the tasks they were doing before acting on the warnings.

It isn't the only reason warnings might be needed. Drivers could be confused about the mode in which a vehicle is operating, Geller said. They could be surprised by actions that a truck takes. **TT**



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# StatPack

## 90,000 KILOMETERS PER YEAR

The heavy-duty trucks run by Canada's private fleets average about 90,000 kilometers per year, according to a recent benchmarking survey conducted for the **Private Motor Truck Council of Canada**. Their U.S. counterparts that belong to members of the **National Private Truck Council** average 160,000 kilometers per year. The Canadian trucks averaged 6.01 miles per gallon (39 liters per 100 kilometers) along the way.

## \$200,000 RAISED BY WALKERS

A 90-member team from **Maxim Truck and Trailer** raised more than \$200,000 as part of **CancerCare Manitoba's Challenge for Life**. Chief Executive Officer Doug Harvey headed up the team and was named the event's top fundraiser.



## 9% OF EMISSIONS

Transportation accounts for 24% of Canada's emissions, a report by the **Pembina Institute** concludes. Freight – including moves by road, rail, ship and plane – accounted for 10.5% of emissions in 2015. Heavy-duty trucking accounted for 9% of that.

## \$162,000 FOR CANCERCARE

A 114-strong team of **Bison** employees and family members raised more than \$162,000 in the fight against cancer through corporate fundraising, personal initiatives, and a June 10 barbecue that netted more than \$21,000. It was all part of the 10th annual **Challenge for Life**, supporting the **CancerCare Manitoba Foundation**. The carrier has raised more than \$860,000 for the cause over eight years.



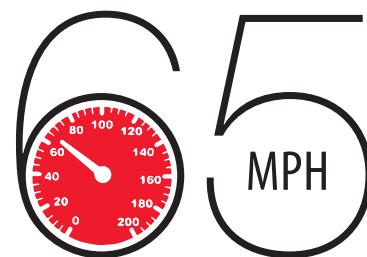
## VOLUME INCREASE

Canadian and cross-border loads performed well this May, according to the **TransCore Link Logistics Canadian Freight Index**. Year-over-year, freight volumes jumped 31% compared to May 2016. Load volumes in May 2017 were the second-highest ever recorded during the month.



## \$78,000 FOR KIDS

Two truck convoys in Newfoundland and Labrador – one in St. John's and another in Corner Brook – raised \$78,000 for the **Janeway Children's Hospital Foundation**. The convoys are organized by industry personnel who call themselves the **Just for Kids Transportation Group**. The St. John's convoy included 116 trucks, while 46 trucks participated in the Corner Brook event.



**Crete Carrier Corporation**, based in the midwestern U.S., has increased maximum driving speeds to 65 miles per hour from 62 miles per hour (105 vs. 100 kilometers per hour). The lower speeds had been adopted in the name of safety and fuel economy. But according to Crete, "technology such as collision mitigation, roll stability, and adaptive cruise control have improved safety." Fuel consumption, meanwhile, is being improved through equipment spec's and optimized routing.



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## Truck production on the rise

ACT Research reports that North America's Class 8 truck production hit an 18-month high this May, as backlogs dropped nearly 7,000 units when compared to April.

"Annualized, May's production rate equals a full-year production of 263,000 units," said Kenny Vieth, president and senior analyst.

"The second quarter of 2017 is effectively filled, and of the units of production planned in Q3 only 18,200 build slots were empty," he added. "Q4 remains wide open, with nearly 70% of the quarter's planned build slots remaining unfilled."

As of May, Class 8 sales for the beginning of the year reached 9,209 units in Canada and 67,021 units in the U.S. Freightliner continues to dominate these Year to Date sales on both sides of the border, at 31.9% in Canada and 38.2% in the U.S.

International continues to be the dominant player in Class 7, with 32.7% of Canadian sales, while Hino holds 45.8% of Class 6, and Ford accounts for 52.1% of Class 5.

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- Retail parts sales
- Engine and power generation equipment sales
- Maintenance & Repair

### Canada – May 2017

CLASS 8	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Freightliner	716	2,936	29.9	31.9
Kenworth	418	1,377	17.5	15.0
International	329	1,352	13.7	14.7
Peterbilt	297	1,122	12.4	12.2
Volvo Truck	254	914	10.6	9.9
Western Star	212	836	8.9	9.1
Mack	169	672	7.1	7.3
Other	0	0	0.0	0.0
<b>Total</b>	<b>2,395</b>	<b>9,209</b>	<b>100.0</b>	<b>100.0</b>
CLASS 7	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
International	131	587	31.5	32.7
Hino	113	457	27.2	25.5
Freightliner	60	333	14.4	18.6
Kenworth	59	192	14.2	10.7
Peterbilt	47	184	11.3	10.3
Ford	6	41	1.4	2.3
<b>Total</b>	<b>416</b>	<b>1,794</b>	<b>100.0</b>	<b>100.0</b>
CLASS 6	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Hino	52	263	43.7	45.8
International	22	144	18.5	25.1
Freightliner	11	113	9.2	19.7
Peterbilt	27	30	22.7	5.2
Ford	5	20	4.2	3.5
Kenworth	2	4	1.7	0.7
<b>Total</b>	<b>119</b>	<b>574</b>	<b>100.0</b>	<b>100.0</b>
CLASS 5	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Ford	358	1,687	44.0	52.1
Hino	150	609	18.5	18.8
Dodge/Ram	180	561	22.1	17.3
Isuzu	117	357	14.4	11.0
International	6	12	0.7	0.4
Mitsubishi Fuso	2	4	0.2	0.1
Freightliner	0	3	0.0	0.1
Kenworth	0	2	0.0	0.0
GM	0	0	0.0	0.0
Peterbilt	0	0	0.0	0.0
<b>Total</b>	<b>813</b>	<b>3,235</b>	<b>100.0</b>	<b>100.0</b>

### U.S. – May 2017

CLASS 8	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Freightliner	6,900	25,574	42.5	38.2
Peterbilt	2,454	10,609	15.1	15.8
Kenworth	2,414	9,368	14.9	14.0
International	1,537	7,091	9.5	10.6
Volvo Truck	1,351	6,443	8.3	9.6
Mack	1,176	6,070	7.2	9.1
Western Star	405	1,837	2.5	2.7
Other	11	29	0.0	0.0
<b>Total</b>	<b>16,248</b>	<b>67,021</b>	<b>100.0</b>	<b>100.0</b>
CLASS 7	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Freightliner	2,508	11,623	50.6	51.9
International	1,240	5,474	25.0	24.4
Peterbilt	496	2,162	10.0	9.7
Kenworth	400	1,676	8.1	7.5
Ford	167	766	3.4	3.4
Hino	149	697	3.0	3.1
<b>Total</b>	<b>4,960</b>	<b>22,398</b>	<b>100.0</b>	<b>100.0</b>
CLASS 6	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Freightliner	1,794	9,135	37.4	31.9
Ford	1,101	8,998	22.9	31.5
International	1,131	6,736	23.6	23.6
Hino	535	2,723	11.1	9.5
Kenworth	210	883	4.4	3.1
Peterbilt	31	127	0.6	0.4
<b>Total</b>	<b>4,802</b>	<b>28,602</b>	<b>100.0</b>	<b>100.0</b>
CLASS 5	SALES		MARKET SHARES	
	May	YTD	May %	YTD %
Ford	4,192	19,193	61.3	62.6
Dodge/Ram	1,543	7,388	22.6	24.1
Isuzu	464	1,984	6.8	6.5
Freightliner	368	1,002	5.4	3.3
Hino	212	798	3.1	2.6
GM	36	138	0.5	0.4
International	12	102	0.2	0.3
Mitsubishi Fuso	10	44	0.1	0.1
Kenworth	0	9	0.0	0.0
Peterbilt	5	9	0.1	0.0
<b>Total</b>	<b>6,842</b>	<b>30,667</b>	<b>100.0</b>	<b>100.0</b>

# Pulse Reader Survey

## Tell us your views on ... **Electronic Communications**

We live in a connected world. Drivers and operations teams now communicate using everything from smartphones to dash-mounted displays. Driver and vehicle performance can even be monitored in real time. But how connected is your business?

**Does your business have a formal policy that limits the use of handheld devices when behind the wheel?**



YES  
**67.4%**  
NO  
**32.7%**



**In the past month, have you personally reviewed or sent an email or text when behind the wheel?**

YES  
**42.9%**  
NO  
**57.1%**



**Which of the following devices are used by your drivers in the course of their work duties?**

- 30.6%** Smartphone
- 18.4%** BYOD (they bring their own devices)
- 14.3%** CB radio
- 10.2%** Electronic Logging Device
- 8.2%** Portable GPS unit / navigation system
- 6.1%** Dedicated display / interface for telematics
- 2.0%** Digital camera



**Which of the following does your company monitor remotely, while a truck and driver are on the road?**

- 20.9%** Vehicle location
- 16.3%** Hours of Service status
- 14.0%** Delivery status
- 7.0%** Critical events (ie hard braking, overspeed)
- 7.0%** Idle time
- 4.7%** Engine faults / diagnostic codes
- 4.7%** Vehicle inspections
- 4.7%** Workflow data (ie customer signatures)



*Results are rounded to the nearest 1/10th percent.*



**Are you expected to monitor work-related emails or voicemails during days off?**

YES  
**58.7%** NO  
**41.3%**

**Today's Trucking Pulse** surveys are conducted once per month, covering a variety of industry issues. To share your voice in future surveys, email [johnng@newcom.ca](mailto:johnng@newcom.ca).

Next month:  
**Management Styles**

# Logbook2017

## AUGUST

3-6

### RODEO DU CAMION

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

7-11

### North American Inspectors Championship

Hyatt Regency Orlando  
Orlando, Florida  
[www.cvsa.org](http://www.cvsa.org)

13-16

### PEOPLENET/TMW SYSTEMS IN.SIGHT USER CONFERENCE

Gaylord Opryland Resort and  
Convention Center  
Nashville, Tennessee  
[www.tmwsystems.com](http://www.tmwsystems.com)

24-26

### GREAT AMERICAN TRUCKING SHOW

Kay Bailey Hutchinson Convention Center  
Dallas, Texas  
[www.gatsonline.com](http://www.gatsonline.com)

## SEPTEMBER

7-9

### NORTH AMERICAN TRAILER DEALERS ASSOCIATION'S TRADE SHOW AND CONVENTION

Indiana Convention Center  
Indianapolis, Indiana  
[www.natda.org](http://www.natda.org)

12

### BRITISH COLUMBIA TRUCKING ASSOCIATION'S GOLF TOURNAMENT

Meadow Gardens Golf Club  
Pitt Meadows, B.C.  
[www.bctrucking.com](http://www.bctrucking.com)

12-14

### FTR TRANSPORTATION CONFERENCE

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

15-16

### National Private Truck Council National Safety Conference



Photo: NPTC

Dulles, Virginia

[www.nptc.org](http://www.nptc.org)

18-21

### TECHNOLOGY AND MAINTENANCE COUNCIL FALL MEETING AND NATIONAL TECHNICIAN SKILLS COMPETITION

Orlando World Center Marriott  
Orlando, Florida  
[www.trucking.org](http://www.trucking.org)

25-28

### North American Commercial Vehicle Show



Georgia World Congress Center  
Atlanta, Georgia  
[www.nacvshow.com](http://www.nacvshow.com)

## OCTOBER

10-12

### SAE THERMAL MANAGEMENT SYSTEMS SYMPOSIUM

Plymouth, Michigan  
[www.sae.org](http://www.sae.org)

11

### SURFACE TRANSPORTATION SUMMIT

International Center  
Mississauga, Ontario  
[www.surfacetransportationsummit.com](http://www.surfacetransportationsummit.com)

11-13

### NATIONAL TRAILER DEALERS ASSOCIATION'S ANNUAL CONVENTION

TPC Sawgrass Marriott  
Ponte Verda Beach, Florida  
[www.ntda.org](http://www.ntda.org)

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# Trending *on* Today's Trucking.com

## Face time with Facebook founder

In what some people believe is **Facebook** founder **Mark Zuckerberg's** trial run at politics, he's touring America to get a feel for the people. Last month, he found himself at the Iowa-80 – also known as the world's biggest truck stop – where he tried to get up close and personal with drivers. Then, as you might expect, the 34-year-old billionaire recounted the whole affair on Facebook. Here's an excerpt of what he had to say:

"In Iowa, I stopped by one of the major truck stops. It's like a small city where truckers on long trips can take a break, get something to eat, get a haircut, do laundry, get their truck washed – or their dog washed! – and even go to the dentist.

I asked the truckers what's changed over the last few decades. When the truckers I met started driving, you logged your driving hours on pieces of paper. Now it's electronic and automatic, which makes it harder to drive more hours than you're supposed to. Some people said they want to work longer, but they feel like regulations are getting in the way of their freedom and doing what they want to do. It's tough because those regulations try to keep people on the road safe.

I asked a number of truckers what they think about self-driving cars and trucks and what they think about the future. Everyone



Mark Zuckerberg stopped at the Iowa-80 truck stop to gain insights into the lives of truckers. (Facebook photos)

I met was skeptical self-driving trucks would replace jobs for different reasons. Some thought it would be impossible to pack all the sensors you need to deal with things like weather into trucks. Others thought computers could handle the interstate but not the last mile to the store. And some truckers think we'll end up with something like autopilot on planes – with trucks driving themselves with people in the cab. From all the research I've seen, I'm confident we'll solve these problems. But it's interesting that people in the industry don't believe this will happen soon.

Finally, I asked truckers what their biggest challenge was. Their answer: cars. So next time you're annoyed by a truck on the road, just know that they probably feel the same way about you."

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If you're not following us on Twitter, you're missing out on some interesting discussions in the world of trucking. From regulations to product news, we have you covered.

HERE ARE A FEW EXAMPLES OF TWEETS FROM AROUND THE INDUSTRY THIS MONTH



**American Trucking**  
@TRUCKINGdotORG

We support a do-no-harm update & modernization of #NAFTA that would bolster the North American #supplychain.



**Meredith V @MiltonMere**

Had the pleasure of talking w/professional driver Mr. Dan Bezpalov of @home\_hardware today...7.5 million accident-free kms in his career!!



**Today's Trucking @todaystrucking**

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# Heard *on the* Street

## Promotions for policy team

The **Canadian Trucking Alliance (CTA)** and the **Ontario Trucking Association (OTA)** have promoted key policy staff including **Geoffrey Wood**, **Jonathan Blackham** and **Lak Shoon**. Wood becomes senior vice president – policy for both groups. Blackham becomes director – policy and public affairs, and Shoon is director – policy and industry awareness programs. “These individuals are a key part of the driving force that makes both OTA and CTA highly effective in policy circles,” said Stephen Laskowski, president.



## Four named to private hall

Four drivers were inducted into the **Private Motor Truck Council of Canada's Hall of Fame for Professional Drivers**, supported by **CPC Logistics Canada**. **Andre Goyette** of Cardinal Health Canada has covered more than 3 million kilometers of accident-free driving in his career, and never received a moving violation. **Gerald Cormier** of Superior Propane has logged 72,000 truck hours in his 36 years on the job. **Home Hardware Stores** had two drivers named to the hall. **James Wigood** has worked for the company for 36.5 years and amassed more than 6.5 million kilometers of accident-free driving in the last 30 years. **Dan Bezpalý** has four decades with the company, and in the last 37 years as an accident-free driver has covered 7.5 million kilometers.

## Vetter moves higher at Huayi

**Robert Vetter** is the newly appointed east region fleet sales manager for **Huayi Tire Canada**. He began his career 50 years ago as a truck and bus tire specialist with Firestone Canada, and served a series of successive roles at Goodyear Canada, Bridgestone Firestone Canada, and American Pacific Industries. He was named to the Tire Dealer Association of Quebec's Hall of Fame in 2009.

## Larry Cox, 71

“Rest in Peace, Dad. We have it covered.” With those words, **Polaris Transportation Group** president **Dave Cox** winds up his father **Larry's** death notice. The elder Cox, who founded Polaris in 1994, passed away on June 14 at the age of 71. “He was the consummate entrepreneur and took many risks that paid off, accelerating our success,” the younger Cox said.

## Vitale leading TP Commercial

**Alex Vitale** will apply more than 20 years of tire industry experience as the new Chief Executive Officer for **TP Commercial Solutions LLC North America**. Born in Italy and raised in the U.S., Vitale has worked with leading international companies in the U.S., Canada, Europe and emerging markets (Middle East, Africa, Russia, Eastern Europe, South America). Prior to this appointment Vitale was the general manager AGRO/ OTR Global for Pirelli Tires. He has also held leadership roles at British Columbia-based Kal Tire and Goodyear Tire and Rubber.

## Don Anderson, 80

**Don Anderson** loved trucks, and almost 100 trucks representing friends – and even some of his competitors – took a trip down Toronto's Highway 404 in a fitting tribute to his legacy. The founder of **Don Anderson Haulage**, and a long-time member of the Ontario Trucking Association, died on Canada Day at the age of 80. The successful entrepreneur began his career with a single gravel truck in 1960, later expanding to specialized industries such as infrastructure, oil and gas, and energy. The business grew to about 100 trucks overall. He earned the Ontario Trucking Association's Service to Industry Award about a decade ago.



Hutton Transport's immaculate 1957 White Mustang 9000T



Kevin Trafford's Peterbilt 359 beside his '72 359 with Detroit V12 power



Chris Hall's 1952 Kenworth 825, a seven year labor of love



Phil Langevin's Western Star with its gleaming stainless-steel bunk



## Truck(s) of the Month

# Clifford's Classics Shine On

In spite of rain and loads of mud on Saturday, July 1, the eighth annual **Antique and Classic Truck Show** organized by the Great Lakes Truck Club was another success.


Back in 2010 the show's first running attracted 80 trucks and the organizers, a straight-shooting bunch of truck lovers, were a little surprised to have that many. This year there were 260, despite weather and competing 150th Canada Day celebrations.

"For me it is a plan coming together," said Chris Hall, a club founder, past president, and one of its main driving forces. "When we conceived the show I wanted old-truck owners to be able to restore an old classic, then have a place to showcase it. Now people build trucks specifically to debut at Clifford."

In fact, Hall used this year's show to debut his own truck – a tandem-axle 1952 Kenworth Model 825, with a rare super-

charged Cummins NHRS 320. The build took seven years of off-and-on work. Down to the last detail, it's been restored to the way it was when it left the factory. The KW 825, incidentally, became the Model 900 in 1956 and then morphed into the W900 in 1964.

Kenworth was the show's featured marque this year, and there were lots of them there, including a sizeable bunch of cabovers.

Other highlights of this year's show included Phil Langevin's Western Star with its bright and shiny stainless-steel bunk, all the way from Ottawa. Another was the immaculate 1957 White Mustang 9000T owned by Hutton Transport of Uniondale, Ontario. And Peterbilt devotee Kevin Trafford of Tara, Ontario, showed off his latest, a Model 359 sitting beside his '72 359 with 12 Detroit cylinders. 

**Do you have an unusual, antique, or long-service truck to be profiled?**

Send your *Truck of the Month* ideas or photos to [johng@newcom.ca](mailto:johng@newcom.ca), or mail

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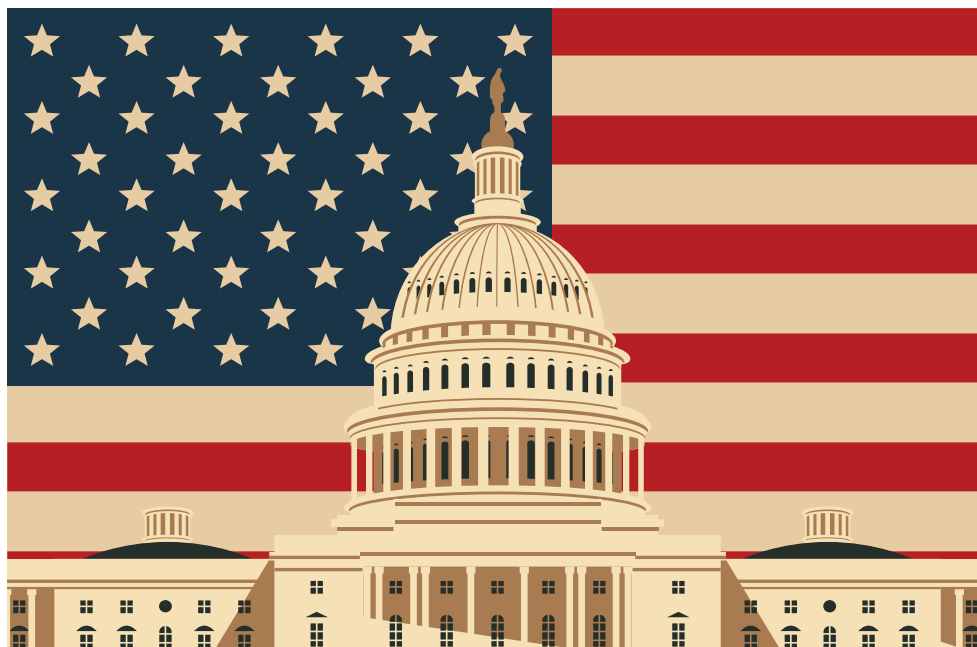




# Quiet, but not silent

*U.S. has plenty of regulatory changes in the works*

By Heather Ness



**W**hile it's been relatively quiet on the U.S. rulemaking front as far as new regulations, we're not hearing crickets just yet. In fact, there's plenty going on. If you're a cross-border carrier, there are a few rules – some new, some not – that you'll need to be aware of in the coming months.

## HVUT/2290

The U.S. federal Heavy Vehicle Use Tax (HVUT) applies to vehicles with a taxable gross weight of 55,000 pounds or more. You're required to file and pay the tax if you're operating into the U.S. with such vehicles, and the due date is approaching quickly.

Each state enforces this tax when a motor carrier registers vehicles, and a motor carrier

must prove the tax was paid to plate the vehicles. Since the provinces could give a hoot if you pay a U.S. tax, you're required to carry the proof of tax payment (Schedule 1) when entering the U.S. If you were operating taxable vehicles into the U.S. as of July 1 of this year, you need to file Form 2290/Schedule 1 and pay by August 31. You become subject to the tax when first using a taxable vehicle on a U.S. public roadway.

If you don't operate a taxable vehicle in the U.S. until later this year, your filing due date may be later. See Instructions to Form 2290 ([www.irs.gov/pub/irs-pdf/i2290.pdf](http://www.irs.gov/pub/irs-pdf/i2290.pdf)) for more details.

## ELDs

Ready or not, here they come. December 18 still stands

as the deadline for the U.S. Electronic Logging Device (ELD) mandate.

You may have come across some misinformation or rumors on the ELD mandate. Perhaps you heard that the Trump administration will wipe out this rule, or that it doesn't apply to Canada-based carriers and drivers operating into the U.S. Or maybe you heard that the Federal Motor Carrier Safety Administration (FMCSA) computer system won't be ready.

The facts are, the U.S. ELD mandate is still in effect and it does apply to Canada-based drivers that operate into the U.S. The FMCSA has also indicated that it will be ready and enforcing the rule starting December 18. Now is the time for you to prepare.

## Unified Registration System (URS)

The Unified Registration System (URS) is still suspended indefinitely. We don't have a timeline from FMCSA as to when the system will be fully implemented. However, when this rulemaking lands – for good – you can expect a new online-only form that will replace the MCS-150, process agent filing requirements for all private carriers, and insurance filing requirements for private carriers of hazardous materials and for-hire carriers of exempt commodities, just to name a few changes.

## Unified Carrier Registration (UCR)

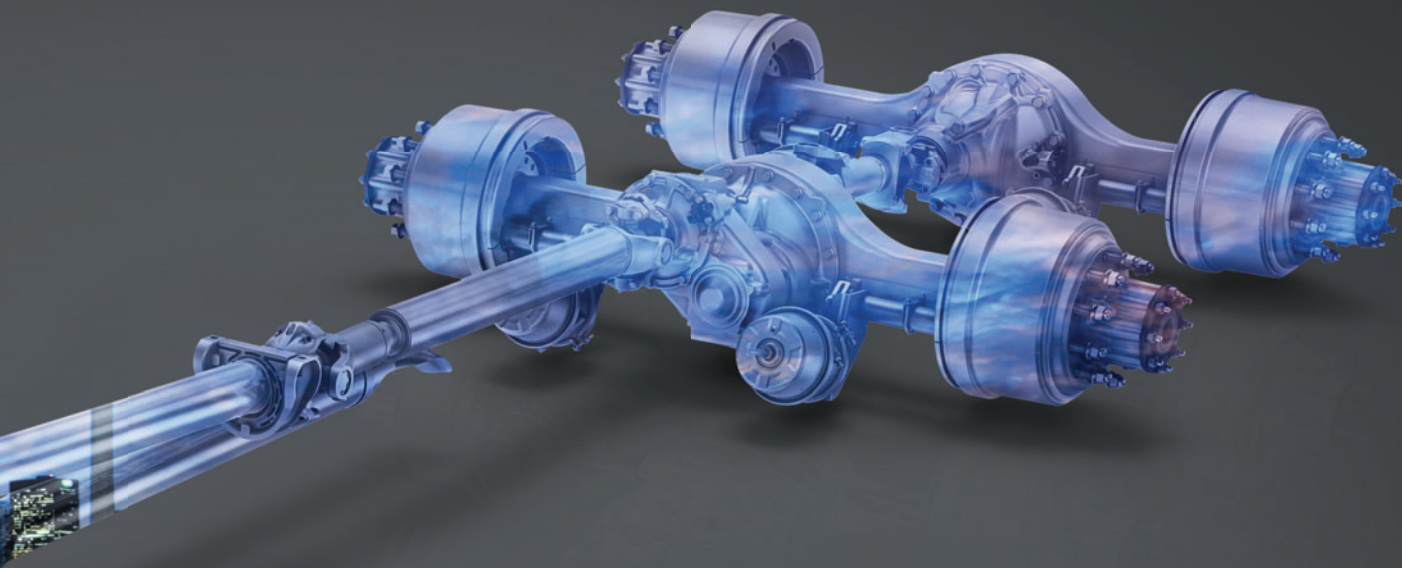
Similar in name but very different in concept is the Unified Carrier Registration (UCR). This is the annual fee paid to operate in interstate commerce into the U.S. Filing for 2018 starts soon – in October 2017 – and fees *should* be lower than you've paid in previous years. You read that right, fees will likely be *lower* due to overcollection of fees in 2016 and 2017 (estimated so far). The FMCSA is currently working on a rulemaking that will make it official. You can use the official UCR filing site at [www.ucr.in.gov](http://www.ucr.in.gov) to file when the time comes. **TT**

**Heather Ness** is the editor of *Transport Operations* at J.J. Keller and Associates. Contact her at [transporteditors@jjkeller.com](mailto:transporteditors@jjkeller.com)



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# The cure for first-shipment-itis

By Mike McCarron

**B**ased on the feedback I got from my June column it would appear that “first-shipment-itis” is more rampant in the industry than I thought.

In case you missed it, the term refers to the pain you get from a customer’s first shipment because of a lousy rate or unexpected curveball. Unfortunately, many truckers will kill a customer relationship instead of finding a cure for what ails it.

Before I offer my remedy, it’s important to understand that your company brand must embrace every new shipper like it’s potentially your biggest account – regardless of the growing pains. Here’s where to start:

## Information overload

While running MSM Transportation, we used ISO 9002 corrective actions to figure out that bad information was the root cause of most service problems.

It’s amazing the correlation between garbage information and poor service. That’s why there will always be a higher probability of warts on the first shipment.

Build systems that produce orders with no blanks. At MSM we went so far as to tie our customer service bonuses to the quality of information that the team collected. It not only improved the service on Shipment 1 but also on Shipments 2, 3, 4 and beyond.



## Attack both ends

Every new shipper comes with a great side effect: a new consignee that you can turn into a new customer. Our research into “first-shipment-itis” at MSM revealed that a lack of consignee information is a painful symptom. The problem becomes magnified when you deliver to the wrong address.

While shipments were in transit (and we had leverage), we made a point to call the consignee to introduce ourselves, confirm the information, and provide a contact should things go awry. It made a great first impression and gave sales a leg up when they called.

Why?

Unless you’re the cheapest guy on the block, you secured the first shipment for a reason. Something wasn’t working with Joe Trucker, and now it’s your turn to screw it up.

Find out why you got the business. Often the shipper is the real culprit, and if you

can help solve their problems you’re more likely to have a healthy long-term relationship.

## Humanize your brand

Even if the dung hit the fan on the first shipment, you must humanize your brand. When you connect on an emotional level the customer will respect you regardless of how many days the truck was late.

At MSM I mailed a thank-you letter (yes, mail) to every new shipper and consignee, and it really set the table for future discussions. Where possible, we had an employee arrive with the driver for the first pick-up or delivery with a box of Timmy’s in tow. Our clinical research showed that shippers love jelly donuts as much as we loved Shipment 2.

## How’d we do?

Canadians aren’t complainers, which is why I’m no fan of customer surveys. That is, until I spoke at a conference last summer with award-winning author and business

consultant John Warrillow. He measures customer satisfaction with one simple question: “Would you recommend our service to a friend or colleague?”

Lose the form and pick up the phone. If the customer says yes, it’s time to talk about Shipment 2. If they say no, it’s also time to talk about Shipment 2. It just means the conversation is going to take a little longer!

There will always be bad customers, but don’t pull the plug on an opportunity based on one shipment. New customers are your lifeline. If you don’t figure that out, you’ll be chasing your sales tail forever. **TM**

**Mike McCarron** is the president of *Left Lane Associates*, a firm that specializes in growth strategies, both organic and through mergers and acquisitions. A 33-year industry veteran, Mike founded MSM Transportation, which he sold in 2012. He can be reached at [mike@leftlaneassociates.ca](mailto:mike@leftlaneassociates.ca), 1-888-204-8434, or @AceMcC on Twitter.

# Today's Trucking

The Business Magazine of Canada's Trucking Industry



## YEARS AND COUNTING

**Today's Trucking** is 30 years old as of this issue.

What's changed in three decades?

▼ Jim Glionna (left) takes to the podium when introducing the first *Today's Trucking* team.



## By Rolf Lockwood

**B**efore we published the first issue of this magazine, we argued hard about the wisdom of buying a fax machine. That's how long ago 30 years actually is. Now, in 2017, only doctors and real estate agents seem to use faxes, but in 1987 it was a technology in its infancy, soon to be ubiquitous and then mostly gone.

But there we were, five guys trying to launch this enterprise from scratch, and the expense of a fax machine was an issue. I mention that \$1,200 (yes, that much) tool because it was emblematic of the birth and subsequent growth in technologies that would change all our lives – and would soon dominate trucking.

The fax moment was by no means the biggest challenge we faced. That designation could be applied to any of several early battles but one seemed to override all others: we were neophytes as businessmen.

All of us – our leader Jim Glionna, plus partners Tony Hohenadel, Wilson Smith, Phil Knox, and myself – had already proven ourselves adept at various aspects of the magazine-making game. We were joined by Russ Davies, not a partner but a key in those first years as a sales co-ordinator. Jim's wife Pat Glionna managed the circulation side of things.

Collectively we started with 90 years experience in the truck publishing trenches, but we had to learn how to run a business.

Called *New Communications Group* at the outset, the company changed its name several years ago to *Newcom Business Media*. Alongside *Today's Trucking* we also launched *Truck & Trailer* magazine, a non-editorial tabloid for truck and trailer dealer advertisers. First published in May of 1987, it's still thriving.

The inaugural issue of *Today's Trucking* arrived in August 1987, all copies mailed to a list of truck owners – owner-operators and fleets alike – developed at significant expense. Within three years the magazine was established as the industry leader in advertising sales terms. We were alive and doing well.

Not incidentally, Jim's son Joe Glionna now runs the company, and very ably. It's a far cry from what it was 30 years back, with 22 magazines and/or directories, not just two. Plus trade shows and conferences.

## THE COMING STORMS

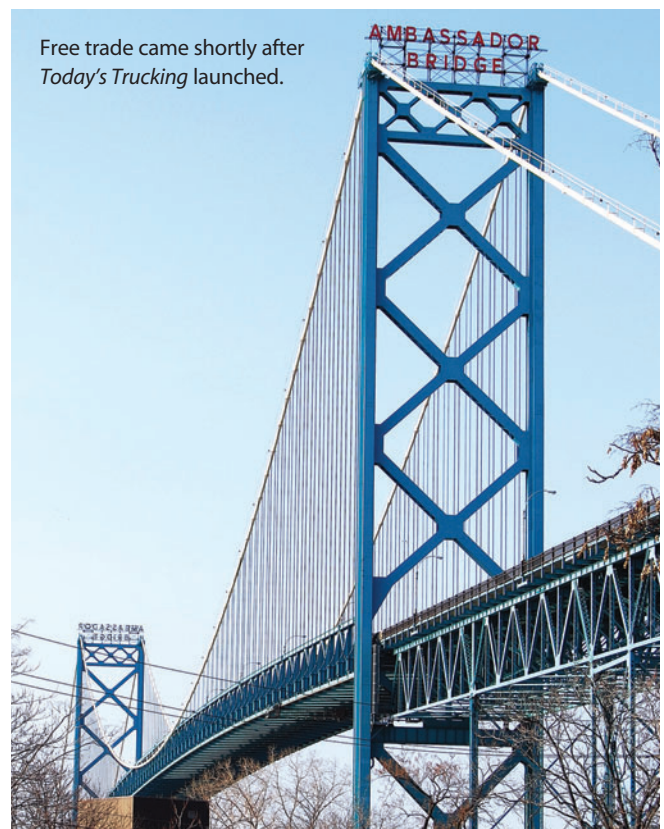
But what a start. The more-or-less simultaneous deregulation of trucking beginning in 1988, the launch of the original Free Trade Agreement in 1989, and the recession that began in 1990 all conspired to render every assumption about trucking worthless. Virtually overnight, countless new, innovative and energetic players entered the freight-hauling game, while old, established carriers began to wither. Only the machinery of trucking stayed the same.

As I wrote in my column this month (Lockwood, page 13), the birth of this magazine really mirrors the birth of the modern Canadian trucking industry. We entered the fray just as deregulation began to take hold, and that changed everything.

Everything.

The disappearance of entry controls was in the air long before the federal Motor Vehicle Transport Act was passed in 1987 because the U.S. had already bitten this giant bullet in 1980 with its own Motor Vehicle Carrier Act. That allowed quite a few Canadian outfits to gain 48-state authority south of the border, when many didn't have a hope of winning a licence through a provincial transport board up here.

Impatience with that antiquated system, essentially run by old boys' clubs that kept out new entrants with ease, led to the rise of so-called "leasing companies" – also known as "gypsy" carriers – running outside the law but welcomed by a growing number of shippers. Fed up with frequently lousy service and freight rates that they couldn't influence, many shippers looked to the free-enterprise spirit – plus lower costs and better



responsiveness – presented by opportunistic owner-operators and small fleets who did without operating authorities.

Many old-guard carriers prospered in the new age while dozens of others couldn't handle the strain and just never did manage the competition very well. We were still weeding out weak ones years later in what seemed like a never-ending purge.

Back when we launched, 30-year-old family companies were just starting to be run by the sons and daughters of the founders, adding the handover challenge to all the others these new owners and managers faced. Quite a few of them stumbled, though some helped forge a new style of trucking.

### THE FLAG BEARER

One of those new players, profiled in that first issue of ours, was at the time a smallish former 'leasing' outfit with about 125 power units. And then it grew. As of last March it was in 11th place in the *Today's Trucking* Top 100 for-hire carriers list with more than 10 times as many tractors, and it's been ranked there or higher for many years. Its history is really the essence of post-deregulation Canadian trucking.

Challenger Motor Freight is that fleet, an upstart in 1987 but a powerhouse for many years now. It's still run by Dan Einwechter, who launched the company with one truck in 1974 as DS Leasing, ably assisted by vice-chairman Gene Moser who joined the company in 1990. It was and remains based in Cambridge, Ontario, but in 2005 the company built a large and very modern new headquarters building.

Challenger has been named one of Canada's 50 Best Managed Companies several times. Einwechter has also proven himself an industry leader, having served as chairman of both the Canadian



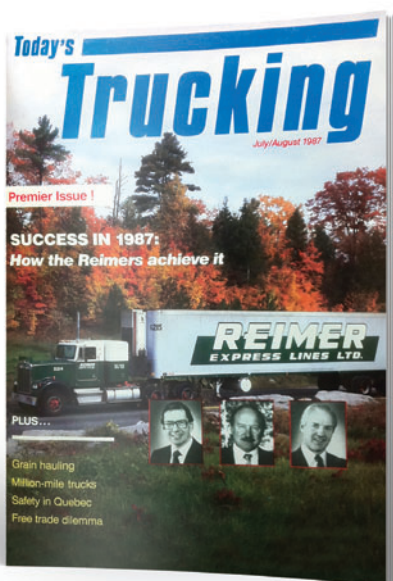
Dan Einwechter, right, and Challenger vice-chairman Gene Moser pose at the groundbreaking ceremony for the company's new headquarters building in 2004.

Trucking Alliance and the Ontario Trucking Association.

This massive success doesn't surprise me, and in fact when I was looking across the country for an up-and-coming fleet to write about in our first issue, Challenger became the obvious choice.

Just as I was prescient in choosing to profile Challenger in 1987, Einwechter's comments in the story showed a good understanding of what was to come.

"The industry's changing," he said at the time. "Now we're in a totally different environment. Safety is predominant. There are systems and procedures and controls on fuel mileage. We have



## THE ISSUES IN 1987

Deregulation wasn't the only big news of the day. In that inaugural issue I also covered western grain hauling – the truck vs. rail fight – and the future of the owner-operator. The former battle was ultimately won by our side but the latter remains a question mark at best, with owner-op numbers shrinking in recent years.

Free trade was, of course, a huge topic back then, covered in that first issue. The coming demographic challenge was

also in the news, with a driver shortage looming. I wrote about a speech by American Trucking Associations vice president Lana Batts in which she said the trucking industry would have to change its image and working conditions if it wanted to attract younger drivers. That one certainly hasn't gone away, and she could probably deliver a similar speech today without seeming outdated.

She also predicted, incidentally, a decrease in LTL

volumes and a massive increase in both truckload and intermodal freight. Rate-cutting, she added, would continue to be an issue. Got those right, too.

Truth is, most of those topics remain on our agenda. Free trade certainly, but also demographic realities. The industry is radically different now, but surprisingly similar as well. That's true of the machinery of trucking, too, at least on the surface. Underneath? Not so much.

EDI [Electronic Data Interchange] coming on board because major shippers want it... The 'ma and pa' approach – and we had it when we started 10 years ago – can't cut it any more. Not unless you're in Timbuktu and the only carrier in town."

The truth is that Einwechter is in some senses responsible for hastening the onset of deregulation, at least in Ontario, largely because he had the support of his customers.

In 1985, two years before the introduction of legislation to deregulate trucking, he won an amazingly broad operating authority – the right to haul goods to and from the province of Ontario. In an era when existing for-hire carriers used provincial transport boards to keep new entrants out, usually with ease, that wide-open Challenger licence rocked the establishment. And subsequent applicants had a much easier time because a precedent had been set.

How did Einwechter pull that off?

"That was sheer determination and a lot of hard work," he told me in the course of preparing this article. "That was eight months of my life devoted to being in my lawyer's office more days than not, more weekends than not.

"We had 31 witnesses. I had to cajole my customers into supporting us, had to draft a ton of legal arguments. So it was tough.

"And it cost me hundreds of thousands of dollars," he says.

## THE NEW TECHNOLOGIES

Whole books could be written on the technology of trucking in the last 30 years. Signalled by our fax machine moment, the digital future was just being born. Electronic engine controls were suddenly on the scene – mistrusted by all and sundry at the time – and it wasn't going to stop there.

I interviewed Mack's chief engineer Richard Gibson in that first issue, who said our future trucks would be fascinating. He said we'd soon see electronically controlled transmissions, ultra-low rear-axle ratios, composite materials, anti-lock brakes, pre-adjusted wheel bearings, brake-lining wear sensors, even 50,000-mile oil drain intervals. He saw it all.

That 1987 issue also contained an article wondering aloud if we were on the verge of producing million-mile engines. Turns out we were.

I sought perspective on all this from Itamar Levine, long-time director of fleet assets at Bison Transport and nowadays vice president and general manager at Freightliner Manitoba. Here's what he had to say:

"I believe that the industry has done a very good job with technological advances, compared to 30 years ago, in providing drivers with a much improved level of comfort, visibility, ride quality, handling, etc. And we've also certainly made great progress in enhancing driver safety by means of technology such as ABS.



**Itamar Levine,**  
Vice president and  
general manager at  
Freightliner Manitoba

“

I believe that the industry has done a very good job with technological advances, compared to 30 years ago.”

”

"I also believe that some of the key maintenance-reducing features – lighting, wheel ends, tire inflation systems, drivelines, brake components, etc. – have made a significant difference in the life of a fleet owner.

"One last thought: a dry-van trailer today is light-years ahead of a similar trailer 30 years ago. Today's composite vans are much lighter, stronger, offer far more interior space, and require a fraction of the maintenance that a trailer needed 30 years ago."

Obviously we're way ahead of where we were when this magazine was launched, both on the hardware front and elsewhere, but many issues – especially insufficient or even crumbling infrastructure – remain. We still don't really know how to deal with drivers and the shortage of qualified and willing applicants. Same with technicians in the shop.

Safety compliance, just starting to enter the frame 30 years ago, is now a huge factor in trucking life. And not necessarily a good one.

Free trade has been thrown into the mix again, just to confuse things.

What hasn't changed, I'd say, and Einwechter agrees, is the terrific people of trucking. They were less stressed in 1987, that's for sure, but they remain an engaging bunch of folks. Sadly they don't have time for three-hour lunches any more.

This magazine hasn't changed, either. And it won't. Our commitment to serving readers is exactly the same now as it was 30 years ago. Yours truly won't guide *Today's Trucking* through the next three decades, but that commitment will remain. That's a promise. **TT**



## YEARS, FOUR EDITORS

**Rolf Lockwood**  
1987-1999 plus 2004-05

**Stephen Petit**  
1999-2004

**Peter Carter**  
2005-2016

**John G. Smith**  
2016-present

# Log Jam

BY JIM PARK



The U.S. deadline for Electronic Logging Devices approaches. Owner-operators and small fleets face some hard questions.

**T**here are still plenty of questions being posed by drivers, owner-operators and small fleets as the industry moves ever closer to the U.S. mandate for Electronic Logging Devices (ELDs). Here are a few things to consider before the December 18 deadline arrives.

## What type of device do I need?

Owner-operators working under contract to a motor carrier will probably have to use the brand and model of device dictated by the carrier. Who pays for the device and the associated fees will have to be decided by the parties involved.

Owner-operators working under their own authority will have to acquire their own Federal Motor Carrier Safety Administration-compliant ELD. Since the owner-operator in this case is also the carrier, there will be two accounts – one as a fleet manager (the back end) and one as a driver (the in-cab device). The rule requires those accounts to be separate.

Fleet management software options may or may not be needed. That extra functionality is not required. But options such as fuel tax reporting or electronic trip inspection reports can help to manage even a single-truck operation.

At their most basic, ELDs must record Hours of Service, and must be physically or electronically connected to the truck to capture things like key on and off time, and distance traveled. But the connection must always be maintained when the truck is operating. Devices that link to the truck's Electronic Control Module with a cellular connection could face dropped signals.

Displays also vary between devices, and the data can be transferred to roadside inspectors several ways. The Record of Duty Status (RODS) can be printed if the device is equipped with a printer, downloaded to a USB device, or transferred by Bluetooth or email. The device can also be handed to the officer, but the data must still be exportable in some recognized format.

The rule does not require real-time data to be transmitted the

back office, which would require a satellite or cellular link. "The regulation only requires that the data be submitted to the carrier [the owner-operator's office computer] within 13 days," says Alexis Capelle, ELD program manager at Continental.

As for the device itself, smartphones and tablets are permitted if they are physically or electronically tethered to the truck's electronic control through the dataport. Dedicated devices have the same requirement. The device must be secured to the dashboard while the truck is operating, and must be tamper-proof.

Options for owner-operators range from full-scale devices to apps with connecting hardware.

## ELDs in Canada



Canadian carriers operating in the U.S. will have to comply with the U.S. rule as of December 18, 2017. The picture is less clear for carriers operating solely in Canada.

Canada will introduce the technical requirements needed to support Electronic Logging Devices (ELDs) later this year, but any mandate probably won't take effect until sometime in 2018 at the earliest. Even then, a Canada-wide mandate is not yet assured. If they do decide to mandate the devices, provincial regulatory timetables could push compliance dates out by a year or more.

One rule that will require specific changes for Canadian operators is "personal conveyance." As Jean-Sébastien Bouchard, vice president - sales and marketing at Isaac Instruments points out, the U.S. rule imposes no limit to the distance operators can drive.

"Canada imposes a 75-kilometer limit while under personal conveyance," he says. "If the driver exceeds 75 kilometers in one direction, the ELD must automatically revert to driving."

There are other uniquely Canadian requirements, too, like a display that shows not only hours driven for the day but how many hours are available for the day. That is not required in the U.S.

## If I work for a driver service or temporary driver pool, how do I transfer my logs from one carrier to another?

The short answer is you can't. This is known in the ELD world as interoperability, and in drafting its rule, regulators chose not to address it.

"Nobody has made provisions to accept data from one ELD brand to another," says Capelle.

A driver working for Carrier A this week and Carrier B next week would have to print out the previous seven or 14 days worth of logs from Carrier A and manually enter them into Carrier B's ELD. Paper copies of the last week's logs might pass a roadside inspection, but would be insufficient in an audit because Carrier B's system would not show the hours worked by the driver in the previous week.

Tracy Clayson, managing partner for business development at In Transit Personnel, isn't aware of any easy solution.

"About 10% of our workforce fits into that category, and I know it's going to be a problem for them," she says. "We're looking at all our options, but any solution really has to come from the ELD vendors doing something about interoperability."



Photo: ISAAC Instruments

## What happens to my logs if I leave a carrier, or if I need them later for income tax purposes?

Carriers are required to maintain the electronic records for six months. Those accounts will remain active for the time the logs must be retained by the carrier, even if the driver no longer works there. PDF copies of the logs can be downloaded and retained by the driver for later use.

## Do I need to buy an ELD before December 18, 2017?

If you are currently running or plan to acquire a compliant Automatic On-Board Recording Device (AOBRD), you will have until December 16, 2019 to transition to an ELD. This approach is being recommended by many ELD suppliers since it allows two

There are no provisions requiring data to be transferred from one ELD brand to another.



Photo: Continental

1

### Does the device comply with the regulations?

Ask providers for written guarantees that the device is compliant, and factors that suggest the company will be in business for years to come.

2

### Can the device manage Canadian rules?

Since you will be running under Canadian rules at least some of the time, the device better cope with the difference between our rules and the U.S. rules, such as the 13-hour driving day, cycle switching, North of 60, and off-duty deferrals.

3

### Which device should I buy?

There are many devices already on the market, and more will come before the December deadline. Decide what you want from your device – whether it's for bare-bones Hours of Service compliance or a broader fleet management tool. Consider the growth potential of your business and whether you might eventually need a fleet management solution. Some options can be switched on as needed; others may not be available.

4

### Is your data protected from damage or loss of the device?

Who hasn't dropped a smartphone into a toilet? Is that the end of 12 days worth of Hours of Service data? Data should be stored in a separate off-device location, or easily uploaded to the office computer on a regular basis, whether via the internet, cellular connection, or satellite. The latter two options may result in additional fees, but the peace of mind might be worth the added cost.

5

## things to consider when buying an ELD

5

### Will the provider still be in business a year or more into the mandate?

"When you look at [the] list of registered devices, only a handful of them are actually ELDs," says Alicia Bedard, director of marketing at BigRoad, referring to the 62 company names that had registered at the time this was written. "A lot of marketing money is going into this one-time shot at selling a whole bunch of ELDs, and customers always ask us why we aren't on the list, and why some of the other big names in the business are not there either. It's pretty simple, we're not yet ready to self-certify. So how can all those others claim to be ready? You want to buy from a company that you know will be there and you can trust."



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# Buyer Beware

How does an Electronic Logging Device (ELD) buyer ensure that a particular device is compliant? Big fleets turn to the IT department or hire a third-party auditor. If you're a much smaller fleet or an owner-operator without such resources, you need to ensure the device you choose complies with all 516 pages of the American regulation.

The U.S. rule requires ELD providers to "self-certify" that a product meets the requirements. There's a list of documents the suppliers must forward to the

U.S. Federal Motor Carrier Safety Administration (FMCSA) to have that device included on a list of "registered" ELD devices. That's not much help to consumers because FMCSA does not actually verify compliance. The list of registered devices is much like the U.S. Environmental Protection Agency's SmartWay list. Simply being on that list is no guarantee that the device actually complies.

Buyers will be in a tough spot if a particular ELD is discovered to be non-compliant after the fact. Drivers will be allowed to

use paper logs temporarily, but motor carriers will have eight days from notification to replace all their non-compliant devices with compliant ones.

Once the devices are in service and FMCSA begins auditing carriers for compliance, non-compliant devices will become known and they will be removed from the list. It will be up to carriers and owner-operators to check if their device is still on the list.

Experienced data service providers are warning buyers to be

wary of low-cost devices that will likely flood the market before the end of the year.

"It's a nightmare scenario for carriers and particularly owner-operators who do not have the resources to determine which systems are compliant or not," says Alexis Capelle, ELD Program Manager at Continental. "The fact that a vendor is on FMCSA's list means nothing. There will be a lot non-compliant product on the market and a lot of vendors who never intend to be compliant."



**Link to FMCSA's list of registered devices:**  
<https://3pdp.fmcsa.dot.gov/ELD/ELDList.aspx>

years of breathing room while governments, vendors, and enforcement officials sort out compliance requirements.

"I'm telling everyone I speak with to get an AOBRD as soon as they can so they can skip right over the crunch in December," says Fred Fakkema, vice president of compliance at Zonar Systems. "It will take at least a year to get enforcement officials trained on the 80 to 100 devices that will be on the market by the end of the year. It's going to be a mess at roadside for a long time to come."

"When the time comes, all we will require is a firmware upgrade and the device will transition from an AOBRD to an ELD," he says. "When the customer is ready, they can request the upgrade."

## It's coming

Word emerged in mid-June that the U.S. Supreme Court had declined to hear a challenge to the U.S. Department of Transportation's ELD mandate brought by the Owner-Operator Independent Drivers Association, removing what many believe was the last possible opportunity to scuttle the mandate. The group had argued it violated constitutional protections from warrantless searches and seizures.

ELDs now appear imminent, so drivers and owner-operators better start planning to integrate the devices into their businesses. Robin Doherty, president of Edmonton-based Verigo, a supplier of ELD software, says the search for a suit-

able device should begin with finding something that looks, feels and works like a logbook.

"There are lots of devices on the market with lots of bells and whistles, but the only legal requirement of an ELD is [Hours of

Service] compliance," he says. "It may not be immediately obvious which devices will prove to be compliant, but you can certainly narrow the search by eliminating options you don't need and aren't required to have." **TT**

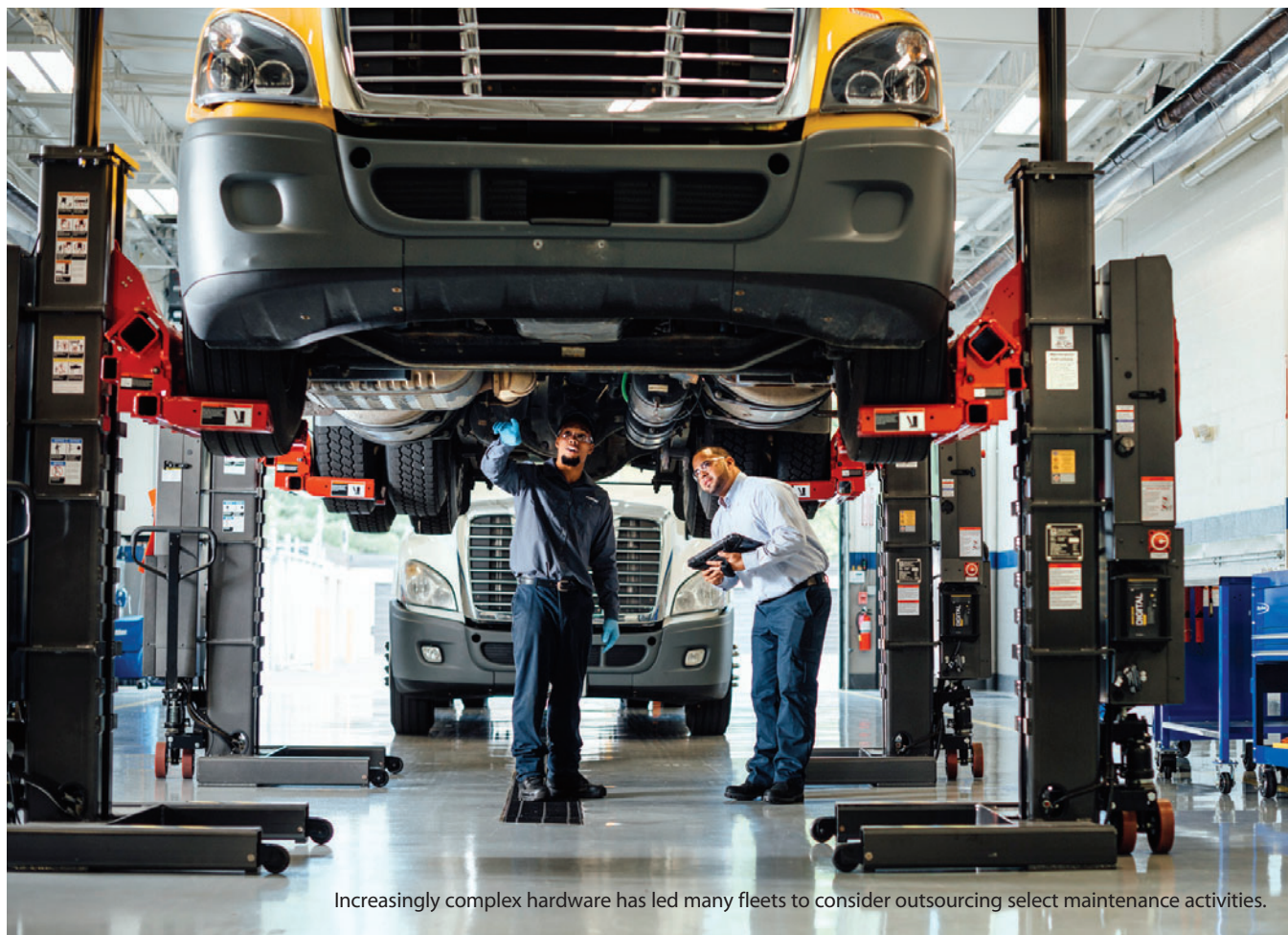


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Increasingly complex hardware has led many fleets to consider outsourcing select maintenance activities.

## Rent a Wrench

*Understand your true maintenance costs  
when deciding what to outsource*

*By Eric Berard*

Maintenance is a fact of life whether it involves a preventive oil change or roadside repair. But the question of whether the work should be completed in a fleet shop or by a subcontractor will be a matter of careful number crunching and personal preference.

"Peace of mind has a price," admits

Christian Wafer, fleet management consultant and president of Flotte-Expert in Montreal. "Absence of trouble comes with a price. If you want to transfer that burden [to] someone else's shoulders, you'll have to pay for it."

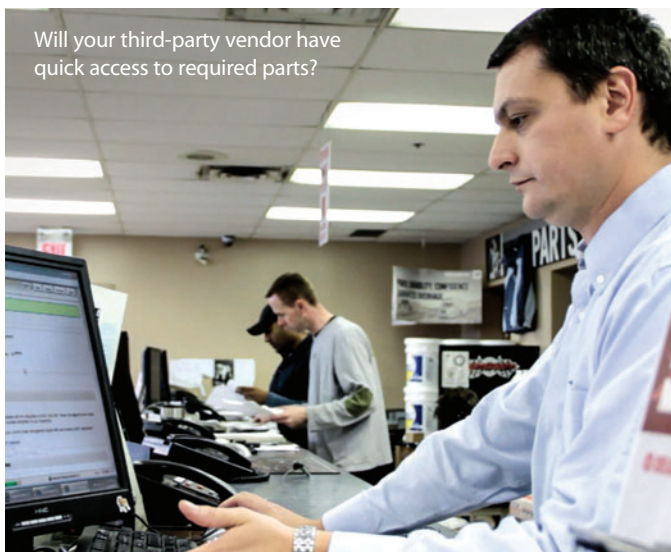
One of the biggest reasons to embrace full-service leasing or outsourced maintenance

contracts, however, is the promise of a predictable budget for such costs.

"You kind of flatline their costs. It allows them to predict their costs, to do budgeting and to know what they're going to spend," says Jim Lager, Penske Truck Leasing's senior vice president – sales.

Leasing companies are not the only sources of such support, of course. Such contracts are also offered through truck dealerships. And both types of businesses will want to ensure that service bays remain active. Some third-party providers will even conduct the maintenance in a fleet's existing

Will your third-party vendor have quick access to required parts?



Skills shortages will intensify in the face of increasingly complex equipment.



facilities, whether it involves filling now-idled service bays or parking mobile units in a fleet yard.

### Know your costs

Wafer doesn't have any problem with the concept of outsourcing maintenance, but he insists that fleet managers have to carefully crunch their costs

before deciding to hand over the work.

"Often times, people have the impression to save a lot of money by maintaining their vehicles themselves," he says. "The sad part is that they'll also often make a decision to outsource maintenance, or not, on skewed parameters."

The costs certainly involve more

than hourly wages alone. "Let's say you find a supplier is too expensive because he charges you \$100 an hour for a job that you can do in house for half that amount. Are you sure your \$50 amount is accurate?" Wafer asks.

When work is conducted in a third-party shop, every hour is spent on a task. In contrast, the \$50 per hour



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paid to an in-house mechanic also has to account for vacations, public holidays, or when completing other job-related activities like washing up and storing tools. Even if a mechanic spends just 15 minutes a day on the latter activity, that lost time is multiplied by every person on the shop floor. Those minutes become hours, and the hours become lost days

over the course of a budget year.

"It's not a bad thing in itself, but you need to calculate this loss of productivity to get the real picture of your hourly costs. Because the rate that the outsourcer charges you takes all these details into account," Wafer says.

The hidden costs don't end there. Hourly rates paid to third-party

shops also cover overhead costs such as heating, lighting, and upgrading the tooling needed to repair evolving technology. Human resources matters such as hiring and training technicians are also transferred into someone else's hands – and those costs continue to rise in the face of skills shortages and increasingly complex equipment.

Meanwhile, any capital that would otherwise be spent on land and shop space can also be unleashed for core business activities. Like moving freight.

"There are many, many aspects I think most customers overlook because it's [maintenance] not their core business. It's not their area of expertise. And while they focus on an hourly labor rate or whatever it might be, they are really losing sight of the big picture," agrees Penske's Lager.

### Outsource what you seldom do

Few fleet shops can be experts in body work, engines, transmissions, air conditioning units, trailer doors, and the various other systems on a truck. "You need to choose your battles. You can't do everything by yourself and be good at it at the same time," says Wafer. It's why he suggests a good place to start is by outsourcing maintenance jobs that are rarely seen.

"You're not saving any money if your technician loses valuable time trying to figure out what's wrong with a turbo because it's not his specialty, contrary to your dealer's technician who might be doing this all day long," he says.

Penske's Lager says this is especially true when it comes to the components on late-model engines, which come with evermore-complex emissions systems.

"You have all this electronics and all this technology on trucks that become very complex. And I think many fleet operators who were able to do it themselves in the past, or manage it themselves, simply find themselves not able to anymore," he says. "They don't have or are not willing to make the investment in the diagnostics equipment or other equipment that's necessary to keep a fleet operating efficiently and up and running."



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## Added visibility

Even if fleets outsource maintenance activities, they still need to monitor the work that is being completed, and that's where a shop's Service Relationship Management (SRM) platform comes into play.

"Most communications today are done by e-mail, phone and even by fax, and there's a whole bunch of other information that is captured in paper documents or siloed applications," says Michael Riemer, Decisiv's vice president – product and channel marketing. "What we do is we add a layer of communication and collaboration so that all of that information can be available to the parties that are engaged in a service event, so that information can flow seamlessly back to the systems of records at those same business entities."

It helps to establish a level of trust

between the fleet managers and the third parties that conduct outsourced repairs, he says. "We need to ensure that level of transparency and visibility – and do it both in real time to alert you of potential issues, but also give you reporting after the fact to be able to look at things you might want to change from a process perspective."

Wafer still stresses the value of personal contact, however. Unscheduled spot checks can ensure that suppliers are complying with specific clauses in the service agreement. Just remember that there are limits to how often you'll want to stop by.

"Trust is a two-way street," he says. "You want to be fair with your suppliers." **TT**



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Justin MacDonald, a service technician with Papé Kenworth – Redmond (left), reviews findings with Central Oregon Truck Company Kenworth T680 and COTC maintenance shop foreman Travis Seeger.

# Trucks Unplugged

*Diagnostic data is on the air,  
and there is more to come*

By John G. Smith

One of Central Oregon Truck's T680s had already crossed into Canada this March when the news arrived: Something seemed wrong with the fuel pressure. Sensor-generated warnings are never exactly welcome news, but Papé Kenworth was able to confirm the fuel system was already due for some scheduled maintenance. It looked like the driver could complete the southern leg of the trip to Denver.

The engine had other ideas. The electronic warnings began to increase. Everyone decided it was best to schedule the work before the trip was done.

Troubleshooting trees have been firmly rooted in fault codes for years. The data that shines a Malfunction Indicator Light (MIL) or triggers another type of warning can steer technicians to look at specific components or complete specific repairs. But manufacturers are rolling out increasingly sophisticated diagnostic platforms

that make it possible to tap into sensor data without plugging in a scan tool.

Fault codes are now being fed to fleet managers, dealerships, and call centers alike. Forget about the lamp on a dash. The data from late-model engines is feeding reports through text messages, emails, or web portals. Drivers don't need to call dispatchers to report warning lamps; fleet managers learn about issues at the same time, in some cases with a call from a central call center or dealership team that monitors the details. Central Oregon Truck managers received word about the fuel pressure issue by email, generated through Kenworth's TruckTech+ system. Personnel at the dealership offered a watchful eye.

### Remote access

"Any fault code that's generated, we can get information back to the operator in

less than 10 seconds," says Lori Cobb, Cummins' vice president – connected solutions, referring to her company's Connected Diagnostics system. If the problem relates to a missed regen cycle, the warnings can even come with a "de-rate timer" that tells fleet managers how long the truck can continue before the engine power is dialed back.

It's not the only emerging issue that can be identified through remote diagnostics. Andrew Dondlinger, Navistar's vice president – connected solutions, refers to a coolant leak as an example. Drivers have been known to top up reservoirs when warnings are triggered on the dash. The problem is that can leave maintenance teams blind to the underlying problem. Techs might not check hoses or clamps when the equipment rolls into the service bay for other issues, or not think about warning drivers to stop the practice that can introduce unwanted air into the system.

Not all fault codes and warning indicators require a truck to be parked. But fleets still need to know about the issues that are emerging before they can make informed business decisions. The Kenworth system, for example, divides

codes into four categories, from information and service soon, to service now or stop the truck.

"I wouldn't say there were codes that were necessarily being ignored [before remote diagnostics came along]. It's more about having the fleet understand the severity of the fault," says Greg Treinen, sales and marketing manager – connectivity with Daimler Trucks North America, referring to the value of the systems. All too often, drivers were heading to shops whenever they saw a check engine light, only to find a repair could have waited. "It's kind of giving them that information or that insight into helping them make that initial decision whether to take the truck in right away or they can keep going," he says.

Fleets aren't the only ones that have something to gain. Real-time data streams also help manufacturers to detect warranty issues earlier than ever. "In the past, in order to hear about those issues, you'd have to wait until you had a dealer call or customer call," Dondlinger says. It can also take two or three months for warranty paperwork to make its way through every channel. "Now we're able to see that [issue] within minutes, hours and days."

## Data and information

Remote diagnostics is about more than a stream of sensor data. It's about finding ways to transform it into useful information, and often involves live personnel monitoring the information before it actually reaches truck owners. Data from Mack's GuardDog system, for example, is monitored by OneCall agents who will help decide if a code is an immediate threat or can be addressed later. "We put them in a position to make a better business decision," says David Barbue, vice president – connected vehicle and uptime services.

The systems are also becoming increasingly refined. Mack's first GuardDog Connect system tracked about 50 fault codes, he says. "We've more than tripled the number of codes and quadrupled the number of parameters." Through a partnership with GeoTab it has even been able to extend the support back to EPA10 engines.

Still, as valuable as the data can be, it's possible to have too much of a good thing. Email boxes can be jammed by information about so-called faults that include the "ghost codes" which simply resolve themselves. Suppliers are taking different approaches to solving that, using everything from filters to limit the types of reports that are generated, to having a live body interpret the data before calling in the news.

"Sometimes you don't have enough data, or sometimes it's too much data. You've got to add the knowledge piece to it. Data is good, but information is what matters," says Conal Deedy, Volvo Trucks North America's director – connected vehicle services. "When you take and understand a fault code plus some other information, we have a very high degree of certainty that this is exactly what needs to be done, and here's what parts need to be used to fix it, here's the type of mechanic you might need."

"Many of them aren't a severe-type

code," Dondlinger explains, describing the readings that can emerge. "Ghost codes come and go, and they shouldn't be there at all." Even when the filters are in place, he says most fleets limit themselves to reviewing the data about twice a day, just to confirm the equipment that will be available for dispatching.

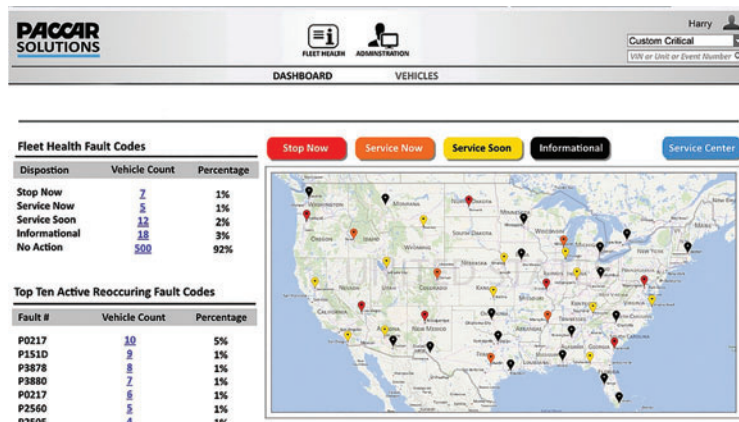
"The combination of both email and the portal seems to work best, allowing fleet managers to quickly triage issues with the email before deciding if they want to dive deeper and look for more information," says Kurt Swihart, Kenworth marketing director.

Cobb finds that larger fleets are more likely to prefer emails that are sent through to a central maintenance group rather than drivers. "They know what route that driver is on; the sensitivity of the load," she says. Smaller fleets can actually be the ones most willing to embrace more of the electronic feedback, because they have a chance to absorb all the information.

... continued on page 49



Prioritized fault codes can help to ensure fleets are not overwhelmed with data.



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## Predictive maintenance

The ultimate goal is to generate warnings that predict different issues before any warning lights or outright failures. And it is possible. Cummins engines in mining equipment, for example, draws on things like temperature readings to determine trouble spots to come.

"The on-highway space, we'll get there, but you have to collect the healthy heartbeat data," Cobb says. Put another way, engineers need an exact idea of how a healthy engine performs before they can create algorithms that raise the alarm as problems begin to develop. This will help to protect against "false positives" that suggest problems are on the way when everything is fine. Think of it as knowing the difference between heartburn and the warning signs of a heart attack.

"When we have the ability through seeing how that vehicle is being used, and how it is performing, we can be much more proactive in the whole maintenance and repair process to make it really efficient," Deedy agrees.

The secret is in the combination of codes. Maybe it's a specific coolant and turbocharger temperature that suggests a failing turbocharger. But Dondlinger says Navistar wants to be at least 85% confident in such readings before calling equipment into a shop. Otherwise, there's the danger of swapping out something like an injector that still has plenty of life in it. "There's a lot of data and a lot of time to analyze before you get to that certainty level," he says.

Then there's the matter of pulling together information from other sources, such as the location of nearby dealers that have the parts needed for a related repair.

As remote diagnostic systems are integrated into dealerships, there is the promise of checking to see if parts are available, and ensuring bays and techs are ready for the work. But there are challenges even when everyone is on an electronic system. Navistar inventory reports, for example, are only generated once per day. Maybe the turbo on the shelf was used hours before, on another repair. Determining in real time whether

technicians or service bays are available is another issue.

Take it a step further, and it's conceivable that data about the truck could be cross-referenced to an Electronic Logging Device to schedule repairs during resets or breaks, Dondlinger muses.

Daimler is exploring how the data might be used to customize maintenance

schedules or service intervals, Treinen says. A focus on the engine or aftertreatment system could determine the best time for an oil or filter change. Think of it as proactive maintenance rather than predictive maintenance.

"We're looking at what we can do with that data," he says. "There's a whole list of things." **TT**



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Photo: Cummins



# Cummins Connects

*Manufacturer commits to electrification and more*

**Cummins** is pledging to launch a fully electrified powertrain in 2019, and a range-extended electric powertrain in 2020. But senior executives stress that these rollouts will be for urban transit vehicles, and that electrified long-haul trucks are still years from reality.

"We are not just a diesel engine company," proclaimed Chief Executive Officer Tom Linebarger, during a recent conference call. "Technology is what we do. Innovation is what we do."

An internal electrification business group is combining Cummins expertise with selected partners, as they collectively develop power storage, related electronics, and traction motors.

With the falling cost of batteries and electronics, vehicle electrification is already economically viable when combined with the right duty cycles and operational characteristics, said Julie Furber, electrification business development executive director. Examples of those applications are found in urban,

material handling, and underground environments, according to Cummins.

While the current U.S. administration recently pulled out of the Paris Climate Accord, and proposed funding cuts to the U.S. Environmental Protection Agency, Linebarger stresses that cities have been the primary drivers behind electrification. That's where lawmakers are looking to control emissions, reduce noise, and relocate traditional fueling stations, he said, responding to a question from *Today's Trucking*. "All those get better with electrification."

Cummins executives, meanwhile, say they are well positioned to bring such technologies to market – thanks to existing relationships with Original Equipment Manufacturers and an established global service network.

"Our competitors will not be able to scale up from the passenger car,"

Linebarger says competitors will struggle to scale up from passenger cars.

Furber said, in an apparent nod to Tesla's plans to introduce a Class 8 electric vehicle by September.

"For a long-haul vehicle, we think that's out quite way into the future," says Chief Technical Officer Jennifer Rumsey, referring to the challenges of battery size and weight. "We are looking at mild hybridization."

Cummins engineers are looking well beyond electrification, too.

"We see a trend away from diesel and we will continue to evolve," said Rumsey. Identified long-term options range from biofuels to synthetic fuels and hydrogen. "Natural gas has big potential," she added.

Don't expect diesel to be abandoned anytime soon, however. Cummins officials say they are working on an engine that is smaller and lighter than the X15, which will target aerodynamic conventional and cabover trucks used in markets such as China, Mexico and Brazil, all of which are preparing to adopt tighter emissions standards in the next two years.

Linebarger stressed that Cummins is also approaching business in a different way.

"We will actively look for ways to disrupt ourselves," he added.

A new Growth Office has been established to evaluate hundreds of ideas

and see how they can be integrated. That recently led to the creation of the Eaton Cummins Automated Transmission Technologies joint venture. Cummins is also working with Microsoft on a new natural gas fuel cell, currently being tested in Seattle.

It's looking at more than hardware, too. Cummins will be involved in launching a smartphone-based Electronic Logging Device in the coming weeks. That's one of the projects under a new digital accelerator that will guide projects from concept stages to commercialization, Linebarger said. **TT**

**"We are not just a diesel engine company."**

— **Tom Linebarger,**  
Cummins Chief  
Executive Officer



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# PRODUCT WATCH

## WHAT'S NEW AND NEWS FROM SUPPLIERS



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



## Regional Drive Tire

*Michelin's X Multi D comes with a 'confidence guarantee'*

**Michelin** has unveiled a new drive tire for urban and regional fleets – the X Multi D – that comes complete with a new “confidence guarantee”.

Designed for operations that typically run routes of less than 650 kilometers, the new offering promises to boost removal mileage by 65% when compared to the XDE M/S that it replaces. Michelin also says that the X Multi D's traction can help a truck reach road speeds 80% faster than tires from a leading competitor.

Promoted features include a long-lasting tread, all-weather traction, scrub resistance, and a durable casing. The threat of scrub-related damage is tackled with a co-extruded rubber compound, while teardrop-shaped grooves at the bottom of the sipes are introduced to prevent torque-related cracks and heel-to-toe wear.

The company is so confident in the X Multi D that it promises to refund the difference in price over a competing premium tire if the product fails to meet

expectations for mileage, traction, or driver satisfaction.

The design's sipes and grooves play a role in extending the life of the 28/32" tread. “Full-depth matrix siping” turns into ever-wider grooves as the tire wears, helping to retain biting edges and traction throughout the tire's service life.

The casing, meanwhile, is protected through a cooler-running rubber compound at the belt package and a sidewall that's treated to resist ozone-related damage. And a protector ply across the width of the tire helps to protect against penetration-related damage.

The X Multi D will initially be released as an 11R22.5 with a load range of G or H, and an 11R24.5 with a load range of H. A 275/80R22.5 Load Range G comes in September, and two other sizes come next year. There are also plans to release a related retread.

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

## HEAVY-DUTY SCAN TOOL

BOSCH HDS 200 SUPPORTS  
CLASS 4-8 DIAGNOSTICS

**Bosch** has unveiled its HDS 200 heavy-duty scan tool to support those working on Class 4-8 trucks – whether the users are in an aftermarket shop that occasionally repairs such vehicles, a dedicated heavy-duty operation that needs a second triage tool, or a mobile repair unit.



Bosch HDS 200 kit

## Product Watch

The tool's color display graphs live data from SAE-standard MIDS/PIDS (Message Identifiers/Parameter Identifiers), shows definitions of diagnostic trouble codes, and is HD-OBD compatible. It also offers a Global OBD II Quick Test for gasoline and diesel engines.

Users have the option of recording

data to play back information in English, Spanish and French, as well as using imperial or metric measurements.

The Bosch HDS 200 Heavy Duty Scan Tool kit includes a nine-pin Deutsch cable, six-pin Deutsch cable, 16 pin HD/OBD II cable, USB cable, quick start guide, and carrying case.

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

## IN-CAB REEFER CONTROLS

CAB COMMAND CONTROLS FOR CARRIER TRANSICOLD SUPRA

**Carrier Transicold** Supra refrigeration units can now be controlled from inside a cab using Cab Command.

Building on the capabilities of its predecessor, Cab Command comes in a compact design that conforms to the universal DIN specification for installation in a dash. It also has an optional surface-mount bracket for those who would rather have the controls located in an overhead console, or underneath, or on top of the dash.

Features include a backlit LCD display that offers operating information including setpoint, compartment temperature,



operating mode and status. A tactile keypad allows users to adjust temperatures and change operating modes, among other settings.

The controller is now standard for single-temperature and multi-temperature Supra units, and is backwards compatible to older models.

[www.carrier.com/truck-trailer](http://www.carrier.com/truck-trailer)

## TRAILER DIVIDERS

SECURITY DIVIDER AND DECK BOARD FROM ANCRA

**Ancra's** new Security Divider and Deck Board comes in the form of lightweight high-density polyethylene panels that can be configured as a deck board or secure bulkhead.

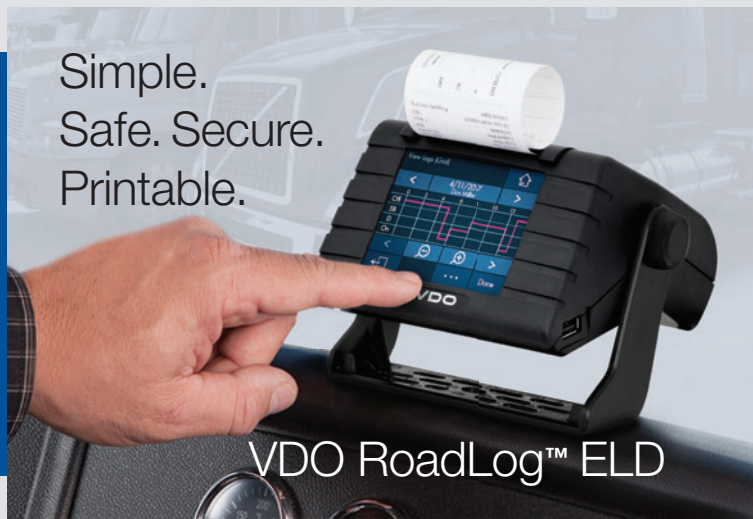
Compared to typical plywood sheets, the panels are lighter and splinter-proof, the company says. They're secured in place using lockable E-Beams, and support double-decked loads when needed.

Each panel also includes hand slots for easy handling.

The Security Divider and Deck Board comes with a three-year warranty, and can be purchased as a kit that includes two lockable E-beams and two panels. The panels can also be purchased separately.

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

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## RETREAD WARRANTY

DOUBLE COIN TBR  
COVERAGE EXPANDED

**Huayitire Canada** has increased the warranty on new Double Coin TBR tires to seven years and three retreads. That's two years longer and one extra retread compared to the warranty that covers the tires built to this point.

It has also added one extra retread to all Double Coin OptiGreen Series Fuel-Efficient TBR tires.

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

## ELD

PLUG-AND-PLAY ELD FROM POLAK

The pending U.S. mandate for Electronic Logging Devices can seem complex, but **Pollak** is looking to simplify things with the new EZ-ELD.

The plug-and-play device is fitted into a truck's diagnostic port, and the driver connects through a mobile app. There's no need to worry about the type of On Board Diagnostics port that is used, either. The EZ-ELD comes with three interchangeable connectors, making it easier to switch between vehicles, too.



There are nine-pin, six-pin, and OBDII connectors on board.

It can store up to six months of data right on the device, ensuring that drivers have access to it in remote locations. Drivers who are slip seating, meanwhile, can scan the QR code linked to the unit, and sync with the vehicle they're operating.

Back in the office, fleets can use the related software to manage different drivers and devices. There's even an instant messaging feature.

[www.ez-eld.com](http://www.ez-eld.com)

## DISC BRAKES

BENDIX ADB22X BRAKES  
NOW STANDARD ON LT

**International** is making air disc brakes standard on all axles for all models of the International LT series.

Available in 6x4, 6x2, and 4x2 configurations, LT Series trucks fitted with Bendix ADB22X brakes are now

available for order.

International is the first North American truck OEM to make air brakes standard equipment on all axles of a long-haul tractor, the company notes.

The Bendix ADB22X air disc brake features a patented lightweight design that significantly reduces stopping distance and extends brake system life.

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## Product Watch

Complementing the straight, stable stops that air disc brakes provide is greater reliability, thanks to a design that nearly eliminates brake fade or degraded stopping power.

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

### LONGHAUL TIRE

PENTATHLON D FIRST OF EMERGING PIRELLI FAMILY

**Pirelli's** new Pentathlon D, the first in its emerging Pentathlon family of tires, has been designed for long-haul drive applications.



The SmartWay-verified tire reduces rolling resistance with a specialized undertread compound. Mileage, meanwhile, is improved with a dual layer tread compound. An optimized pattern and something known as "3SB belt evolution" will ensure even wear, the company adds. And its patented Spiral Advanced Technology for Truck (SATT) combined with "Hexa Bead Wire" combine to support retreading.

[www.pirelli.com/commercial/us](http://www.pirelli.com/commercial/us)

### STRAP FEATURES

SLING THE STRAP WITH TOSS 'N TIE

Ever need to sling a strap or chain over a load? **Ancra** says it has a safer and easier approach in the form of the new Toss 'N Tie.

The device's ball – which looks something like a yo-yo – is attached to the end of one of the company's cargo straps or chains, and then thrown over the load. Then it's a matter of going to the other side of the trailer, grabbing the cord, and pulling the tiedown into place.

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

### LUBE PACKAGING

LIQUID WRENCH CANS INTEGRATE LED LIGHT



Users of **Liquid Wrench's** new Pro Penetrant and Lubricant will know exactly where they're applying the material thanks to FlashSight – an LED light mounted above the spray nozzle.

The penetrating oil itself is said to cut through rust, grease and corrosion, while still being safe on metal, painted surfaces, plastic and rubber. And it helps to protect all metals including copper, brass and bronze.

It will be available in 11-ounce cans through AutoZone stores.

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

# YOU CAN'T GET THERE FROM HERE

## Truckers Over There

The "Truckers" sign that appeared in the July installment of *You Can't Get There from Here* left many readers baffled. But it's near the intersection of Ontario Highways 7 and 115, in front of Shrubby's Pit Stop Diner. Do you know where this site to the right can be found? The first 10 readers to correctly identify it will win a **Today's Trucking** cap. Send your guesses to [johng@newcom.ca](mailto:johng@newcom.ca).

DO YOU KNOW WHERE THIS IS?



July  
Answer:

Shrubby's Pit  
Stop Diner in  
Peterborough,  
Ontario.



## YOU CAN'T GET THERE FROM HERE

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P.S. If you call your answer in, don't forget to leave your contact details!



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Michelin Americas Truck  
Tires Chief Operating  
Officer Ralph Dimenna

# Michelin Man

*Michelin Americas' Ralph Dimenna  
talks sustainability and tire data*

**Michelin's** view of the future came to Montreal this June when the tire maker's Movin' On conference explored the potential of sustainable transportation.

Consider just one prototype – the Visionary Concept – that was unveiled in the form of a wheel that doesn't need air. The idea was to design an ultra-durable tire, complete with a biodegradable tread that a 3D printer could replenish or update in minutes. Such a wheel would even share data about tread wear and other weather-related traction needs.

It's undeniably futuristic, but issues like environmental sustainability and connected data are shaping today's tire market as well.

"When it comes to tires, we absolutely believe in retreadability," Michelin Americas Truck Tires Chief Operating Officer Ralph Dimenna said in a wide-ranging interview, referring to one sustainable idea. "We put so much technology into that asset, to not retread is simply a misuse of a huge amount of materials."

Retreading isn't always an option with low-priced import tires that, following a surge in market share between 2010 and 2015, now account for about 1/3 of tire sales. "You're talking 10-12 kilograms-a-tire difference between a Uniroyal tire



and competing imports. That's a massive amount of material you're throwing away if you're not retreading," Dimenna added.

A new generation of data-hungry fleet managers recognize such differences particularly well.

"The fleets that understand that the best have a very disciplined strategy of

what they buy new on their trucks; how they move that product from the steer to the drive to the trailer; what they replace; how often they retread; how many retreads they get. The fleets that track that, they do a better job of maintaining control of the cost of their operations, and really provide a better value – not just to the environment, but to their customers."

As far as tires have progressed when it comes to delivering such value, there is more to come. "We're nowhere close to the end of technology of tires," he explained, citing changes in materials during his own career. "Nobody dreamed we'd be able to make the types of tires we make today."

But advances in products alone are not enough. Gone are the days when a better model was enough to secure a sale. "You have to combine product with a set of services and solutions around the product, so the individuals that are experiencing the product understand what they are experiencing," Dimenna said.

Buyers are becoming increasingly sophisticated, too.

"It's more sophisticated, more demanding in the sense of, 'Show me the data. Prove to me that you're helping my operations.' Because they're measuring everything," he said. No longer are buyers asking for a tire that can run between Montreal and Miami and last 475,000 kilometers. "Now the conversation is, 'Why am I having more tire failures in Iowa than I do in Nebraska?'"

Internal conversations are evolving as well, as Michelin digs into the benchmarks that define dealer performance.

"We reward those who perform," he says. It makes a difference when distances between two locations and a road call are equal. "The guy who performs the best, he gets the call. That's a very strong motivating factor for a dealer."

And the company continues to move forward based on ideas that emerge from events like Movin' On. Maybe the data collected through an RFID tag could lead to a new approach. "I start to think, 'Why can't I do this tomorrow, in this particular piece of my commercial trucking business?'" he said.

"You leave with so many different ideas." **TT**



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