



# Bulldog®



## Mack Anthem™

A new American legend from  
Mack, built for business,  
designed for drivers

Vol. 2 2017



# We are Mack. This is our Anthem.<sup>™</sup>

Introducing Anthem, the next-generation highway truck from Mack. Born of the American spirit, Anthem comes standard with a bold design that delivers serious aerodynamics and a new interior that keeps drivers comfortable and productive.

See how Anthem is built to move your business forward.  
[MackTrucks.com/Anthem](https://MackTrucks.com/Anthem)



**MACK**®



**BORN READY.**

# Launching a Legend

**4** The origins of the  
Mack Anthem™

## The Exterior

**10** The bold, aerodynamic,  
classic Mack exterior

## The Interior

**15** A living environment designed  
for driver comfort and safety

## The Experience

**22** Newly renovated Mack Customer  
Center offers cutting-edge experience



## **Mack Meets Mack**

**26** Oakland Raiders' defensive end Khalil Mack to help promote Mack Trucks' next-generation highway model

## **A special song for the Anthem**

**27** Singer-songwriter Steve Moakler creates theme song for new Mack highway truck

## **Reborn**

**28** Lehigh Valley Operations undergoes transformation

# COVER STORY



By Carolyn Magner Mason  
Photos by John Sterling Ruth



# Launching a Legend

How the  
Mack Anthem™  
came to be

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“When I first saw the finished product, it gave me goose bumps. Some of my colleagues laugh when I say this, but from somebody who has been around for so many years, it was a very emotional moment.”

Eduardo Herrera, vice president of sales in Latin America

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**“We set out to design a legend.”** That’s how Stu Russoli, Mack’s highway marketing manager, describes the challenge the Mack project team accepted: build a new, aerodynamic, highway truck while staying true to the Mack brand. The result? Mack Anthem™.

Anthem arrives with a dramatic new design incorporating the legendary Mack look with state-of-the-art aerodynamics and driver comfort. Everything about the new truck, including the name Anthem, is rooted in tradition, pride and hardworking American values. And as a Mack, Anthem had to be built for customers’ businesses, while being designed for drivers.

The challenge was threefold: First, build an unmistakably Mack-look truck extending the brand’s identity in a modern way; second, offer outstanding aerodynamics (up to 3 percent improvement) and efficiency; and third, create revolutionary driver comfort. “All three characteristics were considered equal,” Russoli says.

“It was so important to get this right. The new version had to have state-of-the-art efficiency while still exuding Mack’s strong, bold look,” says Dennis Slagle, president of Mack Trucks.

While the Anthem’s bold look is apparent, a little less apparent but equally compelling is the improved efficiency. Anthem is a fuel-saving machine, engineered to reduce maintenance costs and maximize uptime. Anthem’s cab design and driver environment are built around the way work gets done on the road, keeping drivers comfortable, safe and focused all day long.

## A Mack® by design

“This is clearly a Mack truck with the brand’s lineage and heritage obvious in the design,” says Jonathan Randall, senior vice president of sales for North America. During the design process and “sneak peeks” at the truck, customers agree they loved all the cutting-edge features designed to save fuel, reduce maintenance costs and maximize uptime, but it’s the focus on the driver that seals the deal.

That’s why Mack’s designers and engineers made driver comfort a top priority, and spent a lot of time asking truckers to describe features they want in a truck. Their answers reflect the pride of ownership and the passion behind generations of Mack owners. It was clear to those customers who previewed the truck that drivers influenced the design from bolts to bunk.

“You can tell Mack went out to drivers and asked them what they wanted. You guys got it right, and I can’t wait to order some trucks,” says Tom Hassel, president of Tom Hassel Transport in Point

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“It’s a badass truck and is going to stand out in the market. Anthem represents what Mack stands for and it’s instantly recognizable when you look at the truck.”

Jonathan Randall, senior vice president of sales North America

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Pleasant, New Jersey. Hassel's thumbs up was a refrain heard from fleet managers and drivers alike. "It's going to be the sharpest truck on the road," says Brian Rushton, vice president of asset management for Clean Harbors, in Norwell, Massachusetts.

## The mission

Designing and building the Anthem was a massive undertaking, but John Walsh, vice president of global marketing and brand management, says Mack was up to the challenge.

Walsh says everyone stepped up. "We're the American truck you can count on, and that means not only products but people. And our people delivered in a big way with this project."

It's hard to overstate the passion for all things Mack felt by generations of Mack truck owners. And that same passion energized and inspired the designers and engineers charged with creating the new Mack Anthem.

## Design and build

Herve Bertrand, Mack design director, was there from the first line sketched to the start of production. Throughout, he kept Mack's hardworking heritage top of mind. Bertrand and his team scoured Mack's legacy, which drove home just how key simplicity and durability are to Mack's design DNA.

Other influences came from historical photos of the building of Hoover Dam and the Chrysler and Empire State buildings, always showing a working man in a hardhat operating a Mack truck — Mack was there and always played an important role. The Mack design team also looked to contemporary architecture and design, as well as art deco for a sense of style that reflects timeless modernity.

"The connection with steel beams and hard workers is expressed by Anthem's vertical design, an extract of almost architectural feel and motion," he says.

"You want to honor the past, but then again, you want to create a simple design that is an instant classic. A truck that won't be dated



# COVER STORY

in 30 years, but will be considered timeless,” Bertrand says.

The team reviewed several design proposals in sketch form, then clay models and finally, arrived at two full-size models with competing designs. Ultimately, consensus was reached and the best attributes of both models merged into what would become the Anthem.

To achieve that simple, but classic look, they counterbalanced design with materials and worked with suppliers to redefine craftsmanship. For example, the grab handles went through design evolutions that took in driver safety and comfort factors and are now larger and heavier visually, but hollow and lighter. Every Anthem feature displays this kind of attention to design, detail and craftsmanship.

Bertrand says that while they wanted to create Anthem with a love at first sight feel, they made sure it had the potential for a long-term relationship. “This was not going to be just a fling,” he says with a laugh.

## Customer first

When it came to the Anthem’s interior, customer input was one of the strongest influencers. Customer clinics included drivers, owner-operators, fleet owners and fleet professionals.

“We went through several models of the interiors, says Bertrand,

“inviting customers to see the various versions in their formation and the progress based on their feedback.”

Mack reworked details such as the quality of the bunk’s mattress, and the exact dimensions, location and quantity of the storage spaces. The quest for state-of-the-art driver comfort included a focus on lighting, decreasing vibrations and conducting motion tests to ensure the cab was as silent as possible.

“We really wanted to offer a comfortable, safe environment to protect their sleeping patterns,” Bertrand says.

The stand-up cab design that accommodates even very tall drivers is one of the most dramatic changes and one that drivers consider a

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“Our motto: One team, one mission, zero excuses.”

**Jim Hazlett, chief project manager responsible for bringing project from conception to production.**

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# Customer reactions

*“Machine and man together creates an aggressive and powerful look to it.”*

**Randy Maddox, Adams Products, an OldCastle company in Asheville, North Carolina**

*“This will put Mack back in the sleeper category. It makes the statement ‘Built Like a Mack Truck’ come true.”*

**Mark Warsofsky, president of M&M Transport Service, West Bridgewater, Massachusetts**

*“It’s going to be the sharpest truck on the road.”*

**Brian Rushton, vice president of asset management for Clean Harbors, Norwell, Massachusetts**



game-changer.

Other design features influenced by driver input include overall ergonomics, LED lighting, sturdy grab handles, a flat bottom steering wheel and a dashboard that's entirely well-lit, durable and functional. "We really worked on the durability of the vehicle. We want them to have second and third lives," Bertrand says.

## Built for business

While customers love the look of Anthem, it's the truck's efficiency that drives the business decision to place orders.

Anthem's advanced aerodynamics and other design features are engineered to save fuel and reduce maintenance costs, all while maximizing uptime. It runs on Mack's integrated powertrain that combines the ease of operation of the Mack *mDRIVE*<sup>™</sup> transmission with the performance and fuel-efficiency of the Mack MP engine series. To increase uptime, Mack's Uptime Center is staffed by trained technicians, offering 24/7 parts and service management support.

The aerodynamics dramatically improve efficiency by displacing air to the sides as well as over the hood and roof. Anthem cuts wind resistance and improves fuel economy by up to 3 percent.

With Mack<sup>®</sup> Connect, an exclusive productivity solution, fleet managers can operate intelligent software, predictive analytics, and driver assist technologies all aimed at increasing operational efficiency and uptime.

## Anthem reaction

Upon seeing the Anthem for the first time, customers, dealers and Mack employees have described it as bold, strong, authentic, classic, legendary, sharp, powerful, and one unsurprising word that came up time and again: badass.

Bertrand describes Anthem as a future classic, "something that never ages and that you always refer to. It's got eternal value such as a Zippo lighter," he says.

Customers are equally enthusiastic. "This will put Mack back into the sleeper market. It will put Mack in a different league in the industry," says Mark Warsofsky, president of M&M Transport Service in West Bridgewater, Massachusetts.

Mack's Russoli echoes what customers say. "The truck screams strong and authentic. When you see it, it's a head-turner." Randy Maddox, with Adams Products, an OldCastle company in Asheville, North Carolina, describes the Anthem as "a beautiful piece of machinery. It's machine and man together and creates an aggressive and powerful look."

The one drawback? "My only problem is once I buy one, the whole fleet is going to want me to buy one for them to drive," says Jose Castro, owner/president of JC Express of Fresno, Texas. ■

"The name Anthem connects us with our heritage but also speaks to our future and reminds us that Mack is made in America. I think the name is perfect and speaks to the pride that comes with 117 years of building in America."

Dennis Slagle, president of Mack Trucks



## Naming the truck

**C**hoosing a new truck name is a complicated process that involves trademark research, brand identification and ultimately, a gut feeling that the name matches the spirit of the truck. John Walsh, vice president of global marketing and brand management says the name "Anthem" felt like the perfect fit.

"We are an American brand. We were born here. We were raised here. We literally helped build this country. We're the only heavy-duty truck manufacturer that can still say that every truck we sell in the U.S. is still built here. We're born of the American spirit, and to me the name Anthem captures that spirit. I think anyone would be hard pressed to come up with a better, stronger, more American name for a Mack truck than Anthem. This is our flagship, a sort of ode to the market and to the brand." ■

# THE EXTERIOR

# Boldly aerodynamic, classic Mack

Mack Anthem™  
exterior

Story by Denise Rondini



A close-up photograph of a truck's side mirror and hood area. The mirror is mounted on a black stalk. The hood is white with a large, rectangular headlight assembly. The background is a blurred view of the truck's cab and windows.

# Customer reactions

*"I like how it's tall and robust. It's very aggressive and looks heavy-duty. The mirror hoods are well designed."*

**Jeffrey Creech, regional manager for  
C&S Wholesale Grocers, Keene, New Hampshire**

*"Great redesign. Makes the statement, 'Built like a Mack Truck' come true!"*

**Mark Warsofsky, president  
of M&M Transport Service,  
West Bridgewater, Massachusetts**

*"It looks fuel efficient. I can't wait to see it on the road."*

**David Allison, president of Alan Ritchey Inc., Valley View, Texas**

# THE EXTERIOR



**E**ven if you can't see the Bulldog hood ornament or the Mack® logo, when the new Mack Anthem™ rolls down the highway, you know it's a Mack® truck.

While the sleek design is stunning in a robust, muscular way, there's no doubt about its storied heritage.

"This is clearly a Mack truck with the Mack lineage and the Mack heritage in the design," says Jonathan Randall, senior vice president of sales for North America.

"In addition, it's still extremely functional and slippery from an aerodynamic standpoint. It definitely stands out, and that's what Mack does."

Randall believes that you can tell just by looking at the truck that a lot of thought went into the design and development. "It's going to stand out among a world of me too-ers in the market today," he adds.

The new Anthem has a bold look, but is also aerodynamic. It boasts up to a 1.5 percent increase in fuel economy in Day Cab configuration and 3 percent in sleeper models. This is done by displacing air to the side as well as over the truck's hood and roof, and is possible because of the hood slope and fender design, as well as other enhancements. Customers are looking for more fuel efficiency and improved aerodynamics, according to Mack's research.

Yet, says John Walsh, vice president of global marketing and brand management, "It does not sport that 'jelly bean' look found in most traditional aerodynamic tractors. It's got big, broad shoulders, but is still aerodynamic. It's an incredibly fuel-efficient truck."

Stu Russoli, highway product manager, points out that the Anthem is very structural.

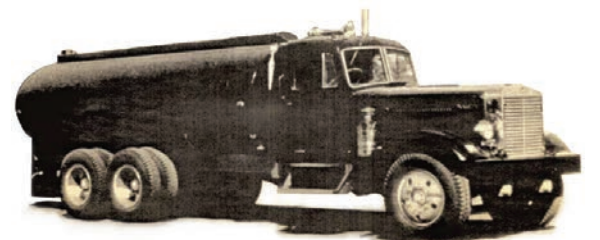




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Partners in Innovation Since 1948



# THE EXTERIOR



“There are a lot of vertical and horizontal lines. You might not think of it as aerodynamic when you first see it, but if you study it closer you will see how sleek it really is.”

One aerodynamic enhancement is a bumper close-out flange that closes off air flow between the bumper and the hood. The truck's doors also have a streamlined design, and the air intake vent improves air flow for greater efficiency. The grille also increases air flow to the radiator.

The adjustable fairing on the 70-inch Stand Up sleeper improves air flow from the cab to the trailer.

Hood mirrors reduce wind resistance by using a single strut instead of a tripod design. Mirror mounts are spring-loaded so they rotate when hit. Side mirrors fold on impact to prevent damage as well. Air Products, a 600-truck day cab fleet out of Trexlertown, Pennsylvania, gave feedback on the new truck, saying they love the higher mounted mirrors for the way they look and the improved visibility they offer.

Covered tow loops also cut down on wind resistance and the optional air dam reduces



turbulence under the truck, decreasing drag.

The standard three-piece bumper helps lower replacement costs in the event of an accident.

The hood has a three-piece design, which helps with replacement costs, and also uses a single point latch for releasing the hood, similar to the typical car. To open the hood, the driver simply pushes the lever sideways, which releases the latches, then grabs the Bulldog hood ornament and lifts the hood. The hood requires 50 percent less effort to open than previous models. As a customer from Highway Transport, a 300-truck fleet out of Knoxville, Tennessee, says, “The hood latch is not old school anymore.”

Jeffrey Creech, regional manager for fleet maintenance with C&S Wholesale Grocers, a fleet with 2,100 trucks out of Keene, New Hampshire, says he loves the new entry grab handles. The flatter, more ergonomic design

of the proprietary grab handles coupled with extruded metal ridges help keep drivers' hands from slipping as they enter and exit the truck.

Headlamps, turn signals, fog and roof lights are all LEDs, making the headlights 66 percent brighter than traditional bulbs with improved visibility. LEDs produce a whiter light that is closer to daylight and produce a wider beam pattern.

Lukas Yates, Mack's chief engineer, says, “With the LED headlamps, drivers will notice a lot better vision at night.”

This new head turner has garnered praise from all the customers who have previewed the Anthem.

“Anthem's exterior exceeded expectations. It has the heritage of a Mack, ties into the past glory, but leads the future. I couldn't be more proud of this team,” says Dennis Slagle, president of Mack Trucks. ■



# Your Anthem. Your way.

Exclusive Mack Anthem™ paint colors and exterior trim



● Mack Black



● Graphite Gray



● Liquid Silver



● Arctic White



● Lacquer Red



● Cobalt Blue

## Exterior trim



● Mountain Green



Bold Black



Mirror Chrome Bright

# Mack Anthem™

September 13, 2017





# “Born Ready”

Words & Music by Dean, Laird & Moakler, 2017

*We're the long haulers, coming down the right lane  
We're the road runners, missing you baby  
We're the day breakers  
We're the night trains  
And we ain't scared of doing it the hard way  
'Cause our way is...*

*Red, white and blue just rolling down the black top  
Bulldogs barking 'til the can't do backs off  
Raised on the road, just two hands holding on steady  
Born ready...  
Born ready...*

*We're the headlights  
We're the back bone  
The highway anthem, that American road song  
Goes on...  
Red, white and blue just rolling down the blacktop  
Bulldogs barking 'til the can't do backs off  
Raised on the road, just two hands holding on steady  
Born ready...  
Born ready...*

*Sitting up high, with a load on  
Maybe lean a little harder on the throttle  
On the way home...*

*Red, white and blue just rolling down the black top  
Bulldogs barking 'til the can't do backs off  
Raised on the road, just two hands holding on steady  
Born ready...  
Born ready...*






## Driver environment packages



### Standard




-  Gunmetal dash
-  Charcoal door trim
-  Steel Gray interior trim
-  Sierra Tan interior trim (Day Cab only)

### Premium

-  Aluminum dash and door trim
-  Steel Gray interior trim
-  Sierra Tan interior trim (Day Cab only)

### Ultra

(70-inch Stand Up Sleeper only)

-  Woodgrain dash and door trim
-  Steel Gray interior trim
-  Dark Saddle inserts

## Seats



### Standard

Durable vinyl construction for low maintenance and easy cleaning.



### Premium

Vinyl construction and cloth inserts combine style with performance.



### Ultra

Ultraleather® in Dark Saddle for a premium feel that delivers comfort and durability.

## Steering wheels



### Standard

Urethane foam rim  
Gunmetal spokes  
All controls located on the D-panel  
Also available with steering wheel controls and Satin Aluminum spokes



### Premium

Leather-wrapped rim  
Leather horn pad  
Satin Aluminum spokes  
Steering wheel controls



### Ultra

(70-inch Stand Up Sleeper only)  
Dark Saddle leather-wrapped rim  
Leather horn pad  
Satin Aluminum spokes  
Steering wheel controls


# THE INTERIOR

## Living Environment

Interior designed for complete driver comfort and safety

By Denise Rondini

# THE INTERIOR

A man with a beard and a plaid shirt is driving a truck. He is looking out the window at a desert landscape with rolling hills under a clear blue sky. The interior of the truck is visible, including the steering wheel, dashboard, and side mirror.

“It’s a truck designed by drivers for drivers. We got a lot of input from drivers as to what is the optimal driving and sleeping environment for them.”

**John Walsh, vice president of Global Marketing and Brand Management**

**I**t’s obvious that Mack used driver input to guide the new Mack Anthem™ interior design. “You can tell Mack went to the drivers, asked them what they wanted and really listened,” Tom Hassel, president of Tom Hassel Transport in Point Pleasant, New Jersey, says about the new driver friendly look and feel of the Mack Anthem.

And that is exactly what Mack did, spending years talking to customers — drivers, technicians, managers and owners — to make sure their needs were understood and that the Anthem delivers exactly what they are looking for.

Special attention was paid to the human-machine interface, says Jonathan Randall, senior vice president of sales for North America. “We looked at drivers and how they interacted with the components in the

cab, the controls and the instrument cluster. We have designed them in a way that the driver can utilize everything at their fingertips and still remain safe and keep their eyes on the road.”

## Easy to use controls

Mack took inspiration from the automobile industry when designing controls for Anthem. The right stalk allows the driver to manage the engine brake and Co-Pilot™, while the left stalk controls the high beams, turn signals and wipers. This means drivers control more functions without having to take their hands off the steering wheel. In addition, the light control module lets drivers run all exterior lights from one place.

# Customer reactions

*“It’s great how you can stand up. The storage is amazingly well-placed and designed. I think the red background lighting is very nice. You literally can hold onto the steering wheel and do everything you need to do.”*

**Tom Hassel, president of Tom Hassel Transport, Point Pleasant, New Jersey.**

*“We love the mDRIVE control location and all of the storage and cabinets.”*

**Grant Mitchell, Westcan Bulk, Edmonton, Alberta**

*“It is roomy even for tall guys and has lots of nice details.”*

**Brian Rushton, vice president of asset management, Clean Harbors, Norwell, Massachusetts**

*“The truck has lots of good technologies but is still easy to use. I like the option to add even more storage if you choose not to have the microwave/fridge.”*

**Mark Warsofsky, president of M&M Transport Service, West Bridgewater, Massachusetts**

*“There is a lot of attention to detail about the driver’s life. It’s spacious, tons of storage and the cup holders are all laid out very well. I like the magnet on the curtain. Very neat.”*

**Jeffrey Creech, regional manager for C&S Wholesale Grocers, Keene, New Hampshire**

Having controls at the driver’s fingertips is a plus and Anthem’s safety and comfort features drew rave reviews during customer previews earlier this year. “The driver ergonomics and driver friendly items are really a key factor. The driver was our focus throughout the whole process,” Stu Russoli, highway product manager for Mack Trucks says.

Of special note is the placement of the Mack mDRIVE™ transmission control pad. It is intuitively located at the driver’s right hand, giving comfortable access while helping drivers keep their eyes on the road.

The larger, more robust rocker switches are laser etched to ensure they are readable throughout the life of the vehicle.

Fleets can also customize their D-panel with four optional auxiliary gauges.

An industry first, the flat-bottom steering wheel allows more belly

room and clearance for drivers entering or exiting the vehicle. A race-car-style grip provides both comfort and control.

## Better data management

Anthem’s instrument panel brings important information drivers need to the forefront in a clear, readable format. This minimizes distractions and helps drivers concentrate on the road ahead.

Digital-analog gauges feature solid dial hands with the precision of digital instruments. Co-Pilot™ is a full-color digital display that provides simpler navigation without distractions. In addition, the truck is constantly monitored to pinpoint potential issues before they become serious.

# THE INTERIOR



“We’ve enlarged the dials and gauges and brought them up as high as we could for improved visibility. You can see all the controls in one view.”

Vince Loker, chief designer for Mack Trucks.

## Roomy cab with Stand Up sleeper

One of the most enthusiastically welcomed features is the Stand Up sleeper. In the 70-inch Stand Up sleeper model, a generous ceiling height allows drivers to stand up in the cab and walk through to the sleeper. In fact, the sleeper is tall enough to accommodate an upper bunk.

“You can walk between the seats and it opens into this environment that is roomy,” explains Johnny Lucas, portfolio director for Mack. “Anthem is open from back to front so the driver can stand upright between the seats. Even if you are 6-foot-3 or 6-foot-4 you can still stand up and then walk into the living environment instead of having to hunch over.”

In fact, David Allison, president of Alan Ritchey Inc., a 150-truck fleet out of Valley View, Texas says, “The interior is well-proportioned, even for someone tall like me.”

Once in the sleeper, the driver will find a dimmable light pipe around the perimeter along with a bunk task light, reading lights and overhead lights — all LEDs.

The sleeper windows feature built-in shades that block light, and the screened windows tilt out to allow air in while keeping rain out. One

“The driver ergonomics and driver friendly items are really a key factor. The driver was our focus throughout the whole process.”

Stu Russoli, highway product manager for Mack Trucks.

panel gives drivers access to power outlets and USB ports and lets them control the sleeper stereo, interior lighting and high performance HVAC system.

In addition, there are pullout surfaces behind the driver and passenger seats.

When it comes to the driver’s seat, Mack partnered with Sears Seating for exclusive seats that can withstand day-to-day wear with comfort. The air suspended driver’s seat has more than 30 fabric and feature combinations to choose from.

## An abundance of storage

Drivers get excited about storage and now they can choose from several options depending on their needs. “We’ve got industry-best storage capabilities for the drivers,” Randall says.

“We went with cabinetry that is robust,” Lucas says. “We have tower cabinets from the floor up. We didn’t just create overhead cabinets or sidewall cabinets. We did floor-up storage.”

Lighted under-bunk storage features three separate compartments. A tall wardrobe cabinet comes with a hanger bar, interior mirror and



**SEARS**  
SEATING

## **Comfort**

3-inch thick foam

Longer seat cushions

Taller seat back

Optional adjustable bolsters

## **Performance**

Increased stability and rigidity

Optional adjustable shock

for superior ride quality

## **Styling**

Exclusive styling and look for Mack

Optional ultraleather cover



**Sears Seating and Mack have teamed up to develop an exclusive to Mack “Best in Class” Suspension Seat**

# THE INTERIOR



“When you get into the living environment in the back, it’s a much roomier, more comfortable feeling.”

**Jonathan Randall, senior vice president of sales for North America**

magazine slots. There is also a cabinet with shelves and drawers for more storage capacity. All cabinets come with doors and nets or curtains to keep contents secure.

Grant Mitchell, president of Westcan Bulk, a bulk hauler out of

“We wanted to make sure we had the right amenities around the driver for both driving and living to make sure they are comfortable. It’s their home away from home.”

**Johnny Lucas, portfolio director**

Edmonton, Alberta, likes the flexibility and configuration of the storage cabinets.

Passenger side storage includes a microwave cabinet, DVD/storage slot and top storage. A TV prep kit includes mounting brackets and a power outlet to accommodate up to a 24-inch flat panel television.

Microwave, TV and refrigerator spaces are also available as cabinets.

The option to add even more storage if you choose not to have a microwave or refrigerator was attractive to Mark Warsofsky, president of M&M Transport, a 300-truck fleet out of West Bridgewater, Massachusetts.

Warsofsky, sums up the excitement of offering drivers a new level of comfort. “This will put Mack back into the sleeper market. It will put Mack in a different league in the industry.” ■

## Pinnacle Interior

**T**he driver experience found in the new Mack Anthem™ isn’t limited to Anthem sleeper models. The driver environment for the Anthem Day Cab, as well as the Pinnacle™ Axle Forward, and even the Mack Granite® all share the new interiors, including new steering wheel, instrument panel design, exclusive seats and trim materials.

All Mack conventional cab models (Anthem, Pinnacle and Granite) benefit from Mack’s ergonomic, productive and comfortable design. In addition, the Pinnacle Axle Forward is also available with the new 48-inch Flat Top and 70-inch Stand Up sleeper, including the new interior trim, storage and design. ■



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your fleet like Bendix® Wingman® Fusion™



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Unlike radar-only systems, Wingman Fusion – standard on the Mack Anthem™ – combines and cross-checks information from multiple sources to deliver enhanced rear-end collision mitigation, alerts when speeding, and braking on stationary vehicles. Bendix Wingman Fusion also helps drivers avoid additional crash situations, including rollovers, loss-of-control, and sideswipe crashes while prioritizing alerts to help reduce driver distraction. The Bendix Wingman Fusion driver assistance system – next generation collision mitigation, available today.

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Ask your Mack dealer representative to add Wingman Fusion to your next truck order.

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**WINGMAN**  
Fusion™

The system's camera is powered by the Mobileye System-on-Chip EyeQ processor with state-of-the-art-vision algorithms. Bendix® safety technologies complement safe driving practices and are not intended to enable or encourage aggressive driving. No commercial vehicle safety technology replaces a skilled, alert driver exercising safe driving techniques and proactive, comprehensive driver training. Responsibility for the safe operation of the vehicle remains with the driver at all times. Inset image shows a simulated display for demonstration purposes only. © Bendix Commercial Vehicle Systems LLC, a member of the Knorr-Bremse Group. All Rights Reserved.

# THE EXPERIENCE

# The ultimate Mack experience



The new entrance to the Mack Customer Center (shown during construction).

## Newly renovated Mack Customer Center offers cutting-edge experience

By Olivia Grider

Photos by Kirk Zutell

**M**ack Trucks has a big story to tell, and the newly improved and renovated Mack Customer Center is the way to do that. The Customer Center delivers the industry's best experience for Mack customers and fans by letting them take a deep dive into the company's products, technology, manufacturing and customer-uptime resources in an engaging and fun way.

Over the summer, the Allentown, Pennsylvania, facility completed extensive renovations that added state-of-the-art exhibits, displays and amenities throughout the 160,000-square-foot facility.

"We're significantly enhancing the customer experience through greater use of interactive



technologies that convey the Mack story of industry-leading products and service solutions in a much more engaging way," says John Walsh, vice president of global marketing and brand management for Mack Trucks. "During their visit, customers will now be even more fully immersed in the benefits of our proprietary driveline, our leadership in uptime management and the contribution Mack® trucks have made over the past 117 years to building America and the world."

New exhibits and visual displays focus on the

features and benefits of current Mack products and offer the voice of the customer in the form of testimonials, says Amy Sander, brand experience manager at the Mack Customer Center, which opened in 2010. "It's a very drastic change," Sander says of the renovations. "This is a more modern, innovative facility."

The facility's exterior and interior have been given a fresh look. A personalized video screen greets visitors in the reception area, which also includes a video wall with a 12-foot-wide screen.



Customer meeting spaces have been expanded to accommodate the volume of customer visits. One of the rooms now includes an Invisashade (smoke screen) that clears to reveal a customer's new truck in the showroom.

The interactive exhibit area includes a selfie station where customer photos can be e-mailed, printed or posted to social media and their photo can become part of a mosaic in the Customer Center. Other exhibits include "Uptime in Real Time," simulating the operations of the Mack Uptime Center in Greensboro, NC, and an exhibit that highlights the Mack powertrain or "Heart of Your Mack."

"Not only do we want to educate our customers about our products, but we also want to excite them," Sander says. The exhibits create a more dynamic customer experience.

"Prior to each customer visit, we do an in-depth review of the customer's profile to personalize each visit, making each customer visit unique — whether they're buying one truck or 500 trucks. Visits to the Mack Customer Center provides an opportunity to really spotlight the Mack brand. If someone is

asking, 'Why Mack?' we feel the Customer Center provides the answer to that."

The opportunity for customers to operate Mack products on the facility's track and proving grounds is another key part of the trip, Walsh says.

Customers can drive vehicles on the paved performance track and an off-road course added in 2016, ideal for testing the new *mDRIVE*<sup>™</sup> HD automated manual transmission. Hills with 12-, 15- and 20-percent grades let the customer assess starting, stopping, acceleration and torque.

Visits to the Mack Customer Center are typically part of the full Mack Experience, which also includes tours of Mack's Lehigh Valley Operations, where vehicles and cabs are assembled, and the Hagerstown Powertrain Development and Production facility.

## Uptime in Real Time exhibit

Sander says her favorite part of the new, interactive-exhibit zone is a 20-foot, circular,

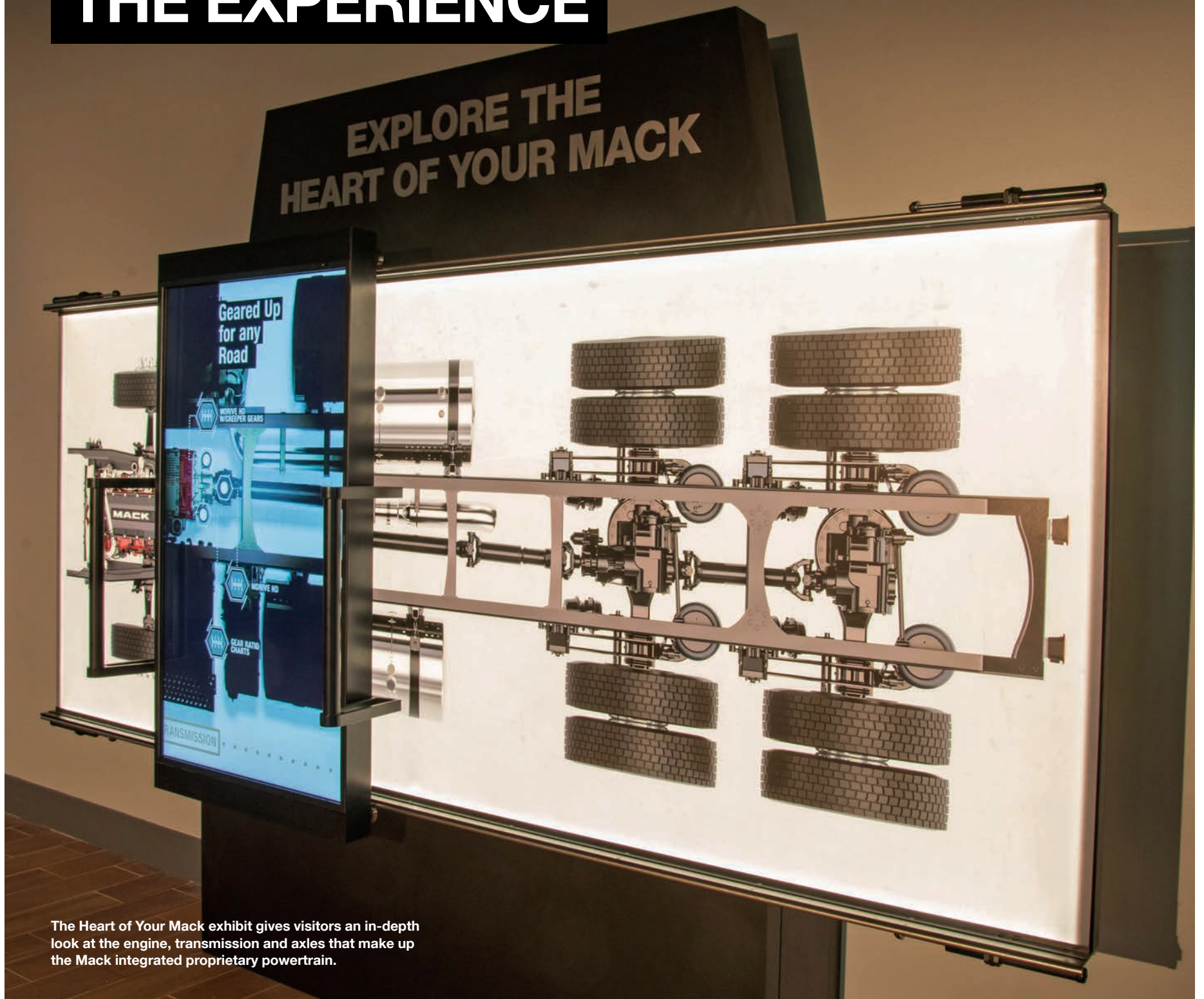
walk-in display that showcases the Uptime Center, a 24/7/365 facility where customer-support specialist monitor the performance of customer trucks to minimize downtime.

"It's very important that visitors understand the operations of our Uptime Center," she says. "The Uptime in Real Time exhibit shows how Mack continues to focus on supporting our customers after the sale and when they're on the road."

## Heart of Your Mack powertrain exhibit

Another attention-grabber is the Heart of Your Mack exhibit, a 10-foot-long, backlit graphic of the engine, transmission and axles that make up the Mack proprietary powertrain. As the visitor slides a 55-inch screen along the display, the screen provides X-ray vision into key elements of each component and provides related performance information.

# THE EXPERIENCE



The Heart of Your Mack exhibit gives visitors an in-depth look at the engine, transmission and axles that make up the Mack integrated proprietary powertrain.

## A virtual experience

Previously, the theater inside the Customer Center featured standard seating and a screen on one wall. The renovated space is equipped with a 360-degree, wrap-around screen, 25 chairs that swivel 360 degrees and improved sound quality and visual effects. "This is like a virtual-reality experience," Sander says.

The theater is a stop on every tour. Each customer group watches product and

marketing videos most relevant to their operations and interests.

## Showing off

In the product showroom, a 12-foot-wide presentation screen has been added and 20 speakers throughout the 15,000-square-foot space are integrated into one soundboard. New lighting was installed, and a white mesh canopy drapes from the ceiling. Seventy-inch

monitors on vertical posts next to each truck provide its specifications and show videos. Every current Mack truck model is displayed.

## Meeting the Mack family

Customers interact with a variety of Mack personnel during tours and test drives. Sander says visitors are impressed not only with Mack's products, but with its employees. "They see the spirit of the people who work at Mack — how proud they are of our brand and the work that goes into designing and building customers' trucks," Sander says.

Visitors come away with an appreciation for the passion Mack employees have for contributing to the success of customers' businesses, Walsh says. "Nothing is more important than spending time with our customers," he adds.

Customers can contact Mack dealers to arrange visits to the Mack Customer Center and Mack's truck and powertrain production operations. ■

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**"The Uptime in Real Time exhibit shows how Mack continues to focus on supporting our customers after the sale and when they're on the road."**

**Amy Sander, brand experience manager at the Mack Customer Center**

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## Like a Mack truck

Oakland Raiders' defensive end Khalil Mack to help promote Mack Trucks' next-generation highway model

**W**hen Khalil Mack was a child, his father would point out the Mack emblem on the tough-looking, heavy-duty trucks their family saw on the road. "It always stood out to us, and it made us feel like we were connected to something important, something bigger than ourselves," Mack says.

Now, every time the Oakland Raiders defensive back is on the football field, the kinship he feels with the Mack brand is part of his thought process: "I'm a Mack truck running through whoever's in front of me," the 2016 NFL Defensive Player of the Year relates.

Mack and Mack Trucks launched a more formal partnership in July. Through a sponsorship agreement, Mack will support Mack Trucks in promoting the Mack Anthem™ unveiled Sept. 13.

Mack reached out to Mack Trucks first, following a suggestion from his friend Draymond Green, a forward for the Golden State Warriors basketball team. Mack's agent, Joel Segal, made the call, and the timing was perfect because Mack Trucks' marketing team had been talking about approaching the football star, says John Walsh, vice president of global marketing and brand management for Mack Trucks.

"This partnership makes sense on a number of levels," Walsh says. "We obviously share the same name, but what really brought us together was shared values — the fundamentally American values of hard work, honesty and humility."

Mack, who is from Fort Pierce, Florida, and attended the State University of New York at Buffalo, says he was motivated to step up his efforts after he was only lightly recruited out of high school and a well-known video-game maker gave him a low ranking going into his sophomore year of college.

His work paid off in big ways.

In 2013, Mack was named the Mid-American Conference Defensive Player of the Year, becoming the first Buffalo football player to win the award in the school's history. He set numerous school and NCAA

records, including being tied for first in tackles for a loss. He holds the all-time NCAA record for forced fumbles.

The next year, the Oakland Raiders selected Mack with the fifth overall pick in

the NFL draft. He made history in 2015 as the first person the Associated Press has named an All-Pro at two positions — linebacker and defensive end. In just his third year with the league, Mack was named NFL Defensive Player of the Year.

"What Mack Trucks stands for — never backing

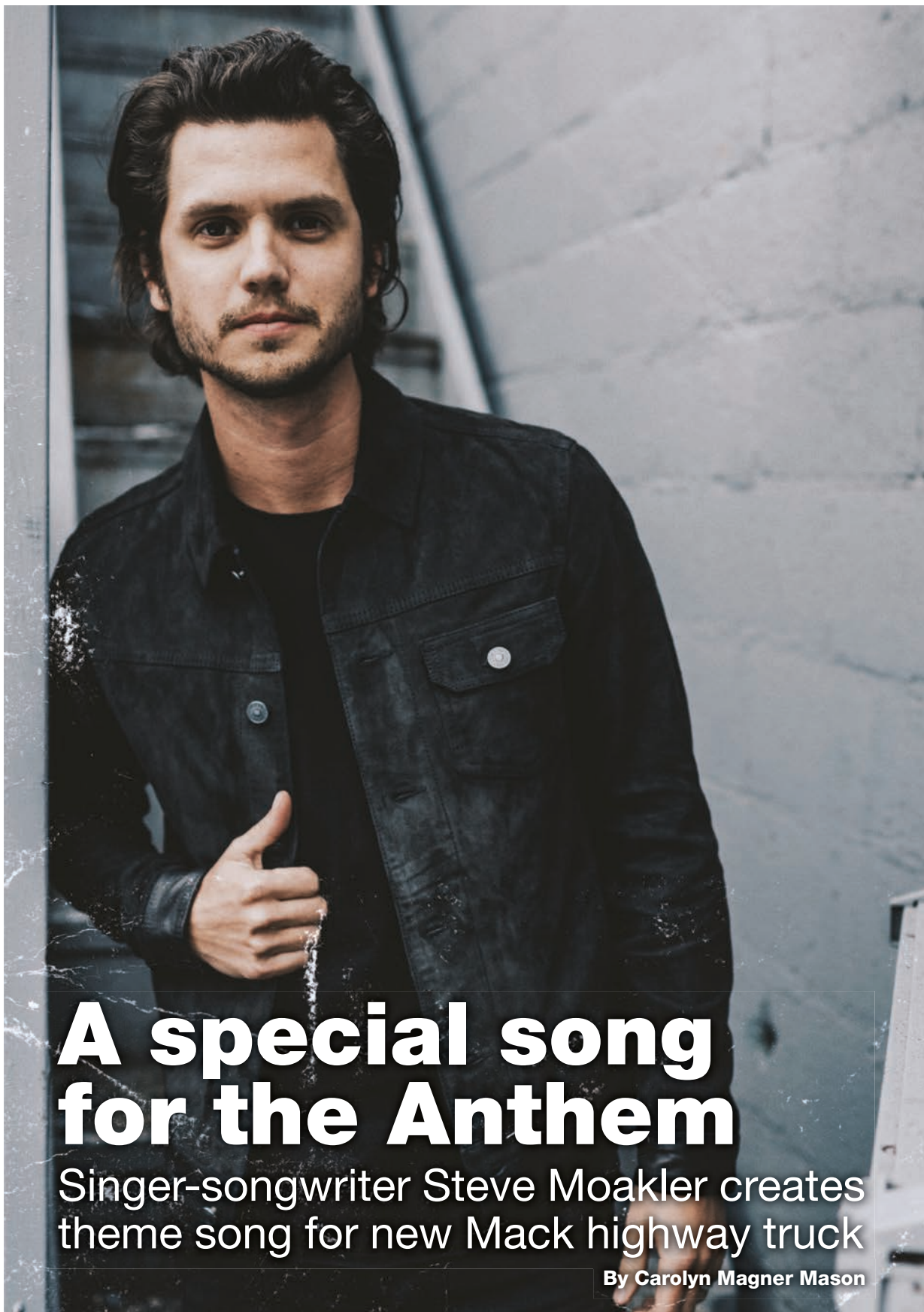
down from a challenge — has always driven me," Mack says. "I'm looking forward to working hard together, Mack and Mack, to get the job done."

To watch "Mack Meets Mack," a video of Khalil Mack's introduction to Mack Trucks, visit [youtube.com/MackTrucks](http://youtube.com/MackTrucks). ■



Watch Khalil Mack's introduction to Mack Trucks by John Walsh, vice president of global marketing and brand management, at [youtube.com/MackTrucks](http://youtube.com/MackTrucks)





# A special song for the Anthem

Singer-songwriter Steve Moakler creates theme song for new Mack highway truck

By Carolyn Magner Mason

**Who doesn't love a song about trucks?** Many people have a favorite trucking song, but in recent years they've fallen out of favor with songwriters. The introduction of the new Mack Anthem™ highway truck — a truck dedicated to truck drivers — was a ripe occasion to return to this special genre of Americana.

Classic trucking songs reflect the pride, confidence and belief in traditional American values that made driving a truck a respected profession. The new Anthem was designed for those professional drivers and Mack wanted to express that in music. So Mack searched for the right singer-songwriter to put to music the look and feel of the new Mack Anthem highway truck. It had to be someone who could understand a Mack truck owner's passion, patriotism and deep roots in the trucking culture.

Steve Moakler, a breakout country artist who has been making a name for himself for

years both touring and writing songs, is the fresh new voice to share the spirit of the Mack brand. "Steve really seemed to fit the bill," says John Walsh, vice president of global marketing and brand management for Mack Trucks. "His enthusiasm for the values of hard-working truckers matched ours, and the song he wrote, 'Born Ready,' delivers with passion."

Walsh and others listened to Moakler's newest album, "Steel Town," in which he sings about a return to his Pennsylvania blue-collar roots with songs such as "Wheels" and "Siddle's Saloon." That's when they decided to ask Moakler to create a song not just for a new truck, but also as a tribute to the American truckers who love Mack trucks.

They noticed the trucking reference in Siddle's Saloon, a ballad about Moakler's grandfather's basement bar: "Grandpa and his brothers, back when they were young,

they come down here once they unloaded those trucks."

Moakler says he learned more about his grandfather and uncles' trucking business while working on the song. "We are a close-knit family, and friends and neighbors would hang out at the bar," he says. "I have memories of sitting down there, watching Steelers games. When I asked my mom for more information about my grandfather, she told me about his concrete trucking company in the Pittsburgh, Pennsylvania, area. And, to add to the synergy, she said he only operated Mack trucks."

Moakler says he was thrilled and humbled to learn the Mack team had chosen him to write the Anthem song. "They told me they felt my values as an artist and passion for country lined up with the corporate culture of Mack. That was just so cool. Plus, they gave me free rein to come up with lyrics and music," Moakler says.

His first call was to his mother. "She was so excited that I would be honoring my grandfather's love of Mack trucks and the family's heritage," he says.

"Wheels," another song on his album "Steel Town," is about Moakler's relationship with his various vehicles over the years. "Feels like life is a set of wheels," he sings. That's a sentiment truckers can identify with, and Moakler says he feels a great affinity for the men and women who spend their life on the road.

"I can relate to the tedium and loneliness," Moakler says. "Me and my blue-collar band are on the road over 100 days a year. We park our van in truck stops where we pull up between a pair of 18-wheelers. We shower, get food, coffee and fuel there. I spend time talking to truckers, asking them about their life and work."

In fact, it was on the road and not on Music Row that Moakler, along with country songwriters Barry Dean and Luke Laird, began writing the lyrics and music for "Born Ready," the Mack Anthem song.

The process included conversations with Mack officials about the brand and Mack's values. "There was so much to work with," Moakler says. "It's an amazing brand, from the iconic Bulldog on the hood to just how deeply ingrained their identity is with America's hard working truckers. I spent time on social media, where I saw how proud Mack owners are, and it just really opened up my eyes to a whole new world," he says.

Now, with the launch of Mack's Anthem to the sound and lyrics of "Born Ready," Moakler has delivered a highway tune that speaks directly to the world of trucking. ■

To listen to "Born Ready," visit [www.youtube.com/macktrucks](http://www.youtube.com/macktrucks).

## Reborn Lehigh Valley Operations undergoes transformation

By Amy Materson

**F**or both long-time and new Mack customers, the road to success runs straight through Mack's Lehigh Valley Operations in Lower Macungie, Pennsylvania. As Mack's product line was growing, the truck production plant launched Reborn, designed to enhance customer experience.

Originally built to assemble vocational trucks, Mack Trucks' 1-million-square-foot Lehigh Valley Operations facility opened in 1975. The facility's capacity was more than adequate when Mack's different product lines were produced across several plants. However, by 2015, the Lehigh Valley plant was producing seven models — the entire Mack Trucks product line. The market peaked that year, and more than 25,000 rolled out of LVO.

"Since the infrastructure was designed to build a smaller number of trucks per day, we were busting out of the seams," says Bill Walls, operations manager at Lehigh Valley. "Lehigh Valley had always produced the vocational line. During this evolution, though, we'd brought in all the highway products. We recognized that it was time for change and to take the production process to the next level."

### Expansion and enhancement

They didn't just change the LVO's plant infrastructure; Mack developed a complete operational revitalization. As a result, in fall 2015, Mack launched the Reborn program, an \$84 million, three-year plan. Though the



program does significantly expand the plant's footprint — including separating the cabover and conventional chassis lines — it is far more than a factory expansion. With its completion at the end of 2018, Mack expects Reborn to make the customer experience significantly better at every level.

In addition to redesigning, improving and expanding the plant, Reborn changes how the plant and its employees operate. With the introduction of new ways of working and entirely new processes, including how the facility's teams interact with one another, LVO's increased production capacity will be accompanied by a more efficient production line, faster delivery times and the highest-quality products.

Rickard Lundberg, LVO's vice president and general manager, says Reborn will improve the plant's ability to better meet customers' expectations with respect to delivery times. "The program will allow for more accurate material handling," Lundberg says. "This allows for increased delivery precision."

Reborn will also offer customers more options than ever before, like flexibility when ordering their trucks. "We are aligning ourselves between product development, sales, operations," Lundberg says. "It is evidence of how the company works together. We aim to continue to decrease lead time and to serve customers."

Lundberg says faster truck delivery is a result of a culture shift applied across the



Mack's Lehigh Valley Operations launched the Reborn program to expand the plant's footprint and enhance the customer experience.

board at LVO, which employs about 1,800 people who are poised for positive change and Reborn's team concept. "An important part of being a world-class manufacturer of trucks is the people," he says. "You engage people; you have teamwork."

### Converting concepts to reality

The Reborn program was critical for another large project at LVO — the introduction of the brand-new Mack Anthem™ highway truck, which was rolled out to the public on Sept. 13. Anthem production at LVO is scheduled to launch the second week of 2018. "As we were working through Reborn, we prioritized the work that needed to be done on that project," Walls says. "There were a number of preparations that needed to be made for the launch of the new truck to handle the volume, deliver on time and ensure good quality."

Walls says the two projects — the Reborn rollout and the Anthem launch — will happen seamlessly, as the plant updates for the new truck and the Reborn program are occurring simultaneously. "Other parts of the factory will continue to develop and be enhanced, even after the Reborn program is complete," he says. "A lot of these enhancements and improvements will be seen from the customer's standpoint."

"We are preparing our plans and systems, and we are improving the teamwork to make sure this becomes a reality," Lundberg says. "It's easy to focus on the equipment and the infrastructure, but if you want to get good results you need to focus on people, engagement and culture. It's a never-ending journey. Create a good product structure and make it simple to build a truck at the end of the day." ■

## What is Reborn?

Reborn, launched in 2015, is a three-year plan designed to revitalize Mack's Lehigh Valley Operations plant. The program includes:

- A redesigned and improved facility
- Updated IT systems
- Improved plant processes
- Cultural changes
- New product launches
- Improved customer and employee experiences.

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**F**or even more complete details about the new Mack Anthem™, check in at [macktrucks.com/Anthem](http://macktrucks.com/Anthem). This special section of the Mack Trucks website contains brochures, videos, demonstrations and other information about the new great American highway truck, with more information added on a regular basis.



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