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Managing Millennials

How to recruit the next generation



Beauty shots

2017 Mack Calendar features six customer trucks

Meet "Jack Mack!"

Custom Mack turns heads at Pocono Raceway

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Managing Millennials

8 How to recruit and retain the next generation

2 Headlights

- 2017 Mack Calendar features six customer trucks
- “Jack Mack” tames the tricky triangle at Pocono Raceway
- Mack’s new online spec’ing tool
- Experience driving a Mack® truck via new virtual reality app

At Work

14 Mike Adams Towing & Air Cushion Recovery assists motorists with his Mack fleet

20 Mack trucks power Hilco Transport with increased performance and uptime

24 Sunoco expands its business with Mack trucks

17 On business

Top industry concerns keeping fleet owners up at night



20 On Equipment

How Mack Trucks designed an integrated powertrain to deliver unmatched fuel efficiency, power and reliability

26 Trends

A roundup of the numbers that drive your business

27 Taillights

- Mack hauls Weber Mobile Grilling Lab
- Photographer captures a Cal Fire Mack Pinnacle in action

HEADLIGHTS

Bragging Rights



2017 Mack Calendar features six working trucks

By Jim McNamara

The 2017 Mack Calendar is going to be full of some seriously hard-working Mack® trucks and Mack customers. From the cities of New England to the forests of northern Alberta, a group of passionate Mack owners and drivers spent three months convincing, cajoling and caucusing other Mack fans to vote via the Mack Facebook page for their trucks in the second annual Mack Calendar Contest.

The overwhelming response included nearly 80,000 votes for the 335 entries, and six lucky Mack trucks were chosen to represent their category and their owners for a month each in the 2017 Mack Calendar. An entire month of bragging rights for each winner, along with kudos and the envy of their peers, definitely made this a prize worth winning.

Here are this year's winners by category:

2017 Mack Calendars will be available for purchase through the Mack Shop later this year (mack-shop.com).

Vintage (9,387 votes), 1999 Mack CH, **John Lamothe**, driver for Keohan Fuels & Transportation, Melrose, Massachusetts

Keohan hauls aggregates, debris, soil and other heavy bulk loads. As driver John Lamothe says, it looks pretty good for a 17-year-old truck that works hard every day. John is a big Mack fan in a fleet full of Mack fans. And he's driven a variety of classic Macks in his career, including U Models and R Models. But the CH is his favorite.

"I like the way it looks, I like the style and I know my boss (Steven Keohan) has put a lot of pride into the truck." Steven likes his Macks so much, in fact, that he has an R Model tattoo on his arm.

The vintage category has become a hotly contested battle, since there are so many deserving old Macks and so many different eligible models. John leveraged his membership in a large Facebook community into votes for his truck. His passion for his Mack was rewarded.

"I love driving the truck every day, and every day I can't wait to get back into the truck."





John Lamothe



Robert Hurley and Debbie Livingston

Titan (5,311 votes), **Robert Hurley**, owner, Hurley Brothers, Fort McMurray, Alberta.

Hurley Bros. operates nine Macks — two Titans and seven Pinnacle axle forward straight trucks. The fleet hauls aggregate to local concrete plants and sand to pipeline projects in the nearby oil sands energy region. Hurley's Titan has a 40-ton payload and pulls away from all the other trucks on the hills, Bob says.

Bob and his wife, Debbie Livingston, had other issues to deal with this past May than just winning the calendar contest. In May, the area around Fort McMurray was overwhelmed by a huge wildfire, which forced the rushed evacuation of around 90,000 people and eventually covered nearly 1.5 million acres. Debbie said the flames came within 550 yards of their house and their trucks had to be left in their parking lots, but fortunately they escaped injury and damage. Bob had to evacuate to the south and Debbie to the north (where she took refuge in one of the huge oil sands excavation camps with hundreds of others). They were able to reunite several days later when the fire moved past the highways.

HEADLIGHTS



Pinnacle Axle Back (1,561 votes), **Jamie Hagen**, owner-operator, Hell Bent Xpress, Aberdeen, South Dakota

Jamie is actually a bit of an Internet celebrity, with a large Twitter following (@hellbenthagen) and he frequently tweets his love of all things Mack, especially his Pinnacle, which he uses to haul liquid products. He also loves to tell others what great fuel economy his Pinnacle delivers and how comfortable the ride is.



Jamie Hagen



Larry Benoit

TerraPro (260 votes), **Brundage-Bone Concrete Pumping**, Denver, Colorado.

Brundage-Bone is the largest concrete pumping company in the U.S. and operates hundreds of Mack TerraPro® concrete pumps. The driver of the chosen truck is **Larry**

Benoit. Marketing specialist Michael Jankovic says the company's inclusion in the calendar was thanks to the dedication of a group of employees and their friends and families to see one of their trucks win.

"We were late in a the challenge to win a

spot in the Mack Calendar and needed votes from employees, friends, family and anyone they could get to help. A few of us made it our personal challenge to beat the closest competition in our category and kept at it each day."



Hubert and his father, Edmond Boulet

Granite (9,097 votes), **Hubert Boulet**, president, Boulet Brothers Concrete, Somerset, Manitoba

Boulet Bros. is a second-generation Mack ready-mix fleet, and Hubert has had his eye on being in the Mack Calendar since he was a tyke.

“When I was a kid, my father and my uncle were buying mixer trucks and I was lucky enough to get the Mack calendars — I had Mack calendars in my bedroom,” he said. Hubert wants to pass that tradition on to his own boys. “I figured the best thing I could do was put the Mack calendar in their bedrooms with one of their dad’s trucks on it. You’ve got to get that hook sunk early.”



Pinnacle Axle Forward (9,415 votes) **Brian Sargent**, owner, Straight Line Transportation, Amesbury, Massachusetts

Brian has been driving trucks for about 20 years and has owned his own small fleet for two years. Straight Line primarily hauls nonhazardous contaminated soil in the Boston area, but also hauls finished materials throughout New England. For all the dirt they see, his trucks are pretty sharp looking.

“I dress them up because I love trucks. I like

to look good going down the road. People give me a thumbs up,” Brian said. His trucks have actually gotten a following outside of Boston. During a recent trip to Ohio to take delivery of a new trailer, his truck was recognized as a Mack calendar winner by other drivers on the CB.

The calendar contest also gave Brian a chance to make some new connections in the world of trucking, as he and Hubert Boulet got to know each other online and formed an “alliance” to help each other garner votes.



Brian Sargent



HEADLIGHTS



“Jack Mack,” a custom-built, all-wheel drive, mega crew cab Mack® pickup truck, led the ceremonial laps at Pocono Raceway’s Pennsylvania 400. The truck, based on a Mack Granite® model, is named in honor of one of Mack Trucks’ founders, John (Jack) M. Mack, and was built at Mack’s Lehigh Valley Operations in Macungie, Pennsylvania.

“Jack Mack” tames the tricky triangle at Pocono Raceway

The 40 NASCAR Sprint Cup Series™ Gen-6 race cars lapping Pocono Raceway in early August, weren’t the only 800-horsepower vehicles tackling The Tricky Triangle. “Jack,” a custom-built, all-wheel drive, mega crew cab Jack Mack® pickup truck, led the ceremonial laps at the Pennsylvania 400, carrying the American flag and the pride of Mack workers everywhere. Named in honor of one of Mack Trucks’ founders, John (Jack) M. Mack, the one-of-a-kind truck is based on a Mack Granite® model.

“Jack is not only a celebration of our rich history, but also a demonstration of the high level of customization we’re capable of at our Customer Adaptation Center,” says John Walsh, Mack vice president of global marketing and brand management. “Customers with specialized applications know they can count on Mack and our CAC to deliver the trucks that meet their most unique challenges.”

The CAC, located within Mack’s Lehigh Valley Operations assembly plant in Macungie, Pennsylvania, customizes Mack

trucks for customers whose needs go beyond typical factory options.

Jack rolled off the assembly line on Oct. 27, 2015, the 151st birthday of Jack Mack. The chassis was then moved to the CAC to receive its modifications and custom fabrication work.

Jack wasn’t the only Mack truck at Pocono Raceway. A fleet of custom-spec’d Mack Pinnacle™ sleeper models delivered critical NASCAR technology and equipment required for the race. Earlier this year, Mack and NASCAR signed a multi-year agreement

designating Mack as the “Official Hauler of NASCAR®.” NASCAR’s 10 Mack models log thousands of miles between racetracks, helping make every stop on the 36-race, 10-month long season a success.

“Having Jack and our Mack NASCAR trucks at Pocono Raceway is as close to a homecoming as we can get, with our Lehigh Valley Operations just an hour away,” Walsh said. “We hope the fans enjoyed seeing Jack, and we thank our friends at Pocono Raceway and NASCAR for helping make this weekend possible.”

“Jack is not only a celebration of our rich history, but also a demonstration of the high level of customization we’re capable of at our Customer Adaptation Center.”

John Walsh, Mack vice president of global marketing and brand management.

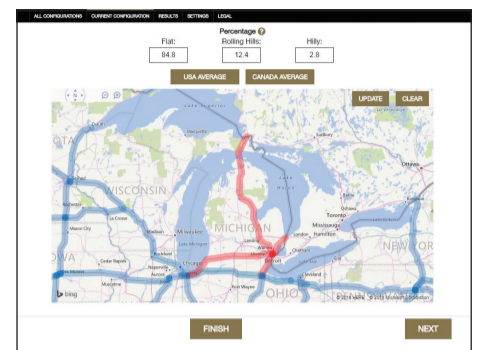
New online spec'ing tool gives Mack customers the fuel efficiency edge

Mack Trucks customers now have access to a new fuel economy tool available exclusively at Mack dealerships. The new online tool for truck spec'ing enables Mack customers to input and modify a number of variables on Mack® Pinnacle™ highway models, select a route and evaluate fuel-savings potential against a baseline configuration.

“Even with today’s low fuel prices, fuel remains the single largest expense for the vast majority of our highway customers,” says Scott Barraclough, Mack technology product manager. “With this new tool, customers can quickly see the fuel efficiency impacts of different truck configurations, enabling them to optimize the spec of their Mack Pinnacle models to save fuel and help boost their bottom lines.”

The Mack fuel economy tool allows users to choose from a number of Mack Pinnacle model component and application options that affect fuel efficiency, including weight, speed, engine size and rating, transmission, axle ratios, tires, aerodynamic enhancements and more. Specs for the customer’s current Mack Pinnacle model are used as a baseline and can be compared with up to four alternative configurations.

The tool includes an interactive map that allows customers to choose from several



Mack Trucks customers now have access to the Mack fuel economy tool (above), which enables Mack dealer sales representatives to input and modify a number of variables on Mack® Pinnacle™ highway models, select a route (right) and evaluate fuel-savings potential against a baseline configuration.

major interstate highway routes, providing a breakdown of flat, rolling hills and hilly terrain. Topographical information is then used in the fuel efficiency comparison.

Once all components and variables are selected and submitted online, the comparative results are calculated by a server-based simulation program and emailed directly to the dealer salesperson for prompt review and discussion with customers. Should a customer require additional information, the tool is capable of monetizing the comparison based on a customer’s average miles traveled per year and cost of fuel.

“The Mack fuel economy tool not only helps our highway customers make better decisions for their business, it also helps

them see the benefits of our fully integrated powertrain,” Barraclough said. “It demonstrates how our fuel-efficient technologies, like Mack Super Econodyne® and Mack Load Logic, deliver fuel savings.”

The Mack fuel economy tool uses a proprietary simulation program to analyze each chassis spec entered and develops comparative results based on data attained from field and simulation testing. While it is difficult to capture all of the possible factors that affect fuel efficiency, the Mack fuel economy tool is the most detailed tool available to dealers and customers today.

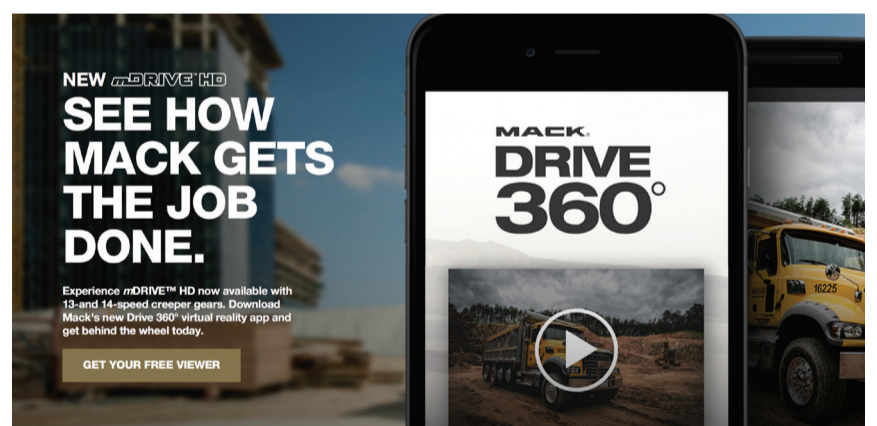
For more information, or to try out the Mack fuel economy tool, visit your local Mack dealership.

Mack Trucks uses virtual reality to demonstrate power and performance of Mack® vehicles with mDRIVE™ HD

Anyone interested in what it’s like to sit in the cab and ride in a Mack® truck while on the job can now experience it through virtual reality offered by Mack Trucks. Mack is the first Class 8 OEM to offer such a virtual reality test drive of a commercial vehicle to a wide audience, and the response has been overwhelmingly enthusiastic.

Mack used virtual reality technology to better demonstrate features and benefits of the Mack Pinnacle™, Mack Granite® and Titan by Mack models equipped with the Mack mDRIVE™ HD automated manual transmission. Using virtual reality headgear, Google Cardboard or a smartphone, viewers can look around 360 degrees to see the cab interior in its entirety, as well as see what it feels like to be in the cab of a Mack model while it’s operating in quarries and on the highway.

“Through virtual reality, customers and the general public now have the opportunity to truly understand what it’s like to be in the cab of a Mack truck as it gets the job done,” said John Walsh, Mack vice president of global brand and marketing. “Our trucks, when paired with the mDRIVE HD, are unmatched in terms of power and performance, and now we are offering everyone a unique experience to better demonstrate this.”



Mack used virtual reality technology to better demonstrate features and benefits of the Mack Pinnacle™, Mack Granite® and Titan by Mack models equipped with the Mack mDRIVE™ HD 13-speed automated manual transmission. Using a VR headset and a smartphone, viewers can look around 360 degrees to see the cab interior in its entirety, as well as see what it feels like to be in the cab of a Mack model while it’s operating in quarries and on the highway.

The Mack virtual reality experience showcases the power of the mDRIVE HD as it effortlessly frees the Mack Granite model from mud on a job site, easily drives up and down a steep grade without having to continuously apply brakes, reducing brake wear-and-tear, and also smoothly manages a fully loaded Mack Pinnacle model up and down a 15 percent and a 20 percent grade.

To experience Mack virtual reality, visit <http://www.macktrucks.com/VR> Google Cardboard and link to the Mack virtual reality app. The virtual reality videos also will be posted to the Mack website, but will not be as immersive as when Google Cardboard and the app are used.

A construction worker wearing a tan cap and dark t-shirt is focused on his work. He is wearing heavy-duty work gloves and is using a yellow and black tool to work with a thick metal chain. The chain is attached to a large metal structure, possibly a part of a building's framework. The background is a blurred outdoor setting with greenery.

COVER STORY

Managing Millennials

How to recruit the next generation

By Denise L. Rondini



“Social media is a way for people who don’t work for you to learn about the people like dispatchers and safety personnel who they will be interacting with.”

Jamie Hagen, a trucker from Aberdeen, South Dakota, leased to Cliff Viessman, Inc.

Photo: Paul Hartley

The numbers are startling. The U.S. Census Bureau says 56 percent of truck drivers are older than 45. A *Truckers News* survey reports 54.8 percent have been driving more than 20 years. In 2015, the driver shortage reached 48,000, and if this trend continues, the shortage is expected to climb to 175,000 by 2024, according to the American Trucking Associations. In some fleets, annual driver turnover is more than 100 percent. Over the next 10 years, ATA says, fleets will need to hire 890,000 new drivers.

Where will these new hires come from? It would make sense to think the retirement-age drivers will shift seats with the healthy, younger, more-tech-savvy generation. More than 75 million millennials — people born between 1982 and 2000 — are now available to work. Millennials are the largest living generation, according to the U.S. Census Bureau.

But the tried-and-true hiring methods you’ve used in the past are not going to work with these 18- to 34-year-olds. And don’t believe all the negative things you’ve heard about millennials; many of them are already hard at work in a variety of industries. In fact, they currently make up 40 percent of the work force, and that number is estimated to top 75 percent by 2025.

Convincing this workforce segment to join your team for the long haul will require overall changes — not just in how you recruit employees, but also in how you retain them. This highly connected demographic grew up with technology integrated into their lives. They rely on social media and mobile apps for the majority of their decision-making. To compete, you have to connect with them in their world and provide them with the tools they expect in your workplace and equipment.



YouTube



LinkedIn

Getting social

Your Web presence needs to include a mobile-friendly website and social media. Both should be engaging, constantly updated and regularly evaluated. Large companies invest in a social media coordinator, and others outsource to social media experts with industry knowledge.

Use social media outlets such as Facebook, Twitter,

YouTube and LinkedIn to tell your story and post job openings. You need to invest time and effort in these sites to make your company appealing to younger job seekers and to demonstrate the kind of corporate culture they crave. Rather than telling future hires how family-oriented and caring your company is, show employees these things via video, photos and testimonials. In the same way hangouts in the real world can be hot and then lose their luster, social-media venues gain and lose popularity. Millennials flock to the latest sensation, so you have to adjust your marketing strategy to shift with them.

“Social media can really help humanize your company and its employees,” says Jamie Hagen, a trucker from Aberdeen, South Dakota, who is leased to Cliff Viessman, Inc. “It is a way for people who don’t work for you to learn about the people like dispatchers and safety personnel who they will be interacting with.” Hagen has a large following on Twitter and often tweets compliments to his dispatcher or raves about his love of all things Mack truck. A shout-out from a prospect’s peer group is worth its weight in recruiting and image gold.

Promoting technology

Unlike their baby boomer parents, most millennials did not grow up with standard transmissions in their cars. That’s one of the reasons fleets have jumped on the automatic transmission bandwagon.

Hubert L. Boulet, president of Boulet Brothers, says he is planning to include trucks equipped with *mDRIVE* in his next Mack order to both attract drivers and improve their driving experience. “Having *mDRIVE* on our mixers opens up the pool of drivers we can pick from,” he says. “Anyone can learn how to drive a truck, but with the *mDRIVE* there is a shorter learning curve. New drivers can feel more confident in their jobs more quickly. I also like the fact that it’s easier on the body, less fatiguing and less stressful,” Boulet says.

Early engagement

By the time potential hires are old enough to earn a CDL, many have already chosen other occupations.

COVER STORY

Most vocational tech programs welcome mentors from the construction and trucking industry and many companies extend their outreach to high school age students.

Scott Hughes, president of Lakeview Rock Products in North Salt Lake, Utah, is particularly involved in recruiting students through appearances at local high schools and colleges.

“We’re trying to show young people that the successful pathway to construction or trucking is not always mud and dirt and hard labor,” Hughes says. “In today’s world, trying to manage time, materials and labor is as

much a part of the solution for a building project as being able pound nails and pour concrete,” he says. He believes in offering kids who many not be college-bound the opportunity to at least hear the choices available.

As the story of crippling college debt continues to worry students and parents, the vocational options are gaining new respect.

Inclusive workforce

Diversity rates are extremely high with millennials and is something they factor into their decisions about where to work. An inclusive

environment is a must because they want to work in a place where employees are respected regardless of their age, gender, ethnicity, religion, sexual orientation, etc.

And there’s an additional bonus for you. Studies have shown a diverse workforce results in economic growth and lower employee turnover. McKinsey & Company, a global management-consulting firm, found companies in the top quartile for both gender and ethnic diversity are 35 percent more likely to have above-average financial returns.

At the Truckload Carriers Association’s WorkForce Builders Conference, Jane Jazrawy, CEO of CarriersEdge, a provider of online safety and compliance training, discussed the attributes of “Best Fleets,” as determined through a survey by TCA and CarriersEdge. Bulk Transporter reported her comments: “Some of the Best Fleets have bilingual staff that includes driver supervisors, recruiters and trainers, as well as payroll and safety personnel. They also work with drivers to make accommodations for particular religious beliefs, for instance allowing drivers to be home on certain days or not handling products like alcohol or pork.”

Corporate values and community service

This all plays into the type of culture you project to prospective employees. Millennials look for workplaces with cultures they approve of and will fit into. Share your corporate values, especially in the areas of employee participation in decision-making, opportunities for employees to express themselves, ways employees are recognized and rewarded, possible career paths and your company’s community involvement.

Giving back and being part of some greater good is high on millennials’ wish lists. In fact, more than half of millennials surveyed by Achieve Consulting Inc., an HR solutions provider, said a company’s charitable work influenced their decision to accept a job offer. However, only 39 percent said the company discussed its charitable work during the interview.

“Companies need to be much more forthcoming about those initiatives by using social networks as well as the company website,” says Derrick Feldman, president of Achieve Consulting.

The report also found 47 percent of millennials had independently volunteered with a nonprofit in the past month and 57 percent want their employers to offer more company-wide service days. Volunteerism ranked third behind an organization’s primary purpose and workplace culture in terms of importance to millennial workers.

Quick Facts About Millennials

89% prefer to choose when and where they work rather than being placed in a 9-to-5 job

56% won’t accept a job where social media is banned

65% say personal development is a major factor in choosing a job

43% are nonwhite

38% are bilingual

80% prefer feedback in real time

45% choose workplace flexibility over pay

64% ask about social-media policies during the job interview



Source: Onward Search and North Carolina Kenan-Flagler Business School research



Faced with a rapidly shrinking driver pool, trucking companies are in dire need of alternate sources of drivers. One obvious resource is the active and veteran military community. Many of its members are already eager to make the transition to the civilian workforce and have received training relevant to the trucking industry.

This is important because the industry is suffering not just from a shortage of potential drivers, but of qualified ones. The majority of applicants (88 percent in 2014) were not qualified, according to potential employers' carrier-qualification standards.

The FAST (Fixing America's Surface Transportation) Act, which President Obama signed into law in December, is making it easier for veterans and active-duty service members with commercial-driving experience to enter the trucking industry. The act allows states to continue waiving CDL skills tests for

veterans who recently served in the military driving trucks and extends the waiver period. Veterans now qualify for the exemption for one year after leaving a military position requiring operation of a commercial vehicle; previously the time-frame was 90 days. FMCSA might also be required to credit CMV training military drivers receive toward applicable CDL training and knowledge requirements, although this particular rule has not yet been finalized.

FMCSA has established a website outlining FAST Act initiatives and other programs and partnerships that assist veterans — with and without commercial driving experience — seeking to transition from U.S. military service to transportation-industry careers.

Some larger companies have already begun partnering with the military community directly in order to open employment channels. These companies recognize veterans' existing logistics

skills and their inside tracks to licensure and qualification as powerful remedies to the driver shortage.

Con-Way Truckload is participating in PaYS (Partnership for Youth Success), a partnership between the U.S. Army and numerous companies and public-sector agencies that guarantees soldiers a job interview and possible employment. Similarly, the Truckload Carriers Association has begun exhibiting at military career fairs, tapping into the stream of veterans attempting to transition to the civilian workforce.

FASTPORT, already known for providing user-friendly carrier qualification solutions, is partnering with TCW and the Hiring our Heroes initiative to bring together veterans and potential employers. FASTPORT states it is committed to helping 50,000 veterans find jobs in the logistics industry, and the firm is already well on its way to achieving its goal.

Recruitment nuts and bolts

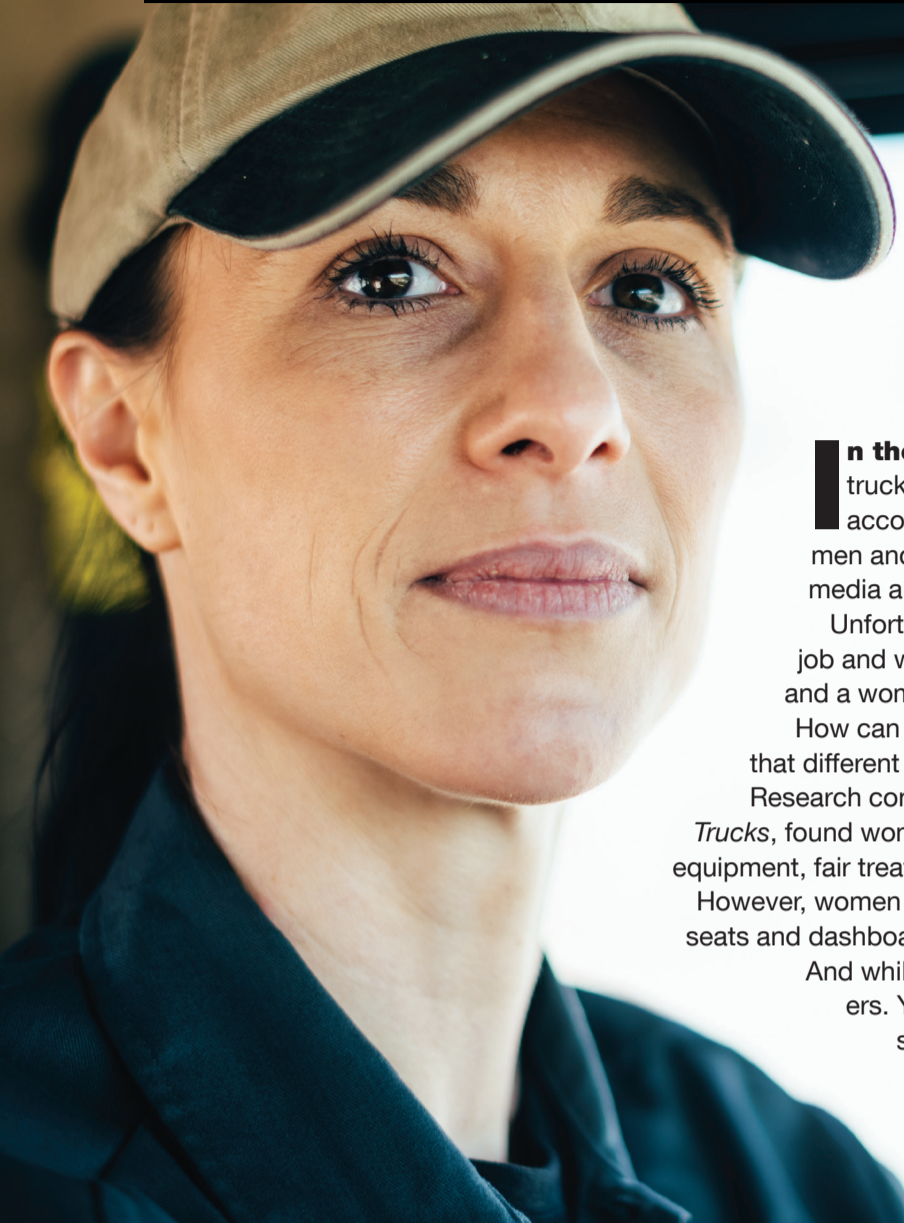
Here are some more ways to get millennials onboard:

Eliminate paperwork. Make sure your employment application can be filled in online. Do the same with as many other hiring documents as you can. The more forms potential workers can fill out electronically, the better.

Be ready for interviewees' questions. The most critical phase of the hiring process is the interview. This is the place where you need to sell your company to prospective job candidates. Don't be surprised if they ask you as many questions as you ask them. And those questions will likely focus on your corporate culture, home time and established career paths.

Millennials want to know how their work will fit into the company's mission and how their efforts will be valued. They are very concerned about career advancement, so be prepared to outline any career-development programs you offer. This is a good place to focus on training opportunities you provide.

Take the interview outside the traditional office environment. Millennials seek unique



Don't Forget the Other Half

In the United States, women make up 57 percent of the workforce. But in the trucking industry, they constitute less than 7 percent of the driver pool. Interestingly, according to fleet executives, women drivers tend to have a lower turnover rate than men and are desirable hires. Savvy fleets spotlight their women drivers through social media and offer mentoring programs and women trainers.

Unfortunately, there is still a negative perception that professional driving is a man's job and women are not welcome. Girls have limited role models in the trucking industry, and a woman behind the wheel is still a rare sight.

How can you attract women to your company? The reality is that women drivers are not that different from their male counterparts when it comes to recruiting.

Research conducted by Randall-Reilly for their new woman-focused newsletter, *She Drives Trucks*, found women want competitive compensation and benefits, well-maintained and modern equipment, fair treatment and a safe, respectful workplace — exactly what male drivers want.

However, women drivers also indicated they wish cabs were a little more “female friendly,” with seats and dashboard controls more suited to them.

And while safety is a concern for all drivers, it is particularly important to women drivers. You can improve your recruiting and retention of women drivers by working with shippers, receivers and truck stops to ensure female drivers have access to safe, well-lit parking areas and adequate restrooms.

A zero-tolerance policy for harassment also will go far in encouraging women to join your fleet.

experiences, so anything you can do to make your interview stand out is a plus. And don't be surprised to see them talking about it after the fact via social media, giving you additional exposure to other job seekers.

Establish communication channels and keep them open. Millennials anticipate meeting their prospective managers and experiencing your corporate culture during the hiring process. They also expect regular communication throughout the process. With highly qualified applicants, stay in touch via text message.

Know it's not all about the bottom line. While compensation is important to millennials, it's not their only concern. They are an ambitious group interested in progressing their careers and finding opportunities for personal growth. They want to feel their work is valued and expect some flexibility and freedom in the workplace. They also want more of a work-life balance than baby boomers. Anything you can do get drivers home on a regular basis will help persuade them to work for you.

Be transparent. Honesty is critical with this group. When you are describing the job to them, be accurate and complete. In a recent CCJ survey, 40 percent of fleet managers said mismatched job expectations are the main reason drivers quit.

Dick Finnegan, CEO of C-Suite Analytics,

says you will lose new hires quickly if the realities of the job do not mesh with the picture you painted during the interview.

“Before you offer someone the job, tell them the truth about how the job works,” he says. That means talking about some of the less-desirable aspects of driving a truck. Think of a realistic job preview this way: include information about the job that might make a person not want to take it. While this might sound counterintuitive, people are more likely to stay with a job when it matches what they were told about it during the interview.

Highlight technology. Younger workers not only expect technology to be part of the recruiting process, they expect to use it on their jobs. During the interview, make sure to highlight the technology you're spec'ing on your trucks and using to manage your fleet. Things like telematics, lane-departure-warning systems, collision-avoidance systems, adaptive cruise control and automated transmissions demonstrate your commitment to being on the leading edge of technology.

Retention

Once you've hired a millennial, you'll need to continue to be transparent, upfront and open with him or her. You'll also have to focus on communication. Remember, this is a

generation that likes to stay connected. There are software solutions on the market today that allow your team to manage driver communication. For example, there are ways to send automatic notifications to drivers, and you can use text messages to reach them.

Throughout their lives, millennials have been subjected to a lot of feedback and handholding. They continue to expect this in the workplace. Make sure criticism is given in real time. Don't wait for performance reviews to let them know how they're doing. And remember to compliment them on a regular basis for achievements, no matter how incidental. This generation was awarded with trophies for participation, so they are conditioned to receive praise for their accomplishments.

If all this sounds overwhelming, know it's worth the effort. Millennials have proven themselves to be hard workers willing to take on leadership roles. Besides, you don't really have a choice. At some point, you'll have to start hiring millennials because they will make up the vast majority of the workforce. If you start changing your recruiting, retention and communication practices to accommodate them now, you could have a head start on your competition. And remember: they will bring a fresh perspective to your business, which can help your company grow and improve in surprising ways. ■



MACK

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OFFICIAL HAULER OF NASCAR



BORN READY.

AT WORK



Mike Adams, of Mike Adams Towing and Air Cushion Recovery, poses with his wife and children beside his newest truck, a 2016 Mack Granite with a 50-ton Century rotator. Adams is teaching the children about the business so that they can someday take over. From left are Matthew, Lane, Mike, Judy, Mack and Megan Adams.

Adams Family Affair

Mike Adams Towing & Air Cushion Recovery

Story and photos by Carmen K. Sisson



It's hard to miss Mike Adam's gleaming white Mack® trucks cruising the Interstates of central Georgia, always ready to go where they're needed and to do what needs to be done for any highway user in need.

Adams founded Mike Adams Towing & Air Cushion Recovery in 1993 in Macon, Georgia, and started off with a 1989 Mack Superliner he still uses daily. He was 26, with a strong work ethic that carried him from humble beginnings to a state contract, several municipal contracts and 27 light-, medium- and heavy-duty trucks, nearly a third of which are Class 8 Macks.

Adams became a Mack enthusiast as a teenager, and he attributes much of his company's success to the reliability and durability of the brand.

"When that sheriff's department calls and they've got a tractor-trailer blocking five lanes of interstate, they don't want to hear that the truck won't

run or that we're putting on a tire," Adams says. "They want to know we're on the way. The man at a red light, broken down in a log truck, needs to get that truck to a repair facility so he can make a living. It's as important to the small man as it is to the large, right up to the state patrol."

Adams is excited about his most recent acquisition, a 2016 Mack Granite®. Though he considered purchasing the Titan



"My children will be stepping into this someday, and I felt like that would give them a heck of a good start. It's not just about Mack; it's about family, too."

Mike Adams, Mike Adams Towing & Air Cushion Recovery

by Mack, he chose the Granite model because it offers extraordinary heavy-duty performance and durability in a more maneuverable package, which allows him to work in tighter quarters.

Adams spent more than a year working on custom specs with his contacts at the Macon location of Nextran Truck Centers, Tommy Bush and David Bennett. Heavy-duty recovery is a highly specialized application, and Nextran salesmen and Mack engineers worked long hours to meet the company's needs.

"This was a learning curve for us," Nextran's Bush says. "The wrecker body people didn't realize how much Mack will work with you to get what you need for your application, from frame rail clearances to being able to move battery boxes and air boxes around. We offer some of the strongest components in the industry on our trucks, especially axles and frames."

The custom tri-axle is powered by a 13-liter Mack MP8 445 hp Maxicruise engine, with 1,760 lb.-ft of torque. It has a massive 50-ton Century rotator, severe-duty vocational air suspension, triple frame rails, flotation tires, LED lights and a sloped hood for greater visibility.

The three-stage rotator crane allows Adams to work more from the shoulder of the road, cutting down on lane closures and improving efficiency.

He initially worried his customers would feel forgotten in the haze of bigger contracts and bigger trucks, but he continues to treat every job as a top priority, whether he is towing a car for an individual or recovering a stranded plane from an airport runway.



AT WORK



Clockwise from left: A mural, located on the wall at Mike Adams Towing and Air Cushion Recovery, depicts the life of the company.

A Mack Trucks bulldog hood ornament adorns a tool chest.

Mike Adams operates the controls of his newest truck, a 2016 Mack Granite with a 50-ton Century rotator.

He maintains trucks dedicated to special purposes, with rollbacks reserved for the general public, trucks reserved for use with sheriffs and police departments, and trucks that never leave the yard unless they are called beyond a 100-mile radius.

Towing and recovery is a 24/7 business, and the fleet stays busy, with each truck averaging three to five calls per day. Adams will tow anywhere but typically stays within a 200- to 300-mile radius. He limits wreck recovery to a 50-mile radius. But even as the company — and the payroll — grows, loyal customers still ask for “Mr. Mike” to tow them home, no matter where they are.

“When I first started this business, I answered the phones, I drove the trucks, I did the bills, all out of my house,” Adams says. “It’s grown so much that I can’t get to all of them.”

Training fills the gaps. Adams sends his employees to special classes, but he also goes behind the wheel with his drivers, teaching the techniques he has learned the hard way. That’s why he appreciates the user-friendliness and easy maintenance of his Macks.

“With Macks, you don’t have a lot of problems,” Adams says. “Most of the guys service their own trucks, because (those trucks are) their living, you know? I feel like Macks are the simplest trucks to maintain.”

Their durability helps him save money, too, he says. The Superliner has more than 3 million miles on it, and he has several late '90s models pushing more than a million miles. He is completely rebuilding one of his older Macks, but he says the cost is more than worth it.

“It was an awesome truck. It’s still an awesome truck, but it had a few little issues,” Adams says. “A new truck (with all the equipment and body installed) is \$500,000. We’re going to have \$80,000 in this one, but you know, we’ll be able to go 15 more years with it.”

A mural painted on his office wall by his wife, Judy, features local landmarks as well as scenes of his trucks in action. In the left-hand corner, his mentor, Jesse Kitchens, stands beside a black Mack truck — a



memorial, Adams says, to the man who introduced him to the business.

“He told me, ‘Mike, those Mack trucks may not be the most beautiful, and they may not be the fastest, but I promise they will take you and bring you,’” Adams says. “That’s when I first realized there was a difference.”

Equipment longevity is important not just for the company’s present, but for its future as well. Adams and Judy are raising their four children to someday take over the family business, and they know that every decision they make now will determine future success. The new Granite model figures heavily into the success equation.

“I chose my time to invest in my company and in my family,” Adams says. “My children will be stepping into this someday, and I felt like that would give them a heck of a good start. It’s not just about Mack; it’s about family, too.” ■

Top Concerns

8 things keeping fleet owners up at night

By Denise Rondini

Fleet owners are busy trying to run their businesses and often spend their days putting out fires and focusing on the day-to-day details of operating a trucking company. While it's easy to get caught up in the whirlwind of running a business, industry leaders report they worry about some of the top big-picture issues. We looked at the results of two pieces of research designed to identify the most pressing concerns of fleet owners as they navigate through the next quarter.

Driver shortage

According to *Commercial Carrier Journal's* July 2016 Market Pulse report, driver availability is the number one concern of the 200 senior executives of for-hire trucking companies. And they are not alone. Talk to almost any fleet owner, and you will hear that finding drivers is a big concern. A report issued by the American Trucking Associations pegs the current driver shortage at 48,000, a number that is projected to increase to 175,000 by 2024. Ranked near driver recruiting is driver retention. Driver turnover rates continue to be much higher than turnover for other industries, which add costs for recruiting and training.



Capacity issues

Speaking at the 2016 FTR Conference, Noel Perry, FTR economist for the transportation intelligence company, said the combination of electronic logging devices, greenhouse gas emissions standards and an increase in fuel costs could "push the trucking industry into a full-fledged capacity crisis as soon as late next

year." Confirmation of that can be seen in the behavior of some shippers as relayed by one of the participants in the *CCJ* Market Pulse report who said, "We are experiencing an increased Request For Proposal environment during the summer months which typically is experienced during 4Q. I feel this is due to the shipping

community preparing for tighter capacity in 2017 because of several issues including: government regulations, increased labor costs and increased equipment and insurance costs." Some think the shipping community is trying to not only lock in prices for 2017 and into 2018 but also ensure their goods get shipped.



Freight volume

A whopping 61 percent of the executives in the *CCJ* report said business in July 2016 was worse than in July 2015. As one respondent said, "There is no consistency in freight volume from week to week or even day to day some weeks."

2015 Top10 Freight Bottlenecks

Rank	Location	Average Speed	2014 Rank	Change
1	Atlanta, GA: I-285 at I-85 (North)	40	3	+2
2	Chicago, IL: I-290 at I-90/I-94	27	2	0
3	Fort Lee, NJ: I-95 at SR 4	36	1	-2
4	Louisville, KY: I-65 at I-64/I-71	44	9	+5
5	Houston, TX: I-610 at US 290	38	6	+1
6	Houston, TX: I-10 at I-45	42	13	+7
7	Cincinnati, OH: I-71 at I-75	47	4	-3
8	Houston, TX: I-45 at US 59	39	5	-3
9	Los Angeles, CA: SR 60 at SR 57	45	8	-1
10	Houston, TX: I-10 at US 59	43	16	+6

Source: American Transportation Research Institute

Infrastructure and congestion

There is a real concern about the cost of congestion, especially with the additional pressure of HOS rules. According to ATRI (American Transportation Research Institute, a group which conducts trucking industry related research), congestion on U.S. highways cost the industry \$49.6 billion dollars in 2014. The estimates come from factoring 728 million hours of lost productivity while trucks idle in traffic. That works out to nearly 264,500 commercial drivers sitting idle for an entire year. While Congress continues to toss infrastructure costs back and forth, the costs continue to mount.

CSA

Among the ATRI respondents, worries about their Compliance, Safety and Accountability scores showed up as the second most pressing concern. There is ongoing worry that the Behavioral Analysis and Safety Improvement Categories (BASIC) used to judge fleets are not good predictors of a carrier's crash risk. Another issue is uneven enforcement by various states as well as disparities in reporting CSA scores.



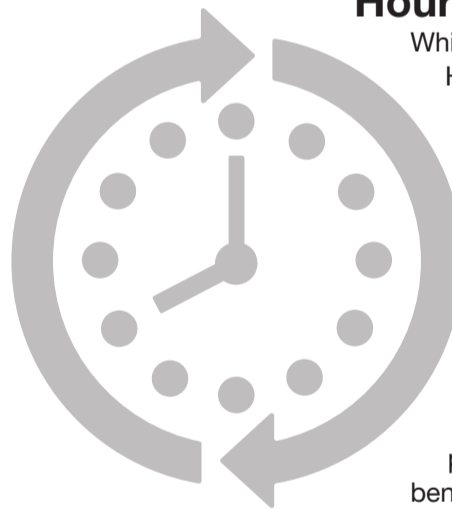
The economy

The U.S. economy continues to grow at a very slow pace, but is weighed down by an overvalued U.S. dollar, a growing trade deficit, high retail inventories and sinking commodity prices, says Dan Meckstroth, economist at Manufacturers Alliance for Productivity and Innovation, speaking at the 2016 FTR Conference. He thinks those factors are enough to push the economy into a recession. But even if that does not happen, Noel Perry says, "Late in recovery cycles, transportation tends to perform below the level of GDP." His advice: "Don't bet the farm on growth unless you're ready to steal market share from competitors."



Hours of service

While the 34-hour restart provision in HOS rules has been suspended, fleet owners are still concerned over its possible reinstatement pending FMCSA's release of the results of its second field study, according to ATRI's Critical Issues in the Trucking Industry report. A majority of fleets want to see the suspension of the restart provision continued until there is proof of the economic and safety benefits of the rule.



Truck parking

Tied closely to HOS, "The growing scarcity of available truck parking creates a dangerous situation for truck drivers who are often forced to drive beyond allowable HOS rules or park in undesignated and, in many cases, unsafe locations," the ATRI report said. Some fleets are reporting productivity losses: When looking for a legal place to park, 39 percent of drivers said they spent more than one hour and 83 percent said they took longer than 30 minutes doing so, according to a group that is seeking funding for a Regional Truck Parking Information Management System. Put in monetary terms according to a study, "Taking the roughly \$120 per hour operational cost of truck and applying it across the nearly 400,000 national parking events that occur on a daily basis, the economic cost of 83 percent of drivers spending 30 minutes or more each day looking to find parking is over \$7 billion annually." ■



Always Uptime

Mack[®] trucks power Hilco Transport with increased performance and uptime

Story and photo by Carmen Sisson



Jeff Loudermilk can tell you anything you want to know about Hilco Transport, but he laughs when you ask about uptime. He stopped tracking it years ago, because he didn't have enough issues to report. His 381-truck fleet — 279 of which are Mack Pinnacles[™] and Granites[®] — keeps rolling, season after season, regardless of climate or application. Downtime is a distant memory.

Hilco, which is based in Greensboro, North Carolina, specializes in the transport of waste, aggregate, liquid asphalt, propane and petroleum and dump trucks. Splitting the company into five divisions creates economic diversity, says Loudermilk, vice president of maintenance. By focusing on seasonal need, Hilco ensures year-round work for approximately 300 company drivers and owner-operators.

The steady stream of projects helped them weather the recession of 2008. As other companies folded, Hilco grew, doubling in size and market area. They now serve most states in the southeastern United States, from New York to Florida to the banks of the

Mississippi River.

Mack's performance across applications is a strong asset, Loudermilk says. If his drivers are hauling petroleum, every six pounds they can save in weight equals one additional gallon they can carry. When they are transporting waste to landfills, it's all about having the power they need to get the job done.

"Those are two completely different vehicles, but most of the consumable parts are interchangeable," Loudermilk says. "It's such a versatile vehicle — if I have a door handle, window part, or switch on the dash that I stock in my parts room, I don't have to keep separate stock for the dump trucks and the day cabs. The same switch, door handle, or oil filter — any consumable part — will fit all the trucks. Everything is kind of universal, so instead of having to have five different starters or five different fan belts in my parts room, I can stock one."

Though the construction industry was slow to bounce back after the recession, the pace has quickened considerably. Road projects and demolitions are strong, and Hilco — which has 75 dump trucks — now hires an

additional up to 50 dump trucks as needed to handle the increased workload.

The dump trucks are spec'd with 11-liter Mack MP7 405 hp engines, with 1,560 ft.-lbs. of torque. The rest of the trucks are powered by 13-liter Mack MP8 505 hp engines with 1,860 ft.-lbs. of torque.

GuardDog Connect keeps things running smoothly, alerting drivers to potential problems and routing them to the nearest dealer. Loudermilk receives the alerts, too. Modern telemetry keeps his over-the-road drivers out of the office and out on the highway. He may not see a truck again until the 275,000-mile mark, but he doesn't need to — he's fully aware of everything that happens inside the cab, from mechanical issues to driver safety.

The uptime features solve a major headache — handling maintenance issues on the road so that drivers spend less time waiting and more time driving.

"Uptime Center is second to none for issues on the road," Loudermilk says. "With GuardDog Connect, it's invaluable."

TransSource, Hilco's local dealer, has been instrumental in the company's success,



One of Hilco Transport's 2016 Mack Pinnacles hauls jet fuel to a customer in Greensboro, North Carolina.

Loudermilk says. They are not just vendors; they are partners. Together, they have created a corporate culture that remains cutting-edge, quality driven and customer-focused.

"Hilco and TransSource help each other build and maintain the best vehicle we can, and we, in turn, share our knowledge with other folks in the industry," Loudermilk says. "We try to be on the leading edge. That is what separates us at the top of the trucking fleet — having the best equipment for our drivers and community. When one of our trucks drives through your community, it's well-maintained and is using the latest technology on that equipment to be safe and efficient."

Often, Loudermilk is among the first to know about Mack's new projects. Hilco has served as a Mack test fleet since 2011, so they get to try next-generation engines, software and components before anyone else.

When the first *mDRIVE* became available, Loudermilk was already an enthusiastic convert, vowing that future purchases would feature the automated manual transmission.

After all, his fleet had spent months testing the *mDRIVE*. He knew how it alleviated driver fatigue and increased fuel savings. He knew how it made for smoother, more efficient turns. And there was another advantage, too: Switching to the *mDRIVE* widens the pool of potential new drivers, many whose sole experiences have been with automated transmissions.

Today, more than 60 percent of his Macks use the *mDRIVE*, and he is closely watching Mack's 2017 lineup, which continues the company's dedication to reducing greenhouse gas emissions without throttling power.

"It appears Mack is going to be a leader over the next few years," Loudermilk says. "We like what we're seeing and think it's a

great improvement — a step in the right direction."

Hilco also anticipates continued growth, but no matter how big the family-owned company becomes, some things will remain the same.

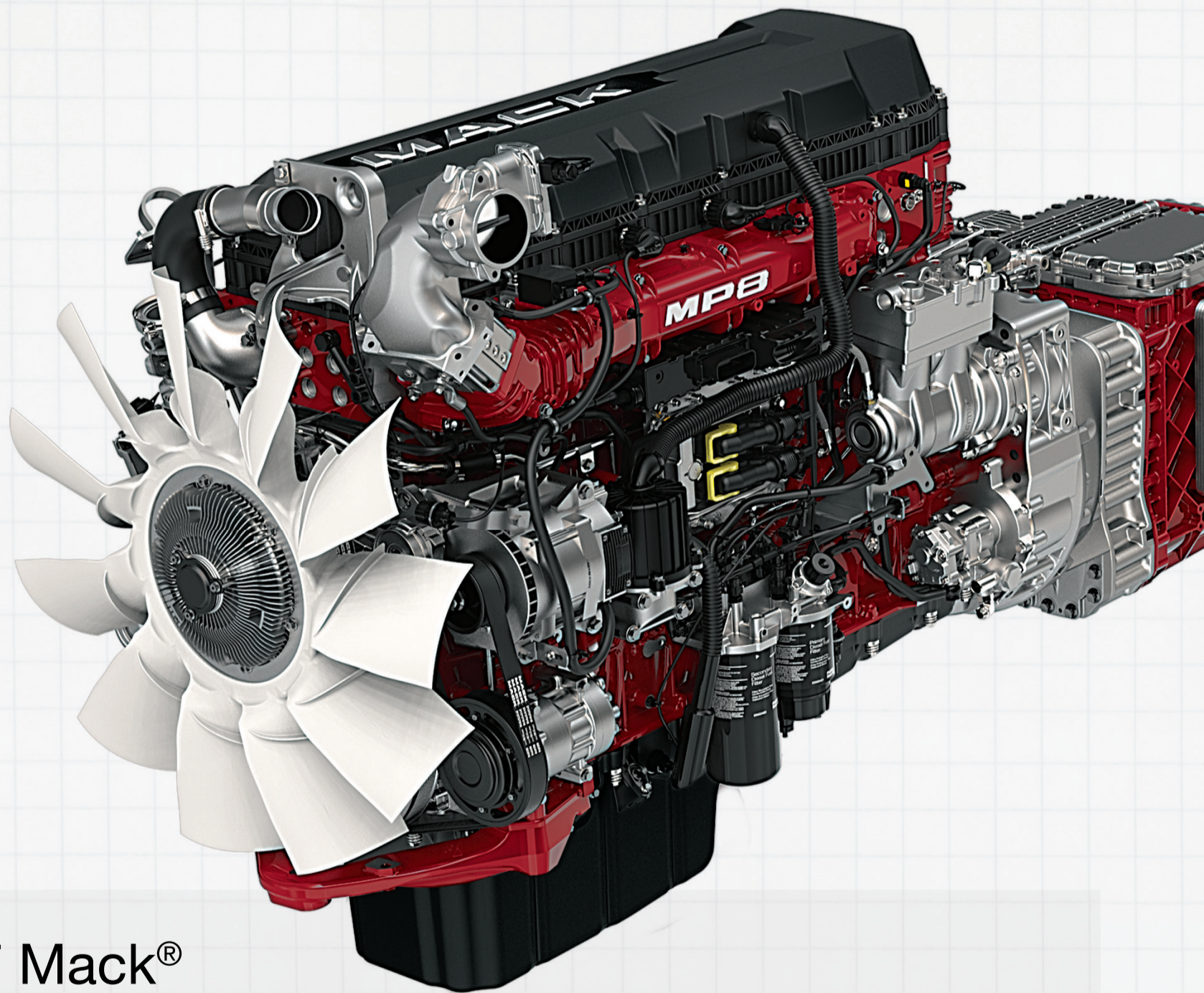
"Mack's Uptime Center is second to none for issues on the road. With GuardDog Connect, it's invaluable."

Jeff Loudermilk, vice president of maintenance for Hilco Transport

Safety will always be paramount, with the company taking advantage of every safety feature available, from collision avoidance to adaptive cruise control, blind spot detection, side view cameras and extra mirrors. Employees will still be expected to wash their trucks every other week, whether they are at home or on the road

And the bright yellow trucks — officially known as "Big Bird Yellow" — will continue to roll. ■

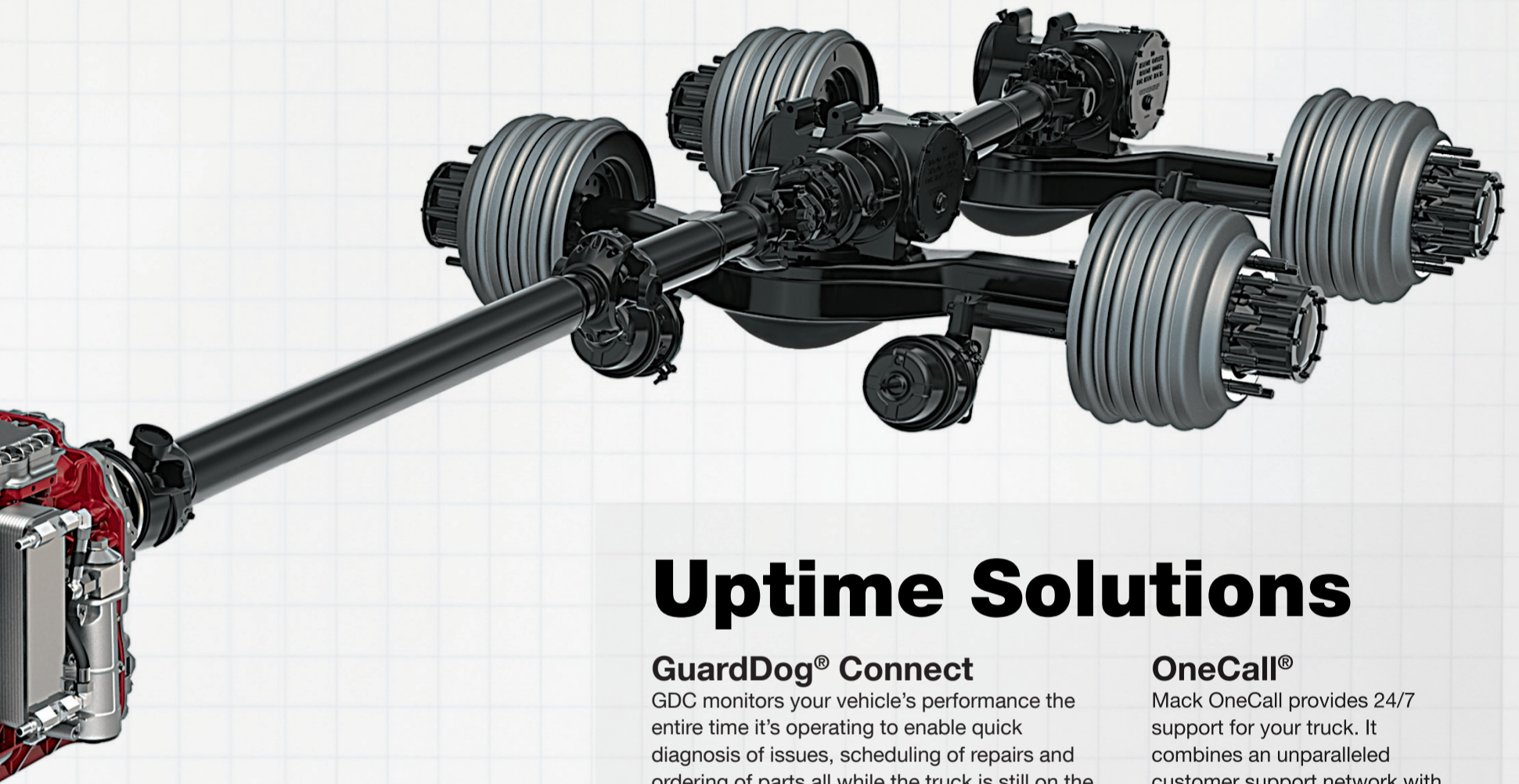
Integrated Everything



2017 Mack[®] MP[®] Engine Series

New features for Mack's latest MP engines include:

- Common rail fuel system to deliver ultra-precise control over fuel injection pressure, timing and volume, for higher fuel efficiency, more power and lower emissions.
- The new, patented Wave piston delivers improved combustion and lower friction, resulting in cleaner emissions and better fuel economy.
- A two-speed coolant pump reduces parasitic loss.
- The MP8 Turbo Compound (TC) engines incorporate a turbine to extract energy from exhaust gases that would otherwise be lost as heat and converts that energy to additional torque on the crankshaft, improving overall engine efficiency (available 2017).
- New intake throttles to improve heat management for improved exhaust aftertreatment.



One of the most important differences between a Mack® truck and other makes is the level of control that Mack has over its design and engineering as an integrated manufacturer. The prime example of this is the Pedigree™ Powertrain — the “All-Mack” engine, transmission and axle combination that delivers outstanding efficiency and reliability by virtue of each component being designed specifically to work with each other.

The great thing about this level of integration — which Mack has carried on since its beginning in 1900 — is the ability to continually improve each component to wring more efficiency and productivity from the entire powertrain. Mack’s latest powertrain evolution meshes advanced engine technologies, transmission innovations and Mack’s own telematics platform to take performance to a new level, with a 2 to 9 percent improvement in fuel efficiency.

The latest Mack® MP® series engines have significant improvements in fuel efficiency, power and productivity, with reduced greenhouse gas emissions. Fuel efficiency rose from 2.1 to 8.8 percent compared with prior model year engines. Meanwhile, the Mack *mDRIVE*™

automated manual transmission gained new capabilities in 2016 with additional low-ratio “creeper” gears and vocational adaptations in the new *mDRIVE* HD model.

Integration went in a new and very innovative direction with the introduction of Mack Predictive Cruise, an intelligent system that memorizes a route when cruise control is on, storing up to 4,500 hills in its memory. The next time the driver travels the route, Mack Predictive Cruise engages *mDRIVE* to choose the most fuel-efficient gear for that specific stretch of road.

Modern engine technology is heavily focused on emissions controls, and Mack’s

experience in managing all aspects of powertrain performance includes exhaust aftertreatment systems (EATS). Mack took the opportunity of the new MP engines to develop a new design. Mack ClearTech™ One EATS is designed for Mack MP series engines and features a sophisticated new design that delivers near-zero emissions and low maintenance in a lighter, more compact unit. Its single-unit design frees up space on crowded frame rails, reduces weight and saves fuel and money. It also continues Mack’s tradition of low maintenance, increased uptime and lower total cost of ownership. ■

Uptime Solutions

GuardDog® Connect

GDC monitors your vehicle’s performance the entire time it’s operating to enable quick diagnosis of issues, scheduling of repairs and ordering of parts all while the truck is still on the road. With GuardDog Connect, you’re always connected to a 24/7 network of support staff and repair centers, so you stay on schedule.

OneCall®

Mack OneCall provides 24/7 support for your truck. It combines an unparalleled customer support network with a state-of-the-art Uptime Center to bring the experts you need together under one roof.

ASIST

Mack ASIST is a web and mobile system that assembles consistent, complete and professional estimates of service recommendations, regardless of which dealer in the Mack Network performs the service. ASIST gives you, the dealer and Uptime Center staff access to all information, getting you back on the road faster. Diagnostic Tools, Mack’s easy-to-use, PC-based diagnostic software, gives you access to the information you need. From quick diagnostics to EPA emission data and key metrics for Mack trucks with Mack engines, you can monitor your fleet in real time.

AT WORK



Superior Service

Mack® trucks power Sunoco with lighter weight and heavy-duty customer service

By Carmen K. Sisson

Sunoco was rapidly expanding its footprint across the nation and needed a truck manufacturer that could keep pace with company goals. It had five major requirements: the tractors needed to be light-weight, driver friendly, fuel efficient, powerful and good-looking. Mack Trucks provided all that and more, says Bob Manchester, Sunoco's senior director of Transportation/Operations.

The Philadelphia-based company was founded in 1886 and quickly became a leader in the oil and gas industry. Today, Sunoco operates in 30 states, has approximately 1,340 convenience stores and retail outlets, and distributes fuel to more than 6,800 sites, with Mack® trucks leading the way.

The fleet is comprised of 225 tractor-trailers including about 50 Mack Pinnacles™ in various configurations. Manchester says Sunoco has three tractor specs, plus one truck spec for Hawaii: 107,000 lb. GVWR for New York State and Long Island, Massachusetts and Rhode Island, an 80,000 lb. spec for the majority of states they operate in, including Hawaii, and a New York City spec tractor that's also 80,000 lb. The New York City tractor has a much shorter wheelbase to accommodate tight delivery locations in the city. The Hawaii spec is also 80,000 lb., but is longer for a 4,500-gallon tank. For the heavier GVWR tractor and Hawaii truck, Sunoco uses

6x4 axle back Pinnacle tractors powered by a 13-liter Mack MP®8 505 hp engine, with 1,860 ft.-lbs. of torque. For the lower GVWR tractors, they use a 6x2 suspension with a dead tag axle and are powered by an 11-liter Mack MP7 405 hp engine, with 1,560 ft.-lbs. of torque. All are spec'd with *mDRIVE*™ transmissions.

The biggest success story is the weight of the truck, says Jim Layman, senior account executive at Bergey's Truck Center in Conshohocken, Pennsylvania. The Sunoco tractors were spec'd with input from Manchester, Mack engineers and sales professionals in order to take advantage of every weight-saving option, without sacrificing safety or efficiency.

"When every pound counts, a lighter engine is also critical, and the MP7 meets that need. The 6x2s are really helping us with fuel economy," Manchester says. "Our fuel savings has improved, and with this design we also reduce weight and improve power, with the drivetrain running through only one axle (which means fewer moving parts). Weight is everything to us. We want to squeeze every bit of weight out so we can haul more gallons. The more gallons we can haul, the fewer trips we have to make, and the cheaper it is to distribute fuel.

"We save approximately \$750,000 annually for every additional 100 gallons we can load

on our units," he says. "Since I came to Sunoco in 2008, we have improved gallons per trip by 300 gallons, which with the size of our fleet, equates to about 9,500 less loads we have to deliver annually. You can do the math; this improves our bottom line because we can move more product with less equipment and fewer drivers."

Manchester has been particularly impressed with the *mDRIVE* automated manual transmission. Layman knew the switch from 10-speed manual to *mDRIVE* might be difficult for some drivers, so he held a special orientation and demonstration for Sunoco. At the end of the day, the drivers were sold on the benefits, especially the way the automated transmission allowed them to focus on driving instead of shifting gears.

"The drivers like them," Manchester says of the new trucks. "They like the visibility, they like the ride, they like the power and they like that *mDRIVE* transmission."

Maneuverability is a factor as well, especially in a retail application, where drivers face stop-and-go traffic and stations with tight footprints. It's a challenging application, but drivers benefit from safety options like a one-piece windshield, backup cameras, fender mirrors and a sloped hood for greater visibility.

The trucks are highly visible to the public, too. No expense is spared, from the fully optioned blue cabs and polished aluminum fuel tank, air tanks and wheels, to the top-of-the-line Rawhide interior trim package. They garner considerable attention wherever they go.

Sunoco became the official fuel of NASCAR in 2004, providing racing fuel for the Sprint Cup Series, Nationwide Series and Camping World Truck Series. So there is a nice synchronicity with the choice of Mack, since Mack is now the Official Hauler of NASCAR.

That '80s Show Truck



Bob Manchester not only works with Mack trucks; he's passionate about the brand. So much so that he and his brother, Brian, collect them. Manchester, senior director of transportation/operations at Sunoco, began buying and restoring antique trucks with his father, uncle and brother in 1992. They now have nine antiques in total, and three are Macks: a 1986 Super-Liner, a 1988 Super-Liner and a 1989 R Model.

Manchester's love affair with Mack Trucks began at an early age. His grandfather, father and uncle drove Macks, and he grew up to drive them, too. The nostalgia factor is high with the R Model, Manchester says, because he drove one in college in the early 1980s while delivering gasoline to service stations.

Six years ago, when he bought his first antique Mack, and the R Model was a natural choice.

"I really enjoyed driving them, and they were a nice looking truck too" he says. "I liked the way you could get in and around a service station with them, and the way they ran. My father had a fleet of them for Amoco back in the day, and I worked at Connecticut

Mack for a few summers. Macks were part of our family."

His brother loves bigger trucks, so the Super-Liner fit the bill for him. "He drove a Super-Liner in the 80's, and always liked the look and size of them," Manchester says. "He also liked the V8 engine and the sound. His is the 1986, with an E9, Mack 12 speed and straight stacks, it sounds great and is a strong runner! I never drove a Super-Liner until I owned one."

Two of the trucks were in rough shape when he found them, and his brother's had already been restored. The trucks have their original drivetrains, and everything was restored to stock except the paint schemes, which the Manchesters changed.

"It takes time and money; it's not a cheap hobby," Manchester says. "It's usually cheaper in the end to buy a restored one, but you get a lot of joy out of doing it yourself, and restoring them the way you like them."

The Manchester's also derive a lot of satisfaction from sharing their Macks with others who have similar interests and fond memories. They take them to an average of 15 truck shows per year, in various states. They



Bob Manchester III, right, is pictured with his father, Bob Jr., left, and brother, Brian. The three men began collecting antique Macks in 1992.

recently came back from the annual Mack Trucktoberfest show at the Mack Museum in Allentown, Pennsylvania.

The antique Macks turn heads everywhere they go, and the Manchester's are always looking for another Mack to buy or restore. They have interest in older Macks too, but their wish list is always open for whatever strikes their fancy.

"We don't have anything in particular we're looking for, but a B81 or B87 would be nice to have," Manchester says. "We just like Macks in general — especially these '80s vintage Macks." ■

(Sunoco recently became the official fuel partner of INDYCAR and the NHRA as well.)

"We buy top-of-the-line tractors, with all the bells and whistles for our drivers," Manchester says. "We care about our drivers and want them in the best equipment to enjoy their time on the road. In addition, I'm a big image guy, and our trucks are rolling billboards for our company. This also helps us attract the best and safest drivers. Safety is our top priority, and our safety record is our license to operate! The Macks are driver friendly, and the fit and finish and overall look of the tractor is first class."

He likes the resale value as well, especially in the Northeast. He retires trucks after five years or 500,000 miles, but the Mack's still have plenty of life remaining for the next company that will use them.

Layman and the other staff members at Bergey's Truck Center remain in close contact, making sure the Mack Fleet is meeting Sunoco's needs. Thanks to Mack's telematics platform, GuardDog® Connect, downtime has become a distant memory. After-sales support is key to customer satisfaction, Layman says, and he believes it is a quality that sets Bergey's, and other Mack dealer-

ships ahead of their competitors.

Manchester remains focused on reducing tare weight and improving safety and efficiency. But for now, he is pleased with his latest purchase and likes what he sees on the road ahead.

"Macks were new to us, but Jim and Bergey's sales staff, as well as Mack's corporate staff, have really gone out of their way to be there for us. They have gone the extra mile, and that makes a big difference," he says. "There's a lot of focus around the customer, and that's impressive. Service has been excellent." ■

TRENDS A roundup of the numbers that drive your business.

COSTS



\$105.2 billion

THAT'S WHAT TRUCKING SPENT on diesel fuel in 2015, the lowest diesel expenditure since 2009. The industry burned 38.8 billion gallons and paid on average 51.8 cents per gallon in state and federal taxes.

Source: American Trucking Associations

DRIVERS

Best seat(s) in the house



ASKED TO LIST the truck features that are most important to them, professional drivers responding to a *Truckers News* survey selected “special seat that improves comfort for long hours of driving” as their No. 1 answer.

professional drivers responding to a *Truckers News* survey selected “special seat that improves comfort for long hours of driving” as their No. 1 answer.

Top 5 truck features most important to professional drivers

Special seat: 70.7%

Auxiliary power unit (APU): 62.4%

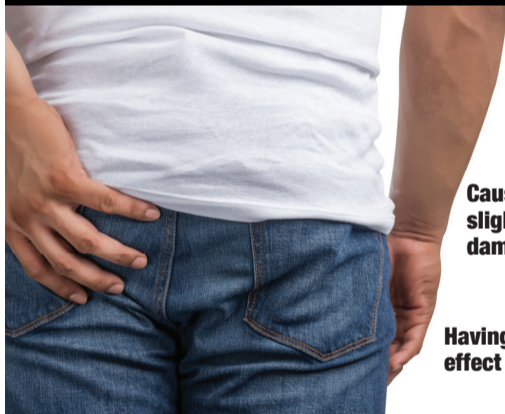
Late model truck: 58.9%

Larger sleeper: 56.7%

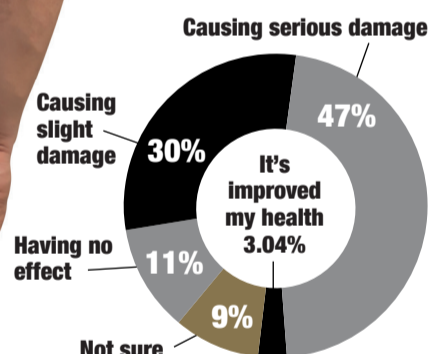
Mobile communications: 35%

Source: *Truckers News* What do Drivers Want? survey

HEALTH



How is sitting affecting your health?



Source: *overdriveonline.com* online poll

Rear guard

SITTING FOR MORE THAN 10 HOURS A DAY — hello truckers! — is linked to an 8 percent increase in the risk of developing heart disease, according to JAMA Cardiology as reported in the *Washington Post*. Conversely, staying active and getting regular exercise can help lower cardiovascular disease risk, experts say.

EQUIPMENT

2

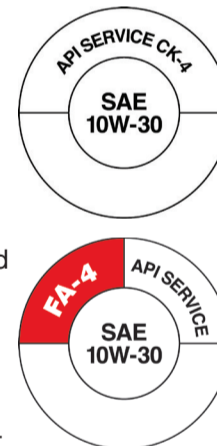
THAT'S THE NUMBER of new heavy-duty engine oil formulations hitting shelves in December, giving you a 50-percent chance of selecting the right one for your needs.

“You need to make sure you know which one you’re supposed to use,” says Kevin Ferrick with the American Petroleum Institute. “Oils are different enough and unique enough today that you need to be sure you’re buying the right oil.”

CK-4 oils will essentially replace the current CJ-4 oil spec on the market today and will be backwards compatible with diesel engines currently using CJ-4.

FA-4 will be much more limited in its use and will be recommended almost exclusively for 2017 year-model engines and newer, and then only for long-haul applications.

Check with your Mack dealer to ensure you make the right choice.



ON-HIGHWAY



The waiting is the hardest part

DETENTION TIME is one of the biggest headaches carriers face, according to a recent survey by DAT Solutions. In fact, 84 percent of survey respondents said detention is one of the top five biggest problems they face, with nearly 63 percent saying their drivers spend more than three hours detained at shippers’ and receivers’ facilities each time they pick up or deliver a load. Another 54 percent reported typical detention times of three to four hours, while 9 percent said they wait more than five hours at docks.

The survey also found that only 3 percent of responding carriers were able to collect detention fees on at least 90 percent of their claims at a rate of \$30 to \$50 an hour.



Firing up the grill

Mack® trucks haul Weber's Mobile Grill Academy

By Carolyn Magner Mason

Mack® trucks and Weber grills go together like barbecue and brisket, and that's why Weber chose Mack to haul their Mobile Grill Academy to cook-offs, wine festivals and grocery stores around the country. "We love the synergy we get with the alignment of two iconic brands," says Jane Quinn, B2B partnerships and promotions for Weber-Stephen Products. Quinn says they rely on the dependable vehicle performance and great brand recognition of Mack Pinnacle™ models as they take the traveling road show to more than 70 events. Quinn says their goal is to take the mystery out of grilling and loves how the truck drivers help make the process go smoothly. "Mack and Weber are the perfect pairing to create a positive customer experience," she says.

Professional truck driver Denny Blumer operates one of the two black 2016 Mack Pinnacle sleepers with 53-foot double expandable custom trailers when transporting Weber's Mobile Grill Academy around the country. Customers and grilling enthusiasts can tour the trailer's 875 square feet of climate-controlled showroom, classroom and dining room space where they engage with the Weber products, try out recipes and learn the latest grilling techniques. The truck drivers not only transport the equipment, they also help with the event.



Denny Blumer drives a Mack for Weber and helps demonstrate grilling techniques.

Blumer says the attendees are as impressed with big rigs as they are with the big ribs, and he loves the positive reaction he gets when he shows off the truck at the events.

Matt Soderlund, account director with GMR, the agency that handles the logistics of the tour, says the high-end trucks have served them well and they plan to expand by adding several more Mack trucks next year. "Our events don't happen without dependable equipment to get our Mobile Grill Academy trailers from point A to point B, so it makes a ton of sense to work directly with a great brand like Mack," Soderlund says.

TAILLIGHTS



On the Scene, On the Job

Mack gets Cal Fire equipment to the hot spots

California has had a particularly intense wildfire season this year, and Mack® trucks have been on the fire line in support. Cal Fire (California Dept. of Forestry and Fire Protection) uses Mack Pinnacle models to transport heavy equipment to wherever the fires are so they can bulldoze new firebreaks. This Mack is shown at the Camanche Fire

that started on June 17, 2016 and consumed more than 200 acres. The effort included four helicopters and more than 30 fire truck companies. Photographer Bill Lavillie shot the photo on a ridge-top at the east end of the fire. The dozer had just arrived and the helicopters were still working intensely on the fire just below the ridge.

Photo by Bill Lavillie

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*Bridgestone R283A Ecopia in size 295/75R22.5 load range G, compared to the equivalent size and load range of Bridgestone R283 Ecopia. Rolling resistance results obtained from third-party ISO 28580 testing. Wear results based on field testing in long haul fleet applications in the US and Canada. Actual results will vary depending on several factors such as tire size, operating conditions, maintenance, road conditions, and driving style.

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From A to B — Mack's Salute to Trucking

As part of Mack's celebration of September's National Truck Driver Appreciation Week and as an all-around tribute to trucking, Mack Trucks launched a new video series titled 'From A to B', to highlight how trucking plays a vital role in our everyday lives. See this and other Mack videos at [YouTube.com/MackTrucks](https://www.youtube.com/MackTrucks).

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