



2008

Vol. 1

Bulldog[®]



**DRIVERS
WOWED**

by Mack Performance Tour

CLASSIC MACK[®]

gets tricked out





Kevin Flaherty
Senior Vice President, Sales

In With the New

Last June, we kicked off the Mack Performance Tour in Las Vegas with a special Ride & Drive event. It was a chance for owners to get behind the wheel of our 2008 Pinnacle™ and Granite® models and feel the performance, maneuverability and comfort offered by these high-performance vehicles. Those who took the drive got to experience Mack's new EPA '07-certified MP7 and MP8 engines and the power they offer.

Nothing beats a hands-on experience to get customers excited about new products and those who experienced the performance tour came away impressed.

From Las Vegas, Granite® and Pinnacle™ models fanned out across the continent to give drivers throughout North America the same firsthand experience.

In this issue we cover the Mack Performance Tour for you. See what members of the media are saying about these new engines and vehicles. And read what drivers have to say after they put the 2008 models through their paces in a variety of road and weather conditions. If you'd like to see more of what owners and drivers like you are saying about the new Mack trucks, visit www.mackperformancetour.com and click on "Driver Interviews."

Read how Mack is taking product innovation to new levels. To manage the wealth of data that drivers face, we offer a Navion™ R5000 communications system that integrates information and entertainment. We're also working with the government on fuel efficiency by developing more aerodynamic vehicles. We are the first manufacturer to offer the Idle-Free™ Hybrid System that eliminates idling while providing heat, air and power to the cab.

And in March we'll launch the biggest, most powerful truck we've ever built — Titan™.

We spotlight fleets in Canada, Florida and Texas that are using Mack products to help them be more successful, including a customer in Houston who is helping to rebuild one of the largest highways in the nation. I think you'll enjoy the spotlight on the Mack owner lucky enough to have his classic truck featured on *Trick My Truck*™. And as always, we welcome your letters about how Mack has made a difference in your lives.

Enjoy the ride.



Mack Performance Tour Hits the Highway

Two countries, 201 cities and one heck of a new engine platform. The Mack Performance Tour launched last year with brand new trucks and engines and never looked back.

"Customers told us they really wanted to see the US '07 engines so they can get comfortable with the emissions technology," said Kevin Flaherty, senior vice president of Sales. "We sent these trucks on the road to demonstrate the quality, productivity, reliability and performance of our trucks and new engines."

Starting in June, 20 Pinnacle™ and Granite® models sporting MP7 and MP8 engines fanned out across the United States and Canada to give drivers hands-on experience with these EPA-certified vehicles.

Judging from their comments, the drivers liked what they saw.

"The performance was really good," said Alphonso Thompson, who enjoyed the experience so much he drove all three tour trucks at the Ride & Drive event in Charlotte, North Carolina — a Granite and two Pinnacle models. "I like the pulling power. The trucks are very quiet.

As tall as I am, they're very comfortable. I think Mack has done an exceptional job, especially inside, where we are most of the time."

At a gala kickoff event in Las Vegas, dozens of company owners and supervisors tested the new models under some difficult conditions, including high wind and desert heat. For their test drive, customers had their choice of two routes, on loose gravel or on Interstate 15. Everyone who drove the trucks was impressed with the performance, handling and interior design.

"It accelerated in a pretty strong headwind, right up to 65 miles an hour, and stayed there," said Jack Sharkey, president of Sharkey Transportation in Quincy, Illinois. "Very comfortable, a lot of room, everything was very accessible," said Leighanne Jones, vice president of American Concrete in Weatherford, Texas. "It was just like driving my car."

Others focused on the nuts and bolts. "I look at routing and clamping," said John Savage, senior vice president at Savage Industries in Salt Lake City, Utah. "It looks like a nice clean install."

That praise is no accident, said Dickson Lester, director of procurement for Boral Industries in Roswell, Georgia, and a former member of the Mack Advisory Board. "It's good to see that Mack took us seriously about issues like creature comforts and the efficiencies of the equipment. Not only did they listen but they put (our advice) to use and made a very nice series of trucks."



MACK
PERFORMANCE TOUR



Press Likes Power and Performance

The roll-out of the new Pinnacle and Granite models at the Las Vegas Motor Speedway in June gathered praise from a tough audience — journalists. They were looking for proof that these were the best Mack models yet. After the test drive, they were convinced.

“The MP8-powered Pinnacle proves itself with top fuel economy, confident handling and raw power on Nevada’s hilly I-15,” Andy Haraldson said in the August 2007 issue of *Overdrive*. ”

“I was pleasantly surprised,” David Kolman wrote about his test drive of a new Pinnacle in *Bulk Transporter*. “There seemed to be no sacrificing of power or performance. Fuel economy was good as well, which I was able to track on those models equipped with real-time fuel economy displays.”

As for the new EPA '07 emissions control equipment, Kolman said there’s nothing to fear. “While driving one of the Pinnacles, a warning lamp appeared on the dash, indicating that the diesel particulate filter needed regeneration — a process which burns off the trapped particulate matter. It took place automatically. I had expected a drop in engine power and performance, but there was none. If I had not seen the warning light, I never would have known the regeneration took place.”

Writers were impressed with the comfort of the new trucks. “Climbing into a bright yellow Pinnacle with a 60” mid-rise sleeper, one can easily pick out a few of the new features,” Steven Macleod wrote in *Truck West*

magazine. “With the MP7 405E engine fired up and steering onto Interstate 15, the conversation with the test driver is not once strained by engine noise or sounds from surrounding traffic.”

Journalists were also impressed with performance. “My ride out to the Arizona line and back was reminder enough that the Pinnacle competes stylishly with its brethren,” Senior Editor Tim Barton wrote in *Fleet Equipment*. On a 6-percent grade, “the MP7 415C pulls all the way down to 1,100 RPMs before you need to grab another gear. Torque is virtually flat between 1,100 RPMs and 1,900 RPMs so the sweet spot, depending upon speed, is easier to nail and keep nailed.

“There is even less turbo noise now and the truck as a whole is exceedingly quiet and tight. New improvements like making the brake pedal and the throttle the same height make so much sense (it’s a wonder) no one else has ever thought of it. There is more belly room and a steering column meant to accommodate big guys or the occasional vertically challenged individual.”

Back at the raceway, Barton described the truck as a money-maker. “I had the overall impression the Pinnacle with a new MP7 or MP8 would please plenty of fleets, especially those wishing to attract and retain good drivers. It’s got chutzpa, classic Mack styling and enhanced ergonomics that will keep the drivers in their seats and happy.”





Dealers Educate, Impress Drivers

In Chicago they brought customers to a central location for test drives and education. In Texas and North Carolina they held cookouts. In Ohio and Kentucky they brought the trucks to the customers.

Dealers found a number of innovative ways to promote the Mack® Performance Tour and give drivers a firsthand feel for the new Granite® and Pinnacle™ models. But they all had one thing in common: a desire to increase customer knowledge and comfort levels.

In Chicago, dealer principal Ken Yacobozzi and his team at Chicago Mack and Mack of Joliet combined the tour with vendor demonstrations and seminars on the new equipment under one roof for an event that attracted more than 180 people over two days.

Seminars included sessions on the MP7 and MP8 engines, the new diesel particulate filters and electrical, brake and cooling systems.

The performance of the engines put many customers at ease.

"I had a lot of concerns with the low-sulfur engines," said Rick Aue of Elmhurst Chicago Stone. "I didn't know what kind of fuel, oil and filters I'm going to have to use. I'm a little bit more comfortable than when I came here. If you come to an event like this you're more likely to buy."

Other dealers across the United States used elements of the Chicago event to put customers at ease and in the driver's seat.

In Texas, Bob Heatherly and the crew at Dallas Mack Sales set up a tent in the parking lot at Texas Stadium and offered hot food and a cool ride in air-conditioned trucks. At Bruckner Truck Sales in Abilene, Jeremy Myers used the tour to highlight the facility the dealership recently acquired and renovated.

At Mack Sales of Charlotte, the McMahon family and staff braved 101 F. degree heat to extol the virtues of the 2008 trucks, adding food, instruction and raffles to create a festive event. In Missoula, Montana, Mack District Manager Ron Melendy had to compete with raging forest fires during the tour date but still posted a good turnout.

In the Midwest, Worldwide Equipment of Ohio General Manager Sam Huffman brought the trucks to customer yards and invited employees driving competing rigs to try the new models.

At Redhead Equipment in Saskatchewan, Canada, Sales Manager Ron Duda ensured favorable coverage by inviting local radio personalities to interview drivers. He also brought along one of his trucks, a Pinnacle axle-back with a 485 HP MP8 engine, and a driver who could promote it.

"I've driven this truck for 3,000 kilometers and the performance exceeds what I was expecting," said driver Vinnie Garland. "Mack took something that was only thought of as a work truck and brought finesse to it."

Drivers Sold on New Technology

Hundreds of people test drove the new Pinnacle and Granite models and almost to a man (and woman) they liked the performance, handling and interior.



Charlie Tucker, Carolina Pavement Cleaning Services, Charlotte, North Carolina

I was really surprised that (the Granite) had the performance and the power that it had because I thought this is going to be a dog with all that emissions control equipment. Not at all. It had plenty of power. We went around some big objects and I was surprised at how well it steered. That new cab is awesome. You think you're in the cockpit of an airplane. When we're due for another dump truck, we'll definitely get another Mack.



Mike Hucks, Huck's Piggyback, Charlotte, North Carolina

I'm very impressed that under a heavy load you can really tell what the Pinnacle can do. They turn real sharp. We truck these intermodal containers carried on trains. (The intermodal facilities) are a very crowded business. If you're a truck driver and make a wrong turn you stand a better chance of not tearing your bumper off with a Pinnacle. I think my drivers are going to love it. You wouldn't have to worry about a driver going to work for someone else.



Reo Blaze Walker, N.W. White Trucking, Bruno, Saskatchewan

It shifted up real great and it didn't even seem like a load was there. You can gear right down to 800 RPM and it will keep going. As soon as you turn, it goes right around. The interior was nice. There's leather and lots of room and good visibility.



Kevin Wills, Pine Street Salvage, Abilene, Texas

The performance of the Pinnacle with the MP8 engine is extraordinary. This truck drives better than my own personal truck. The vision from the driver's seat was clear. I was able to see the trailer. The console is laid out so you can see all of your gauges. I wanted to see how the truck would handle on a rough road — we were driving down an access road next to the interstate — and there are no rattles.



Chris Lucy, Wilkes-Barre, Pennsylvania

I was impressed with the performance on the hills (of the heavy spec'd Pinnacle DayCab with an MP8 engine). I was very impressed with the way it handled. There's a lot of room in the truck, lots of leg and arm room. I was impressed with all of the new lighting overhead. Gauge layout is good. The visibility was good. I was impressed with the quietness and comfort of the ride. It's a lot of engine but it's nice because there is a lot of space for mechanics to do what they have to do.



Dennis Spoerlein, Meyer Material Company, McHenry, Illinois

The performance (of the Pinnacle with the MP8) . . . you could feel it in the floorboards. The minute you touched the accelerator (the engine) was very responsive. It just threw you back in the seat. You could tell there was a lot of torque there. This is Chicago and there's a lot of wind today. We were in a big sleeper and it should have been blowing around but it held the road really nice. The suspension on this truck is really smooth. It drove like a car.

YOU WANT ATTITUDE?

TITAN BY *Mack*

COMING MARCH 2008.

**ConExpo/Con-Agg
Mid-America Trucking Show**





Mack® to Launch its Biggest Model — TITAN

The Big Dog is coming.

In March, Mack Trucks, Inc. will introduce Titan, the largest truck it's ever made to serve both the severe construction truck and heavy-duty tractor markets. The truck will be introduced at the ConExpo/Con-Agg and Mid-America Trucking Show.

Under the hood is more horsepower and torque than ever available in a Mack. Both the highway and vocational models will offer performance, clearance and visibility to handle the most demanding jobs. Outside, drivers will see an authoritative vehicle with sleeker lines and longer hood. Inside, they'll find a new level of comfort and luxury.

Powering the unit will be the Mack MP10, the largest 6-cylinder engine Mack has ever offered, with a 16-liter big-block powerplant producing the highest horsepower and torque in the Mack product line — more than 600 HP and 2,080 lb.-ft. at 1,200 RPM.

The new vehicle is specifically designed for heavy haul industries, including heavy construction and heavy transport. The product is ideal for flatbed, high-altitude and steep-grade applications.

"This is a brand new truck with an incredible balance of engineering and design," said Steve Ginter, marketing vocational product manager. "It will have two looks, one for highway and one for vocational applications, with different bumpers and grilles."

Customers will have the option of buying the Rawhide™ Edition with button and tuck interior and additional bright-finish exterior options.

"The pride of the Mack brand and everything it stands for is embodied in the chrome and steel of our new truck," said Kevin Flaherty, Mack senior vice president of sales. "It is a powerhouse that will command respect on and off the road."



Mack® Offers an EPA SmartWay®-Certified Pinnacle™ Tractor

Mack Trucks, Inc. continues its tradition of application excellence by offering its long-haul highway customers Mack Pinnacle tractors certified by the U.S. EPA SmartWay program. The Certified SmartWay designation means these tractors meet EPA's environmental and fuel efficiency standards for excellence.

The SmartWay program requires trucks to have a detailed set of components shown to reduce fuel consumption and emissions. Reduced fuel consumption also means fewer emissions of greenhouse gases, which contribute to global warming.

Customers can now order Mack Pinnacle models with the SmartWay package through their Mack Trucks dealers.

"Mack's SmartWay solution is an in-depth approach to providing customers with the most efficient truck available, with very clean engines," said Jerry Warmkessel, marketing products manager. "With more of our customers participating in the SmartWay program for carriers, we are continuing to meet their needs."

EPA's SmartWay criteria calls for specific aerodynamically enhanced components to reduce drag while the truck is moving, low rolling resistance tires, engines certified to the very stringent US '07 standards for reduced NOx and particulate emissions and idle-free technologies. The Mack MP7 and MP8 engines meet these requirements.

Mack SmartWay components include:

- A sleeper cab with full roof fairings and cab side extenders to significantly reduce aerodynamic drag; these features can result in as much as a 18% improvement in fuel economy by moving air efficiently between the back of the cab and the front of the trailer.
- Aerodynamically designed mirrors for further air drag reduction.
- Aerodynamically designed front bumper to move air smoothly around and under the front of the truck.
- Fuel tank fairings, also called chassis skirts; working with the bumper, these fairings can improve fuel economy by up to another 2%.
- Low rolling resistance tires, which can result in yet another 1% improvement in fuel economy.
- The Idle-Free™ "Key-Off" HVAC system provides driver comfort and electrical power for amenities without idling the truck's engine, using shore power, a connection to reefer units or a special bank of batteries.

Mack® First to Offer Idle-Free™ Hybrid System

Truck operators no longer need to idle their engines to run televisions and microwaves, or to heat and air condition their sleepers, thanks to the Idle-Free Hybrid System, now available as an option from Mack Trucks, Inc. This non-polluting anti-idling system uses battery power to provide reliable electrical power and to save fuel. Mack is the first and only truck manufacturer to offer the Idle-Free Hybrid System.

“The smart operator wants to avoid idling these days,” said Jerry Warmkessel, Mack marketing product manager, highway products. “The price of fuel is near record levels, many local and state environmental regulations strictly limit the amount of time trucks may idle and fleets now recognize the increased maintenance costs of excessive idling.”

The environmental and financial benefits are huge. The U.S. Environmental Protection Agency estimates heavy-duty trucks idling in the U.S. consume 0.8 gallons per hour, totaling approximately 960 million gallons of diesel fuel annually. At a current cost of over \$3 per gallon the savings are in the billions. Also, according to the EPA, truck idling results in annual emissions of 11 million tons of CO₂, 180,000 tons of NO_x and 5,000 tons of particulates. (New emissions regulations cut emissions of NO_x by 50% and particulates by 90% on heavy-duty diesel engines built after January 1, 2007.)



At the same time, Mack understands drivers need a comfortable environment during non-driving hours and that they want the freedom to use electric devices while off-duty.

The system uses a bank of high-efficiency absorbed glass mat (AGM) batteries to provide stored electrical power for heating, air conditioning and amenities, such as the TV or microwave. The sealed AGM batteries are known for their durable and long-life operation and can be safely housed inside the truck.

The batteries can be recharged three different ways: by the truck's alternator when the engine is running; through a shore power connection when the vehicle is stopped; or through an available connection to the reefer unit for tractors hauling refrigerated trailers.

The Odyssey™ AGM 31 batteries have the ability to run the AC for 10 hours with an outside air temperature of 90 degrees.

The total weight of the system, with five batteries, inverter, HVAC and controls, is 370 pounds, which is less than many APUs. It is also quiet, does not consume fuel, requires no maintenance and is not subject to local idling restrictions.



▲ The Navion™ R5000 navigational radio integrates entertainment (radio, CD, digital audio playback), remote camera, onboard navigation, vehicle monitoring, trip computer and tire pressure monitoring systems.

Mack® Integrates Navigation, Entertainment Systems

Your truck can be your eyes and ears on the road.

Modern technology has made it possible to deliver increased information to drivers but that information is usually scattered throughout the vehicle. Mack Trucks, Inc. makes sure this information is delivered in an efficient manner by offering the Navion R5000 navigational radio. The radio integrates up to six separate functions, including safety-related data, vehicle information and entertainment. The R5000 can be ordered now as an option for the Mack Pinnacle™ and Mack Granite® series.

The R5000 is Mack-installed for robust operation and eliminates the need for complicated aftermarket add-on installation. It fits into a standard in-dash radio slot and has a 7" color LCD screen, which displays easy-to-read information in a convenient location. This allows drivers to view vehicle performance and safety information on one display, reducing potential driver distraction. The unit also has large easy-to-use controls. The R5000 functions include:

- Entertainment systems. The system offers AM/FM/weather band radio, CD, digital audio inputs for MP3 players, MP3 players and USB memory devices, and satellite radio controller, with a 200-watt four-channel amplifier.
- Tire pressure monitor. Data from wireless tire-mounted pressure sensors warn drivers when tire pressure is out of pre-set limits and provides real-time pressure readings for any tire on the tractor and trailer.
- Camera display. Images from remote vision and blind spot camera systems are shown on the 7" display; the display can be preset for specific actions, such as turn signal activation.
- Navigation system. The R5000 comes pre-loaded with street maps for North America and can provide spoken driving directions using the truck's audio system speakers as well as visual directions on the screen.
- Vehicle system monitor. Vehicle performance data are accessed via an SAE J1939 link and displayed on the screen; system also has customizable alarm screens to alert the driver if systems are out of operational ranges.
- Trip computer. Driver-requested route information, fuel consumption tracking, multiple trip odometers and speed and distance tracking are all available through customizable displays.

Mack Converts Wasted Energy to Save Fuel

Mack Trucks, Inc. is saving fuel by converting wasted energy.

Last September, the U.S. Air Force displayed the company's innovative and fuel-saving hybrid technology at the Hybrid Truck User Forum (HTUF) in Seattle. A Mack Granite model dump truck, built for the Air Force's Advanced Power Technology Office and currently stationed at Nellis Air Force Base in Nevada, was featured at the HTUF exhibition and ride and drive.

"Hybrid systems can have a major impact on reducing the more than 38 billion gallons of diesel fuel the U.S. trucking industry consumes every year," said Paul Vikner, president and CEO of Mack. "Mack's research indicates that hybrid electric systems in heavy-duty trucks could save as much as 35% of the fuel consumed by conventionally-powered vehicles."

The Mack hybrid electric powertrain features an integrated starter, alternator and motor referred to collectively as an electric machine. The electric machine assists the Mack MP7 diesel engine in providing torque to the wheels and regenerates energy during braking. This energy (stored in ultracapacitors) is then used in place of diesel fuel.

"Because hybrids capture energy during braking, the technology is particularly attractive for vehicles that do a lot of stopping and starting under varying loads — such as the more than 80,000 vehicles used in refuse collection in America today," Vikner said. "Each of these trucks can log up to 75,000 miles a year. At that many miles, one hybrid garbage truck would use 10,000 gallons less diesel (fuel) per year than its conventional counterpart."

Construction and highway vehicles could also benefit from the technology, he said.

"Thanks to the support of the Air Force and Congress, we've already met many of the challenges involved in turning the hybrid concept into a reality in heavy-duty trucks," Vikner said. "Mack is proud to play a leading role in making these cleaner, quieter, fuel-efficient vehicles significant contributors to the prosperity of our customers — and our country — in the future."



Classic Truck Ready for its Close Up

Mack® B-Model Log Hauler Featured on Trick My TruckSM

Hauling logs is a tough, rugged job for a truck but Mike Justice's B-61 Mack has been doing just that ever since his father bought it in December 1963. Along the way, what started out as a single axle DayCab has been transformed into a tandem-axle tractor with a sleeper box. And while it was faithfully maintained, nearly 44 years of toil in the forests of Georgia left its mark on the truck's appearance.

That's until now. Justice's classic Mack was selected to be featured in an episode of *Trick My Truck*SM on Country Music Television. And so an icon of American truck history, the Mack B-Model, became the first Mack that the Chrome Shop Mafia, *Trick My Truck*'s creative geniuses, has featured on the show.

His son, Justin, was responsible for bringing the old Mack to the show's attention. Justin and his father drive the truck regularly for their operation, Justice Enterprise of West Green, Georgia. Justin was well aware that his father enjoys the show.



Mike Justice said the results were spectacular. "Man, it's just a beautiful truck," he said. "I always watch that show. I told my wife I'd love to have my old truck tricked up. It looks like a show truck now."

Mike Justice's 1964 Mack truck has been in his family for over 40 years and it's still working hard. It's more than just a family heirloom. It's the working symbol of Mike's logging business. After working with his grandfather for years, Mike and his son started the business in 2001 and the Mack has been there every step of the way.

The fabricators at "Trick My Truck" took a Mack B-Model logging truck, which first entered service in 1963, and restored it to show-truck quality for Justice Enterprises Inc. of West Green, Georgia.





Canadian Hauler Trades Oil Rig for Big Rig

It's January 1959 in Canada's Saskatchewan province where temperatures drop to minus 30 degrees Celsius and the wind pounds the prairie like a pneumatic hammer. Jim Boettcher has just started his first job on an oil drilling rig and while he doesn't mind hard work he's already regretting the decision.

"I'm working on the drilling floor with the snow and cold and the hauler is just sitting inside his truck with the wipers and the radio on. I decided I wanted to haul oil."

He did more than that. He founded Three Star Trucking Ltd. and grew the company from a lease operator with a Chevy™ truck to 50 vehicles and 70 employees. He and his wife Mary have built a successful business they can now turn over to their sons, Ken and Tim. He's formed a second business to perform environmental impact reports for drillers and pipeline companies. And he has received the highest honor the oil patch bestows on its peers, the 2007 Southeast Saskatchewan Oilman of the Year.

None of that came easily.

"In the spring of 1964 we lost a big job," said Jim, whose company hauls crude oil and water to rigs for circulation. "One partner left. In 1969, we were in a slowdown. The oil industry boomed in the mid-80s, then we ended up with another slump."

Jim debated whether to park his truck and plant winter wheat on his 1,600-acre farm. But in the end, he remembered the young man standing on the drilling platform and pushed himself a littler harder.

Success, he said, comes from "just going out and beating the bush."

Take the case of a purchasing company from the United States that won a contract to haul 1,600 barrels a day from a local battery. "They brought

eight trucks thinking they were going to haul all of the oil," said Ken, who as operations manager handles staffing. "The haul was really 1,600 cubic meters a day — there are 6.29 barrels in a cubic meter. We got a phone call from the company that bought the oil that they needed help."

"We've been having good years in the oil patch," said Tim, the supervisor of maintenance and purchasing. "Every year we grow another 10 percent — last year close to 20 percent."

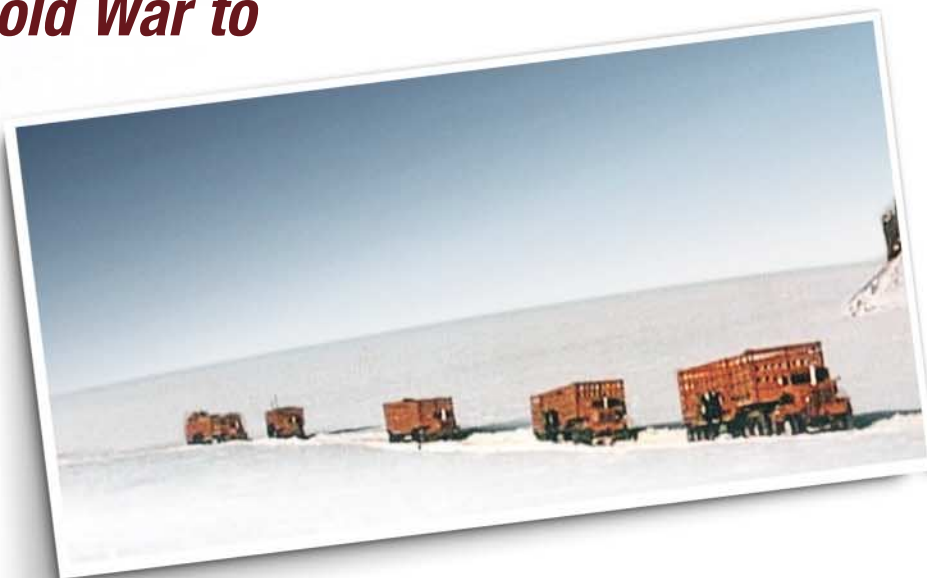
Jim credited his employees with much of that success. Three Star keeps its drivers on the job by paying them between 23 percent and 27 percent of whatever the truck makes.

Others credit management. "The oil business has always been cutthroat," said Craig Neithercut, Mack Trucks territory manager for Redhead Equipment in Regina. "They get a lot of customers who are looking for service; they don't want to be treated like a number."

Craig recently sold Three Star seven new Pinnacle™ axle-forward DayCabs with MP8 engines, heavy single frames, 14,600-pound-capacity front axles and 40,000-pound-capacity rear axles. The company will equip each with 125-barrel quad-axle tankers.

Jim and his sons are pleased with the equipment and the service. "Mack has been a good truck for us," Ken said. Added Tim, "If you have a problem you can call Craig and he takes care of it."

Arctic Convoy Fights Cold War to Build Warning System



More than 50 years ago, they drove 1,500 miles across the remoteness of Canada's Yukon and Northwest Territories, working 24 hour days in 12 hour stints in temperatures that reached minus 62 degrees F. Their only stops were for servicing, filling churns with ice or snow for fresh water and, weather permitting, mail and fresh vegetable deliveries by light aircraft.

They drove 11 of the biggest rigs on the planet. The Mack® model LRVSW tractor unit weighed in at 22 tons and measured 27.5 ft. long with a wheelbase of 16.8 ft. and a front track of 8.3 ft. The overall width across the extremities of the rear tires measured 11.5 ft. and the height to the top of the cab reached 10.8 ft.

They were the drivers of the Arctic convoy who in 1956 helped to build one of North America's biggest Cold War defense projects and a deterrent against Soviet nuclear attack, the Distant Early Warning, or DEW, line.

"The tractor units were the prime mover derivative of the Mack LRVSW 6x4 off-highway dump truck, designed to move a 34 ton payload and withstand the kind of punishment metered out working in iron ore and open-cast coal mines," Ed Burrows wrote in *Trucking* magazine, a UK transportation monthly. "It was a natural choice, given the virtual non-existence in the 1950s of on/off-highway or military-spec trucks with the requisite ultra-heavyweight muscle and staying power."

The standard specification was modified to accommodate the special requirements of Alaska Freight Lines, which had been chartered by the U.S. Air Force to transport steel and cement for the construction of the DEW Line. A chain of around 60 radar sites stretching 3,000 miles across Alaska and Northern Canada, the DEW Line roughly followed the 69th parallel, nearly 200 miles inside the Arctic Circle. Its purpose was to provide interceptor fighter and air defense missile bases with early warning of potential over-the-Pole incursions into North American airspace by nuclear bomber formations from what was then Soviet Russia.

On November 7, 1955, Alaska Freight Lines placed its order with Mack Trucks for 12 LRVSW prime movers. Eleven would eventually be used for the DEW Line Arctic convoy. Surface transportation was only possible in winter, since the tundra became an impassable bog in spring. The imperative of having to beat the 1956 thaw presented Mack with a daunting race against time, especially since 600 HP LRVSW prime movers were not stock models.

"Mack's engineers pulled all the stops out," Burrows wrote. "On January 16, 1956 — only nine weeks after the order was placed — the trucks arrived at the Seattle base of Alaska Freight Lines."

After being mated with purpose-built semi-trailers, the trucks were freighted from Seattle by ship some 1,000 sea miles up the North Pacific coast to the port of Valdez, Alaska. From there the convoy moved under its own power to Eagle.

"Even without studying the spec sheet, it is not hard to see why the Mack LRVSW captured the attention of Alaska Freight Lines," Burrows wrote. "The LRVSW chassis was an all-welded tapered-frame structure utilizing wide-flange, 14.25 in. deep I-beam main members for maximum torsional rigidity."

The specially engineered 65-ft.-long, 12.5-ft.-wide step-frame semi-trailers each carried 5,500 U.S. gallons of fuel, making each of the 11 rigs self-sufficient.

To beat the onset of the spring thaw, the 1,500 mile haul was a race against time, with a team of dozers advancing ahead of the convoy to clear a trail. Sometimes the rigs had to be extracted from crevasses that suddenly opened beneath the weight of the tractor unit, Burrows said.

"That the Macks endured the stresses of crashing into sudden drops without failure was testament to the quality of their engineering."



▲ In the winter of 1955, a team of Mack trucks cleared a 1,500-mile path to build a defense system for North America.



Drivers Report Improved Fuel Efficiency With '08 Trucks

Mileage in EPA '07-Certified Vehicles Tops 7 mpg

"I can tell you what it says right now," Greg Weissinger responds when asked what kind of mileage he's getting from his 2008 Mack® Pinnacle™ with its 485 HP MP8 engine. After a quick check of the Co-Pilot™ driver display he is back on his cell phone with the good news.

"Right now I'm on I-43 going toward Lake Geneva (Wisconsin) running 79,000 pounds and I'm on a little bit of a grade. It says I'm getting 5.7 miles to the gallon. To date I've got 13,500 miles on the truck and I'm averaging 6.5 mpg overall and 7 mpg on the highway. When I'm empty it will go up to 7.2."

Weissinger is the owner of Weissinger Trucking Inc. of Janesville, Wisconsin, which hauls treated lumber and precast concrete products for a broker in Illinois. He is one of a new generation of Mack truck owners who have discovered the MP™ engine platform provides all the power and torque they need while delivering better-than-expected fuel economy.

Dave Zoesch, who uses his 2007 Granite® with a 395-HP MP7 engine to haul paper mill sludge and dirt, has found the same efficiency on the vocational side. "Fuel economy is averaging 7.2 mpg," says Zoesch, who owns Dave Zoesch Trucking, LLC of Park Falls, Wisconsin. "I'm very happy."

So is Rick Lorenz of Scaffidi Commercial Trucks in Tomahawk, Wisconsin, the guy who sold Zoesch the truck. "That's 7.2 mpg right out of the box. Your peak efficiency comes some 40,000 to 60,000 miles later."

"On the vocational side, we're looking at a 9 percent improvement with similar horsepower over the previous generation of Mack engines," says David McKenna, Mack Powertrain Sales & Marketing manager. "We've noticed a modest improvement in fuel economy on the highway side. The ability to move customers back down in the horsepower race has helped increase efficiency. We can save fuel while increasing torque with the MP engine series."

That translates into real-world savings, Lorenz says. "On a 12 load day of 20 miles each load, we can save the guy 8–12 gallons of fuel a day. At \$3 for a gallon of diesel, it doesn't take long for a guy to see you need to be efficient in today's environment."

Williams Brothers Tackles Texas-size Highway Project

If you think that everything is bigger in Texas, you could be right. Take highways. The Katy Freeway in Houston has the highest daily truck volumes of any roadway in the state. Built in the 1960s for daily traffic of 79,200 vehicles, today it carries nearly three times that amount and remains jammed for 11 hours a day.

Now the freeway, also known as Interstate 10, is expanding, thanks to Williams Brothers Construction Co. of Houston and the partners who support the firm.

Williams Brothers is no stranger to highway construction on a grand scale. The company has completed more than 350 projects with a total value of \$2 billion, making it one of the largest highway contractors in the United States as well as the biggest in Texas.

In addition to highways, the company has built seven high-tech bridges in Texas, Louisiana and North Carolina, including cable-stayed, precast and steel truss spans.

But the Katy Freeway project, valued at \$2.2 billion with \$1.4 billion in construction costs alone, is the firm's biggest to date. Of the nine contracts to rebuild the highway, Williams Brothers has won six, worth \$1.3 billion.

"It's the speed and volume of construction that make it a signature project," said Robert Lanham, vice president of Williams Brothers. "This is being done day and night, seven days a week. Of our 2,600 employees, half of them are out there on the job."

And who helps the big get bigger? Mack Trucks, Inc., which in addition to providing Williams Brothers with its entire fleet of 400 vocational vehicles (including 40 new 2008 ultra low sulfur diesel trucks from Vanguard Truck Center in Houston) is helping the company secure state grant money to replace much of that fleet.

"When we got into the Texas Emission Reduction Program, Mack said we could be eligible for a lot of state grant money," Lanham said. "They helped us put together numerous grant packages that allowed us to minimize our environmental footprint. We've been able to replace a lot of our trucks. Mack provided the technical expertise to do the calculations to put the grant requests together. That's a big deal these days as these major metropolitan areas struggle with air-quality issues."



Before

Katy Freeway at a Glance

The Katy Freeway (Interstate 10) extends 40 miles from the central business district of Houston west to the Brazos River. Constructed from 1960 to 1968, it was designed to carry 79,200 vehicles per day and to have a pavement life of 20 years before major reconstruction would be required.

Now, 40 years later, the freeway carries more than 219,000 vehicles a day. Congestion clogs the road for 11 hours each day, including weekends.



After

The program involves the complete reconstruction of approximately 23 miles of the freeway from its intersection with Interstate 610 to the city of Katy and two miles of Interstate 610 including the I-10/I-610 interchange. Construction will nearly double the road width to 410 feet and create nine lanes in each direction. Work began in June 2003 and is scheduled to end in early 2009.

In Canada, J.E. Culp Transport is Designing Success

Jim Culp is no lightweight but his trucks are, thanks to a passion for engineering solutions to fit his needs.

Using an innovative trailer design and lighter-weight tractors from Mack Trucks, Inc., the owner of waste-hauler J.E. Culp Transport of Ontario can out-pull the competition — and boost profits.

“We started as private hauler in 1985 with one tractor and trailer to support our farm,” said Culp, whose land has been in the family for 225 years. “We grow peaches and cherries and pears. In the late 1980s the price of fruit went down and we started hauling for the local greenhouses.”

That lasted until the winter, when the company found itself with two drivers and not enough work. “Then we got an opportunity to go into the waste-hauling business. The price of disposing in the local landfills was too high. The cost of disposing in Pennsylvania and Michigan was lower. We got a permit and started hauling to DuBois and Erie in Pennsylvania and the Cleveland area of Ohio.”

After incorporating in 1989, Culp grew the business to 55 trucks, 80 trailers and 70 employees working from a single terminal in Beamsville. In addition to hauling waste he added baked goods, dry freight and bees, which he runs from the local beekeeper in Beamsville to the blueberry fields in northern Quebec and back.

Then in 1995 Culp saw an opportunity to serve the region as well as grow the business. Potential customers in nearby New York State needed to dispose of waste in a more economical way. Yet New York has some of the toughest weight laws in North America.

Culp approached a manufacturer and together they designed a lightweight, closed-top trailer made from high-tensile-strength steel that in 1995 was new to the market.

“We went to a 48', 102"-wide trailer that was large for that time. Everyone was using 45', 96" trailers. We could get a lot more volume, 125 yards, when others are getting 110 yards. Normally we'd be overweight. Instead of straight-walled trailers we used curved walls for additional strength. We built them light enough to go into New York and Pennsylvania with three axles. They are light enough to load with 29–30 metric tons and we're still legal in New York.”

But that wasn't enough. “We needed to get even lighter and started to get into DayCabs, so we bought five ValuMack™ models.” The ValuMack was Canada's no-option, basic CH613 DayCab that “probably was one of the lightest tractors on the market at the time,” he said. “That tractor and trailer combination was two tons (4,400 pounds) lighter than the competition.”

Culp's trucks then had to navigate the pockmarked terrain of the landfill. His solution was to purchase 25 Pinnacle™ axle-back models spec'd with 350 HP Mack® engines, Fuller transmissions and 46,000-pound capacity rear axles with air ride suspension.

“He wants to be at the leading edge of technology,” said salesman Peter Calaguiri of Mid-Ontario Truck Center in Barrie, Ontario. “He gets higher rates because he puts more in his trucks. Every one of his trucks can haul the big load.”

Calaguiri said Culp also treats trucking as a business. “His drivers have profit-sharing and incentive compensation. There are also awards for safety. A driver can make an extra \$5,000 a year just by doing his job.”

For Culp, Mack is the perfect partner. “Initially we bought Mack because they had the best price. Now I buy because Mack stands behind us. That keeps you coming back.”





For Florida Trucking Co., Choosing Mack® is Automatic

Florida Trucking Co. has found a new use for a Mack — to recruit and retain drivers.

Company President Alan Payne recently took delivery of 25 Mack Granite® axle-back models sporting the MP7 405M engine and Allison® 4500-RDS 6-speed automatic transmission. Fitted with an 18CY Warren FL-651 dump body with E-Z Ride CLS 2000 lift axle, the trucks provide hauling services to residential, commercial and municipal contractors in West Central Florida.

“For our situation we have determined that we have the best combination of truck, engine and transmission,” Payne said. “We love the Allison automatic transmission. It has opened up our driver pool and decreased our maintenance costs; no more burnt out clutches or broken drivelines or axles. We do a lot of our hauling off-road in the dirt and in situations where the manual trucks are getting stuck. Our Mack automatics will drive right around them.”

The Tampa, Florida, firm was established in 1997 to support Kearney Development Co. Inc. Since then, FTC has grown to more than 100 company-owned tri-axle dump trucks with access to an additional 100 brokered trucks. About 60% of the fleet is Mack.

This isn't FTC's first experience with Mack Trucks, Inc. In 1998 the company purchased 25 RD models and in 2004-05 it bought 16 Granite models. They are used to haul rock, sand, fill dirt, road base and asphalt in West Central Florida. The trucks were purchased from General Manager Mike Arnold and sales rep John Louer at Nextran Tampa.

It won't be the last, either, even though this year has seen a downturn in the construction industry.

“When we are ready to purchase new trucks,” Payne said, “the Mack Granites with an Allison automatic transmission will be our first choice.”

Parker, Yacobozzi head Distributor Advisory Council

Steve Parker of Baltimore Mack Trucks has been elected Chairman and Ken Yacobozzi of Chicago Mack Sales and Service as Vice Chairman of its 2008 Mack Distributor Advisory Council.

Parker takes over for Frank Kemski of 401 TruckSource. Kemski completed his term as Council Chairman in 2007 but will continue to serve as Chairman Emeritus.

Other Regional Dealer Council Representatives include:

Northeast Region: Joe Cambria, Sr., Cambria Truck Center; Robert Dwyer, TransEdge Truck Centers (Alternate).

Southeast Region: Bruce Shealy, Shealy Mack Distributors; Ted Steele, Steele Truck Center, Inc. (Alternate).

Central Region: George Pavin, Madison Truck Sales; Alternate, TBD.

Southwest Region: Carl Shipley, Shipley Motor Equipment Co.; Brian Bruckner, Bruckner Truck Sales, Inc. (Alternate).

Western Region: Chuck Dunkin, Seattle Mack Sales & Service, Inc.; Jim Hibler, NW Equipment Sales, Inc. (Alternate).

Canada: Emily Paterson, Durham Truck & Equipment Sales & Service; Bob Mitchell, Surgenor Mack (Alternate).

Mack ATD Line Rep: Jack McDevitt, Manchester Mack Sales

Network 2010: Joe Cambria, Jr., Cambria Truck Centers



Testimonials Help Wisconsin Dealers Market New Trucks

Starting in January 2007, Mack® dealers in Wisconsin pooled their resources to create a series of ads that have run in *American Trucker* and other publications. The ads feature a photo of a customer who recently purchased a new Mack model equipped with the company's EPA '07-certified MP™ engine. They highlight both vocational and highway models. In a few sentences, the customer describes a major benefit of the truck, including fuel mileage that has topped 7.2 mpg in some vocational applications.

"We decided that as a group we could make an impact in the state," said Maggie Schoenfeld, the marketing director for commercial trucks with Scaffidi and the person who is coordinating the campaign for the four dealer networks: Kriete Group, Nuss Truck Group, La Crosse Truck Center and Scaffidi Truck Centers. "We are stronger together when marketing these days. We're all in the magazine to begin with. I simply talked to the rep and said, 'Give me a smokin' deal on a group ad' and they came through."

"It benefits all of us and the Mack organization," said Sam Scaffidi, the dealer principal at Scaffidi Commercial Trucks. "We have used testimonial ads in our dealership for a long time. We really like them. I'm a salesman. A customer knows I'm trying to sell him something. If another customer is saying he really likes his truck, that has much greater acceptance with the customer."

Schoenfeld agreed that peer reviews carry greater weight with customers these days.

"We're not saying how great the product is; the customer is. Thumping our chest doesn't always work. Customers need those peer comments. They say, 'They're not making this up.'"

That approach, she said, should help jumpstart sales. "These ads are turning out some strong compliments about our product. They plant seeds in a year when everybody's not expecting record-breaking sales for new trucks. They get them thinking about new trucks when they have to buy."

The reaction among customers has been very positive, said Rick Lorenz, a salesman for Scaffidi in Tomahawk, Wisconsin. He uses both the ads and the Mack Success Story series of testimonials to open a discussion with customers who have little or ancient experience with the vehicles. "I use testimonials when I talk to non-Mack users and Mack users I want to upgrade from older-model trucks. I'll say this customer moved up to MP power and increased his fleet mileage by 2 miles a gallon. In hours of operation I can demonstrate how long it will take to offset the investment."

"We're constantly filming and taking pictures onsite. A testimonial is the most powerful form of advertising."

Jeff Gruebling, a salesman at Madison Mack in Madison, Wisconsin, agreed. "I absolutely love 'em. I'm on a fleet deal right now and they have great concerns over fuel economy. We don't have a lot of hard data on the new trucks so I'm going to rely on testimonials. I tell 'em, 'If you like what he's saying, call him. Here's his number.'"

Worldwide Equipment Purchases Dayton Store

Growth is good. Just ask Terry Dotson, whose Worldwide Equipment Inc. purchased the Dayton, Ohio, facility from Dayton-Evans Motor Truck Inc. earlier this year.



"We have for years been interested in contiguous growth in markets that were near our core business," said Dotson, CEO of Prestonsburg, Kentucky-based Worldwide Equipment. "The Dayton store is about 50 miles north of our Cincinnati store. We've sold several trucks in that market to customers who were demanding better local service. And we also have a large customer in U.S. Xpress near the dealership."

After purchasing the Dayton store in May 2007, Worldwide committed to \$250,000 in new signage, shelving, tooling and renovations, including the creation of a new parts counter and lobby and the redesign of the parts and service entrances.

"The facility was large enough to take care of the service in that market," Dotson said. "We needed to do some TLC to make it more user-friendly. We wanted all of the customers and employees to flow around each other so we remodeled the lobby, office and parts area."

Worldwide enlarged the parts inventory from \$300,000 to \$800,000 and expanded the staff from 14 people to 25. It added eight service technicians, created a new, second shift and expanded hours from five to six days a week.

The distributor also stepped up its marketing campaign. "We have blitzed the market," said Sam Huffman, Worldwide's general manager in Ohio. "We hosted the Mack Performance Tour in July and had a grand opening in September. Everywhere we went, we passed out flyers with service specials."

The expansion has paid off. "In the first full month we had the business, we added \$200,000 worth of parts and service sales from the previous record," Huffman said.

Dotson agreed. "We feel Dayton is a good market. It's a little down now because of what's happening in Detroit and the auto market. But we have good Mack customers there, like LTL carriers R&L Transfer and Zumstein."

Dayton historically has been a strong manufacturing area. Dana,TM CadillacTM and National Cash RegisterTM started there, as did the Wright Brothers, who lived in the city and developed their design for the Wright Flyer there. The aircraft industry has a large presence with GE'sTM jet engine division. Other major companies, from P>M to KrogerTM have large presences there.

That drive to grow is what attracted Dotson to the area. It's also part of his company's history. Founded 40 years ago in Harriman, Tennessee, Worldwide Equipment now consists of 35 locations with 13 full-service dealerships. The headquarters remains in Prestonsburg, Kentucky, where Worldwide opened its first Mack[®] franchise in 1967.

Worldwide now has 800 full-service lease trucks, a salvage business and a used truck prep center. Its 800 full-time employees do about \$400 million in sales each year.

MP8-Powered Pinnacle™ Built for Heavy Haul

The load was immense — an 854G Caterpillar™ Wheel Dozer (the largest in the line) perched on a tri-axle trailer with tri-axle jeep and tandem booster, with 11 axles stretching 125 feet. The weather was terrible, the turns tight, the grade tough, the roads slick with snow. And Doug Anderson, who hauls for Mullen Trucking L.P. in Aldersyde, Alberta, was used to a bigger engine.

Still, when Rick Zimmer, a sales representative for Nortrux Inc. in Edmonton, suggested he take a 2008 Mack® Pinnacle axle-back model for a demonstration drive, Anderson agreed to put the rig to the test.

“I mentioned we had a 2008 Pinnacle with an MP8 485C engine, Mack T318 transmission and 46,000 pound capacity rear axles with a 4.10 gear ratio that we were letting out on demos and we should see what it would do,” Zimmer said.

“We hooked up in Nisku, Alberta, and went to the TransAlta Utilities power plant west of Edmonton in central Alberta, an 80-mile round trip. The temperature was minus 15 degrees C plus the wind chill and the MP8 had no problem lifting the cold, stiff trailers from a dead stop. Our route took us across the Devon Bridge, which has a 4% grade on each side; the slippery roads had us on the deck at 90 km/h but we had no problem cresting the top in fifth gear high-range.”

Anderson was surprised. “As we were grossing 204,000 pounds I was somewhat skeptical at first. But once we were underway I was actually quite impressed. With only a 4.10 gear ratio it still had plenty of lifting power. We traveled approximately 100 km loaded and the truck did a fine job. It handled very well, with its short turning radius, and was quieter than any previous truck I’ve driven.”

Zimmer was pleased. “This was a great demo showing how our 13-liter product compares to a 15-liter Caterpillar engine, and how it can do the job.”



Canadian Contractor Back in the Pack

A New Brunswick company is returning to the pack.



Aurèle Mallais et Fils Ltée of St-Isidore started its business with three Mack trucks and gradually moved to other OEMs over the years. But with the 2008 Granite® models the company has returned.

Last November, Aurèle Mallais purchased a Granite axle-back with an MP8 485 HP engine and Eaton® 18-speed transmission, 20,000-pound capacity front and 46,000-pound rear axles. The company, which builds roads, hauls wood chips and plows snow for municipalities, will run the truck as a plow in winter and as a dump in summer.

One of the owners, Ronald Mallais, will drive the new Granite.

“The customer loves everything about the truck — the power, the quietness, the ride,” said Ron Eagle, the Mack sales representative working for Lounsbury Truck Centre in Moncton, New Brunswick, who sold the vehicle. “We drove it down to Quebec to get the box put on. Ronald was following me in just the bare chassis on rough roads and he was very happy. He said it drove smoothly and was really impressed with the power.”

Produits Métalliques of Matane, Québec, installed a complicated dump box that included a belt underneath the vehicle to accommodate the salt spreader. It also installed the plow and wing.

For Rail Canadian Trucker, Granite has Pull

Dave Reynolds has pull. So does his Granite.

When a VIA Rail Canada train full of passengers encountered some engine trouble 20 miles west of Kingston, Ontario, Reynolds used his 2005 highrail Mack Granite to pull the passengers to safety.

Reynolds, a 31-year veteran who delivers material for maintenance and construction, works as the CN representative to communicate between emergency crews and the rail dispatcher for the main track lines. The priority, he said, is “to ensure that all gets taken care of quickly so that regular train traffic can continue without delay.”

When he arrived that hot August day in 2007, he found that one of the main lines over the engine had broken and allowed fuel to run over the hot engine. The fuel then ignited.

“When I got there, the fire department already had the fire under control,” he said. “The local police department was also there. The passengers were still on the train at this point with no power, so no air conditioning. I would imagine they were quite cranky.”

Because of the location of the train, passengers were not allowed to get off for safety reasons. “So, with permission of the dispatcher, I decided to get on track with my truck, hook on to the front of the train and pull it to a crossing where the passengers could disembark to waiting buses. It was a safety issue, to get all of these people away from the tracks and a convenience for the passengers, who at this point had been on the train for two hours without air conditioning.”

His Granite, he’s happy to report, was up to the task. It has guide wheels similar to train wheels that allow it to run on railroad tracks. It is also equipped with a circle boom, a knuckle to draw rail cars and a magnet to pick up metal.



EMCEA Transport Takes Delivery of 200th Mack Unit

EMCEA Transport of Springfield, Ontario, has taken delivery of its 200th Mack truck. Mack Canada, Inc. presented company officials with photos of their fleet at a small dinner in their honor.



Lynne Vanstone, District Manager – Canada, said EMCEA was honored because “company owner, Hugh McQuire has stayed 100% loyal to Mack.”

Founded in 1977, EMCEA Transport provides a wide range of transportation solutions. With more than 90 tractors and 160 trailers, including dry vans, reefers and flatbeds, plus a 20,000-square-foot warehouse, EMCEA is able to meet a variety of transportation and warehousing requirements. EMCEA Transport services Ontario and Quebec in Canada and all of the United States.

◀ From left: Hugh McQuire, owner of EMCEA Transport; Norm Learn, sales representative at London Mack; Ev McQuire, and John McQuade, regional vice president of Mack Canada.

Dealer Rides for Missing Children

When it comes to business, the folks at Albany Truck Sales are all about selling and servicing 18 wheelers. But when it comes to charity, the focus is on something smaller yet far more important.

Last August dealership owner J. Michael Brennan and dozens of other bicyclists completed a 100-mile round-trip ride from Utica to Albany and back to raise awareness about a topic near and dear to their hearts — the many missing children in New York State.

The group, part of the Ride Central New York, ended their journey at the monument to the missing in Empire State Plaza's Memorial Park.

"I've been riding in and supporting the Ride for Missing and Exploited Children for the last 10 years," Brennan said. "There are many causes to support and many bicycle rides but none seems to incorporate the two the way this one does. This ride in August of 2007 was to rededicate an eternal flame monument for all the missing and exploited persons in North America, on the New York State Capital grounds at Swan & Madison in Albany."

The Ride CNY began in 1997 when 43 people rode their bicycles 100-miles from Albany to Utica to commemorate Missing Children's Day. Now there are three Rides for Missing Children in New York State: Central New York (Utica-Rome-Syracuse), Rochester and the Finger Lakes Ride

in Auburn. Each of the rides is a 100-mile journey done in one day by riders who raise funds to support the offices of the New York Branch of the National Center for Missing & Exploited Children™. The Ride CNY raises funds to support the missing children poster distribution and mission of the Mohawk Valley office of NCMEC, located in Utica.



▲ Bikers, parents of missing children and support people take shelter in the Albany Truck Sales warehouse after riding the first half of the 100-mile event last August. Owner J. Michael Brennan kneels in the front row, second from left. To his right is Tom Heiland, a partner of Utica Mack who introduced Brennan to the event.

Re-enactors Celebrate Mack Brothers Tradition



Old photos can lead to new experiences. That's what 50 fans of Mack Trucks, Inc. discovered last July when they gathered at the old Jackson Grove near Allentown, Pennsylvania, to celebrate the traditions of Mack® with a picnic. And not just any picnic but one that re-enacted the 1907 Mack Brothers Motor Car Company clambake held in that very spot a century ago.

The re-enactment materialized when Antique Truck Club of America President Doug Many visited the Mack Trucks Historical Museum and talked with fellow club member and museum curator Donald Schumaker.

They discussed a photo taken in 1906 at the first clambake showing the Mack brothers and their employees at the old Guth homestead adjacent to the Jackson Grove Park.

"Years ago companies held annual clambakes," journalist Mary Ann Endy wrote of the event. "It was a festive socializing occasion for their employees, customers and investors — a day out in the country away from city life to retreat from the summer's heat."

At the re-enactment, four members of the Antique Truck Club impersonated the four brothers who founded what is now Mack Trucks, Inc. — Joseph S. (Joe), Williams C. (Willie), Augustus F. (Gus) and John M. (Jack) Mack.

The capstone of the event was a group photo taken with a 1911 Mack Junior model, one of 15 on display at the historical museum in Allentown.





Likes His 1981 MR

Dear Editor,

I work with my father in the family business building concrete foundations and take great pride in having a Mack to work with. It's an '81 MR685S 237 with a 5-speed low-hole transmission, 20,000-pound capacity front axle and 44,000-pound capacity camelback in the rear. I have liked Mack trucks since I was a young kid watching the DM model mixer trucks going around the job. I couldn't have been happier when dad bought this truck in 1991. I remember having a smile a mile wide for days when I found out about it. Sixteen years later and it's still going strong. Thank you for building such a rugged product and an enjoyable magazine.

Eric Page
Peacham, Vermont



1.2 Million Miles and Still Delivering

Dear Editor,

Recently I had the opportunity to deliver a load of radiators and charge air coolers from Valeo Inc. in Jamestown, New York, to the Elkridge, Maryland/Baltimore PDC. While this in itself is not very noteworthy it may be at least a little more so by the fact that I delivered them by way of my 1997 CH613, which had 1,189,000

miles on it at the time. I purchased the truck new from R & R Truck Sales of Akron, Ohio, in 1996 and rely heavily on W.W. Engine of DuBois, Pennsylvania, for my parts needs.

This was the first Mack I had ever driven and was impressed from day one with all aspects of this truck especially the all-Mack drivetrain. Currently it's at 1,206,000 miles and going strong.

Jeffrey L. Jones
Brockway, Pennsylvania



Get on the Bus

Dear Editor,

I have been a Mack enthusiast and fanatic since I was a kid. Today those Mack trucks that I remember from my childhood are still working on road and construction sites all over the island of Puerto Rico. Now I am 28 years old and have worked for a few transportation companies, driving Mack trucks. I had the chance to work with a Mack CH613 tractor and a Mack MR with a bulk-feed-body. Those Mack trucks never let me down.

Then I worked as a school bus driver and had to deal with the fact that there is no Mack school bus. Mack Trucks should think about getting in the school bus business. This could be what all bus drivers are waiting for — a quality product that we can rely on.

I am planning to buy a truck and you better bet that it will be a Mack truck. My motto is, "If it's not a Mack I'm not driving it." Wish I could say the same on the school bus field.

Fabian Ortiz
Yauco, Puerto Rico



Pride in Her Ride

Dear Editor,

When I first saw my mom driving a big truck I knew that was what I wanted to do someday. When I got into her Mack tractor-trailer I was so amazed and excited. About 20 years later my dream came true. I now drive a 2006 Granite® model with a 427 HP engine and 10-speed transmission. I drive for my husband's family's company, Pugh Trucking. They have three Mack trucks.

My husband trained me to get my license and he bought me my new Mack. I came home from work one day and there it was in my driveway. Needless to say what my reaction was. If it wasn't for my husband my dream wouldn't have come true with the expense of school and the truck. And I am so grateful.

I have done some alterations to the truck. I put some more LED lights on the steps and rear of the truck and put some chrome accessories on the truck. Hopefully this winter I will be able to put my 7" straight stacks and chrome drop visor on. I do love my truck and I take pride in my ride.

Got to go and polish my rims.

Tina Pugh
Westover, Maryland

What's Going On?

Send your pictures, letters, stories, anecdotes and other correspondence to:
Steve Tercha, Bulldog® Editor, Mack Trucks, Inc. World Headquarters, 2100 Mack Blvd., P.O. Box M, Allentown, PA 18105
E-mail: stephen.tercha@macktrucks.com, Fax: 610-709-2380

Letters may be edited due to space constraints.
To help us verify any information, please include daytime and evening phone numbers.



2008 U.S. Major Trade Shows

January 22 – 25	World of Concrete®	Las Vegas, NV
February 4 – 6	TMC	Orlando, FL
February 26 – 28	The Work Truck Show®	Atlanta, GA
March 11 – 15	ConExpo/Con-Agg	Las Vegas, NV
March 27 – 29	Mid-America Trucking Show	Louisville, KY
April 26 – 28	American Truck Dealers	Grapevine, TX
April 27 – 29	NPTC	Cincinnati, OH
May 6 – 8	Waste Expo®	Chicago, IL
May 18 – 20	NTTC	New York City, NY
June 26 – 28	The Great West Truck Show	Las Vegas, NV
August 21 – 23	Great American Trucking Show SM	Dallas, TX
October 4 – 7	ATA®	New Orleans, LA
October 18 – 19	Latino/Construction Show	Pomona, CA

Allison, ATA, Cadillac, Caterpillar, Chevy, CN, ConExpo/Con-Agg, Dana, Eaton, GE, Great American Trucking Show, Idle-Free Hybrid System, Kroger, National Center for Missing & Exploited Children, Navion, NCR, Odyssey, P&G, SmartWay, The Work Truck Show, *Trick My Truck*, Valeo, Waste Expo, World of Concrete and Zumstein are service marks, trademarks or registered trademarks of their respective companies.



Mack Trucks, Inc.
World Headquarters
2100 Mack Blvd.
P.O. Box M
Allentown, PA 18105

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