



# INDUSTRY WATCH

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Contact the UTA @ 1-877-GETS-UTA or [www.uta.org](http://www.uta.org)

May 2005

## President's Message...



If you attended or read about the Mid-America Trucking Show (MATS), you would think the trucking industry was the largest industry in our modern day lives. It may not be the biggest, but with all its associated entities, it sure seems so. Trucking puts bread on a lot of tables across this good ol' U.S. of A. and around the world. Each one of us that plays a small part in this large production can be proud of the efforts we put forth.

What a show MATS was. I haven't seen the totals, but I'll bet attendance and exhibitors were up

from last year.

Once again, your UTA board met during MATS for an annual meeting, and that meeting was as good as the truck show. We had almost 100% attendance and got a lot accomplished.

Our membership continues to grow along with our benefits, and our convention already is getting more attention than in years past. With the overall industry looking up, so is our organization, thanks to a lot of hard work and dedication by the membership and board.

As our industry grows, we wonder if we consider our industry old or, are we a young industry in its infant stages and maybe just manned by a majority of an older generation?

Personally, I think we are a young industry. I believe the actual used truck business as we know it today is less than 20 years old.

As far as the older generation, I'm kind of proud to be in that category. Many people made a lot of money in the used truck business prior to 20 years ago but that was a completely different animal back then, with new truck dealers playing a

very small part.

There are some good stories back when McCarty in Houston and Irving Blvd. in Dallas and similar areas in cities around the country were as popular as some of the old western novels written by Zane Gray or Louis L'Amour. Some of the stories and characters are equally as fascinating.

Our industry, as we know it today, I believe, was born in the late 1980's. That's when the manufacturers' new truck dealers became interested and excited about a new profit center in their dealerships: used trucks. Then, almost overnight, a new generation of people became involved in the used truck business and the industry took on a completely different form.

Training and education became a must. The good ol' boy way of doing business was no longer accepted. Using computers at sales meetings and for business planning replaced coffee breaks leaning on the tires of a tandem axle used truck in the sales lot. Systems, budgets and inventory control became an everyday thing. Top notch sales professionals were now proud to be used truck salespeople.

Nowadays, even the manufacturers' component makers are interested in the value and importance of its product in the used truck aftermarket. Talk about teaching old dogs new tricks! This industry demanded revolution and evolution for many of us. Many of the "old dogs" became teachers for the newer young "pups," and what a great litter they are. The investment made by new dealers has been spent wisely.

The UTA enjoys a large percentage of these "pups" as members. As for the ones who have not joined the UTA, we look forward to their participation not only in our association, but also in at our November convention in Savannah. Make your plans early. I look forward to seeing you there.

-- Eddie Walker  
UTA President

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How are **YOU** supporting the UTA?

### GOT NEWS?

Expanding a business? Promoting staff? Won an award? Opening a new location? Share your news with the *UTA Industry Watch*. Send submissions, as well as ideas and comments.

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# Engine Manufacturers Report Used Truck Program Progress

In previous one on one meetings and an earlier edition of the UTA Newsletter Steve "Bear" Nadolson, Chairman Board of Directors, challenged Cat, Cummins and Detroit Diesel to develop new, clearer and expanded programs specifically for used trucks.

In follow up meetings at the Mid-America Truck Show each of the engine representatives updated Bear on the progress they are making to meet the challenges set forth in December 2004.

Caterpillar's Scott Faulkner outlined his efforts in developing new brochures on the Improved Caterpillar OPT overhaul program, the Cat Advantage Warranty programs and Cat ESC. He is also busy revising, streamlining and updating Cat's Used Truck Quick Reference booklet (Cat literature # LEDT9445-03). Look forward to seeing these new brochures in your dealership soon.

Cat has finished a new wall poster featuring the Cat OPT overhaul program for display in the dealership and is working on a more user friendly website. However, Scott was unsure when it would be ready, but hopes to have more to tell UTA members at the fall Convention.

Scott said, "Cat is committed to our used truck customers. We are #1 in heavy duty market share and there's gotta be a reason."

Jeff Lasley from Detroit Diesel said, "Detroit Diesel, the industry's fuel economy leader, is here to support you!" To that end Detroit is working diligently on updating their website to include downloadable information including horsepower upgrades, information on all P-3 used truck engine warranty programs, and printable information that can be given to customers in the dealerships. P-3 coverage's will stay the same, but the information will be expanded, more detailed and easier to understand.

Alberto Alcala from Cummins presented Bear with information on a variety of improvements:

1. Developing a flipchart presentation specific to the ISX engine to be used by Cummins distributors to present information to used truck dealers across the country.
2. Developing a tri-fold pocket-sized quick reference chart for use by salespeople in the field.
3. The ISX has been added to the N.O.W. overhaul warranty program.
4. Encore coverage's were lengthened, the inspection process modified and streamlined and the cost reduced
5. A new website is under construction and will hopefully be ready by the UTA Convention.

Initial supplies of the new program sales literature will be supplied at no charge to dealers. Alberto said "I am extremely excited to communicate to the used truck market the performance of the ISX in regard to fuel economy and dependability while supporting used truck dealers needs".

As you can see, Cat, Cummins & Detroit are busy! Bear will follow up regularly with each manufacturer and have a face-to-face meeting at the Convention this fall in Savannah. If you would like to read up on all the items presented to these manufacturers to address go to [www.uta.org](http://www.uta.org) and select "newsletters" from the sidebar menu. Select the December 2004 newsletter and scroll down to page six.

If you have questions or comments Bear can be contacted by email at [bear@soarr.com](mailto:bear@soarr.com). He will be happy to forward information to the engine reps or give you their email addresses so you can contact them directly with feedback.

## UTA Leadership Considers Formation of 20 Groups

A guiding principal of the UTA is to help members improve their business operations. An evolutionary step for dealer members is the formation of independent used truck dealer twenty groups.

Led by an experienced moderator, each group will consist of dealers, which meet to explore and develop ways to improve dealership profitability and performance. Your dealership must be a UTA member join the UTA 20 Group program.

We want your input and guidance so please contact Al Hess at (816) 472-7775 or email [al@trucksofamerica.com](mailto:al@trucksofamerica.com).

## WELCOME New Members!

ADESA Corp., David Bynum, Newman, GA

ADESA Corp., Mark Carr, Mercer, PA



## INDUSTRY NEWS BRIEFS

**Used Truck Association** investigates support for independent used truck dealer 20 groups, adds three training classes and holds successful membership recruitment drives. Details on these items and more in this newsletter.

**Arrow Truck Sales** is offering physical damage insurance and non-trucking liability coverage, and has announced new initiatives to more than double its trailer sales by the end of this year.

**ArvinMeritor** has entered into a new alternative-power vehicle development program featuring an electric drivetrain with Unicell, a medium duty body builder. The new electric drive vehicle, with a 16,000-pound gross vehicle weight rating, will be equipped with a fully electric drivetrain. Expected to be ready for public demonstration next year, the vehicle's initial application is for pickup and delivery.

**ArvinMeritor** and **Meritor WABCO** Vehicle Control Systems have a new Premium Hydraulic Braking System for medium duty (Classes 4-7) truck applications. The package includes Meritor WABCO's Hydraulic Power Brake (HPB) - the next-generation of its hydraulic actuation and anti-lock braking system (ABS), and the Meritor Quadraulic hydraulic disc brake. Combined, these two brake technologies are said to offer numerous benefits over today's current systems. Among them: shorter stopping distances, longer lining life, fewer aftermarket parts, single-source shopping and a pedal "feel" similar to that of a passenger car. EBD (electronic brake force distribution) is a key development of the HPB system. This function provides constant review of the vehicle's load status and monitoring of each wheel end. Based on wheel slip observed by the HPB system during braking, braking forces at the axles are automatically adjusted to achieve a balanced, efficient use of the brakes. This results in improved stopping performance and allows the vehicle to adjust for consistent brake feel independent of the load.

**Bendix** has come out with its next generation of anti-lock braking systems. The Bendix ABS-6 Advanced with Electronic Stability Program (ESP) is reportedly the only available ABS-based, full stability system with jackknife and rollover protection for trucks and tractor-trailer combinations. The system is capable of recognizing and mitigating potential vehicle rollovers, jackknives and loss of control in a wide range of driving situations. It is designed to detect a vehicle's impending loss of stability before the driver senses it and automatically intervenes by selectively applying tractor and trailer brakes, as well as by de-throttling the engine.

The ABS-6 Advanced with Roll Stability Program (RSP) is an all-axle solution that helps reduce the tendency for rollovers. A subset of the ESP system, the RSP can detect a vehicle's impending rollover, often before a driver senses it, through a system of advance sensors - including steer angle, yaw rate, wheel speed and lateral acceleration. The sensors continually analyze inputs and make comparative calculations to enable electronic intervention to automatically apply the vehicle's brakes and de-throttle the engine.

**Caterpillar** is developing a complete line of fully automatic, planetary, on-highway transmissions designed specifically for vocational applications, based on existing transmissions that have proven themselves in

Caterpillar articulated trucks. When matched with a Cat engine, these new vocational transmissions will deliver improved performance, fuel economy and reliability. The 6-speed CX31 transmission will be compatible with Caterpillar C11, C13 and C15 engines. The 8-speed super-heavy-duty CX35 transmission will match up with higher horsepower C15 ratings for on-highway vocational trucks.



**Dana Commercial Vehicle Systems** has expanded its family of heavy-duty single and tandem drive axles with the introduction of the new Dana Spicer 590 helical reduction axle series designed for vocational applications such as construction, heavy hauling, mining, logging, oil fields and refuse. The 590 models are available both as single and tandem drive axles with drivetrain ratings up to 2,450 lb-ft of torque and 700 hp, gross combination weight ratings in excess of 260,000 pounds, and ratio coverage from a fast 4.75:1 to a deep 10.90:1. Both front and rear axles can be specified with driver-controlled wheel differential locks for maximum traction

**Doran's** PressurePro Tire Pressure Monitoring System continually monitors the air pressure in each truck tire. The traditional tire valve stem cap is replaced with a sensor and pressure transmitter. An in-cab display with a digital readout shows the air pressure of each truck tire. When tire pressure drops 12% or more, the transmitter automatically sends a wireless signal to the display to notify the driver - with both a visual and audible alert - of low tire pressure.

**Eaton** has introduced its Eaton VORAD BackSpotter, a new rear object detection system designed to warn drivers they are approaching an object behind the vehicle while in reverse. The system features radar-based technology effective in detecting objects under poor visibility conditions such as rain, snow, sun glare and during the night. BackSpotter detects stationary and moving objects in an area up to 15-foot wide by 15-foot long behind a vehicle. When an object is detected, the in-cab display unit illuminates the proper range indicator and sounds an audible alert.

**Freightliner Trucks**, with DaimlerChrysler Services Truck Finance, has created a truck financing program for customers who purchase a 2006 Coronado equipped with premium interiors, 70-inch Mid-Roof XT or 70-inch Raised Roof SleeperCabs, all aluminum wheels, 13-speed transmissions and engines rated at 500-hp and up. Designed exclusively for established owner-operators, the Coronado Quest program gives qualified buyers a choice of either a retail loan with a balloon payment at the end of the term or a TRAC lease.

**HTAEW.com** has launched a new feature for members called the Customer Management Tool that is a customized database within HTAEW.com that allows member dealers to manage and organize all of their customer information and communication.

**International's** Integrated Dump Truck Program allows International dealers to use a national network of body upfitters to more quickly deliver a chassis with the

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## INDUSTRY NEWS BRIEFS

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correct specs, including wheelbase, electrical connections and pre-punched frame rails. Integrated body partners include: Rogers Manufacturing, Crysteel Manufacturing, Warren and GinCor Industries.

**Meritor WABCO** Vehicle Control Systems' new Electronic Stability Control (ESC) for truck and tractor applications is founded on the company's existing E-version anti-lock braking system. The ESC system builds upon the already-established Roll Stability Control (RSC) system and provides another level of vehicle control by sensing the vehicle's tendency to rotate and automatically applying the brakes to reduce that risk. ESC combines the features of the RSC system with added yaw (rotational) sensing. This improves vehicle handling and performance if there is an impending loss of control due to rotational forces which may occur as a result of rapid lane change, or cornering maneuvers on slippery surfaces.

**Michelin** has introduced two new drive tires for its X One wide-single tire line. The X One XDA-HT Plus features a revised tread design that offers longer tread life while reducing road noise and stone retention. The XDN 2, an "all season" drive tire, combines a high-traction tread with the company's Matrix siping for long life. Like all X One tires, the XDA-HT Plus and XDN 2 are designed to replace a dual tire combination with a single-wide tire, thereby reducing weight and offering fuel-economy improvements.

**Oshkosh Truck** has acquired **London Machinery**, a Canadian manufacturer of concrete mixers. It will operate as a wholly-owned subsidiary.

**Stemco's** new AirBAT RF uses advanced sensor technologies and radio frequency identification (RFID) to continually monitor tire pressure and provide a quick "visual read" with lights indicating under- or over-inflation. The AirBAT also signals precise readings to the HandBAT RF, a handheld reader that collects and display wireless data. The AirBAT is easily installed on any dual tire wheel end.

**Truck-Lite** has introduced a new concept in interior trailer and truck lighting, the LED Super Strip-Lite. It is a form of lighting using Light Emitting Diodes (LEDs) evenly spaced on a fabricated aluminum channel, available in two styles of extrusions, shaped either for mounting flat or into corners. It can be mounted almost anywhere. Because the strip of LEDs spreads light over a distance, lighting is even with minimal shadows. The white LED lighting is brighter and whiter than other forms of interior trailer lighting.

**Volvo Trucks'** new Platinum Coverage, a special package of services and support exclusive to owners of the new Volvo VT 880, includes the longest basic warranty in the industry: 3 years/600,000 miles or 10,800 operating hours, whichever comes first. It also has other extended warranties, enhanced dealer support, free services from Volvo and special programs for the Volvo D16 engine.

## UTA Adds Professional Education Courses

Due to sell out classes and increasing demand for the industry specific training provided by the UTA, the UTA is pleased to announce the addition of three educational programs:

### Added Courses

Fundamentals of Used Truck Sales  
Professional Used Truck Management  
Professional Used Truck Selling Skills

### Dates

Aug. 9-12  
Oct. 5-7  
Nov. 17-18

### Location

Kansas City, MO  
Baltimore, MD  
San Antonio, TX



### Upcoming Courses

**Professional Used Truck Selling Skills** - Designed for any truck sales representative.

**What:** Building relationships, qualifying, selecting and presenting, handling sales, overcoming objections, negotiating and closing.

**When & Where:** June 2-3, Chicago, IL.

**Why:** Sell and deliver one more truck per month every month; increase gross profits and sales commissions; increase job satisfaction; build a bigger, stronger prospect database; get off the commission income roller coaster.

**Cost:** UTA Members - \$355.50; Nonmembers - \$395, materials fee \$30.

**Professional Used Truck Appraisals Video program** - an in-house interactive training program using an eight-part video and learning workbook.

**Cost:** UTA Members - \$134.95; Nonmembers - \$149.95, plus U.S shipping and handling - \$13.50.  
NC residents add 7% sales tax.

Register early to guarantee your spot in any of the UTA education courses. To register or for additional information: phone the HDMA Academy at (336) 643-1961; e-mail HDMAinc@earthlink.net; visit: www.UTA.org or www.hdmains.com.

# New Trucks Introductions, Enhancements, Options

## FORD --

The new 2006 LCF Class 4-5 models will come in gross vehicle weight ratings of 16,000, 17,999 and 19,500 pounds with wheelbases from 113 to 185 inches. Power is supplied by a Power Stroke 4.5-liter V-6 diesel that delivers 200 hp at 3,000 rpm with 440 lb-ft of torque at 1,850 rpm, backed by a TorqShift 5-speed automatic transmission with overdrive.



## FREIGHTLINER --

The latest Bendix/Spicer air disc brakes are available as an option for all medium and heavy duty Freightliner Trucks, provided they are equipped with proprietary front axles. The brakes offer several advantages, including improved brake pedal feel, reduced brake fade and a simpler design allowing for fast and easy servicing.



Available for Freightliner's medium duty and vocational Business Class M2 106, 106V, 112 and 112V models, and Columbia tractor models, are new noise abatement packages, designed to create a more pleasant work environment for the driver.

The new instrument cluster for the Freightliner Century Class S/T and Coronado vehicles has been designed to enhance reliability, provide better gauge readability and offer increased serviceability. The cluster features eight gauges, including tachometer and speedometer, and has the capacity to expand to 12 gauges. Each gauge is individually removable. Gauges can be added to the cluster without reprogramming. There is long-life LED backlighting, intended to last the life of the vehicle.

A collection of new options is available for the Business Class M2 106V and 112V trucks which are designed for specialized applications which require heavy-duty, front-end stability and power, such as snow plow and crane operations. Options include: a one-piece, heavier-duty bumper; hood access hatches; inertial dust filter designed to extend the life of the primary air filter; front-engine power take-off provision without the standard frame rail extensions.

An enhanced Driver's Lounge is available as an option on the Century Class S/T, Coronado and Columbia Class 8 models. It features a simplified and more durable design, larger work area and stabilized support system, allowing for superior driver comfort and convenience while working in the vehicle.

There are two new chrome accessory packages for the Classic, Classic XL and FLD SD models. The packages, available for either the interior or the exterior, incorporate premium products from Panelite which are factory-installed options.

## INTERNATIONAL --

International has revealed its new line of International brand big bore diesel engines for Class 8 vehicles. The fully emissions compliant engine, in the 11- to 13-liter range, is projected to debut in International vehicles in the fall of 2007.



Development of the new engines encompassed the company's Green Diesel Technology, which uses advanced air management, selected fuel system application, proprietary combustion strategies, electronic controls and optimized after-treatment solutions for lower emissions and odor of diesel-powered buses and trucks.

The new big bore engines, a joint effort between International and MAN of Germany, will be offered exclusively in International brand severe service trucks, regional haul tractors and long haul tractors. Cummins and Caterpillar big bore engines will continue to be offered.

Now available is a new 350 hp Cummins ISM engine rating for International 8600 vehicles with Allison 3000 HS (Highway Series) transmissions. This transmission-engine combination is designed to be a more lightweight package with easy shifting, improved acceleration and more continuous wheel horsepower, while reducing operating and driver recruitment costs. The Allison 3000 HS vocational model transmission, designed for regional haul and local pickup and delivery applications, is available in both 5- and 6-speeds and has 80,000 pound gross vehicle or gross combination weights.

International 9000 and 8000 Series tractors will come with a host of technology improvements for improved control and enhanced ride, along with new amenities added to improve the driver experience.

Available on the 9000 Series will be the Bendix ABS-6 Advanced with RSP (Roll Stability Program). It is an anti-lock braking system-based traction control and roll stability system that helps reduce the tendency for rollovers through advanced sensing, automatic application of the vehicle's brakes and automatic engine de-throttling.

Ride improvements include a new front air suspension and new Hendrickson HTB rear suspension. The combination of the two new suspensions reduce vehicle weight and increase driver comfort.

International 8000 Series upgrades includes electronic systems and technologies that can perform routine pre-trip inspections and address "on-road" driver and truck security issues.

A theft deterrent system and a semi-automated pre-trip inspection process has been developed from the telematic International Aware Vehicle Intelligence system and DiamondLogic multiplexing application.

Enhancements added to International's long-nose 5000 Series include: a sleeper cab option that offers 58 inches of floor-to-ceiling height, 70 inches of shoulder room and 18 inches of belly room; large wraparound windshield and an optional larger rear window; new interior features, including ergonomic wood grain dashboard and wing panel that makes switches easy to see and reach; availability of CAT ACERT engines.

## KENWORTH --



Kenworth has announced a major product introduction with the launch of its new 2006 Model T600, T800, W900 and C500 Class 8 trucks.

New instrumentation systems use a new multiplexed design to provide enhanced reliability, serviceability and functionality. Wiring behind the dash has been simplified and is color coded and numbered for easier servicing. Robust, positive locking connectors help ensure the durability of critical connections.

The new speedometer and tachometer cluster is accompanied by large, 2-inch diameter gauges. Also standard are an outside temperature gauge, engine hour meter, odometer and trip odometer.

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# New Trucks Introductions, Enhancements, Options

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LED back-lighting in the face plate and pointers makes it easier to read gauges and see warning lights. Larger dash rocker switches feature state-of-the-art LED indicator lights.

DayLite Doors and power door locks are now standard with electric window lifts standard on the passenger side and optional on the driver side. Window, door lock and mirror controls are located on the door to provide easy access.

The standard lighting is now better than any prior combination of optional lighting and provides more and brighter lights in key areas. Advancements have also been made in cab noise reduction, with improvements of 20%. A variety of other comfort and convenience elements have been incorporated, including a new pedal package design uses a hanging throttle pedal and complementary brake pedal placement for easier ergonomic operation, and a center console has two 12-volt outlets and a place to store a cell phone.

Curved windshields are now available for Kenworth's 2006 Model sloped-hood W900, high-and-wide hood T800 and C500 vocational trucks. There is now a front engine power take-off option for T800

The full range of Bendix ABS-6 braking systems will be optional, with the Bendix ABS-6 Advanced with ESP (Electronic Stability Program) system an option on selected Kenworth Class 8 models. It is a truck stability system capable of recognizing and assisting the driver with both rollover and vehicle under- and over-steer driving situations, plus with a variety of road conditions.

## MACK -

The new Rawhide edition is a premium Mack with a mid-rise sleeper for regional haulers that features the company's Advantage chassis and chrome or stainless steel on almost every exterior component.



## PETERBILT --

In one of the most significant new product introductions in its history, Peterbilt unveiled its 2006 lineup of Class 8 conventional trucks and tractors - the Model 379, 386, 385, 378 and 357. The vehicles feature new technologies that improve performance, reliability and serviceability, and redesigned operating environments that optimize driver productivity, ergonomics and comfort.



Gauge and instrumentation reliability has been significantly improved with the introduction of multiplexed electronic technology which improves communication between instrumentation and components and systems, while greatly reducing the amount of wiring needed.

There are new interior options for precision fit and finish, improved ergonomics and enhanced serviceability. Interiors feature improved lighting; ergonomic pedal package with "dead pedal" footrest; new gauge and instrumentation lighting; enhanced HVAC system; standard passenger-side power window, with an optional driver-side power window. Driver- and passenger-side doors have been re-styled to enhance visibility.

Peterbilt has added another aerodynamic unit to its lineup, the Model 386. Available as a day cab or with the full range of Unibilt sleepers, it features a contoured sunvisor, side chassis fairings, dramatically sloped hood, integrated headlamps, swept-back fender design and form-fitted bumper. Compared with its predecessor, the Model 385-120, aerodynamic efficiency was improved by 10%, or

about a 0.3 mile per gallon increase in fuel economy.

The Bendix ABS-6 anti-lock braking system will be an option for Peterbilt Models 379, 385, 378, 357 and 386. The system will come in standard, premium and advanced configurations.

A new Platinum Oval package for the 127-inch BBC Model 379 allows customization through exterior styling enhancements. The optional package includes: stainless steel grille with a punched oval pattern; polished aluminum grille bars; premium Donaldson air cleaners with a punched oval pattern on the air intake screens; stainless steel sunvisor.

## STERLING -

Updates to Sterling's A-Line, L-Line and Acterra trucks and tractors include a full line-up of front and rear proprietary axles. The front axle design has been made more robust and can provide up to a 28-pound weight savings over similarly spec'd competitive axles. Rear axle offerings include single and tandem models featuring a new design that offers up to a 128-pound weight savings over similarly spec'd competitive axles.



The Cummins ISC engine, already available on the Acterra, is now available on L-Line trucks. Available later this year, the Mercedes-Benz MBE 4000 engine with a rear engine power takeoff will become an option.

Now available for all Sterling Class 7 and 8 models is an enhanced, low-maintenance 12,000-pound taper leaf front suspension that provides improved ride quality. The Hendrickson Compositite ST 13,500-pound lighter weight steerable pusher axle with a 28-degree wheel cut is now offered on the L-Line and Acterra.

## VOLVO TRUCKS --

The new Volvo D16 diesel is reportedly the most powerful engine available in North America, with up to 625 hp and 2,250 lb-ft of torque. Higher torque means more power at cruise rpm: for every additional 200 lb-ft of torque, the D16 will produce more than 50 hp more at 1,400 rpm.



The engine, designed with the very stringent 2007 and 2010 EPA emissions standards in mind, has a standard oil change interval of 25,000 miles. An optional cast aluminum oil pan with a 55-quart capacity permits an extended oil change interval of 35,000 miles.

Features of the D16 include the: Volvo Engine Brake - an integrated engine compression Brake; Volvo Exhaust Pressure Governor - allows the engine to warm up quickly and to maintain engine temperature at very low idle speeds; Volvo Pre-Heater - heats intake air for fast and reliable engine startup in cold weather; Volvo's Vectro electronic engine management system, with additional engine protection features; standard electronic oil level indicator allows the driver to check engine oil levels from inside the cab.

The Intelligent Torque (I-Torque) feature of the D16 protects components from excessive torque and works on manual or automated transmissions with any number of gears. It controls the amount of engine torque delivered to the driveline in any gear by matching torque levels to transmission gear ratios (the ratio of engine rpm to transmission output rpm). This reduces tire wear and

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# HONORS

**Mike Waters**, president of Waters Truck and Tractor Co. in Mississippi, has been named the American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year. Finalists for the award were: Bob Dwyer, president, Allentown Truck Sales & Service, Allentown, PA; Tim Fyda, Fyda Inc., Columbus, OH; Jon Pritchett, president and CEO, Nextran Corp., Lake City, FL.

**John Arscott**, dealer principal of Peterbilt of Richmond, VA, has been named Peterbilt's Dealer of the Year. Peterbilt's Best in Class Dealer Awards went to: Stu Engs, Jr., Truck Parts and Equipment Peterbilt, Las Vegas; Eric Jorgensen, Peterbilt of Wisconsin, Waukesha; Don and Terry Pasiuk, Peterbilt Pacific, Surrey, British Columbia; Marvin and Rusty Rush, Rush Peterbilt Truck Center, Pharr, TX.

## FILE CABINET

**2005 sales projections up from 2004.** Peterbilt is predicting Class 8 sales of between 270,000 and 280,000 units, and expects medium duty truck sales to total between 90,000 and 100,000. Freightliner is forecasting Class 8 sales of around 280,000 units, with Class 6 and 7 sales reaching 190,000 units.

**Diesels ready for tougher emission standards.** Caterpillar, Cummins and Detroit Diesel each says it will meet the EPA's 2007 more stringent emissions standards for on-highway diesel engines. These standards require that commercial heavy duty diesel engines comply with a nitrous oxide (NOx) level that is nearly 55% lower than today's NOx emissions standard and 90% lower than today's particulate matter standard.

**Happy 50th.** Truck-Lite is celebrating its 50th anniversary. Headquartered in Falconer, NY, the company has grown to be the largest supplier of LEDs to the heavy duty commercial vehicle industry and the second largest in the transportation industry.

**Air disc brakes going slowly.** Even though air disc brakes are practically standard on commercial trucks in Europe, they remain a premium option in North America, and that is not likely to change anytime soon, says Kishor Pendse, president of Bendix Spicer Foundation Brake. He

anticipates the switch to air disc brakes - which don't suffer from brake fade the way drum brakes do after repeated use - to be a 15-year transition, driven by regulations governing truck stopping distance requirements, economic and safety factors, brake performance and driver preference.



**Supreme Corporation** has been chosen to construct nearly 5,000 trucks for Budget Truck Rental. Sizes include 10-, 16- and 24-foot truck bodies, set atop a variety of chassis, including Ford, GM and International.

**Driver "churning" continues.** The American Trucking Assns. has reported that the rate of driver turnover for the fourth quarter of 2004 reached a new high of 136% for large truckload carriers and 102% for smaller ones. While the report is quarterly, the figures represent annual turnover rates. The ATA said driver turnover in the long-haul market isn't expected to improve anytime soon.

**Publisher + auto research.** McGraw-Hill has acquired JD Power, the auto research/ratings.

## New Trucks Introductions, Enhancements, Options

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ensures that the drive axle's torque limit is not exceeded. Torque is multiplied by a truck's gearing, with low gears multiplying torque more than high gears.

In operation, I-Torque senses which gear is engaged through sensors on the transmission input shaft and output shaft to calculate the current gear ratio. Depending on which range the gear ratio falls into, the electronic engine controller will use its programming to control the fuel supply to the engine, and thus its torque output.

The Volvo Enhanced Stability Control (ESC), an advanced vehicle stability system that provides protection from truck rollovers and jackknives, will become standard on VN and VT trucks. The system utilizes the Bendix ABS-6 with ESP (Electronic Stability Program).

### WESTERN STAR --

A proprietary extreme-duty 6-rod suspension is available for the Star 6900 XD. The suspension, aimed at rugged applications such as off-road mining, logging and oil field, is offered in weight ratings of 85,000 to 110,000 pounds with AxleTech International SPRC 1927 tandem axles and 68-inch axle



spacing. In the future, Western Star will offer the suspension with an 85,000-pound weight rating with AxleTech SPRC 1735 tandem axles and 60-inch axle spacing and a 72,000-pound weight rating with Sisu FR2P-32 tandem axle and 60-inch axle spacing.

The LowMax chassis package has been updated with enhancements that include new lowered front and rear suspensions that can help deliver a 101-inch ground-to-roof height; horizontal exhaust availability; forward-mounted fuel tanks to help enable even weight distribution, and day cab availability on its 4900 FA and 4900 EX models.

All Western Star models will be built with new insulation in the cab and sleeper, all models offer the Hendrickson Haulmaxtm rear suspension and the Primaxtm rear air suspension. An all-wheel drive option is now available on the 6900 XD Twin-Steer. The Western Star 109-inch BBC 4900 SA has been restyled to reflect the same family look as the 123-inch BBC 4900 SA, and now includes new stainless steel side intakes, improved visibility and increased aerodynamics.

## What do two locomotives on the bottom of the ocean have to do with used trucks?



Several weeks ago I was watching "The Discovery Channel" and the program was documenting the discovery of two Civil War era locomotives resting side-by-side in an upright position on the ocean floor. The story centered around the process of identifying these two engines and the trials and tribulations that the historians experienced as they searched for the year, make, and model of these wonderful artifacts.

I was struck by the fact that there were no specifications available and that the locomotives had no information on them that was helpful to the researchers. I couldn't help but think of our industry and the parallels I saw between locomotives built over 100 years ago and trucks that are manufactured today.

I have written appraisals on thousands of trucks in my 27-year career and can tell you that the truck manufacturers share a lot in common with the manufacturers of the locomotives found on the bottom of the ocean in terms of providing build specifications.

Currently, Freightliner provides the most complete information of all the manufacturers. They place a label in their trucks with the serial number, engine make, model, & horsepower, engine serial number, rear ratio, transmission make and model, wheelbase, along with other data specific to the truck. This information is accessible and protected from wear and discoloration. On older trucks the information is in the glove box and on newer trucks it is located on a panel in front of the passenger seat, but one must carefully remove a panel to view it.

Volvo trucks run a close second in providing information; however, the information is displayed on the door post and is subject to wear and tear. As a result the information can become illegible.

Kenworth has a good bit of detail on their trucks, but it is placed on the door post and the driver's door, vulnerable to the elements and easily damaged. Not many years ago the door stickers on Kenworth trucks were more durable. Why were they changed?

International trucks have some information posted on their door posts, but it is far from being as comprehensive as one would like.

Peterbilt trucks have very little information available to the appraiser on stickers or placards on older trucks. This leaves the appraiser crawling under trucks to check various vendor tags for pertinent information—a dirty, perhaps dangerous and time consuming task. Recent labeling in the glove box is a step in the right direction.

Sterling information is similar to Freightliners as it pertains to content, but it is not easily accessible. One must remove five Torx™ head screws to gain access to the label.

Like Freightliner, Western Star has recently started to provide complete information on their truck specs in the

glove box of their trucks. Previously *Steve "Bear" Nadolson* the information was minimal.

Mack information is sketchy, to say the least, and has a way to go to catch up in the labeling area.

Engine manufacturers, for the most part, do a good job of posting information on their engines. However, truck manufacturers obscure the information with wiring and support brackets creating a very dangerous situation for anyone trying to obtain this vital information. Climbing on oily engines to get an engine serial number can be a hard job for appraisers, service personnel, and owners who need the information for warranty, parts information, or documentation for trade in.

I cannot begin to tell you how much time would be saved in sales and service departments all across the country if only data were more accessible and the labeling were more durable.

Now, it is not fair to be critical without offering some suggestions. First, I suggest that the following minimum information be placed on all trucks built by *all manufacturers*:

1. Complete VIN number
2. Engine serial number
3. Engine make and model
4. Engine horsepower
5. Transmission make and model
6. Rear ratio
7. Front and rear axle capacity
8. Wheelbase
9. Empty weight
10. Build date
11. Vehicle model (in laymen's terms)
12. Interior type (i.e. VIT, Regency, etc.)
13. Truck model and sleeper size

Second, I suggest that this information be posted inside the cab of every truck and that it is easily accessible to the owner, service manager, and salesman.

Third, the information needs to be placed on a durable label resistant to any damage.

Fourth, all commercial vehicles, *including off shore trucks*, should display this information

I talked to several manufacturers at the Mid America Truck Show in Louisville last week and one of them suggested that the information is encoded better and more easily accessible on the ECM thus obtainable with a reader. Not a bad idea, but the fact remains that one does not always have a reader handy and if the information were on a label inside the truck then it would be easily accessible to everyone.

*(continued on page 9)*

# MAXIMIZE YOUR SPONSORSHIP for the UTA 6th Annual Convention Hyatt Regency • Savannah, Georgia • Nov. 2-5, 2005 by Making A Commitment Early!

Those sponsors who pledge their support before June 1, 2005, have the added advantage of being on the UTA's web pages longer, in the newsletters more often and in the convention registration booklets.

Our keynote speaker is Daniel "Rudy" Ruettiger, the real person behind the inspirational 1993 movie *Rudy*, was made about. Against all odds on a gridiron in South Bend, Indiana, "Rudy" in twenty seven seconds, carved his name into history books as perhaps the most famous graduate of the University of Notre Dame. It took years of fierce determination to overcome obstacles and criticisms, yet Rudy achieved his first dream - to attend Notre Dame and play football for the Fighting Irish.

With keynote speaker Rudy Ruettiger and Savannah as our setting, the UTA is expecting a record turnout.

Your support is more important than ever to making this year's convention a success. Help us in making our plans by picking up the phone and calling (941) 492-2429. Make your pledge now, and join the following companies that already have:

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## BOARD NEWS & VIEWS.

(continued from page 8)

I seriously doubt that there will ever be two Class 8 tractors sitting side by side on the bottom of the ocean awaiting "discovery" and I don't expect the information that I have suggested be placed on trucks to be durable for 100 years—fifty should suffice!

Should there be anyone in the industry that doesn't think this is an important issue consider this an open invitation to accompany me while we record specs and data off a truck in the rain or snow with the wind howling 25 miles per hour while a customer waits for my help.

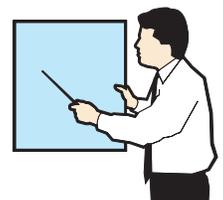
I would like to challenge truck manufacturers to take this article seriously and come up with industry standards. I think that the Used Truck Association would be happy to help in this effort.

I would welcome anyone who has thoughts on this issue to contact me by email at bear@soarr.com.

Steve "Bear" Nadolson  
UTA Chairman of the Board  
bear@soarr.com  
740-507-0717

## SALES

### 10 Commandments For Losers



1. Always have an excuse.
2. Never call attention to yourself.
3. Forget about your customers and concentrate on your competition.
4. Avoid taking risks.
5. Never become enthusiastic.
6. Always put yourself first.
7. Always put the blame on someone else.
8. Always second-guess your boss.
9. Never learn anything new.
10. If all else fails, say: "I don't know" and let someone else worry about it.

Source: John R. Graham

## UTA participates in Industry Functions

**April 8-11** - the UTA had a booth at the **American Truck Dealers** convention in Orlando, FL. Staffed full time by Al Hess with part time assistance from Rick Clark, Marty Crawford, Justina Faulkner, Ethan Nadolson and Terry Williams 10 new members were recruited. It was also a pleasant surprise to see so many of the attendees already members of the UTA.



**April 13th** - Marty Crawford and Rich Held had a booth at the Atlanta **Adesa Auction**. While predominately an end user auction Marty and Rich were able to sign one new member can communicate the value in purchasing used equipment from a UTA dealer member.



## In Memorium

Mr. Larry Duvall, 56 of Stockbrige, passed away Sunday, April 10, 2005. Mr. Duvall was a valued and indispensible employee of the Atlanta SelecTrucks Center. He had a long and well-respected career in the used truck industry with many customers and competitors that could call him a friend. Larry is and will forever be remembered without hesitation as "a good guy, a great guy", a quality too often missing in this hurry-up-now world.

## Industry Events Calendar

**June 2-3**

**UTA's Professional Used Truck Selling Skills**

Chicago, IL

[www.UTA.org](http://www.UTA.org) or (336) 643-1961



**June 2-4**

**American Truck Historical Society  
26th Annual Convention and Antique Truck Show**

Kruse Auction Grounds, Auburn, IN

[www.aths2005.com](http://www.aths2005.com); (260)

**June 9-10**

**Joplin Truckers Jamboree**

Joplin Petro, Joplin, MO

[www.joplinpetro.com](http://www.joplinpetro.com); (417) 624-3400

**June 16-18**

**Annual Truck Blue Book Conference**

Rio All-Suite Hotel & Casino, Las Vegas, NV

[www.usedtruckseminar.com](http://www.usedtruckseminar.com); (800) 654-6776

UTA Members receive discounted registration.

### - Quintessential Quote -

"Business without profit is not business any more than a pickle is candy."  
-- Charles F. Abbott.