



# Bulldog<sup>®</sup>

## Pushing the limits

Expert drivers  
share their passion  
for fuel efficiency  
and Mack Anthem<sup>®</sup>



**Construction pros**  
CONEXPO showcase for Mack

**Fueling growth**  
Recruiting becomes easier for Florida Rock & Tank Lines

**Year at a glance**  
The winners of the 2020 Mack Calendar Contest

Vol. 4 2019



TerraPro® now with *mDRIVE*™ HD

# NO PAIN, ALL GAIN.



**Mack® TerraPro now with *mDRIVE* HD.**

With the *mDRIVE* HD, your next TerraPro will be more fuel efficient and easier to drive. See what heavy-duty tough can do for your drivers and business at [MackTrucks.com/Terrapro](https://www.macktrucks.com/Terrapro)

Discover the latest tools, tech and trucks from Mack at World of Concrete and ConExpo 2020.

**BORN READY.**

# CONTENTS



## 2 Viewpoint

Mack's technology for your future

## 2 Headlights

New products highlight safety, fuel efficiency and uptime

Mack supports Share the Road and Workplace Heroes outreach programs

## 8 On Business

**Construction pros:** Mack Trucks to unveil new options and demonstrate application excellence at the 2020 CONEXPO-CON/AGG show

## 11 Trends

A roundup of the numbers that drive your business

## At Work

**12** Florida Rock & Tank Lines finds Mack Anthem® helps find drivers

**16** Roy Strom Refuse Removal Service successfully tailors service to customer needs

**19** McMahon Transport says ain't no weather stopping our Macks

## 22 Applications

Engineers listened to drivers and built the Mack Anthem® stand up sleeper to respond to their storage and technology needs

## Taillights

**25** Mack Black Anthem® Limited Edition makes its mark

**25** Custom Mack Anthem® auctioned for charity

**26** Meet the 2020 Mack Calendar Contest winners

## Back Cover

Next Issue: *Bulldog* Magazine turns 100!

# Pushing the limits

Expert drivers share their passion for fuel efficiency and Mack Anthem®

# 4



# 12

Florida Rock & Tank Lines



# 16

Roy Strom Refuse Removal Service

## Connecting to your future



**2020 is the 120th anniversary** of the founding of Mack Trucks. Much has changed about our trucks over the years. Back then it was hand-cranked gasoline power and chain drives, with wooden floorboards and solid rubber tires. Now our trucks have extremely efficient and clean diesel engines, automated transmissions, cutting-edge materials and numerous driver comforts. Credit curiosity and the unyielding march of technical innovation for these improvements, a march that has been led by Mack for the past 120 years.

Innovation is Mack's heritage, as much as our legendary durability, reliability and power. In our past, technological advances brought about improvements in design, engineering and manufacturing, resulting in more efficient and better products — and we continue to lead that march. Today our trucks, engines and transmissions continue to be brilliant examples of products designed to be the best for our customers' jobs. And the future is underway already, with electric trucks and more in development.

Today, though, the role of technology for Mack goes far beyond the physical product. A great product is a basic expectation in order for customers to even consider purchasing it. Extra value today comes from the network of information cultivated from carriers, shippers, drivers and trucks which is then analyzed and reported with the purpose of informing customers of their fleet's performance. Mack® trucks have for years been connected by telematics in the form of Mack GuardDog® Connect. This permits a rich flow of data for fleets and their customers to use in managing their business and assets, to optimize operations, to monitor and optimize the performance of their trucks, and to manage drivers and their valuable time. Mack uses this data to provide cutting edge support and service through the Uptime Center and the continent-wide network of Mack Certified Uptime Dealers.

Technology pundits have for a while discussed the rise of the "Internet of Things" or IOT. Mack already has its own IOT — an Internet of Trucks. Using telematics to connect drivers, fleets, trucks, dealers, shippers and receivers, Mack has revolutionized the way the trucking industry operates. For instance, the health of a Mack truck can be monitored while in operation and repairs can be planned with minimum disruption of customer schedules. Trucks can be updated on the fly with new software settings and parameters when it's convenient for the fleet, just like today's smartphones, using Mack's Over the Air.

This technology puts data in the hands of drivers, where it can yield outstanding results for profits and performance. This issue's feature story shows how two experienced drivers combined their driving knowledge with Mack's hardware and digital technology to deliver double-digit fuel economy in everyday driving. Using Mack's HE+ engine and aerodynamics fuel economy package and other carefully selected specs, the real-time feedback from their Anthems, and their knowledge of how to drive for maximum fuel efficiency, the drivers routinely see 10+ mpg. Without Mack's combination of the data, the components and the knowledge, that level of fuel economy wouldn't be possible.

This is another example of how Mack uses technology to deliver results, and how our products and services are influenced and amplified by our technology. There's more to come.

**Jonathan Randall**  
Senior vice president, sales & marketing

## Mack rolls out new technology for safety, fuel efficiency and uptime

**N**ew Mack Anthem® and Pinnacle™ options were announced at the 2019 North American Commercial Vehicle show and the 2019 American Trucking Associations' Management Conference and Exhibition that highlight Mack's expertise in highly productive, fuel-efficient trucks for over-the-road highway application and cutting edge highway technology.

Bendix Wingman Fusion with enhanced features is now available on Mack Anthem and Mack Pinnacle™ models. The camera- and radar-based driving assistance solution helps mitigate the potential for accidents, improving highway safety for travelers on the roadway.

Now in its second generation, Bendix Wingman Fusion offers collision mitigation, adaptive cruise control and lane departure warning. The enhanced version improves Automatic Emergency Braking, lane-keeping support, multilane continuation of AEB and driver awareness support.

"Thanks to the combination of radar and camera sensors, Wingman Fusion is very effective in conditions that affect visibility, such as rain, smoke, fog or snow," says Roy Horton, director of product strategy for Mack Trucks. "The camera also helps when objects are not easily identified or are not detected by radar, providing a second level of safety."

Also with Bendix Wingman Fusion, audible and visual warnings are activated if a stationary metallic object is detected ahead. Brakes will be applied if the truck's speed is above 15 mph, whether or not cruise control is engaged. The driver will be notified up to 3.5 seconds before impact, and if the driver doesn't take action, brakes will engage.

An all-new extended chassis fairing option for Anthem models is now available. By directing air more smoothly around the rear axles, the new option improves fuel efficiency by up to 0.5%. "The cost of fuel is among the biggest expenses our customers face, which is why we are relentless in our pursuit of ways to improve efficiency. The extended chassis fairings are another tool we have to boost efficiency and help lower our customers' total cost of ownership," Horton says.

The extended chassis fairings can be combined with Mack's advanced HE+ efficiency package, which includes the Mack MP®8HE engine, Mack

## Mack continues its support for military veterans and highway safety

**M**ack Trucks announced its continued support of the American Trucking Associations Workforce Heroes program with the donation of a Mack Anthem® 70-inch Stand Up Sleeper model at the ATA Management Conference & Exhibit Oct. 7-10 at the San Diego Convention Center.

The Mack Anthem model, featuring a unique camouflage-styled wrap, travels across country to help recruit military veterans into careers in the trucking industry. "Mack is proud to continue our support of veterans through this program, and we look forward to working with the ATA to encourage them to consider a career in trucking," says Jonathan Randall, Mack Trucks senior vice president of North American sales and marketing. "Veterans have proved their dedication and service to our country, and trucking offers them a job experience that will build upon some of the skills they already have acquired."

The Mack Anthem model used in the Workforce Heroes program is equipped with a Mack MP®8HE-415SE engine with 415 horsepower and 1,660 lb.-ft. of torque and the Mack mDRIVE™ automated manual transmission. Standard on all Mack Anthem models, the mDRIVE enables drivers to remain focused on driving, rather than shifting gears.

In line with its commitment to highway safety, Mack Trucks announced

# HEADLIGHTS



*mDRIVE™* automated manual transmission and additional aerodynamic enhancements, to maximize fuel efficiency of Anthem models. Combined with the new extended chassis fairings, the HE+ package delivers up to 10% improved fuel efficiency, while achieving the U.S. Environmental Protection Agency's SmartWay designation.

Mack Trucks recently introduced dynamic maintenance, a connected vehicle service focused on proactive vehicle maintenance planning and fleet operations efficiency for increased uptime.

"Mack is focused on providing customers options to improve their total cost of ownership through connected vehicle services. Enhancing maintenance planning utilizing existing vehicle telematics and data analytics is yet another way in which we accomplish this. Vehicle technology and data provide us the capability to 'customize' planning so that it's specific to a vehicle and its

operation," says David Pardue, vice president of connected vehicle and contract services for Mack Trucks. "This enables customers to optimize planned downtime."

Mack's dynamic maintenance service further expands the partnership with Noregon, an IoT (Internet of Things) company specializing in connected vehicle solutions. Mack's unique approach utilizes the Noregon platform to enhance the dealer user interface and brings the decision-making process closer to the customer through the dealer.

Dynamic maintenance leverages data intelligence from vehicle data analytics, combined with enhanced software features from Mack® GuardDog® Connect telematics, the Noregon platform, and Mack's ASIST service communications process to more accurately reflect planned maintenance needs and replace traditional "set mileage scheduled" plans.



**Mack Trucks continues its support of the American Trucking Associations Workforce Heroes program with the donation of a Mack Anthem® 70-inch Stand Up Sleeper model.**

its continued sponsorship of the American Trucking Associations Share the Road program in 2020.

"While significant strides have been made, there is still work to be done in terms of educating motorists on how to drive safely around large trucks," said Randall. "We are pleased to again sponsor the Share the Road program and the



**Mack has sponsored Share the Road since 2001, and continues its sponsorship in 2020.**

professional truck drivers who deliver that safety message. The Mack Anthem the drivers use in this program is equipped with a variety of safety features, but it's also critical that operators of passenger vehicles practice safety-conscious driving."

The Share the Road drivers, many of whom have

one million or more accident-free miles, deliver live safety presentations to students, media and policy makers throughout the U.S. The purpose of the program is to further the understanding of how to safely drive with heavy-duty trucks on our nation's roadways.

**COVER STORY**

# A passion for fuel economy



Joel Morrow and Jamie Hagen push the limits of fuel economy with their Mack Anthems®

By Denise L. Rondini



**I**f you talk to Joel Morrow or Jamie Hagen for more than a minute, you will discover their passion for the art of driving for maximum fuel efficiency. Morrow, senior driver and vice president for fleet equipment procurement at Ploger Transportation in Norwalk, Ohio, says his father instilled in him a passion for fuel economy. “My dad was kind of a miser,” Morrow says, laughing. “We didn’t even let the lawn mower run for one second longer than it needed to. I just carried that with me for my whole life; I have never forgotten it.”

Hagen, owner of Stratford, South Dakota-based Hell Bent Xpress, which operates four trucks and is currently leased to Cliff Viessman Inc., says his passion began even before the purchase of his first truck. “Prior to owning a truck, I was a very broke individual driving around in a four-cylinder car. I realized if I drove that car halfway decently, I could get good fuel economy and keep money in my pocket.”

Back in 1995 when he bought his first truck, Hagen says he quickly realized that fuel was his biggest operating expense, but also was one of the things he could control.

“As a leased operator, you can’t control a lot of things,” he says, “but you can control fuel economy.” That is still the way he operates today.

Hagen and Morrow operate the new Mack Anthem® models, and they will tell you that it takes the right truck with the right specs combined with the right driver to achieve enviable miles per gallon.

Mike Roeth, executive director of the North American Council for Freight Efficiency, says there is no magic elixir when it comes to better fuel

## Advice from the pros

**I**f drivers want to improve fuel economy, here are some things they should consider.

- **Make sure you love what you do.** “This is a demanding job and you have to love what you do to be good at it,” Morrow says.
- **Keep an open mind** when it comes to spec’ing. A fuel-efficient engine loves to run in low rpms.
- **Focus on the impact of speed.** “Anytime I get above 65 mph, my fuel economy starts to go south immediately,” Hagen says. “When people ask me how I get the numbers I do, the first thing I tell them is to slow down.”
- **Make an all-day commitment.** Hagen says throughout the day drivers need to ask themselves “Is this the most efficient thing I can be doing right now?”
- **Plan your day.** “If you don’t have a plan, plan to fail,” Morrow says. He makes sure to have three different routes figured out before he leaves the yard in case he gets somewhere and there is a traffic delay or unexpected weather.

# COVER STORY

efficiency. “You have to spec the truck for the duty cycle in which it will operate, optimize aerodynamics, pay attention to routing and back hauls and have a driver who is trained for and committed to fuel economy.”

Hagen and Morrow agreed to share the results of their year-long test drive experiences with their Anthems by posting on social media using #Mackonomics, Mack’s hashtag for the industry-leading total cost of ownership the Anthem provides.

## It starts with the right equipment

“Fuel cost is not only one of our customers’ largest expenses, but also one that can be highly variable. That variability is certainly seen in fuel price fluctuations, but how a truck is spec’d and operated also impacts results,” says John Walsh, Mack Trucks vice president of marketing.

Hagen agrees and says he thinks good fuel economy begins with the truck.

“Engineering the truck to get good fuel economy really is the key,” Hagen says. The right spec for the application is important. “That can mean opening your mind to something new. Don’t just buy the same thing you always have bought. Try something new that could get you even better fuel economy by changing your rear end ratio or taking advantage of the energy recovery technology in Mack’s

HE engines, for example.”

The basic Anthem model is 4% more aerodynamic than its predecessor, the Mack® Pinnacle™, which was already one of the most aerodynamic trucks on the road, Hagen says. “I don’t know if you can make the statement that the Anthem is the most aerodynamic truck, but it certainly is in the hunt for the most aerodynamic truck on the market.”

Mack worked with Hagen and Morrow during the spec’ing process to design trucks that were well-suited for their needs. Both Anthems have the HE+ efficiency package that combines the 13-liter Mack MP®8HE engine with Energy Recovery Technology. “Right out of the gate that adds 50 extra

horsepower for free; no fuel was burned to get that additional horsepower,” Hagen says. He says the Mack *mDRIVE*™ automated manual transmission is a big part of the fuel economy equation because it finds the perfect gear for efficient driving. “No matter what you are doing, it evaluates the situation and shifts up or down as needed.”

The Hagen and Morrow Anthems also are equipped with Mack’s 6x2 liftable

pusher axle. “When I am light or empty one axle goes up, and I like to say that gives me a leg up on the competition,” Hagen jokes. Both trucks have a 2.47 rear end ratio.

Morrow’s Anthem has a 13-speed *mDRIVE* transmission. “I asked for a crawler gear because I operate an adaptive loading truck that has a lift axle,” he says. The adaptive



“I love being out here and if I can make a difference for some people, that is what I want to do.”

**Joel Morrow, senior driver and vice president for fleet equipment procurement at Ploger Transportation**



loading is an automated liftable axle that senses weight differentiation and automatically lifts the axle to reduce friction and save fuel. Having a crawler gear helps in slippery conditions and is needed to get started. He recently had the opportunity to test this out when he got caught in an early season snowstorm in the West.

He also asked for high-efficiency wheel bearings and oversized front disc brakes. “When I am on very long down hills, I can lay the truck down with very low rpms and use the foundation brake to a higher degree without having to bring the rpms of the truck up and not use the engine brake.”

## Time and speed management matter

Both Hagen and Morrow spend time planning their days. “The key to fuel efficiency is time management,” says Morrow, who uses multiple tools to plan his day before heading out. Because he often ends up having deliveries that are “off the beaten path,” he says, “it is essential that I work with my navigation system. I am on Google Earth checking out the smaller places and making sure I can get into them.”

He adds, “I really do my homework before I pull out of the driveway, and I set goals for myself.”

However, time management alone won’t ensure great fuel economy. Morrow says drivers also need to manage their speed. He says that people always ask him how fast he drives, but he is not “married to any one speed.”

“My Anthem has a downspeed powertrain on steroids, which means I have several

## There’s no comparison

**E**xactly how does the Anthem stack up to other vehicles that Hagen and Morrow have driven?

“Fuel efficiency-wise, this is the absolute best truck I have ever driven,” Morrow says. “I would go so far as to say that right now Mack has the most fuel-efficient truck in North America.”

“This Anthem and the way it is spec’d is blowing every other truck I have ever driven out of the water,” Hagen says. In fact, he is regularly seeing fuel economy in the 9 to 10 mpg range, and when the trailer is empty that number can go higher.

Morrow is consistently reaching high mpgs and says his best day ever came on a run from Grants, New Mexico, to the Oklahoma state line. “I was at 16.99 mpg; I did have a little bit of a tail wind.”

He says his fuel economy has been good since day one and adds that he is not pulling aerodynamic trailers, though he is anxious to see what he could achieve with an aerodynamic trailer. In fact, this coming spring, Morrow is hoping to get under an aerodynamic trailer and will be looking for 13 mpg for 30 days. “That is going to be my goal.”





options to cruise at highway speed in either overdrive or direct drive.” Morrow explains that most direct drive trucks today are confined to a narrow band where they can cruise efficiently. “The great thing about the Mack is that I have a wide band where I can basically pick any speed between 45 and 75 and cruise efficiently.”

This is the result of the “combination of the super downspeed powertrain with the advanced energy recovery of the engine,” he says. “I have been hardcore about fuel efficiency for 30 years, and I have never bumped up against a truck that can put up the numbers fuel economy-wise and productivity-wise that the Anthem does.”

Hagen starts his day by writing on his windshield with dry erase markers. Something he might write is: Am I doing the most efficient thing I can right now? “I do this to keep myself mentally focused and disciplined. There are times you just want to mash the pedal to the floor. The *mDRIVE* will come to life when you do that and start shifting like a banshee. You can get up to speed as fast as you can, but you just burned a bunch of fuel you did not need to burn.”

Another technique Hagen uses is to minimize the number of stops he makes each day. “If I need fuel, I might as well eat while I am getting fuel. My goal is to only stop once for my 30-minute break.”

He also is a big proponent of doing a thorough pre-trip inspection to make sure there are no mechanical defects on the trailer. “Nothing kills you more than a trailer that has a low tire or a brake that might be dragging or any other kind of mechanical resistance. I go underneath the trailer to make sure everything is operating perfectly.”

## Limit idling

Another great way to save fuel is to limit the amount of time the truck idles. “I do everything to limit idling,” Hagen says. His Anthem is spec’d with a Webasto bunk heater and he also has added window vents. “As soon as I come to a stop, I try not to idle more than two minutes.” Hagen’s goal is to be under 10% idle time even though he has to pump loads off the tanker, so he tends to have a few hours of idle every day.

Morrow’s truck has an electric air conditioning unit and a bunk heater to help him manage his idle time. “I am not freezing, I am not sweating and I have no noise from an APU.” Until he recently installed solar panels on the truck, his idle time was at 4%. “For years and years no matter what I did I could not get below 4%, but now with the addition of the solar I am at 1% idle.”

Spreading the news about fuel economy with the hash tag #Mackonomics, Hagen and Morrow have been using social media to communicate the performance of their new Mack Anthems.

For the remainder of their one-year test drives, Hagen and Morrow will continue to track loads, driving distances, routes, weather and more in evaluating how their Anthem models stack up on fuel efficiency.

Given the competitive nature of the trucking industry, it is somewhat surprising that Hagen and Morrow are willing to share their tips for

achieving high mpg. “We want to teach people a new way of thinking and help them be successful,” Hagen says. “In other words, we have made it to the top so it behooves us to reach down and pull someone else up with us.” He adds, “I would have loved for someone to share information like this with me. I think Joel and I are just doing what we feel is right.”

Hagen and Morrow are clear that Mack did not have a list of topics or things they should or shouldn’t talk about in their #Mackonomics posts. “They just said, ‘Here is your truck, now share what you are learning,’” Hagen said.

Morrow says he hates to see other drivers

struggling when they don’t have to, so that is why he likes sharing what he has learned. “I love being out here and if I can make a difference for some people, that is what I want to do.”

Morrow says, “In my mind, #Mackonomics puts Mack back in the highway game. A lot of people look at Mack and think dump truck or garbage truck. A lot of them don’t see Mack as an on-highway truck, let alone a very fuel efficient and economical



“Nothing kills you more than a trailer that has a low tire or a brake that might be dragging or any other kind of mechanical resistance.”

**Jamie Hagen, owner of Hell Bent Xpress**

to run highway truck.”

He adds, “Jamie and I are out there in the real world putting it down and proving it. It is very transparent. I post on social media every day so people can’t say that I am cherry picking and only writing about the good stuff. So far the numbers I am getting have been stellar and I am happy with the results.” ■

## Is 10 mpg realistic for everyone?

**Hagen and Morrow** are self-admitted fuel economy geeks who are extremely mindful of the impact of every little thing they do. Many drivers would argue that the kinds of numbers these two drivers are putting up are unrealistic.

“I honestly believe that 10 mpg is completely achievable for anybody,” Hagen says. To prove this, he is going to put one of Hell Bent Xpress’s other drivers in the Anthem to see how he performs. Stay tuned for those results.

Hagen contends that he is not special. “I am just another guy and all it takes is a bit more care when driving to get good results. The truck does most of the work; with the *mDRIVE* the truck does all the shifting. All I have to do is light-foot it instead of mashing it to the floor. I feel like you could sell this truck to anybody and they would be able to get 10 mpg as long as they try.”

Morrow expects to see more fuel economy gains from his truck because it currently only has 50,000 miles on it. “We all know it takes 80,000 miles to break in these trucks. I know my mileage is going to get absolutely better, so I think 10 mpg is low.”

**ON BUSINESS**

# Construction pros

Mack Trucks to unveil new options  
and demonstrate application  
excellence at the 2020  
CONEXPO-CON/AGG show

By Olivia McMurrey



OX BODIES

MACK

# ON BUSINESS

**M**ack Trucks will introduce new products and features while showcasing eight trucks representing a range of rigorous construction applications during the 2020 CONEXPO-CON/AGG show March 10-14 at the Las Vegas Convention Center.

“We’re demonstrating our latest projects and the application excellence in our wide variety of models,” says Tim Wrinkle, construction product manager for Mack Trucks.

Mack booth No. S61807 in South Hall 1 will include dump and mixer trucks, a fuel and lube truck, a concrete pumper, an aggregate-conveyor truck, and a day cab highway tractor used to haul block and other construction materials.

## Booth exhibits

On a stand in the Mack booth, a powertrain ladder will display the Mack® MP® engine, mDRIVE™ transmission and Mack axles.

“It’s a good way to discuss the integrated powertrain with customers,” Wrinkle says. “All those components were designed from the beginning to work together. It’s really the key to the performance, power and efficiency in the whole system. As opposed to competitors who take off-the-shelf parts and piece them together, ours is designed from the ground up for the various components to communicate.”

Booth exhibits also will highlight Mack’s extensive uptime solutions, including the Mack GuardDog® Connect telematics platform, which proactively monitors truck performance to enable real-time diagnosis of issues that could lead to unplanned downtime. Working with the Mack ASIST online service management system and Mack OneCall™ uptime agents in Mack’s 24/7 Uptime Center, GuardDog Connect schedules repairs and confirms parts and service bay availability while trucks are still on the road.

GuardDog Connect also enables Mack Over The Air, which delivers software updates directly to customers at times convenient for their operations. ■



## On display

Mack models in CONEXPO-CON/AGG booth No. S61807 will include:

**1. Mack Granite® Axle Back**

**Features:** 80-inch twin steer, high-weight-capacity tandem axles  
**Body type:** no body (for easy viewing of axles)

**2. Mack TerraPro®**

**Body type:** concrete pumper  
**Body builder:** Putzmeister

**3. Mack TerraPro**

**Body type:** aggregate conveyor  
**Body builder:** Schwing/Loop Belt

**4. Mack Granite Axle Back**

**Body type:** concrete mixer  
**Body builder:** Beck Industrial

**5. Mack Granite Axle Forward**

**Body type:** concrete mixer  
**Body builder:** Con-Tech Manufacturing

**6. Mack Granite Axle Forward**

**Body type:** fuel/lube  
**Body builder:** Curry Supply Company

**7. Mack Granite Axle Back**

**Body type:** volumetric mixer  
**Body builder:** Cemen Tech

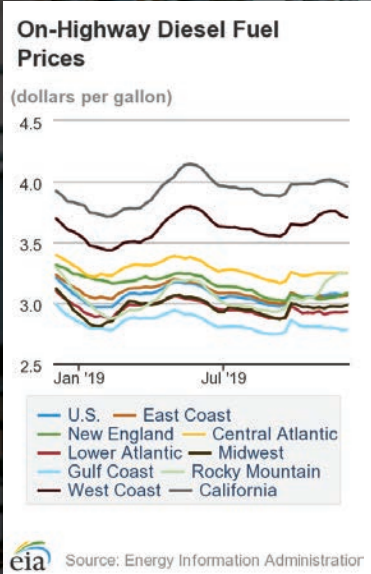
**8. Mack Anthem® Day Cab**

**Body type:** tractor

# TRENDS A roundup of the numbers that drive your business.

## + 8,000 trucking jobs in October and November

The for-hire trucking industry added 1,100 jobs in November and the Department of Labor's revised October figures show a 6,800-job gain.



## Diesel prices up slightly in third quarter; down from one year ago

Average on-highway diesel fuel prices in the United States increased slightly during the third quarter of 2019 from \$3.032 on Aug. 5 to \$3.062 on Nov. 4. The average price on Nov. 11, 2019, of \$3.073 is down \$0.244 compared to the same date in 2018.

Source: U.S. Energy Information Administration



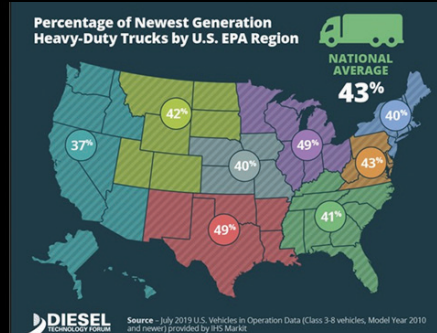
## 10% of detention periods last six hours or longer

Detention time at shipper/receiver facilities and frequency of detention have increased since 2014, a report by the American Transportation Research Institute found. Drivers reported nearly 10% of detention periods last six hours or longer. Reefer haulers wait the most, with more than a third of their detention periods lasting four or more hours.



## 178 million daily crossings of more than 47,000 deficient bridges

Vehicles cross more than 47,000 structurally deficient U.S. bridges 178 million times a day, according to an American Road & Transportation Builders Association report. "We are no longer facing a future highway maintenance crisis — we're living it — and every day we fail to invest, we're putting more lives at risk," said Chris Spear, American Trucking Associations president and CEO.



## 43% of commercial vehicles using low-emissions technology

More than 40% of America's truck fleet is powered by post-2010 emissions technology, which includes exhaust aftertreatment systems, according to the Diesel Technology Forum. This represents a 6.8% increase from one year ago.

## Truck tonnage index up 4.5% American Trucking Associations'

seasonally adjusted For-Hire Truck Tonnage Index increased 4.5% in the third quarter of 2019 compared to the third quarter of 2018. The September 2019 index was up 3.5% compared to the September 2018 index. In October, the index was up 4.1% year-to-date compared with the same period in 2018.

**AT WORK**

# Tough tank trucking

Florida Rock & Tank Lines relies on Mack Anthem<sup>®</sup> to meet its mission

Story by Carolyn Mason

Photos by Kirk Zutell and FRTL



**F**lorida Rock & Tank Lines in Jacksonville, Florida, doesn't transport rock anymore — the fleet is known now as an industry leader for transporting mostly petroleum and other liquid and dry bulk commodities in tank trucks throughout the Southeastern United States.

Even though among drivers and customers it's still referred to as "Florida Rock," the company has evolved from its original role in the early 1960s as a private aggregate and sand hauler to its present as a publicly traded (NASDAQ-PATI) petroleum, liquid and dry bulk carrier that operates under its parent company, Patriot Transportation Holding Inc.

Robert Sandlin has been president of Florida Rock & Tank Lines since 2003 and CEO of Patriot Transportation Holding company for four years. He has been with the company his entire career, which began in 1984. In fact, many on the executive team have the longevity that contributes to their success in a competitive market. "Our team now includes a good mixture of seasoned leaders and a new group of leaders with industry experience who adhere to our mission: to safely deliver on time and accurately, to never compromise safety and to offer premier customer service," he says.

# AT WORK

Mack Trucks plays an important role in fulfilling the fleet's mission.

The company, with \$114 million in revenue, currently operates 19 terminals throughout the Southeast and operates more than 350 tractors and 500 trailers, employing 530 company drivers, 40 drivers in training and 23 leased owner-

operators. They deliver to gas stations, convenience stores, major retailers and some truck stops. Delivering petroleum products makes up about 80% of their business with 20% dry bulk and industrial chemicals. But it's delivering petroleum in up to three to four loads per shift in the crowded urban locations where gas stations and mini markets are tucked

away that requires not only skilled hazmat operators but also equipment tough enough to maneuver the tight spaces.

The challenge of keeping those seats filled is one their main pain points and they spend nearly \$12,000 per driver for recruiting and training.

Jim Anderson, vice president of safety and risk management, has been with the

company for 39 years. He says that, just as it is for others in the industry, recruiting and retaining drivers is a constant challenge. While they experience high turnover, he says some of it is due to a strong jobs market. However, he says it's always a challenge to recruit new drivers because of the

higher level of skills needed for a hazmat operation.

"Operating new equipment like the Mack Anthem® does as much for our safety and customer service as it does to attract the drivers we need," he says. The fleet is composed of 80% Mack® trucks, including Pinnacle™ and more than 70 Anthem models.

"Our customers appreciate the safety features and uptime

---

**"Operating new equipment like the Mack Anthem® does as much for our safety and customer service as it does to attract the drivers we need."**

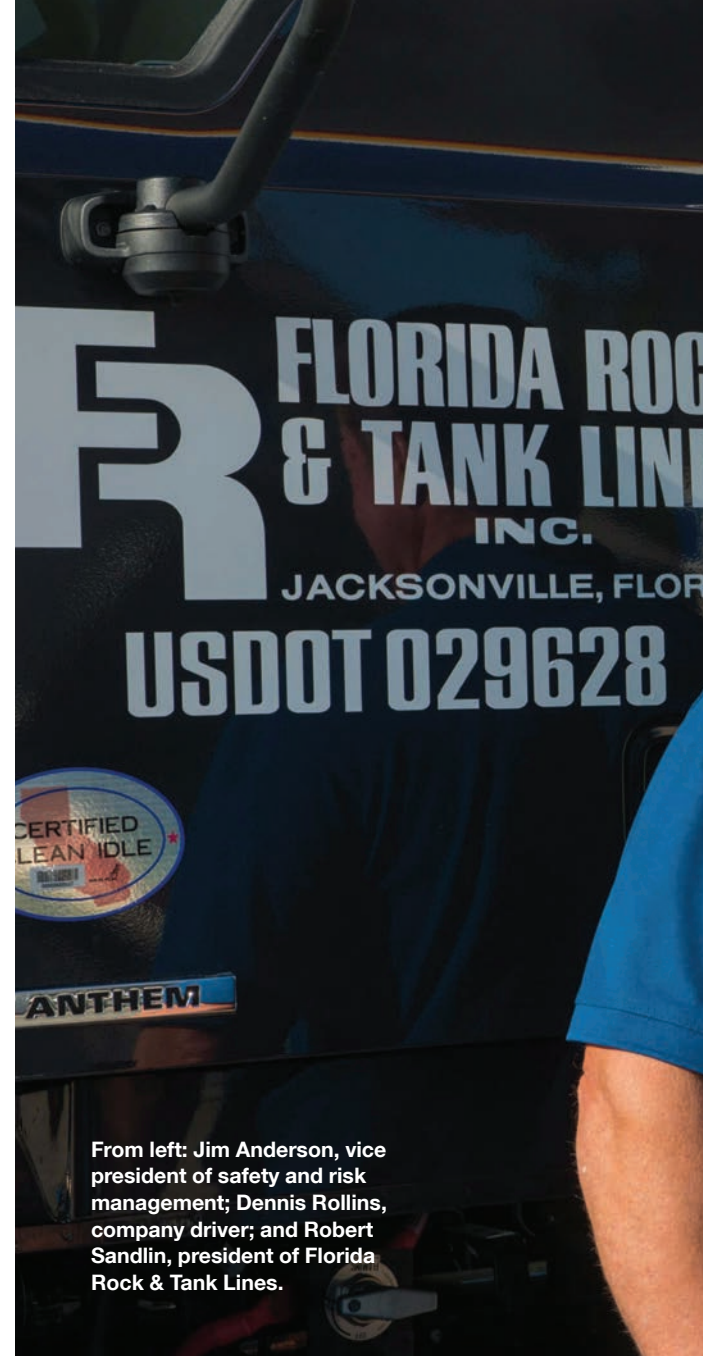
---

**Jim Anderson, vice president of safety and risk management**

---

we get from the equipment, and our drivers love the comfort and power." He says even the drivers initially put off by changing to an automatic transmission now love the mDRIVE™. "Once they experience how much less fatiguing it is to shift gears in rush hour traffic, they never want to go back," he says.

And Anthem does its share of driver



From left: Jim Anderson, vice president of safety and risk management; Dennis Rollins, company driver; and Robert Sandlin, president of Florida Rock & Tank Lines.

recruitment. Anderson recounts how one of their drivers in Fort Lauderdale said that seeing one of their new metallic charcoal Anthems on the road convinced him to become a Florida Rock & Tank Lines driver,

## Florida Rock & Tank Lines by the numbers

- **Located:** Jacksonville, Florida
- **Transports:** petroleum and other liquid and dry bulk commodities.
- **Annual revenue:** \$114 million
- **Locations:** 19 terminals throughout the Southeast
- **Truck drivers:** 530 company drivers, 40 drivers in training and 23 leased owner-operators
- **Equipment:** 80% Mack® trucks, including Pinnacle™ and more than 70 Anthem® models.







just to drive for them in one of the trucks. He got his CDL and, after getting the necessary experience, circled back and signed on with FRTL. “That’s a direct result of offering equipment drivers want to operate,” he says. And it also goes a long way toward retaining the top drivers they already have. Their top drivers get first dibs on the new trucks.

Dennis Rollins, a company driver with Florida Rock & Tank Lines for more than 18 years, says he’s spent his whole career driving tankers and is thrilled to be driving a new Anthem. Rollins, a former Florida Trucking Association driver of the year, says he’s impressed with the safety features, comfort and cool factor.

“The bells and whistles such as lane departure warnings and adaptive cruise control help me navigate city traffic with a mini-

mum of stress,” he says. Because he delivers petroleum in crowded city locations, the Anthem’s tight turning radius is a game changer and he loves the visibility he gets from the mirrors. “When you are squeezing into a crowded gas station with people walking around and cars lined up at the pumps, you need as much visibility as possible. The Anthem’s fender and panoramic mirrors are situated so that I barely have a blind spot,” he says.

But it’s the look and design of the Anthem that makes him proud to be part of a company that offers drivers a brand like Mack. “I get drivers asking me about my truck and how they can hire on with a company like Florida Rock & Tank Lines so they can get one, too.”

The company’s focus on safety is another

reason Anderson says they are pumped up about the safety features on the Anthem. “Going from drum brakes to disc brakes reduces stopping distance and gives you better braking.” There’s also an increase in uptime due to more efficient maintenance and service times on the brakes. They have operated the Bendix Wingman Fusion driver assistance system since 2017 and say the driver alerts and blind spotter technology has been helpful to drivers, especially in the urban settings and heavy traffic.

Sandlin says the key factors to buying equipment are first the relationship with the OEM, then the dealer and finally, the total cost of ownership. “I’m looking at the truck over a six- or seven-year time frame and take into account the cost and return on capital for our shareholders. We have a strong dealer relationship and have always found that Mack Trucks stands behind their products,” Sandlin says. He also is passionate about driver acceptance and says, “I ask drivers all the time how they like the ride, the torque, the safety features and the comfort of the truck.”

The relationship between Mack and Florida Rock & Tank Lines goes back for decades.

Sandlin says that the key to their continued success comes from offering premier customer service along with conservative fiscal practices including zero debt. “We focus on a good company culture and part of that is offering equipment that drivers are proud to operate.” ■

---

**“When you are squeezing into a crowded gas station with people walking around and cars lined up at the pumps, you need as much visibility as possible. The Anthem’s fender and panoramic mirrors are situated so that I barely have a blind spot.”**

**Dennis Rollins, company driver**

---

**AT WORK**



# Boutique refuse service



# Roy Strom and Mack bring white glove service to the curb

Story and photos by Jim McNamara

**T**he refuse industry is a hands-on affair, and every customer has different needs. For the Roy Strom Refuse Removal Service in suburban Chicago, adapting to customer and municipality demands has transformed the business into a “boutique” waste hauler, says company Vice President George Strom.

Founded 75 years ago in Maywood, Illinois, Roy Strom has maintained its focus on figuring out how to care for each customer, whether a township, apartment complex or corporation. A family-owned business, George is in the fourth generation of Stroms to deal with those challenges. Mack Trucks has been part of their operation since the start.

Roy Strom currently has about 100 employees total in its refuse and construction operations, and operates 45 trucks, primarily Mack® Granite®, TerraPro® and LR models with rear loader and roll-off bodies. The company has purchased only Macks since 2008.

“With the more this market gets segmented, how do we adapt as a smaller business to maintain the quality of service that we’ve always held?” George says. “Our industry sometimes gets cast as the people causing the garbage. We’re just moving it for people. But how can we play more of a part in helping with this waste problem that exists in our country?”

Boutique businesses are always on the lookout for new ways to serve their niche. For Roy Strom, that means being willing to do new things for customers. “Everything is customized to the individual municipality,” George says. This includes e-waste, food and yard waste pickup, as well as composting of biowaste.

Their fleet plays a critical role in meeting these challenges. “Throughout our whole history, Mack’s been the truck that we’ve relied on,” George says. “The truck has been a key part to dealing with the tough environment that we are in every day, including the challenging Chicago weather and the harsh waste environment. We know when we purchase a Mack it is going to last 10 to 20 years. We’re not switching,” he says. “We’re dedicated to Mack products.”

Reliability is important for refuse trucks. The duty cycle is severe and the consequences of mechanical failure while on a route are very public. No one wants a garbage truck stranded in their neighborhood on a hot day, while the pressures of keeping to collection schedules is intense.

George says the fleet has only had one engine failure in its history, and that was the fleet’s fault. “My dad always said, ‘Mack motors are bulletproof.’”

Roy Strom does almost all of its own maintenance and has counted on Mack technical education for their technicians to stay on top of the latest technology. George says being able to diagnose issues remotely is critical for the fleet. And having a standardized fleet of Mack trucks helps with maintenance and with driver training and operations, since the fleet slip-seats drivers.

# AT WORK



“We like Mack for many reasons, including the reliability, customer service and parts availability. Our dealership, M&K Truck Centers, has been an excellent partner. They tend to keep several trucks in stock so that when we need a truck we do not have to wait to get the vehicle we need. They have a huge parts inventory, so we can get almost any part delivered to us the same day,” he says.

In Chicago, the size of the trucks is a big issue because of the alleys where many refuse collections occur, so trucks have to be spec'd and purchased based on where they will operate. To address this, the fleet worked with a refuse body company to develop split-bodies — rear loaders with both trash and recycling compartments. These are “great” in alleys, George says, and inflict less wear and tear on infrastructure, since the fleet only requires one pass instead of two.

Roy Strom uses technology to improve service and operations. They have installed tablets in almost all the fleet's vehicles for routing, tonnage, customer information and photos. Drivers can also take photos whenever a bin isn't out for collection when customers complain their trash wasn't picked up. This is useful considering the fleet picks up at as many as 20,000 residences each week.

And George has his eye on some other new technology: electric-powered trucks, particularly the Mack LR Electric refuse truck which will begin testing with two fleets in 2020.

“I know it was just announced, but this electric Mack truck, I couldn't be more excited about that.” He called his Mack sales representative the day he saw the initial announcement and thinks it would be “ideal” for communities that still have backdoor

service. “It would be super green for a community that wants to be more green.”

That forward-thinking attitude is central to Roy Strom's ability to grow and thrive for three-quarters of a century in a very competitive market.

“Attention to detail has been really critical to our success,” he says, an attitude that extends to equipment. “If a customer sees that you're taking care of your stuff, they think you're more likely to take care of them.”

The fleet washes its trucks once a week,

but some drivers take it a step or two further.

When a new truck came in a few years ago, its driver decided he wanted to wash it every night on his own time, George says. “The next new truck, that driver also did the same thing. Now, there's a group of drivers who rinse off their trucks every night on their own time. Drivers tell me ‘I just take pride in my vehicle. I take pride in the way it looks.’

“Our sense of pride — my family's sense of pride — in this company is why we continue to operate.” ■



Anthony Grodesky, driver, talks with George Strom, vice president, Roy Strom Refuse Removal Service Inc.

**Gear for those  
who keep the  
wheels turning and  
the world moving.**

**Enjoy 25% off  
MACK OUTERWEAR**  
No code needed.

*\*Expires 02/14/20. Restrictions apply.*



Black & Dark Grey Trucker Vest  
M6506



Mack Black Bomber Jacket  
M2328



Mack Waffle Knit Pullover  
M2225



'47 Longshoreman  
Navy Knit Cap  
M2280



Mack Tailgate Gloves  
M0753



Mack Anthem Blue Long Sleeve Shirt  
M4459

**3 Ways  
to Shop...**

**Click, Call  
or Visit**

**1**

**MackShop.com**

24 HOURS A DAY  
7 DAYS A WEEK

**2**

**800.570.4820**

M-F 9:00 AM - 4:30 PM EST.

**3**

**Retail Store Locations**

Allentown, PA  
Macungie, PA

Greensboro, NC  
Hagerstown, MD

Also Available At  
Select Mack Dealers

## Cold start

### McMahon Transport relies on Mack for deliveries in sub-zero weather

**F**uel hauler **McMahon Transport** has seen significant changes in the past 30 years. For one thing, around the same time founder James McMahon switched from driving a milk delivery truck to bulk gasoline delivery, the major oil companies started divesting their retail networks, which opened up the fuel hauling business to competition such as McMahon. He founded the fleet in 1989.

“A lot of opportunity opened up, and we had a good reputation. Many of the gas stations utilized us, and do to this day,” James says. The Lockport, Illinois-based fleet is now the second-largest gas hauler in the state, primarily operating in Chicago and the surrounding region.

New technology also had an impact. The company pioneered automation in their industry, developing in-house software to

automate much of the office management and logistics for their fuel delivery network. “Without the computer program, we could not run our company,” James says. “You can’t deliver to over 700 locations with guys making phone calls.”

One thing that hasn’t changed since the company’s early days is their reliance on Mack® trucks. McMahon Transport bought its first Mack in 1993.

“We found that the Macks were just sturdier,” says John McMahon, James’ son and now owner of the company. “It’s great for slip-seating trucks, which is all we do. You can beat the hell out of that thing, and it just keeps going. We’ve stayed loyal ever since.”

“McMahon Transport has been a loyal partner with M&K Truck Centers for years. In addition to selling Mack trucks to McMahon, M&K supports them with daily parts



deliveries, major repairs, maintenance training and cost control with the Bulldog Protection Plan,” says Dave Wilkey, sales manager, M&K Truck Centers. The fleet now has 51 tractors, including new Mack Anthem® models, and delivers about 300 loads daily.





McMahon Transport's executive team: From left, John McMahon, owner and CEO; James McMahon, founder and president; Tom DiNaso, chief financial officer.

Chicagoland remains a tough place to truck, says Tom DiNaso, McMahon's chief financial officer.

"The traffic's still there, the long lines are still there, the snow is still there — nothing has really changed in that atmosphere. But

the trucks are better," DiNaso says.

One of the improvements is Mack's *mDRIVE™* automated manual transmission, he says. The company first started testing AMTs in 2014.

"We love it, drivers love it — there's just no question about it. The stress relief on the drivers was incredible. Can you imagine, you're in bumper-to-bumper traffic, shifting, clutching? It takes a lot out of you. Also, the automatics allowed us to hire drivers who don't know how to drive a stick, so the driver pool got better," DiNaso says.

As with most bulk haulers, a lower tare weight means more payload, which means more revenue. So McMahon is very pleased with the performance of the lightweight 11-liter Mack MP®7 engine. Their 9,500-gallon capacity tankers normally weigh out at 8,500 gallons. With four compartments, they can carry multiple fuel grades, including gas, diesel, kerosene, racing fuel and ethanol.

Of course, being in the Chicago-Great Lakes region, winter has an impact on fuel usage and customer demand. Tom DiNaso says more fuel is consumed when the temperature drops to 10 degrees Fahrenheit or lower. "People start their cars an extra half hour early, and you'd be surprised how that

chain reaction just adds up with fuel."

The area experienced record cold — minus 20 degrees F for three straight days — last winter. School was canceled, businesses were closed, everyone hunkered down and tried to think of spring. Except for McMahon Transport and its fleet of Mack trucks.

"We didn't shut down once," John says. Nor were there any breakdowns. The fleet used fuel additives and cold-resistant oil for the trucks and provided hand warmers and pizza for the drivers. "No chains. Put shovels on the trucks, plug them in and keep them running around the clock."

They even were able to make special fuel deliveries for companies whose normal deliveries by other companies were disrupted. "We gained two or three customers because of that, because we did them a favor during that time," John noted.

McMahon Transport has been successful for decades and sees further growth in its market, with little interest in expanding to other areas. Or as John says, "I'm a strong believer of being the best at one thing."

His father, James, agrees. "We've done extremely well in fulfilling the needs of our customers. My original contract was a handshake, and it's still going." ■



# APPLICATIONS

# At home on the road

Engineers listened to drivers and built the Mack Anthem<sup>®</sup> Stand Up Sleeper to respond to their storage and technology needs

By Olivia McMurrey





**T**he 2018 launch of the Mack Anthem<sup>®</sup>, a full-scale redesign of Mack Trucks' highway tractor, attracted new customers and boosted Mack's market share in the long-haul segment.

Stu Russoli, highway product manager for Mack Trucks, says the Anthem's sleeper – and attention paid to driver comfort in general – has everything to do with that change.

The 70-inch stand up sleeper provides 35% more space than the previous model's sleeper, and designers paid meticulous attention to layout during a five-year research and development process that included interviewing drivers and studying how they used and modified their sleeper areas.

"With long haul, you're in the truck for days, a lot of times a week," Russoli says. "So the sleeper really is your home away from home, and having enough storage is key. You need to have food, clothing and household supplies to last the whole time you're out. Being able to have a place for everything is probably the biggest thing. You don't want to be rooting through things like in your closet at home."

### Driver input

Drivers were involved in several stages of the sleeper design process, Russoli says. In the beginning, researchers spent time at truck stops, having drivers fill out surveys or sitting down with individual drivers and asking them how they use the space inside their trucks, what they like, what they dislike and more. They also got permission to go inside many drivers' cabs and sleepers to see firsthand how current setups were working – or not working.

"The early part was gathering as much information as possible about how they used their trucks," Russoli says. "A lot of them had built shelves and added other storage features the trucks didn't have."

Later in the process, Mack invited drivers from various companies to its facilities to evaluate a prototype truck and competitors' models that were placed side by side. Engineers made adjustments based on that feedback.

### Industry-leading storage solutions

Almost all the modifications researchers found drivers making to their trucks involved storage: extra shelves, towel racks on top of cabinets, desk-like contraptions with drawers for holding paperwork, etc.

Mack engineers duly noted these efforts and responded with numerous storage-configuration options that include cabinets, work spaces, under-bunk bins and more.

"We tried to put some kind of storage in every little nook and cranny because they bring so much with them," Russoli says.

A pull-out shelf, located above drawers between the cab and sleeper, serves as a table or desk space.

Several different cabinet setups are available. For example, customers can select a tall wardrobe for hanging clothes above floor-level cabinets on the driver side, or that space can be an additional work area with a smaller cabinet above it.

On the passenger side of the sleeper, a bottom cabinet with a factory-installed refrigerator or prepping for a refrigerator is available. The space above the refrigerator cabinet can be prepped with a bracket and power

# APPLICATIONS

outlet for installation of up to a 26-inch flat-screen TV. Above that area can be another cabinet or a space with an electrical outlet and straps for housing a microwave.

Placement of the entertainment and refrigerator/microwave consoles on the passenger side of the sleeper was not arbitrary. When drivers park beside the road to sleep, the cab is usually tilted up toward the driver side, so they sleep with their heads on that side – the high side – of the bunk, Russoli says. TVs, therefore, need to be on the opposite side for ease of viewing. “This is one of the design decisions that was based on the way drivers live in the sleeper,” Russoli says.

## Cabinets vs. top-bunk option

An examination of the way drivers use the sleeper also led to a pivotal change — an option to replace the fold-down top bunk with a row of cabinets.

Many drivers never use the top bunk, and it becomes an unorganized storage area, Russoli says. “Instead of throwing their duffel bags and things on the top bunk, people who are only going to use the bottom bunk can have three cabinets with doors on them, so it’s enclosed storage,” he adds. “It gives you a lot more room because the cabinets don’t stick out as far as the bunk, and since it’s enclosed storage, you’re not worried about things flying around if you have to slam on the brakes.”

About half of customers have been spec’ing cabinets instead of a top bunk. “We weren’t sure which way it would go,” Russoli says. “We knew people would like it; we just weren’t sure how long it would take for it to be accepted.”

## Stand Up sleeper

Increased ceiling height in the Anthem contributes to the sleeper’s generous storage spaces, and it also improves driver comfort



and makes the living area roomier. A ceiling height of 6 feet 11 inches at the driver’s seat and 7 feet 1 inch in the rear of the cab allows drivers to fully stand up and walk through to the sleeper without stooping. “I think that’s one of the main things bringing people out to see the Anthem,” Russoli says.

## Convenience adapted for today’s technology

Designers equipped the Anthem sleeper and cab with plenty of USB ports and electrical outlets for phones, computers, other gadgets and appliances. The sleeper control panel consolidates two electrical outlets, ports, a headphone jack and controls for the sleeper stereo, interior lighting and high-performing HVAC.

The control panel also features a panic button. “So if somebody’s banging on your door wanting to get in, you could set off your truck alarm,” Russoli says.

Another alarm will let the driver know if the truck’s battery is running low. If the rig has an auxiliary power unit, the truck can start automatically to recharge the APU. Mack can factory install a battery-powered, idle-free electric APU on the Anthem or provide an APU prep kit that can work with a diesel-powered APU.

Additional power outlets are available

below the bunk and with the refrigerator/microwave prep kits.

## Efficient, controlled lighting

Lighting in the cab and sleeper do not consume much energy because the bulbs are bright, long-lasting LEDs. Dimmable pipe lights surround the driver area, and the sleeper includes bunk task lighting, reading lights and overhead lights.

When drivers want a dark environment, they can use the self-contained, built-in blackout shades in the sleeper windows. The screened windows also tilt to let air in and keep rain out.

## Trending in the right direction

Russoli says he expects the Anthem to win more converts who will use it in the long-haul application. A salesperson who leases both Mack Anthem models and a competitor’s brand told Russoli that customers who lease both at the same time bring the competitor’s trucks back first and say drivers prefer the Mack Anthem. “If we can get someone to drive our truck for one week, we’re in,” Russoli says. ■



## In the Black!

Limited edition Mack Black Anthem® wows customers



**M**ack Trucks recently introduced the limited edition Mack Black Anthem®, a special run of Mack Anthem models that redefines what it means to operate in the black. Mack made the announcement during the North American Commercial Vehicle show Oct. 28-31 in Atlanta.

Featuring a blacked-out exterior trim package and additional interior features, the Mack Black Anthem gives customers the opportunity to make a bold statement while still realizing the business benefits that come from partnering with Mack.

“The limited edition Mack Black Anthem screams power and performance like no other truck on the highway,” says Jonathan Randall, Mack Trucks senior vice president, North American sales and marketing. “It’s a badass

looking truck that puts our customers’ businesses in the black, thanks to the Anthem’s incredible fuel efficiency, together with our industry-leading uptime solutions and ever-strengthening Mack dealer support network.”

The 70-inch stand up sleeper model is painted Mack Black and spec’d with Mack’s black exterior trim package and includes a bold black Mack wordmark across the grille. Cab steps and deck plates are powder-coated in black, and flat black trim stripes are added to the air intakes on each side of the hood. Black mudflap brackets, black aluminum fuel tanks, Alcoa Durablack aluminum wheels and a limited edition Anthem doorplate topped off by a unique black Mack Bulldog ornament on the hood.

The Mack Black Anthem interior begins with a blacked-out version of Mack’s Ultra interior trim level and adds special black wood accents to the dash and door panels, along with black-painted gauge bezels in the instrument cluster. The industry-first flat-bottomed black leather-wrapped steering wheel receives black spokes and gray stitching. The Sears Seating-developed seats are covered in black ultra-leather in a unique diamond-stitched pattern and also include an embroidered black Mack Bulldog logo on the headrest. The same diamond-stitched ultra-leather is also found on each door panel, as well as the sleeper cab’s side and rear wall trims. Extras include a limited edition Anthem dash plate, YETI cooler, custom Mack watch, diecast Mack Black Anthem and a black Mack Bulldog keychain.

## Custom Mack Anthem® auctioned to benefit Zac Brown Charity

**M**ack Trucks recently auctioned the customized Mack Anthem® used by the Zac Brown Band during its 2018 concert tour, with proceeds from the auction to benefit Camp Southern Ground. Founded by Zac Brown, the nonprofit camp serves children ages 7 to 17, providing them with activities that educate and challenge them in a campground environment. Final results from the auction will be announced in the next issue of *Bulldog* and on [macktrucks.com](http://macktrucks.com).



# TAILLIGHTS



## Here's a 2020 look at some beautiful Mack<sup>®</sup> trucks

**O**nce again, a devoted squad of Mack customers lobbied, cajoled, pleaded, even begged friends and acquaintances to vote for their truck to be in the new Mack Trucks Calendar. The campaigning was tough, with some of the categories not being decided until the very end. So thanks to everyone who entered a proud Bulldog, and special thanks to everyone who voted.

Our winners came from many places: Illinois, Alabama, South Carolina, Massachusetts, Georgia and Quebec. For the first time this year, one fleet, Superior Bulk Logistics, had two trucks in the calendar, for the Anthem and Pinnacle categories.

For those who didn't make the calendar for 2020, there is always next year — literally. Look for news about the 2021 Mack Trucks Calendar contest early next year. A limited number of 2020 calendars are available for purchase from the Mack Shop ([www.mackshop.com](http://www.mackshop.com)).

### Let's meet this year's winners.



**Mack Anthem<sup>®</sup>, Superior Bulk Logistics, Oak Brook, Illinois**  
This stunning Anthem model is covered in a stars-and-stripes wrap to honor and recruit veterans. Its driver, Mike Godfrey, served 20 years in the U.S. Air Force.

(Photographed at USS Alabama Battleship Memorial Park, Mobile, Alabama)

INSET PHOTO: Mike Godfrey



**Mack® Pinnacle™, Superior Bulk Logistics, Oak Brook, Illinois**

Driver Brandon Howell has a very specific look in mind for his 2018 Pinnacle, which he enters in truck beauty contests in his spare time. It runs as good as it looks and has the trophies to prove it.

INSET PHOTO: Brandon Howell



**Mack® Granite®, Beton L. Malo Inc., Joliette, Quebec**

The Malo family are next-level Mack fanatics, with a large collection of vintage Bulldogs scattered around their yard and garages. But it's their 2002 Granite tractor, with its 12-cubic-meter (15.7-cubic-yard) mixer barrel and customized brightwork that gets the job done.

INSET PHOTO: Alex Malo

# TAILLIGHTS



## Mack® TerraPro®, Atlantic Waste, Pooler, Georgia

A dedicated Mack customer, Atlantic Waste relies on its fleet of TerraPro models to keep the low country around Savannah clean.

INSET PHOTO: From left, Operations Manager Myron Thomas, driver Randy Williamson, Fleet Manager Ralph Edelen



## Mack LR, Town of Mount Pleasant, Mount Pleasant, South Carolina

Across the harbor from Charleston, the growing town of Mount Pleasant lives up to its name with the help of its Mack LR automated sideloader refuse trucks. With scenery like this, trash is definitely not welcome.

INSET PHOTO: From left, Eddie Gaillard, waste management operator crew leader; and Dave Behrens, waste management division chief.

## Legacy — 1998 & 1999 Mack® RD models, Santucci Construction Co., Holliston, Massachusetts

The Santucci family loves their tried-and-true RD dump trucks, which they use on a daily basis in their excavation business. But sometimes they also use their 1981 R Model or 1987 Superliner, too. Their 1963 B61 model is their “toy.”

INSET PHOTO: From left, Andrew Santucci, Jen Santucci, Sal Santucci





# BRIDGESTONE IS HERE TO TAKE YOUR FLEET FURTHER

## Introducing the New Bridgestone R284™ Ecopia

The R284™ Ecopia is a steer tire that gives you the best of both worlds: long wear life and the fuel efficiency benefits Ecopia tires are known for. Thanks to innovative technology the R284 delivers significant wear life while also improving rolling resistance by 5%, compared to the R283A™\*. With unparalleled service and the nation's largest network of dealers, Bridgestone is here to take your fleet further.

\*Based on rolling resistance measurements on 16-ply tires sized 295/75R22.5. Results may vary.



**NEW!**

R284™ ECOPIA  
STEER



Mack Trucks, Inc.  
 World Headquarters  
 7900 National Service Road  
 Greensboro, NC 27409

Official Hauler of 

**B**ulldog Magazine turns 100 years old in 2020 and the next issue marks its centennial! For 100 years this magazine has been filled with all things related to Mack Trucks, its people, products and place in the world. For many of our readers, it has been a long-term relationship, too.

## Help us celebrate this milestone.

Mack Trucks is looking for an original copy of the first issue of *Bulldog* Magazine from 1920. We'd like to have the magazine to do a high-resolution scan of it before returning it to the owners. We'd also like to know how you came to have it. Family heirloom? In return, we will provide a kit of special Mack swag in appreciation for your help.

We'd like to hear from Mack customers who were featured in *Bulldog*, especially those from decades ago. How and why did you make it into the magazine? Was it a big deal for you and did it highlight your fleet? Do you still have a copy of the issue?

Has anyone ever had multiple generations of their family featured in *Bulldog* – for example, Granddad in the 1960s, Dad in the 1980s and the latest generation in the 2000s? Submit your anecdotes and information to [marketing@macktrucks.com](mailto:marketing@macktrucks.com) and look for the next issue of *Bulldog*.

**Jim McNamara**  
 Editor

## Subscribe to *Bulldog* Magazine Today

Stay up to date with all things Mack by subscribing to *Bulldog* Magazine. *Bulldog* has been informing Mack customers and fans for 99 years and counting, and is more useful than ever. Each issue is free and contains the latest news about Mack, its trucks and services, plus useful information for anyone in the trucking industry. Go to [macktrucks.com/community/bulldog-magazine](http://macktrucks.com/community/bulldog-magazine) to subscribe online and don't miss an issue.

## Want more Mack?

Follow us all over the Internet to stay on top of the latest news, product information and fun!



[macktrucks.com](http://macktrucks.com)



[youtube.com/macktrucks](http://youtube.com/macktrucks)



[@MackTrucks](https://twitter.com/MackTrucks)



[Facebook.com/MackTrucks](https://facebook.com/MackTrucks)



[LinkedIn.com/company/mack-trucks](https://linkedin.com/company/mack-trucks)



[macktrucksinc](https://snapchat.com/macktrucksinc)



[instagram.com/macktrucks/](https://instagram.com/macktrucks/)