

C L *first* A S S S

SUMMER 2009

Volume 29 Number 1



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70TH ANNIVERSARY OF PETERBILT MOTORS COMPANY

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Milestone of Class

AN INTERVIEW WITH BILL JACKSON



In observance of the 70th anniversary of Peterbilt Motors Company, General Manager Bill Jackson reflected on the company's past, present and future in the following interview with First Class.

What stands out in the Peterbilt legacy as you reflect on the company's history?

First, I'd like to acknowledge that being placed in a position of leadership with this company is truly an honor. I am grateful for the opportunity to serve Peterbilt and its many customers, dealers and suppliers. As a student of Peterbilt history, I've always believed that the company has a rich and storied heritage, and the common denominators throughout the years have been the ideal of class, an unwavering commitment to quality and unmatched dealer support. T.A. Peterman, and later, PACCAR, have always been resolute in ensuring that the Peterbilt brand stands for premium quality, and the market would recognize the quality of its products. The products may have changed, but the vision and commitment remains the same today as it did in 1939, when Mr. Peterman founded the company, or 20 years later, when Pacific Car and Foundry (now PACCAR) acquired the company.

What impresses you the most about Peterbilt's history?

Innovation. More than 300,000 trucks have worn the Peterbilt nameplate, and that alone is certainly testament to production consistency and excellence. It's also important to note that there have been nearly 100 different Peterbilt model configurations over the years. Historically, Peterbilt engineers have quickly reacted to customers' needs and in many cases anticipated them, with new, innovative custom truck designs.

How important is the Peterbilt legacy to today's customers?

I have visited with many of our customers who have conducted ongoing and extensive cost-of-ownership studies. They have based their decisions to purchase Peterbilts on considerations ranging from fuel efficiency to driver retention; from residual value to payload-maximizing weight savings; and from image enhancement to productivity improve-

ments. It may not matter to them that the Peterbilt brand has been around for 70 years, but the reward of 70 years of engineering and research is that Peterbilt is an industry leader in criteria such as fuel efficiency and weight savings. The return on investment that Peterbilt provides is what our customers understand.

That said, there is indeed a wide range of Peterbilt loyalists. I asked a young owner-operator recently why he made his first truck purchase a new Model 389, and he said, "My dad runs a Peterbilt. His dad before him ran a Peterbilt. They said they're the best." In many ways, that explanation of Peterbilt's long-earned legacy of quality is just as compelling as any detailed cost-of-ownership study.

The next 70 years — how do you see Peterbilt's role changing?

That question really requires a two-part response. On the one hand, Peterbilt will continue to evolve with market demands. Our customer's needs will dictate changes in Peterbilt products, as they always have in the past. Peterbilt will respond with unparalleled innovation in its product line.

Change will occur, you can be certain of that. For example, the PACCAR engine plant soon to open in Columbus, Miss., will usher in a new chapter in Peterbilt history. New chapters will undoubtedly continue unfolding in the years ahead, as they have for the past 70 years.

However, another way to answer that question is that Peterbilt won't change a bit. The company will continue to be the standard bearer of class in every market we serve with unsurpassed quality. As it was 70 years ago, in 1939, I fully expect it to be 70 years forward, in 2079.

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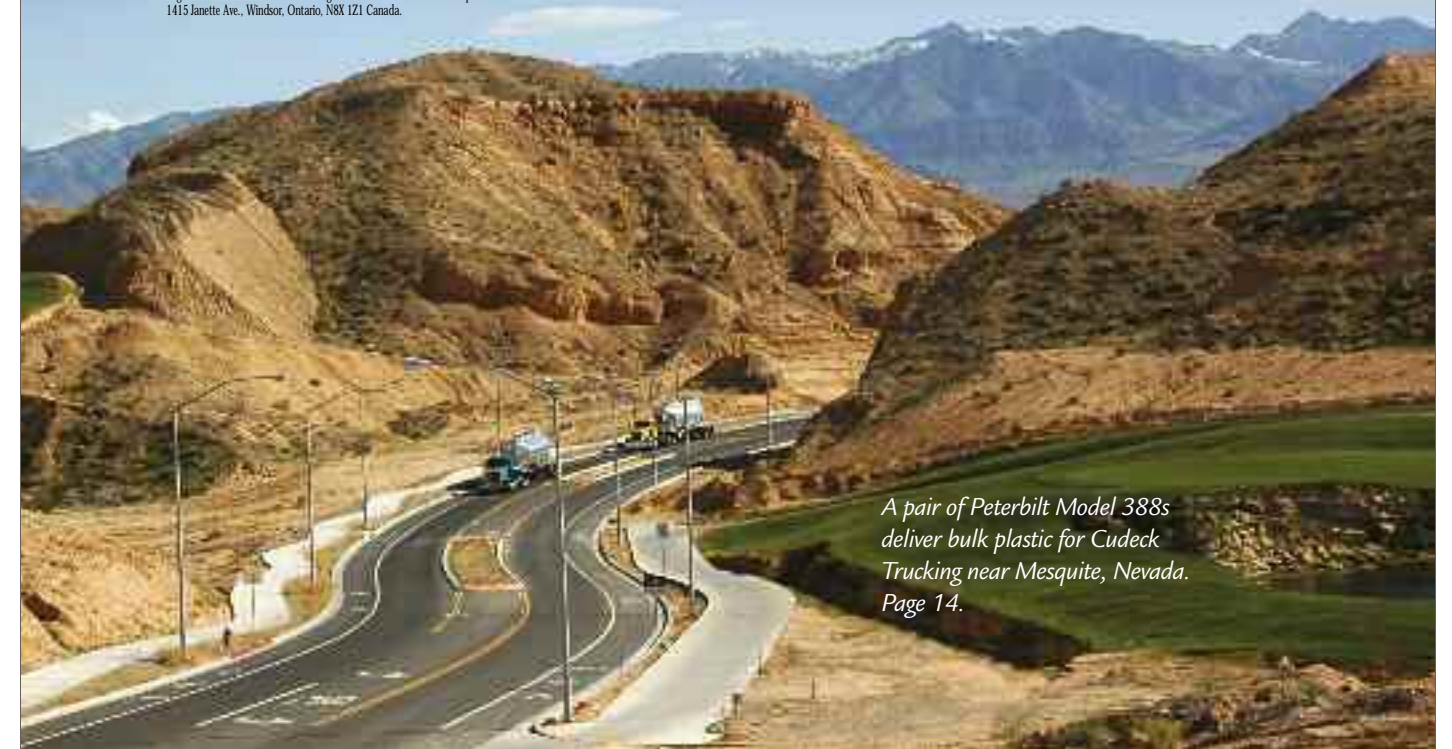
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First Class is published by Northbrook Publishing, a division of Randall-Reilly Publishing Company, LLC, on behalf of Peterbilt Motors Company and its dealers. Editorial office: 21420 W. Greenfield Ave., New Berlin, WI 53146. Phone (262) 650-9260. Printed in the U.S., copyright 2009. Postmaster: Send form 3579 to 21420 W. Greenfield Ave., New Berlin, WI 53146. One-year subscription in the U.S. \$12.00; \$15.00 in Canada; \$25.00 all other countries payable in U.S. funds.

Agreement Number 1689312. Change of address or undeliverable copies should be sent to: 1415 Janette Ave., Windsor, Ontario, N8X 1Z1 Canada.



A pair of Peterbilt Model 388s deliver bulk plastic for Cudeck Trucking near Mesquite, Nevada. Page 14.

An American Success Story

Like most great American legends, the story of Peterbilt Motors Company starts with a vision. While the first truck to be called a Peterbilt was delivered in 1939, the vision started many years earlier.

Laying the groundwork

In 1902, William Pigott, the New York-born, Ohio-raised son of Irish immigrants, parlayed a passion for steelmaking and an entrepreneurial spirit into his first independent business venture, the Railway Steel & Supply Co. in Seattle. The company built logging trucks that would be hauled by horses or oxen.

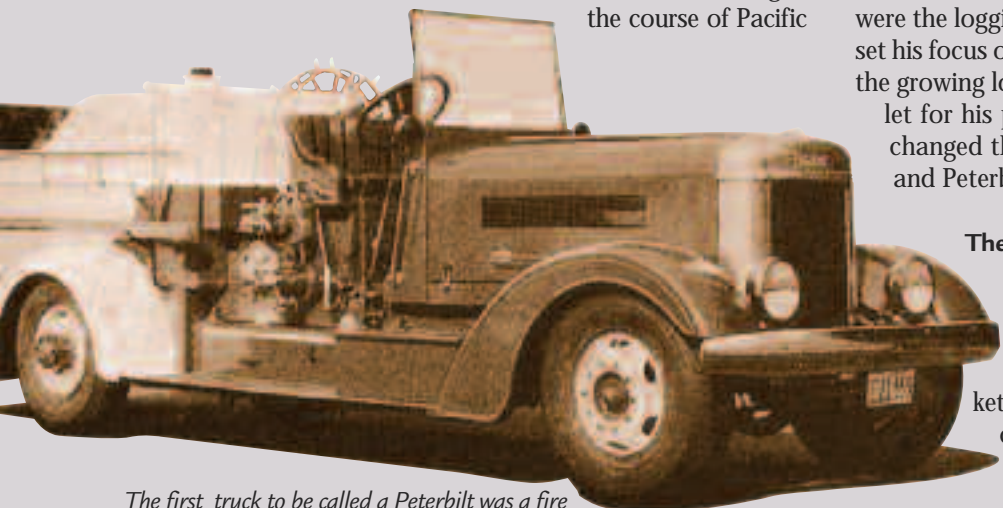
Buoyed by the success of his venture, three years later Pigott opened the Seattle Steel Company, which eventually grew to become one of the region's largest employers, and the Seattle Car Manufacturing Company, the primary output of which was logging trucks.

Pigott wasn't the only western entrepreneur with a vision in those days. In San Francisco, L.H. Bill and two brothers named Fageol established the Fageol Motors Company in 1915. Their venture into the truck manufacturing business was guided by this simple mission statement.

"Utilizing superior engineering judgment, we will produce the best equipment or we will produce nothing."

Farther north, Pigott's operations, now known as Pacific Car & Foundry Company, continued to prosper, as the company fostered a reputation for innovative, special purpose logging equipment.

However, the 1920s changed the course of Pacific



The first truck to be called a Peterbilt was a fire truck built in 1939. Nearly 100 models and 70 years later, the Peterbilt Model 386 (far right) is one of the most innovative trucks on the market.

Car & Foundry as it was acquired by an outside ownership interest, the American Car Company.

The Depression made matters no easier for what remained of the Pacific Car & Foundry Company.

But in 1934, a glimmer of hope returned for Pacific Car & Foundry, as two sons of William Pigott, William Jr and Paul, bought the company back, along with a group of Seattle-based partners.

It wasn't an easy spot for the Pigotts. Their plant was in disrepair and the Depression showed few signs of easing. But Paul Pigott set out to diversify the product line, and the company remained afloat by manufacturing winches and dozer blades. It also soon established a successful motor coach division.

Making a market

Meanwhile, a lumberman named T.A. Peterman purchased 30,000 acres of forest near Tacoma, Wash., and decided to service his forestry operation with roads and trucks, not railroads that had been commonly used to remove timber from the forest. Essentially creating his own market, Peterman went looking for a means to provide his operation with custom, chain-driven logging trucks, and learned that the Fageol Motors Company—then owned by the Waukesha Motor Company after falling into bankruptcy—was for sale. In 1938, he bought the company, and the 13.5 acres on which it sat, for \$50,000.

But the first trucks Peterman built would not be logging trucks. In June, 1939, the company built a chassis for Hirst Fire Truck Co, which added body and fire apparatus. The completed unit, which became the first truck to be called a Peterbilt, was soon sold to the Centerville, Calif. Fire Dept.

Peterman built 14 trucks that first year, only two of which were the logging trucks Peterman had first set out to build. He set his focus on quality, not quantity, and soon recognized that the growing long-haul trucking industry might be the best outlet for his product. But America's entry into World War II changed the way many American companies did business, and Peterbilt was no exception.

The war years

Much as the Depression had changed the landscape for American companies a decade earlier, so too did World War II. For Peterbilt Motors Company, the fledgling operation found a willing market for its expanding truck line in the many military contractors that fueled the American war effort.

Pacific Car & Foundry, meanwhile, turned its efforts to the manufacture of tanks, trucks designed for military usage and fighter plane subassemblies. The firm also acquired the Kenworth Truck Company in 1944.



Clockwise, from top left: Logging fueled the need for early Peterbilts; Class began providing the theme for Peterbilt in the late 1950's; The sleeper-over-cab Model 451 showed Peterbilt's early innovation.

But with the conclusion of the war, both Peterbilt and Pacific Car & Foundry returned their focus to a civilian market, the needs of which quickly began changing.

For Peterbilt, this meant a period of growth and diversification. Peterman had died of cancer in 1944, and his widow, Ida, sold the company — but not the land — to a group of company managers who shared Peterman's vision. By 1949 the company had strung together four straight years of sales of more than 300 trucks and was offering 10 different truck models.

Sales continued to grow steadily in the 1950s and a Peterbilt legend — the Model 351 — took the highway for the first time during this period, in 1954, beginning a production run that would span more than two decades.

Even in these days, Peterbilt's reputation for innovation and customization was apparent. For example, the unusual Model 451 was a direct response to customers concerned about trailer length allowances. The truck offered dual drive and steer axles and notably, put the sleeper directly above the cab to dedicate more rig length to cargo.

Pacific Car & Foundry, meanwhile, had prospered in the postwar years. Its primary output remained railroad cars, but trucks, military steel industry supplies, commercial ship repair, even street-light poles were part of the company's diverse output.

And when Peterbilt's ownership group was faced with the prospect of raising funds for the construction of a new plant in 1958 after Ida Peterman put the land up for sale, Paul Pigott saw another opportunity for diversity. Pigott bought Peterbilt with little delay.

A new era

The acquisition clearly put a charge in the fortunes of Peterbilt Motors Company. Now a division of the robust Pacific Car & Foundry Company, Peterbilt soon had a 31-acre site in Newark, Calif., and the resources to build a 176,000 square-foot plant there. The plant opened in 1960.

Change was afoot in Peterbilt's image and branding as well. The word Class, which would be associated with the Peterbilt brand in its marketing and advertising to this day, first appeared in Peterbilt advertising in 1959.

The market took notice: sales nearly doubled in the first full year under Pacific Car & Foundry ownership to 780 units.

1962 sales soared past 1,000 for the first time, to 1,210, and Peterbilt continued to bring practical innovations to customers. 1965 saw another popularity milestone as the company sold 2,787 trucks, 1075 of which were the Model 351. In 1967, Peterbilt introduced the Model 359, one of its all-time classics that would also enjoy a two-decade production run.





An American Success Story

A new generation

Paul Pigott enjoyed little of the remarkable success of the Peterbilt acquisition. He died in 1961, but a new generation was soon in command, as his son Charles Pigott assumed the presidency in 1965. Under Charles Pigott's watch, Pacific Car & Foundry grew to unprecedented sales levels, fueled in large part by heavy-duty truck sales. In fact, by 1968, truck sales accounted for 75 percent of Pacific Car & Foundry's total sales volume.

As a result, the company continued to invest in its truck-building plants. In 1969, Peterbilt opened a new production facility in Madison, Tenn. Soon Peterbilt had 17 different models in production, and recorded 5,836 unit sales in 1972.

But for Peterbilt, echoing the values of its parent company then, the company was rarely noted in the marketplace for its volume. A Peterbilt was known for its quality and its class. In those days, quality wasn't always measurable in the market, but the company surely had indicators. The Peterbilt Model 359, for example, was consistently identified in truckers' surveys as the most preferred conventional on America's highways.

Also in the early 1970s, Pacific Car & Foundry became PACCAR, and the company made its first public offering of securities in its history. Despite a tumultuous economy in the

1970s, PACCAR business soared. Total revenue passed the \$1 billion mark for PACCAR in 1976, and Peterbilt was a primary driver, with growing sales and a reputation to match.

In 1978, the company broke ground on a new Peterbilt production facility in Denton, Texas, and by 1980, the first Peterbilt manufactured in Denton — a Model 359 — was rolling off the line. By 1986, Peterbilt had phased production completely out of its Newark plant.

“Utilizing superior engineering judgment, we will produce the best equipment or we will produce nothing.”

—L.H. Bill, *Fageol Motors Company*

Meanwhile, the trucking landscape changed considerably. A recession, deregulation of the industry and an energy crisis had reshuffled the market, but class and quality retained a foothold, as PACCAR's market share grew stronger. Peterbilt responded with an ever-evolving product line to meet the demands of the market. In 1986 the company introduced the Model 379 which eventually grew to dominate owner-operator market share. Other innovations responded specifically to cus-

Peterbilt Dealership Network Reaches Milestone

Since Coast Counties Truck and Equipment in San Jose, Calif., first began selling Peterbilts in 1949, the Peterbilt dealership network has experienced remarkable growth of its own. Now at 247 North American locations, the network celebrates 60 years of delivering class to customers.

“The Peterbilt dealership provides an integral part of the Peterbilt customer experience, and much of the success of the Peterbilt truck can be credited to the men and women who are personally servicing our customers,” said Peterbilt General Manager and PACCAR Vice-President Bill Jackson. “We look forward to many years of future success together.”



tomers on the engine front as well, as PACCAR began developing the PACCAR PX-6 and PX-8 engines for Peterbilt medium-duty trucks. PACCAR also committed to the heavy-duty engine market and began construction on a plant in Columbus, Miss., where they'll produce a 12.9-liter engine.

By March 2008, full production of Peterbilt medium-duty hybrids had begun and the first production medium-duty hybrids were delivered in August.

Peterbilt set a market share record in 2008, capturing more than 13 percent of Class 8 truck sales in the U.S. And in December, 2008, Peterbilt reached yet another significant production milestone. The 300,000th Peterbilt, a Model 387 produced at Denton, rolled off the assembly line.

2009 has brought economic challenges to the trucking industry, and the view ahead for some manufacturers is one of uncertainty. For Peterbilt, however, the future is clearly in focus.

“While we are certainly proud of Peterbilt's accomplishments in its first 70 years, rest assured that this company will not rest on its laurels,” says Bill Jackson, Peterbilt General Manager and PACCAR Vice-President. “From the foundation of our past, we will build our future. And in that future there will remain one truck manufacturer — Peterbilt — for which there is no compromise for Class.”

tomers concerns, such as the cabover Model 372. Nicknamed “The Bullet” because of its unique aerodynamic design, the truck served as a forerunner for aerodynamic innovations to come in the years ahead for Peterbilt, which also began building new trucks for the Class 6 and 7 market at this time.

PACCAR's traditions of quality made a strong selling point for all the trucking company operators who survived the early years of deregulation. By the late 1980s, Peterbilt offered the longest warranty in the industry. Peterbilt also gained distinction in the marketplace by engineering trucks with significantly fewer components, thus reducing both maintenance and parts inventory costs for its customers.

In comparison to the 1980s, the 1990s were a period of strength and relative calm for Peterbilt. The company continued to take market share from high-volume competitors and always occupied the position of class and quality in the industry. Product innovations, such as the Unibilt® sleeper system in 1993 and the aerodynamic Model 387 in 1999, were the culmination of years of testing and research. Unlike previous trucks, the Model 387 integrated the cab and sleeper, thus creating a spacious, comfortable operator environment. Fleets soon discovered the truck to be favored by drivers as driver retention and recruitment became one of the most important issues in the industry.

2000 and beyond

In the largest product development in company history, Peterbilt introduced a new product line in 2006, updating medium-duty, vocational, aerodynamic and traditional conventional equipment.

The first decade of the millennium brought major development



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pet er bilt pr oud

DEFINING THE STYLING AND PERFORMANCE EXPECTATIONS OF CUSTOMERS FOR 70 YEARS

Ever since the first truck to wear a Peterbilt nameplate appeared in 1939, truckers have shown unique pride in their Peterbilt trucks. Today, the Peterbilt oval is one of the most widely recognized brands in trucking – a universal trucking symbol for independence and pride, quality and class. Most importantly, truckers view Peterbilt trucks as a lasting and important part of their success.

As these Peterbilt customers clearly remind us, driving a truck is more than a job. It's a way of life reflected in the trucks they own.

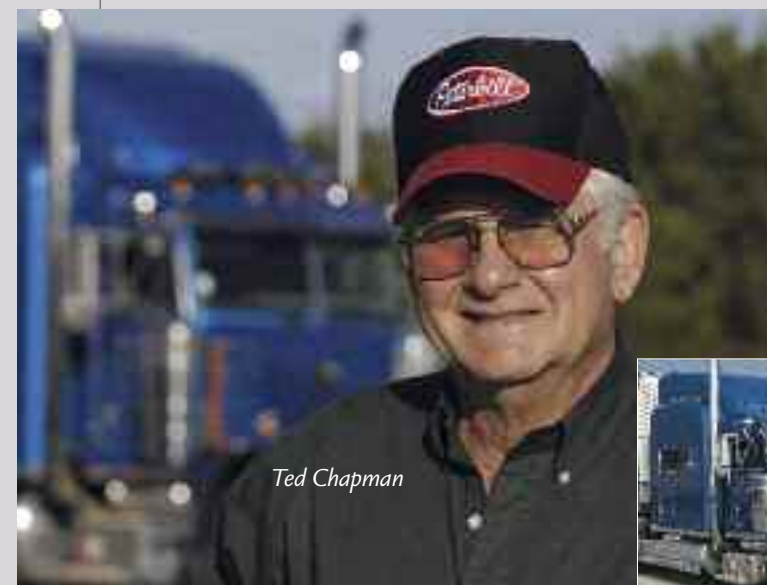


Anthony Goolesby put 1.3 million trouble-free miles on his first Peterbilt, so it didn't require a leap of faith for him to get into a second one. "I figured I would stick with what

works," says the chemical hauler out of Baltimore. His most recent purchase is a Peterbilt Model 387 that has been validated by fuel efficiency that measures 6.1 miles per gallon. "Life is always about doing the right thing," he says. "I don't think of myself as a truck driver. I'm a business owner. That's why I drive a Peterbilt."



Anthony Goolesby



Ted Chapman

Overdrive magazine's Trucker of the Year 2005, Ted Chapman, has been driving trucks for more than 50 years. "I love what I do," he says. "And I only drive Peterbilts. There's nothing out there that compares." Over the years, Chapman has logged more than 7 million accident-free miles and 800-

plus coast-to-coast roundtrips from his home base in North Carolina. Through the years and all the miles, Chapman's pride of ownership has only grown. "When I walk out to that big Peterbilt of mine, I have but one desire and that's to be better (at driving and serving customers) than I was yesterday."





Ronald Colvin



Oklahoma owner-operator Ronald Colvin, having owned nine Peterbilts over the past 30 years, can't imagine owning anything else. "I drive Peterbilts for dependability and style," says Colvin, who hauls a fuel tanker behind his Peterbilt Model 379 for Domino Transport, Clinton, Oklahoma. "I have always liked the way Peterbilt Model 379s and 389s look, with the long hood. And because they are top of the line, I've always gotten great resale value from them."



V. Gaines



NHRA Pro Stock drag racer V. Gaines believes in running the very best equipment on and off the racetrack. When the V. Gaines/Kendall Oil truck rolls into town for a race, everybody stops and looks. His Peterbilt Model 379X "is a real show stopper," says Gaines who, in addition to drag racing, owns a beverage distributorship and large Peterbilt fleet in Lakewood, Colorado. "Some of the trucks at the track are pretty cool, but my Pete is definitely king of the hill. I've owned many Peterbilts over the past 40 years and each one has been a cut above."



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Desert Runner

Owner-operator Steve Cudeck prefers Peterbilt style, comfort and reliability in remote desert and mountain conditions

Steve Cudeck has had a love affair with Peterbilt trucks dating back to the mid-1960s. An unusual owner-operator — he owns six late model Peterbilt trucks — Cudeck operates from a remote location in southern Nevada delivering bulk plastic to manufacturers in Nevada, California, Arizona and Utah.

For 16 years prior to moving to Nevada, Cudeck drove Peterbilt trucks out of his hometown of Yorba Linda, California. In 1992, the company he works for — Plastic Express — expanded into southern Nevada. Asked if he would consider relocating, Cudeck accepted the challenge, purchased a new Peterbilt Model 379 and became an owner-operator leased to Plastic Express.

“I could never imagine owning any other truck,” says Cudeck. “I have always appreciated the classic styling of Peterbilt.”

While Cudeck established an office in Mesquite, Nevada and began hauling plastic to Primex Plastics and other customers in the region, wife Melanie helped set up two rail terminals for Plastic Express — one in Nevada, the other in northern Arizona — where bulk plastic is shipped by rail and stored for just-in-time deliveries to customers.

As demand for plastic grew in the region, Cudeck expanded his hauling capacity, purchasing more Peterbilt trucks and hiring additional drivers. “I’m just an owner-operator who ended up with six truck payments,” jokes Cudeck. “My drivers make me look

good, and I certainly couldn’t have made the move or grown the business without Melanie” who handles the books, as well as customer and supplier relations.

Classic styling and dependability

While his appreciation for classic Peterbilt styling has never faded, these days Cudeck purchases new Peterbilts primarily for their dependability. “Out here, breakdowns are not an option,” he says. “If we miss a single delivery to one of those plants, 130 people get sent home. That would make me very unpopular.

“After being in the trucking business all these years, I have really come to value Peterbilt quality. Dependability is our No. 1 concern.”

Cudeck and his drivers haul plastic in self-loading pneumatic trailers that literally suck the material out of train cars and blow it into customer silos. Deliveries are made to manufacturing plants where all sorts of plastic products are made, everything from vacuum-formed refrigerator interiors to hot tubs. Average round-trip haul is about 450 miles, so drivers get home nightly.



“Out here, breakdowns are not an option.”

— Steve Cudeck

“Because our location is so remote, we have to carry 270 gallons of fuel,” says Cudeck, who specs his trucks with dual 135-gallon fuel tanks. To counter the extra weight, he specs many lightweight components such as day cabs, supersingle tires, aluminum wheels, hubs, air tanks and bell housings. But when it comes to the engine and transmission, weight is secondary to power.

“Seems like everywhere we go is up hill,” says Cudeck. “There are some very long grades — up to 14 miles long at six percent grade.”

His newest purchase — a 2009 Peterbilt Model 388 — is spec’d much like the others with a 530 hp Cummins engine, 13-speed Eaton Fuller transmission and 3.55 rear axle ratio. Cudeck feels his trucks are powered and geared just right for those long hills.

“We can go 55 mph downhill without ever touching the brakes,” he says. “Peterbilt of Las Vegas sales rep T.J. Walton helps

For desert and mountain driving, Cudeck prefers the Peterbilt Model 388 day cab with 530 hp Cummins engine, 13-speed transmission and 3.55 rears.

me with the specs and just does an excellent job. My dealer is part of the reason it’s so much fun being in trucking. They understand the needs of my business and treat me like I own 100 trucks.”

Along with spec’ing assistance, Cudeck relies on Peterbilt of Las Vegas for all his maintenance needs. “They have an excellent shop and great people who get us in and out in a hurry,” he says.

Driver preference, superior trade-in value

Even in this remote corner of the country, Cudeck has no problem finding good drivers. “Drivers love Peterbilt trucks,” he says. “They enjoy the great styling, comfort and smooth ride.”

Peterbilt’s durable chassis and set-forward front axle help smooth out long hauls over rough roads. Inside the cabs, cushioned seats, contoured door panels, backlit gauges and powerful HVAC systems deliver a high level of comfort during long hours of desert and mountain driving.

At trade in time, Cudeck says, no truck holds its value better than Peterbilt. “People as far away as southern California contact us when they hear I’m getting ready to sell one of our trucks. The day cabs are in even more demand than the over-the-road sleepers, if you can believe that.”

Trading trucks with fewer than 500,000 miles assures Cudeck he’s always operating a highly reliable fleet. “Our operation requires that we have dependable equipment,” he says. “And resale value is even greater when we trade the trucks every four or five years.”



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Following the Money

Drivers, customers dictate fleet makeup at Buffalo fuel distributor

Consider the following statement from John Simon, the owner of Grand Island Sales and Service, and you'll begin to understand why the fleet of the retail fuel distributor is comprised as it is.

"Drivers are the only people here who make money; everyone else spends it, me included," says Simon, who has operated his business in the Buffalo, N.Y., area since 1973. "Our drivers are hand-picked and highly trained. They're the biggest key to our success and are truly the cream of this operation."

Since Simon's logic dictates that elite personnel should operate elite equipment, the Grand Island fleet is well into a transformation to the Peterbilt Model 387, both in day cab and sleeper configurations.

"In this business, we

have to cater both to our customers and our drivers," Simon adds. "That's why we run Peterbilts."

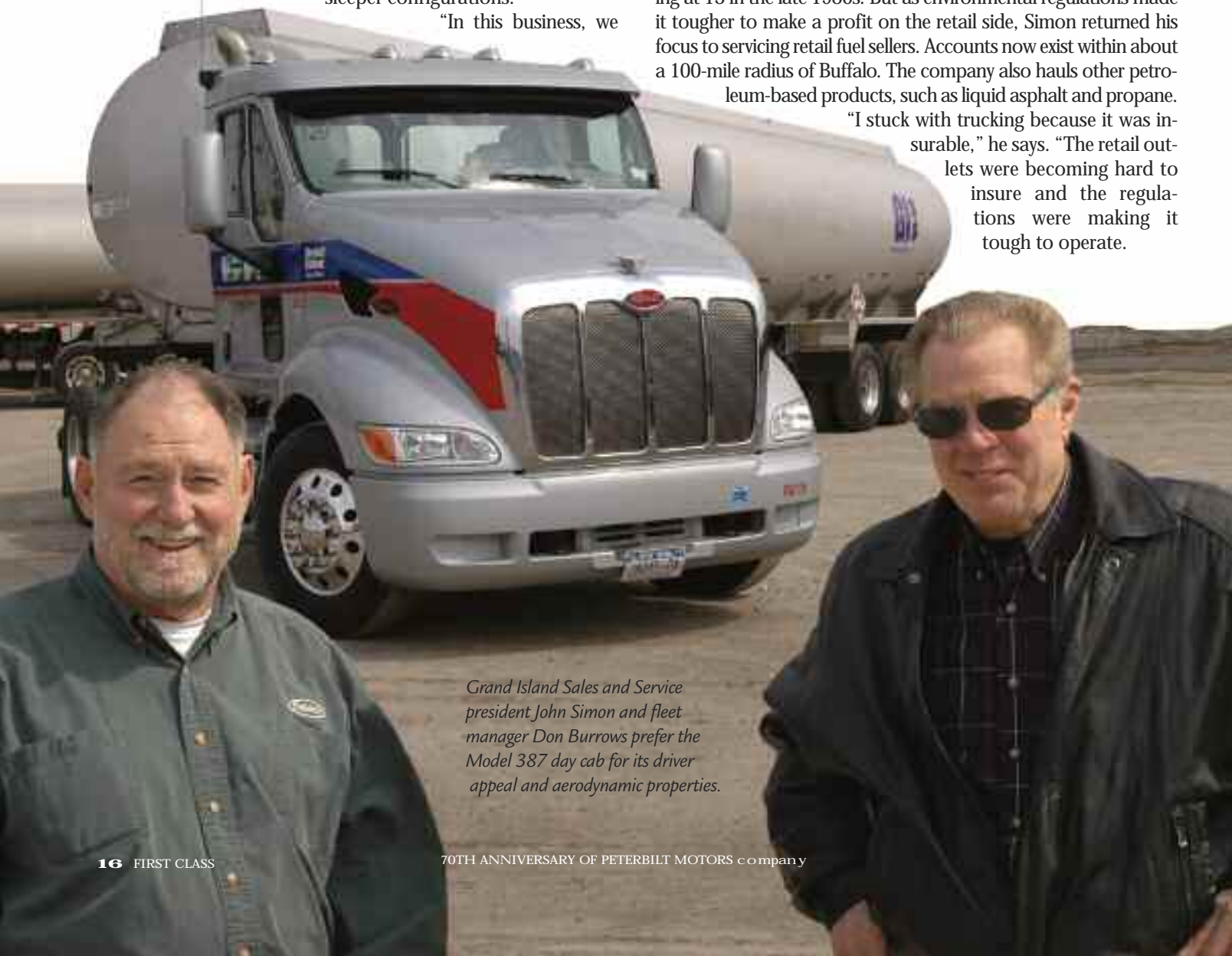
One-truck start

Simon's career in fuel delivery started in 1973 upon his military discharge, when he bought a truck and a tank-trailer from an old army buddy, and began servicing a single account.

"From there, it was just hard work," says Simon.

True, but Simon also displayed plenty of business savvy along the way, as he started operating on both ends of the business. In addition to delivery, he began opening up a number of gas stations, peaking at 13 in the late 1980s. But as environmental regulations made it tougher to make a profit on the retail side, Simon returned his focus to servicing retail fuel sellers. Accounts now exist within about a 100-mile radius of Buffalo. The company also hauls other petroleum-based products, such as liquid asphalt and propane.

"I stuck with trucking because it was insurable," he says. "The retail outlets were becoming hard to insure and the regulations were making it tough to operate."



Grand Island Sales and Service president John Simon and fleet manager Don Burrows prefer the Model 387 day cab for its driver appeal and aerodynamic properties.

"So I sold them, but I became very aware in the process of what my customers were up against every day. I understood what they needed, and how best to service them, because I was once one of them."

Equipment matters

Simon also understood that while his drivers were important to customer satisfaction, so was his equipment. He had long been loyal to one make of truck, but by the late 90's had finally had enough of that make's mechanical breakdowns. In a business where dependable delivery was crucially important, Simon knew he couldn't afford undependable equipment.

"We have to cater to both our customers and our drivers. That's why we run Peterbilts."

— John Simon, GISS president

So he switched to another make of truck. Generally speaking, the dependability issues went away but a lot of his drivers were uncomfortable working out of the confined cab.

So in 2006, he tried another. This one was a Peterbilt Model 387, and the early driver reviews were excellent.

"One of our senior drivers never wanted to get out of his old '96," says Simon. "He said the cab of the newer trucks just weren't big

enough. Well, when we saw we could get a Model 387 with a lower roof (to fit a low garage opening), we ordered one right away, and I told our driver, 'I've got something you're really going to like.'

"He loves it. That cab is enormous. One of the things you don't realize is that the driver's seat is so far outside the frame rails that you're really sitting close to your mirror. You can look right down the length of the trailer. That's an important safety benefit."

Day cab choice

When Peterbilt began offering a Model 387 day cab, that also became a popular choice among Grand Island drivers, since most of their routes don't require a sleeper. Simon and fleet manager Don Burrows also get considerable input from drivers when spec'ing trucks. Their package today includes a Cummins ISX engine, 40,000 pound-rated rear ends, 12,000-pound fronts, and an 18-speed Eaton transmission.

"We ask our drivers about what they like in the equipment all the time," says Burrows. "It's so important to get these trucks spec'd right."

The package also helps the company save on fuel consumption.

"You've got to have the horsepower, but if you can stay under 1,800 rpm in this package, you can really save on fuel," says Simon. "Last summer, when we were paying \$4.50 a gallon for diesel here, we really concentrated on that."

"And the aerodynamics of the Model 387, it's the smoothest truck there is cutting through the air. That's definitely a part of it, too."

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Rental Class

BMERC carves new niche with equipment rental business

The Blue Mountain Equipment Rental Corp. (BMERC) is neither the biggest in its field, nor is it the least expensive.

But if you ask COO Nick Onderko and CEO Jim Jones, no local competitor offers a better value to heavy equipment rental customers than their three-year-old company, headquartered in Clairton, Pa.

And at the core of their roster of rental equipment that includes skid steers, man lifts, back hoes and bulldozers is a fleet of late-model Peterbilt trucks, mostly Model 335s in dump configurations, as well as a couple of Peterbilt Model 367s.

For Blue Mountain's customers, a diverse

group that includes some 900 contractors and business operators, they wouldn't have it any other way. Jones says premium dump trucks weren't always available to renters in this market until BMERC came along.

"Our customers understand value," says Jones. "Price is certainly part of the equation that determines value, but service and quality are part of it as well. That's the true measure of the model we provide."

Understanding their needs

In careers that started with a large equipment rental firm, Onderko and Jones learned that equipment renters have many of the same needs that equipment buyers have. They require dependability out of their equipment, and they understand that the



From left, COO Nick Onderko, service technician John Duff, CEO Jim Jones and branch manager Chad Teasdale. Model 335s work for BMERC in both dump configurations (right) and as service trucks (lower left)

equipment they operate is part of their branding experience as well.

"Equipment availability is very important to our customers," notes Onderko, who says he will continue replacing lesser trucks in the BMERC dump fleet with Model 335s and Model 340s due to customer demand. "If they need it, we've got to have it, and it's got to be ready to go to work."

"And another important factor to them is the image they present to their customer. They understand that they need to look professional to their clientele. Peterbilt equipment helps them present that image,

whether they actually own it or not."

If Onderko and Jones sound well-versed in explaining the value of operating Peterbilts to their customers, understand that they also apply the same reasoning to themselves as end users. All of the equipment they rent out has some service agreement in place, and that can require BMERC to run out to a customer jobsite to service some of their equipment since most of it is not easily transported back to the shop. For this they've specially outfitted four Peterbilt Model 335s as service trucks, carrying everything from a 10,000-lb. crane, to 55-gallon drums of lubricants and fluids, to the service technicians' tools.

PACCAR engines

These Model 335s, just like the dump configurations they rent, are outfitted with

Eaton six-speed transmissions and PACCAR PX-6 engines. A light weight Peterbilt chassis is also a benefit, according to Onderko, since their service techs can simply load more gear aboard and stay under the 26,000-lb. GVW.

The company also operates its own Model 367 tractors for delivery of heavy equipment to its customers' worksites.

While the company may be young, both Onderko and Jones have their focus well down the road. They say they'll look at turning over their equipment at about 60 months, when they expect to get a high return on all their Peterbilt equipment, and continue providing the level of service their customer base has come to expect.

"We're not a discount store and people know that, but with that first class reputation come expectations that we have to

Maintenance Partner

For a company that knows the value of service, it should come as no surprise that BMERC turns to maintenance pros for their own service needs. According to Nick Onderko, their local Peterbilt dealership handles all of their preventive maintenance.

"We get so busy with our own equipment that we like the convenience of utilizing the services of our Peterbilt dealership," he says. "We just drop them off on Friday evening and pick them up on Monday morning, ready to go."

"And the few times we've had more serious problems, they've made it right."

meet," says Jones. "We run a lean ship. We put our money into quality equipment rather than things that aren't important. Customers can appreciate that."



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- RoadLeveler® air springs, from one year to 24 months;
- RoadLeveler OE springs, from one year to 24 months.
- ACRAFIT exhaust clamps, from one year to 18 months;
- ACRAFIT mufflers, from 1 year to 18 months;
- MIRREX mirrors, from one year to 18 months;
- Paceline® clutches, from one year to 18 months (when installed by a Peterbilt dealer);

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With the current economic climate, PACCAR Parts wants to help provide extra value on your aftermarket part purchases with new enhanced warranties. "We're pleased to offer enhanced warranties to provide extra security to truck fleets and owner-operators looking to get aftermarket parts with the best quality and value," said Sass.

For more information about these products, the extended warranties, or any PACCAR Parts branded all-makes part, call or visit your local Peterbilt dealer.

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