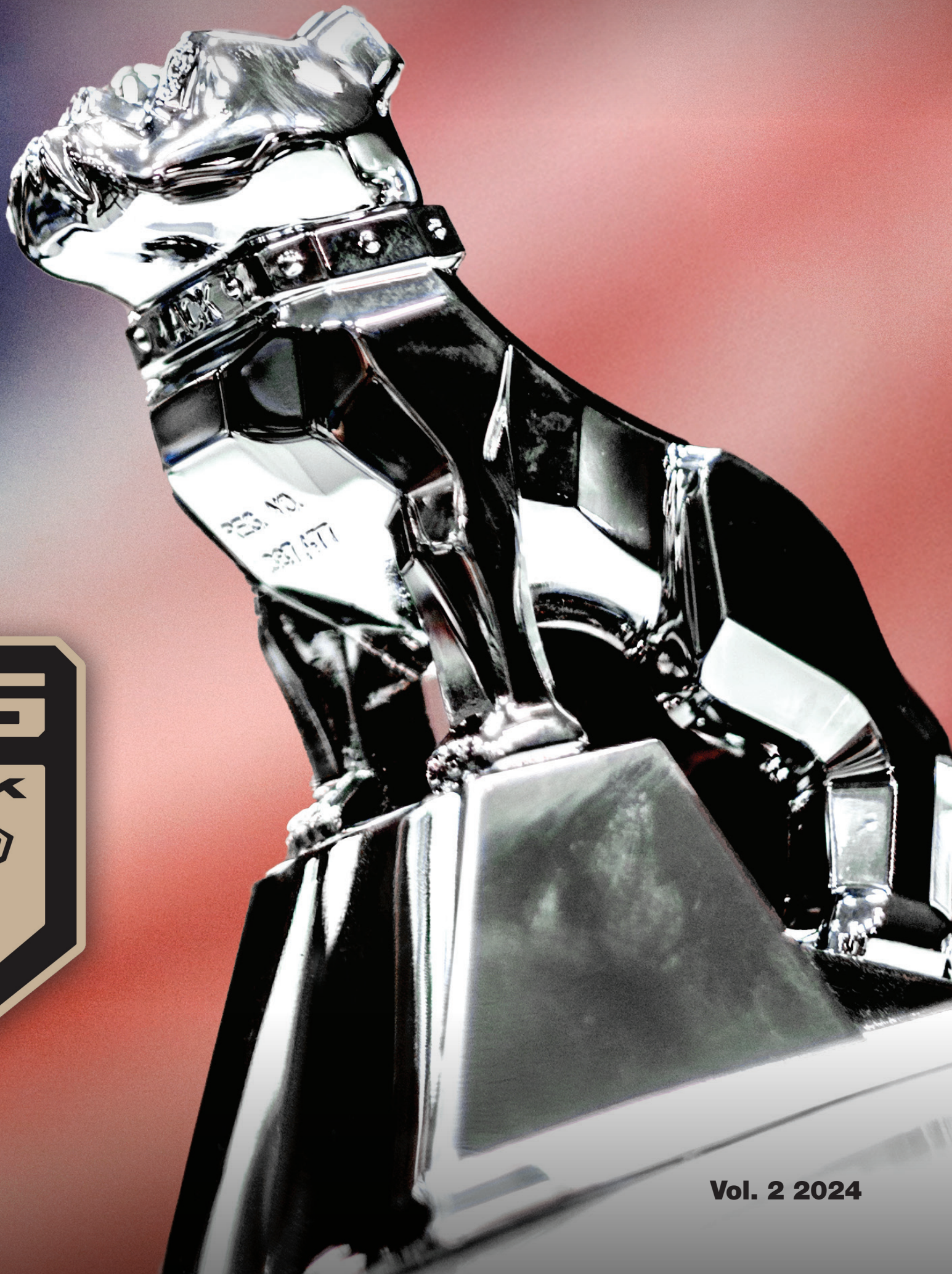




# Bulldog<sup>®</sup>

125 Years of Looking Forward







# BUILT LIKE A *Mack*

FOR 125 YEARS



Built on the past.  
Driven by the future.

Limited edition merchandise celebrating Mack's heritage, slogans, and beloved logos from our past.

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Committed to looking to the future



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125 Years of Looking Forward

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- In September, Mack Trucks was designated as the “Official Long-Haul Truck of Richard Childress Racing,” and will provide a fleet of customized Anthem® 70-inch Stand-Up Sleeper models.
- Mack dealers Kriete Truck Centers and Vision Truck Group open new locations.
- Emterra Environmental launched its first electric vehicle fleet consisting of eight Mack® LR Electric refuse vehicles to operate in the Comox Valley on Vancouver Island.

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## 125 Years of Looking Forward

125 years ago in 1900, the first vehicle to bear the Mack name rolled out of a workshop in Brooklyn, New York. It was a passenger bus that ultimately racked up one million miles of service. The first Mack truck followed in 1905, and the rest is history. The company, which came to be known as Mack Trucks, after founder Jack Mack and his brothers, was a leader in design and engineering from its earliest days. It played a major role in the shift from horse power to horsepower and the modernization of America.

We've never stood still. Mack helped create the modern trucking industry through the introduction of many components that are still in common use today, including aluminum components, powered brakes and cab air suspension. Mack also pioneered the use of its own in-house systems, including being the first truck company to produce its own diesel engine. The hallmarks of the young and dynamic company were ruggedness, reliability and what was known as "balanced design."

Mack's influence extends beyond our industry, representing the muscle and creativity of American industry in the 20th century. Mack even became part of the English language with the phrase "Built Like a Mack Truck," which I'm proud to say is still commonly heard.

The world has not stood still since 1900. The trucking industry is now an absolutely critical component of the economy. And Mack's ability to innovate and provide leading products and services has become more important than ever.

Mack Connect is an excellent example of how our technology gives customers more control over their operations and costs through Mack's deep knowledge of how trucks are used. This puts actionable information at customers' fingertips through our connected systems.

The Mack MD shows how we are prepared to invest in new ways to meet customer needs or even new groups of customers. The medium-duty MD,

**Stephen Roy, President**



introduced in 2020, was a near-instant success as an expansion beyond our traditional Class 8 range. Since then, we've introduced an exciting battery electric version, the MD Electric, and refreshed the MD Series with a larger cab and more driver-friendly amenities.

Our investments continued with a \$14.5 million expansion of the Roanoke Valley Operations, where the MD and MD Electric are assembled, so we can meet the growing demand. We made the decision to insource our cab production with our purchase of the Kings Mountain Operations facilities in North Carolina. And we announced a new factory in Monterrey, Mexico, which will serve Mack's historically important Latin America and Export markets and provide more capacity to complement our Lehigh Valley Operations.

It's clear we're committed to making the investments needed to support Mack's ambitious growth plans and to supporting our customers, now and in the future. You'll see more of that in 2025, as Mack launches the most exciting highway products in its history. Stay tuned.

Our company and our products have accomplished incredible things in the 125 years since we started in Brooklyn. The pace is not slowing down; if anything, we are increasing the cadence of change and the speed of progress for our customers. One hundred and twenty-five years may sound like a long time, but I know this company is just getting started. ■

## Mack Trucks enters long-term partnership with Richard Childress Racing

In September, Mack Trucks was designated as the "Official Long-Haul Truck of Richard Childress Racing."

As part of the agreement, Mack will provide a fleet of customized Mack Anthem® 70-inch Stand-Up Sleeper models dedicated to meeting the needs of RCR during the grueling NASCAR season.

Each of RCR's custom-spec'd Anthem models is powered by a 13-liter Mack MP 8 engine with 505 horsepower and 1,860 lb.-ft. of torque. The Anthem models are equipped with Mack Command Steer, Mack's highly advanced active steering system. An electric motor added to the hydraulic steering system applies additional torque as needed, reducing driver effort by up to 85 percent. A return to zero capability automatically returns the steering wheel to the center position, also helping improve driver productivity.

"The Mack Anthem has repeatedly proven its dependability and quality for the last eight years serving as the Official Hauler of NASCAR," said David Galbraith, vice president of marketing and global brand for Mack Trucks. "With superior uptime performance coupled with excellent efficiency, it only makes sense that RCR has entrusted Mack to haul its critical technology and equipment."

During the NASCAR season, Mack Anthem models will haul RCR race cars, including those driven by current team drivers Austin Dillon, Kyle Busch, Jesse Love and Austin Hill.

In addition to providing transportation solutions, the partnership allows Mack to offer customers memorable experiences at various race events across the United States during the NASCAR season. Customers will have the opportunity to meet NASCAR Cup Series drivers, tour customized Anthem trucks and join RCR victory lane celebrations.

"Richard Childress Racing is looking forward to the future with Mack Trucks, which will help ensure our success during the racing season by providing us with an integral transportation solution," said Torrey Galida, Richard Childress Racing president. "Our partnership was made possible by our full confidence in Mack Trucks, whose values of excellence and innovation matches ours." ■







change is that the MD's cab is now four inches longer than the previous version, which gives drivers more seat recline and leg room. This refreshed cab further shows how the Mack Anthem® cab influenced the MD cab design and many of the shared driver-comfort features, such as an overhead console for additional storage. The interior boasts premium satin aluminum trim, improved seating with lumbar support and enhanced LED lighting. New steering wheel controls for cruise control, telephone and audio functions have been added, increasing driver convenience and safety.

Enhanced safety features including new ABS (Anti-Lock Braking System) with ATC (Automatic Traction Control), radio mute in reverse and a park brake alarm.

Pre-wired body builder connections relocated air dryer and updated wheelbases to industry-standard Cab to Axle (CA) dimensions make the updated MD Series easier to install an even wider array of body installations than previously. ■

## Mack Dealers Expand in Wisconsin and Ontario

### Kriete Truck Centers expand Midwest presence

Mack Trucks' long-standing dealer, Kriete Truck Centers, has expanded its operations through a strategic acquisition of La Crosse Truck Center in La Crosse, Wisconsin.

Headquartered in Milwaukee and with 10 locations across Wisconsin, Kriete, with this acquisition, will now sell and service Mack trucks in both La Crosse and Mauston.

Kriete's La Crosse-area location is also set to become a Mack Certified Uptime Dealer (CUD) by the end of this year. Redesigned service bays along with standardized workflows and processes at Mack Certified Uptime Dealers permit quicker repairs and improved customer service.

### Vision Truck Group opens new location

Longtime Mack Trucks dealer Vision Truck Group recently invested \$20 million to open a new 52,000-square-foot facility in Brantford, Ontario, Canada.

The Brantford site features 22 service bays and is a Mack Certified Uptime Dealer. Vision's Brantford location is a natural gas-certified facility, and the team is currently working toward becoming a Mack Certified Electric Vehicle Dealer. Vision will employ about 70 people at Brantford, building toward 40 technicians, with 12 being master techs. The Brantford site offers \$2 million in parts inventory. ■

## Mack Trucks launches refreshed Mack® MD Series

Mack Trucks has completed a significant refresh of its Mack® MD Series diesel and electric medium-duty trucks, featuring a larger cab that improves the driver environment and incorporates new safety features, further strengthening Mack's medium-duty offering to meet evolving customer needs and applications.

"The launch of the refreshed Mack MD Series once again demonstrates Mack's commitment to delivering the best medium-duty truck for our customers," said Jonathan Randall, president of Mack Trucks North America. "Since the MD Series was introduced in 2020, Mack has

continued to listen to our customers and make ongoing improvements to meet their operational needs."

The Mack MD Series is available with diesel or electric drivetrain options in the MD6, a Class 6 model with a Gross Vehicle Weight Rating (GVWR) of 25,995 pounds, and the MD7, a Class 7 model with a GVWR of 33,000 pounds. Both models are exempt from the 12% Federal Excise Tax (FET).

These key updates – now standard on the MD without raising its price – include enhanced driver comfort and safety features, while improving ease of installation for body builders. The biggest

## Emterra Environmental Launches its First Electric Fleet with Eight Mack® LR Electric Refuse Vehicles

Emterra Environmental, one of the largest integrated waste to resource management companies in Canada, launched its first electric vehicle fleet consisting of eight Mack® LR Electric refuse vehicles to operate in the Comox Valley on Vancouver Island.

This will be the largest order of Mack LR Electric vehicles thus far in North America. Emterra Environmental also has a Mack LR Electric refuse vehicle operating in the Peel Region of Ontario, Canada, which was delivered in October 2023.

"We are excited that Emterra Environmental and the City of Courtenay and Town of Comox chose the Mack LR Electric refuse vehicle to help them accomplish their goals of reducing greenhouse gas emissions (GHG)," said Jonathan Randall, president of Mack Trucks North America. "This investment by Emterra signifies that refuse companies and municipalities recognize the importance of sustainability and trust that Mack Trucks can help them reduce their environmental footprint with a reliable, durable and quiet truck."

The eight Mack LR Electric models will service about 25,000 households and businesses. The LR Electric models are equipped with an automated side loader from Labrie and will be serviced by Nanaimo Mack.

The next generation Mack LR Electric offers a standard 376 kWh total battery capacity for 42 percent more energy and increased range between vehicle charges. Twin electric motors produce 448 continuous horsepower and 4,051 lb.-ft. of peak torque output from zero RPM.

Four NMC (Nickel Manganese Cobalt Oxide) lithium-ion batteries, charged through a 150 kW, SAE J1772-compliant charging system, power the vehicle and all onboard accessories through 12V, 24V and 600V circuits. The two-stage regenerative braking system helps recapture energy from the hundreds of stops the vehicle makes each day with an increasing load. The truck proudly displays a copper-colored Bulldog to make it easily identifiable as a Mack and denotes the electric drivetrain. ■





# 125 YEARS OF MACK

Committed to looking to the future

Article by Amy Materson



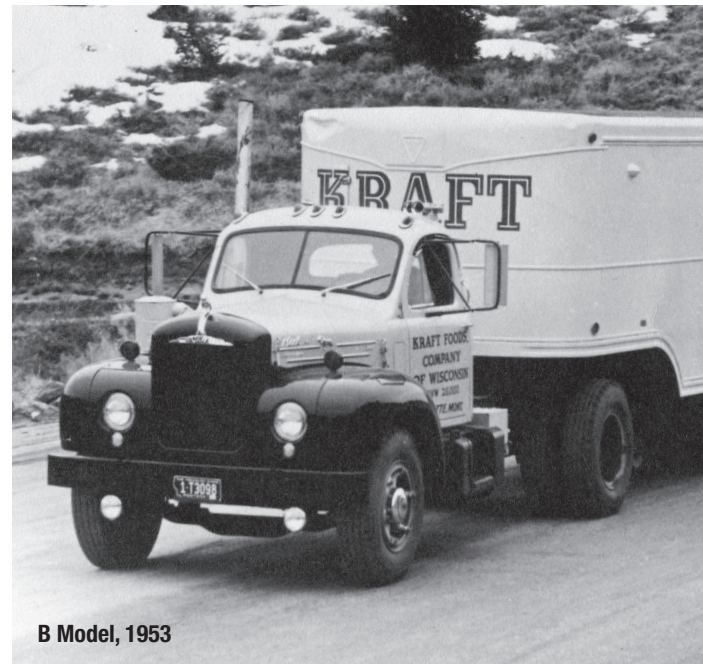
Anthem, 2017



Granite, 2001

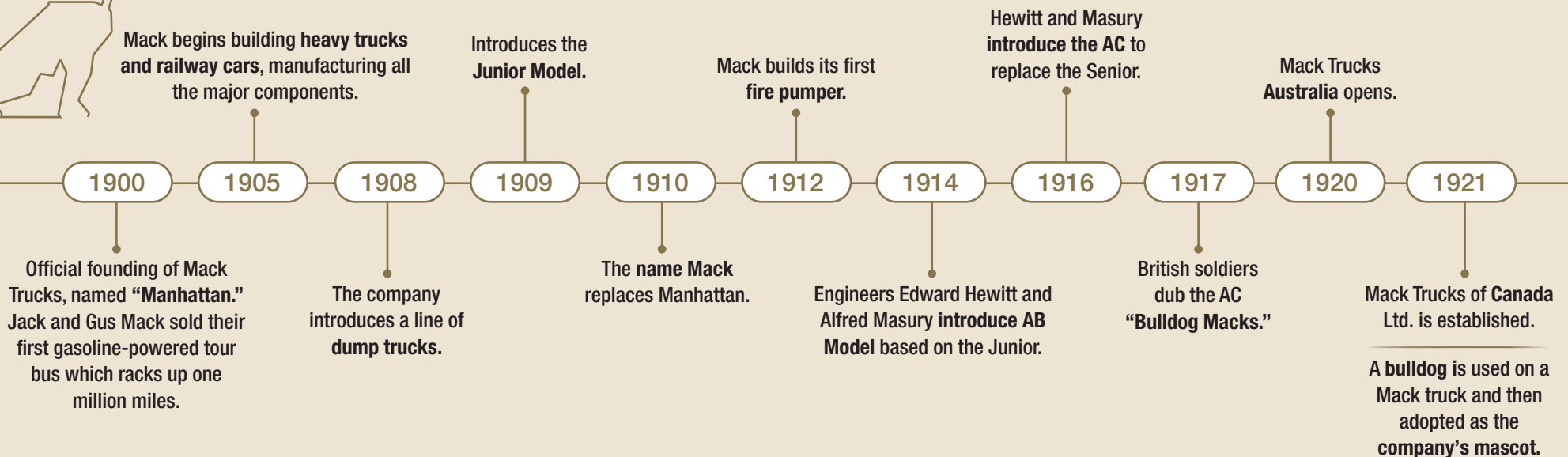


F Model



B Model, 1953

## 125 Years of Mack Milestones





When a company has shaped an industry the way Mack Trucks has done, it's tempting – and fun – to look back on that history. However, Mack has positioned itself as an industry leader, and a partner to its customers, by persistently looking forward throughout its 125-year history.

From the start, Mack focused on the reliability and innovation customers and drivers still depend upon today. When John M. “Jack” Mack and his brother Gus bought the carriage and wagon company they had worked for, the brothers set to work immediately on innovations that would fast leave carriages and wagons behind. Joined by their brother William, the Macks opened a bus manufacturing plant and eventually, focused on truck manufacturing. Their name would become synonymous with quality, durability and reliability.

### Technical feats and firsts

Rising to the top of an industry and remaining there requires a lot of work. For Mack, the company had achieved its reputation for its legendary durability during World War I – dubbed “Bulldogs” by British soldiers impressed with the truck’s tenacity – but the company has also steadily achieved a series of first-to-market accomplishments, as well.

Mack pioneered standardized high-volume designs, was the first manufacturer to install power brakes and the first to use air cleaners and oil filters on their trucks. The first development work in shock resistance led to rubber isolators for component mounting, a technical improvement that would go on to be licensed to many other manufacturers.

Perhaps more than any other area, Mack’s work in diesel engine development has had the most significant impact. From the earliest days when the Mack brothers were experimenting with steam and electricity, the ingenuity of the company’s team members led to inventions and improvements that continue to serve the industry today. Mack’s high-speed diesel engines were consistently innovative and sought-after, with the modern open chamber direct injection diesel and the first high torque rise diesel engine.



1st Heavy Duty truck, 1905

“Mack has helped us over the years with being a great partner. They have great representation from the service guys, the parts guys, the sales guys. They always call us back. It's just been a great partnership. And I actually feel like we're part of the family, and I feel like they're part of our family.”

**John Picking, Ballard Truck Center**



MD Series, 2020

Alfred Masury carves the first Bulldog from a bar of soap; the Bulldog becomes the hood ornament that year.

Mack and UAW establish their first collective bargaining agreement, which continues today.

B Series, H Series and W Series introduced. Thermodyne diesel engine (direct injection) introduced.

DM introduced. Maxidyne engine released for 1967 model year.

W Model (Cruise Liner) introduced.

1932

1938

1942

1949

1953

1961

1962

1965

1966

1973

1974

Following a decade of plant development, Mack introduces the first diesel engine.

L Series introduced.

Hagerstown powertrain plant (one million square feet) opens, replacing the Plainfield engine manufacturing and assembly plant.

F model introduced.

R and U introduced featuring standardized parts and roomy galvanized steel cabs.

RM, RD and DMM introduced.



Other milestones pioneered by Mack include power steering, four-wheel brakes, engine valve seat inserts, multi-speed transmissions, front-drive axles, flywheel PTO, cab air suspension and more.

There's no discounting the serious advancements in power and uptime solutions, with the introduction of the modern *mDRIVE™* automated manual transmission and GuardDog® Connect, a real-time diagnostic and monitoring service, as well as Command Steer, an active steering system that reduces driver fatigue.

While the technological innovations are too numerous to count, their impact can be seen on the highway every day – as Mack engineers continue to work diligently on the next big thing to drive customer success.

### Popular performers

Over the years, each model of Mack truck has captured the hearts of minds of owners and drivers. It's why so many Mack owners keep their trucks long after they've put new models into service, and why so many legacy models are entered into Mack's Calendar

Contest each year. There's just something about a Mack. Why? Because early on, Mack established a practice of balanced design that holds fast today.

One of Mack's most successful and popular products was introduced in 1953. The B Series featured a rounded appearance that set a new style standard for trucks, and well over 127,000 were built through 1966. Some of these trucks are still in active service today.

More recent well-loved models include the Granite®, the Mack Anthem®, and the medium duty Mack MD models. Now, Mack is adding to the market again with battery-electric versions of some models. It's an exciting time for a company that always makes exciting moves.

### Around the bend

With that, it's time to look ahead to 2025, and the next generation of Mack trucks – and customers. There will, of course, be exciting new products with more innovation, more development and more forward-thinking trucks and technology from the company that's always looking forward. ■

“Mack has been involved since (our) inception. They've helped us to grown and access bigger regions, bigger states. We're always trying to grow and expand – and Mack's been helping us every step of the way.”

**Brandon Fulmer, Carroll Fulmer Logistics Corporation**



G Series cab-over, left, H Series and B Series



H61 Model



LTSW Model M-12318



Mack Trucks Australia opens, 1920

Mack becomes the first OEM in North America to introduce chassis-mounted charge air cooling, which will be added to all highway models by 1981.

The CH is introduced.

The CL is introduced.

The E-Tech engine and VMAC3 are introduced.

Volvo announces the purchase of Mack and RenaultVI.

The Pinnacle is introduced with Fusion Cab and group engine.

1975

1979

1986

1988

1989

1992

1994

1997

1999

2000

2001

2005

Macungie facility opens with one million square feet on 21 acres.

Mack builds its one-millionth vehicle, a Super-Liner II for Yarmouth Lumber in Maine.

The E7 12-liter engine is introduced.

The LE is introduced.

Vision by Mack, a premium aerodynamic highway tractor, is introduced.

The Granite is introduced, combining traditional Mack application excellence with modern styling and an improved driver environment.





LR Electric, 2021



Type 85LS



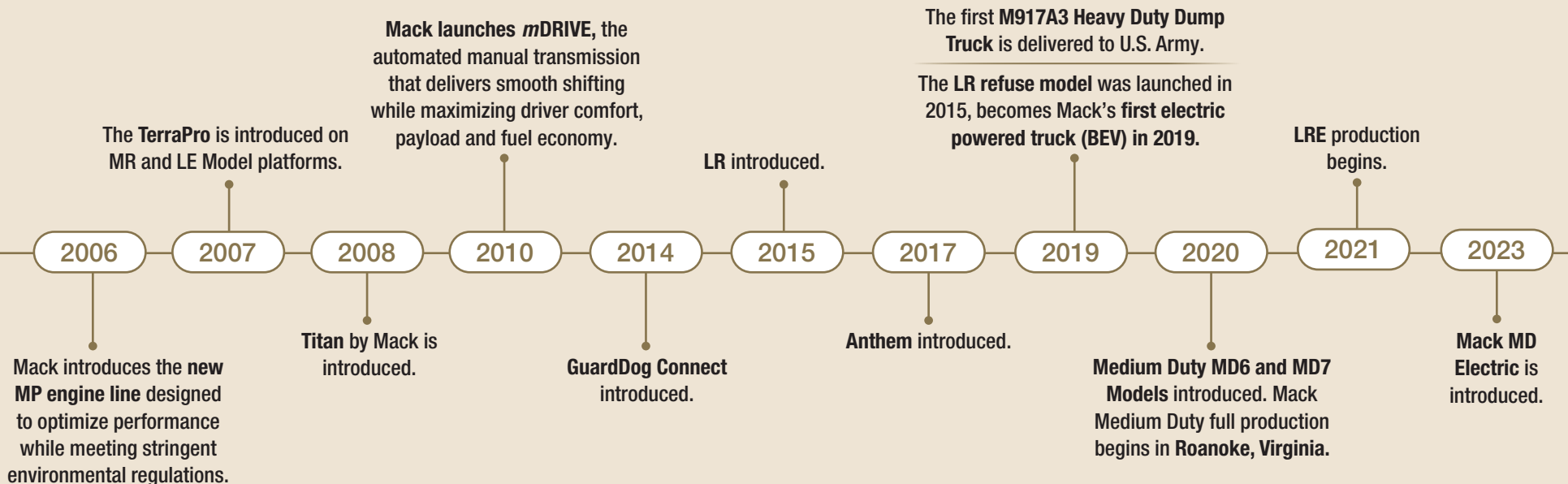
EQ Model

“Mack Trucks help us support our customers. Number one is their focus on uptime and connectivity. Mack understands what we do and helps us support our customers in the best way possible.”

**Brian Buckley, Ballard Truck Center**



Anthem, 2017







## Mack's durability critical for Prestige Auto & Metal Recycling

Houston-based auto and metal recycling operation relies on Anthems for reliability, quality and ability to withstand stress

Story by Nick Vaccaro, Photos by Justin Kase Conder

**K**eny Daniele knew early on that his career would be rooted in scrap metal and recycling – he grew up in the business working for his father. While at Texas State University earning a business degree, he had to write a business plan for a class. That class project eventually became a viable business—Houston, Texas-based Prestige Auto & Metal Recycling—and the lessons Daniele learned from his presentation set him on the path forward. The full-service ferrous and non-ferrous scrap metal recycling company, which started with just two employees and an old truck in 2012, brought in \$40 million in revenue in 2023. Daniele anticipates \$60 million in revenue by the end of 2024, and he credits the reliability of Mack trucks playing a critical role in Prestige's success.

### The Mack journey

"I have pretty much tasted the entire rainbow when it comes to trucks," says Daniele, but he says "everything changed when I started talking to my Mack dealer here in town." Mike Sandifer of Houston-area Vanguard Truck Centers delivered two 2023 and two 2025 Mack Anthem® models to Prestige and also outfitted the company with a 2023 Mack MD medium-duty truck customized with a rollback wrecker bed for picking up vehicles.

"The Mack truck for us is a durable truck – a very heavy-duty truck," says Daniele. "It's not just a truck that's being loaded on concrete and driven down the highway. It's driving through mud, it's going off road, it's unloading

on uneven spaces. For us, it's always been a truck that we know is going to get in and out of a rough yard without any issues."

The scrap metal recycling business has unique challenges, including the fluctuating price Prestige pays for scrap in the first place. Hurricane Ike also posed challenges earlier in 2024. This makes it critical to find consistency in other areas of his business. His Mack fleet provides the reliability that he has come to depend upon to keep the company humming.

### Smart spec'ing

For Sandifer, careful spec'ing was in order for Prestige, his first customer in the scrap industry. "I wanted to make sure it was a rugged, tried and true Mack truck," he says.





“I have pretty much tasted the entire rainbow when it comes to trucks, everything changed when I started talking to my Mack dealer here in town.”

**Keny Daniele, Prestige Auto & Metal Recycling**

“He needed a lightweight platform, and we went with the Anthem. I wanted to make sure that we had a gold Bulldog – your most durable, versatile, fuel efficient, just all-over good quality truck, especially for the scrap industry. Off road—he doesn’t really stay on the road too much. It’s a lot of deliveries, pickups, short hauls, not very many long hauls, and the Anthem plays perfect in that role.”

Sandifer spec’d the powertrain with care and an eye to Daniele’s specific application. The Anthems boast a 13-liter Mack MP®8 engine with 445 horsepower and Mack’s double reduction gearing for improved traction and better ground clearance.

Daniele says the Anthem powers through the stress and punishment of his industry, as well as providing fuel economy and reduced downtime. “Mack definitely beats the other trucks on fuel use, but it’s the fact that these

trucks can be driven anywhere and drive through anything with ease,” says Daniele.

“They are dependable on the road, and that is where I need them to make money.”

Drivers can be hard to please at times, and Daniele says his Macks help him retain the best. They like the looks, but the user-friendly features and superior ride surpass what his other trucks offer.

“I have worked for Prestige for twelve years, and I have tried all of the truck brands,” says Juan Vargas, Prestige driver. “The Mack has been the best truck because it is stable, strong and comfortable. I am very happy to be driving a Mack truck.”

#### **Purchasing power**

Mack was able to step in with additional assistance with Mack Financial Services, allowing Daniele the purchasing power for his

latest two trucks.

“He was acquiring a shredder,” Sandifer said, which is a large capital outlay. “So we decided to see if Mack Financial could help him on financing some new trucks to keep his cash in-house so he can hold onto his working capital, and still bring new trucks into to make him some more revenue and some more money. Vanguard and Mack put a package deal together that Keny just couldn’t pass up. And the numbers made sense. So we financed those two trucks.” Prestige plans to use MFS to finance the three new trucks it has on order, too.

For now, Daniele is remaining on script in growing Prestige. The Vanguard Truck Center and Mack Truck team remain at his side to walk with him through that growth process. Daniele says wherever that might lead, it will be transported in a Mack truck. ■





# Mack<sup>®</sup> *mDRIVE*<sup>™</sup> HD paves the way forward for vocational work

## How the automated manual transmission delivers roadbuilding excellence

**W**hen Mack's automated manual transmission (AMT), the Mack<sup>®</sup> *mDRIVE*<sup>™</sup>, first debuted, its application in over-the-road trucking was easy to see. A lighter weight, lower cost transmission that improved fuel economy and driver comfort—what wasn't to love?

"We have had a lot of early adoption on the highway side, so there has been the most opportunity for drivers to see the benefits of *mDRIVE* on the Mack Granite<sup>®</sup>," says Tim Wrinkle, senior product manager, vocational and medium duty.

"Now, we're seeing growth across the board." That's because customers are seeing how

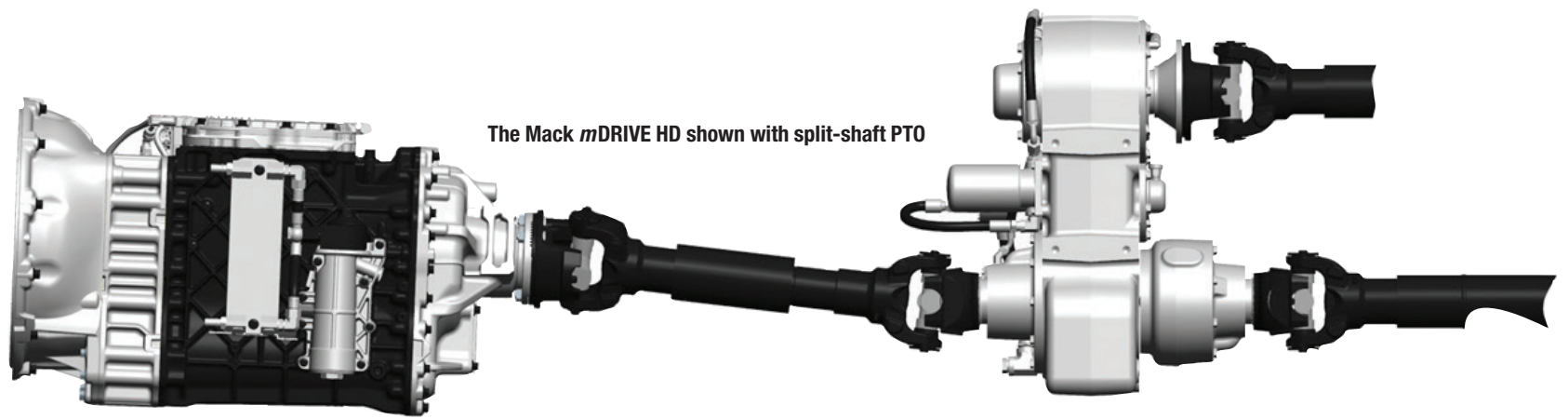
the Mack *mDRIVE* HD is designed to stand up to on- and off-road service and to help drivers focus more on their job-specific tasks as they operate the truck. Such is the case with Granite models spec'd to carry out various vocational applications, especially in this era of driver shortages. Spec'ing trucks for these applications is all about delivering power and performance at the jobsite while easing the workload demands on drivers there, all while ensuring fuel-efficiency and vehicle durability.

Each application has nuances, and the *mDRIVE* HD has many features for drivers to take advantage of that offer so much

productivity. In fact, the *mDRIVE* HD comes standard on the Granite.

Features include MackCellerator, which optimizes vehicle acceleration; Grade Gripper, which provides anti-roll back assistance during transition from a stopped position to starting on a grade; Idle Drive Mode, which allows slow speed vehicle maneuvering such as at a dock or in slow moving traffic; Rolling Start, which allows the driver to go to directly from Neutral to Drive without a Service Brake application; and Auto Neutral, which puts the *mDRIVE* in neutral when the parking brake is set, improving jobsite safety.





### Smooth and quick

“What’s key for me is providing my drivers with a safe and comfortable environment to do their job,” says Gary Grewal, president of GBA Haulage of Brampton, Ontario.

Launched in 1998, GBA provides gravel, paving, road resurfacing, and excavation services in the Greater Toronto area.

“The *mDRIVE* transmission has proven to reduce driver fatigue. My drivers love it. They find it smooth and quick. In fact, they refuse to drive anything else.”

For Bee Line Ready Mix, the initial impetus to switch from automatics to the *mDRIVE* was to cut the weight of the fleet’s transit mixers. “The *mDRIVE* HD is the first automated manual we’ve run,” says Paul Black, vice president of the Lavon, Texas-based firm. “Mack’s automated manuals shave 300 pounds off the truck’s weight. That matters. We make more money with less weight,” since lighter components mean the truck can legally carry more concrete.

Bee Line, which started up in 1993, operates a batch plant and delivers ready mix to job sites in the Dallas- Fort Worth metroplex. It offers a range of other services as well, including concrete and asphalt repairs.

The 12-speed *mDRIVE* HD is now available with optional 13- and 14-speed “creeper” gears. Offering this extra gearing reflects how Mack aims to deliver excellence for roadbuilding applications, adds Wrinkle.

### Flexible gearing

“With two additional low gear ratios plus multi-speed reverse gears,” he explains, “this transmission is designed to provide flexible gearing for low-speed operations and improved startability for heavy loads. It also maintains proper gearing for fuel efficiency at speed and saves wear and tear on clutches and brakes.”

The premium version of the *mDRIVE* is controlled through a dash-mounted shift pad by selecting drive, neutral, reverse and mode. To complete more demanding jobsite maneuvers, the premium shift pad can be operated manually to hold a gear, downshift, or upshift as needed. The mode can also be changed to give optimal fuel economy or off-road performance.

Josh Seiferth, Mack LCOE (low cabover) product manager, points to a specific application advantage for concrete pumpers: The *mDRIVE* HD is “tuned for them, in that the transmission’s split shaft PTO functionality allows the high torque levels

needed to provide more power to the pumps. This ‘split box’ functionality is controlled by special software. Not all AMTs have this capability.”

In addition, the MP engines’ performance is carefully calibrated to handle close speed control under stressful pumping operations, says Seiferth. The *mDRIVE* HD can be set to hold MP engines to the correct RPM level for pumping so that with very little effort from the operator, the truck drives the pumping operation with ease. “This Mack powertrain combination is a game changer for concrete pumper applications,” he says.

Mack provides the concrete market with the industry-leading share of concrete pumpers, both the TerraPro™ low cabover and the Granite.

The *mDRIVE* in roadbuilding applications is “a key in driver comfort and retention,” Wrinkle remarks. “It makes the job easier for drivers at job sites and on the highway. It reduces driver fatigue and helps them focus on the task at hand.”

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“The *mDRIVE* transmission has proven to reduce driver fatigue. My drivers love it. They find it smooth and quick. In fact, they refuse to drive anything else.”

**Gary Grewal, president of GBA Haulage of Brampton, Ontario**

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*mDRIVE* ordered with Premium Shifter will also have the “Rolling Start” functionality built in. This function allows a driver to go directly from neutral to drive without applying the service brake. This feature is especially desirable in paving applications to avoid stopping the paving machine and causing material (asphalt or concrete) to make a lump when the dump truck in neutral is being pushed along by the paver.

Offered in overdrive and direct drive, *mDRIVE* HD continuously monitors changes in grade (both up and down), vehicle speed, throttle position, acceleration, torque demand and gross vehicle weight. It automatically chooses the best gear for the road condition so that drivers can concentrate on the terrain and their tasks rather than on shifting gears.

The *mDRIVE* HD is only offered for the Mack MP®7 and Mack MP®8 engines.

### Shop and fuel savings

“All of my fleet uses Mack’s *mDRIVE* transmission. Before buying Macks, I was using 18-speed manual transmissions,” says GBA Haulage’s Gary Grewal. “The fleet is



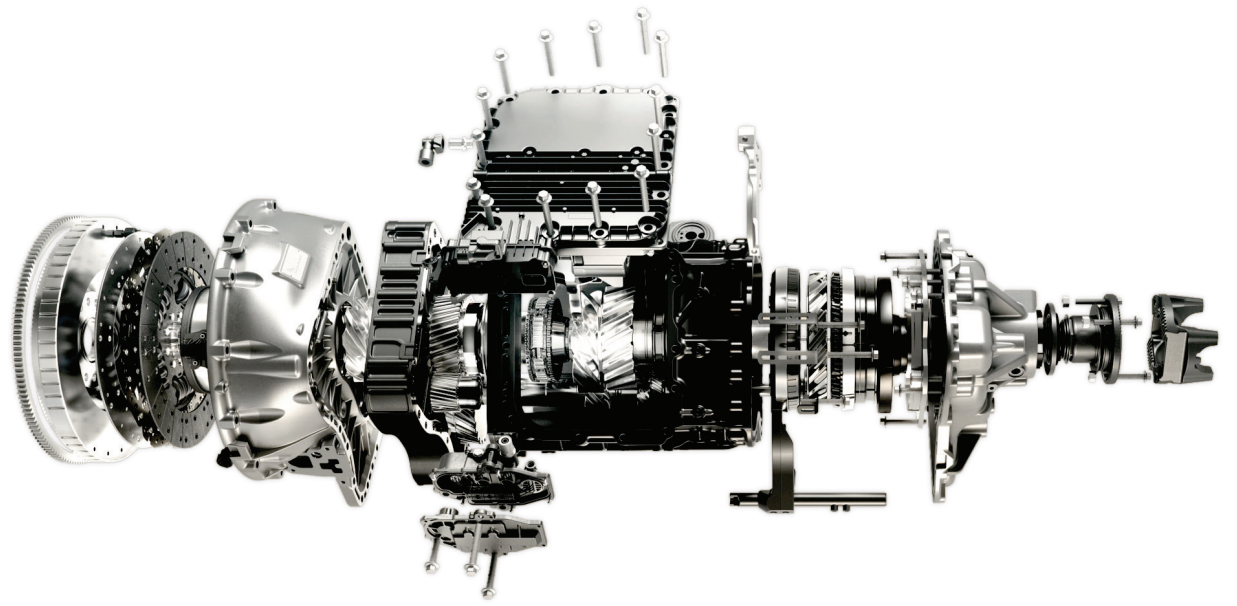
currently made up of 21 Macks. I use 17 Granite tri-axle dump trucks and recently bought four Mack Anthem® tractors for the ‘live-bottom’ part of the business.” He explains that rather than dumping a load of gravel or asphalt like a typical dump truck, a live-bottom trailer pushes material out the back via a conveyor belt bed.

Grewal says he opts to run with Mack for several reasons. “I can rely on these trucks, and I can trust that my drivers are able to get their job done efficiently and safely. The Granites are proven and the Anthems, although new to my fleet, have been a welcome addition.”

Along with increasing driver satisfaction and productivity at job sites, Grewal says the switch to the *mDRIVE* transmission has yielded savings in the shop. “My maintenance costs have gone down big time,” he relates. “The manual transmissions were constantly in for service, whether for clutch, u-joint, or bearing issues. That’s all a thing of the past now.” He adds that Macks’ after-sale support is also a factor, noting that “my dealership has always treated me well.”

Then there’s fuel, the cost of which is a growing concern for everyone. “*mDRIVE*, as proprietary, is designed from the ground up to be paired with our engine seamlessly to maximize both performance and fuel economy,” explains Wrinkle. “Customers coming from other products see a weight reduction and fuel benefit.”

Grewal says he did the math. “When I learned from my Mack salesperson that I could be saving considerably on fuel by opting for the *mDRIVE* transmission, I was skeptical,” he says. “But I’ve done the comparison over the years, and I’m seeing a savings of CAD\$40 to \$50 (\$31 to \$40 USD) per day, per truck. That goes straight to my bottom line.”



### On/Off excellence

That the transmission helped trim mixer weight by several hundred pounds was just the starting point at Bee Line Ready Mix. “We started with the *mDRIVE* on our Granite transit mixers, which we’ve put in service since 2018,” says Black. Those are tandem-axle, rear discharge mixers.

The fleet runs 37 of these trucks to transport ready mix from its batch plant to job sites, where the product is discharged into concrete forms or concrete pumps. The transit mixers also provide ready mix for city street repairs, commercial parking lot maintenance, and new residential construction.

Bee Line also fields 14 Mack Pinnacle™ models with end-dump trailers, which pick up concrete aggregate materials from quarries and haul it to the company’s batch plant.

Black says that the *mDRIVE* excels in on/off-road operation in this application as well.

“We’re ‘Gold Bulldog’ with all our trucks,” Black relates. “They are all spec’d with Mack engine, transmission, and rear axle. We only have to go to our Mack dealer for service; they take care of their customers.” Servicing their previous vendor transmissions meant

“dealing with a whole other network” outside the OEM channel, which adds time and complexity.

He says that out in the field, the *mDRIVE* HD stands out with its gearing. “Fourteen speeds give you a good selection to work with. The crawler low gear helps especially with getting the truck through wet fields at job sites.

### Sink not

“Our drivers like not having to shift. And they like knowing they can just push a button to lock the rear-axle differential, put the truck in low gear, and know they will get in and out when off-road. [Even during Texas’ rainy season] you still have to pour concrete. The job site may be so muddy that the mixer might sink six to twelve inches into the ground. The drivers like knowing they will still get out.”

In both of Bee Line’s truck applications, the *mDRIVE* HD is performing “better than expected,” Black reports. “Soon after switching, we found that transmissions were no longer on our list of ‘things to watch for.’ Really, they’re bullet-proof— even when running on and off the road all day.” ■





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# Mack Connect instills confidence in Cowan Systems

Article by Brandon Borgna

**W**ith more than 90 years of success in the transportation industry, Baltimore-based Cowan Systems knows how to manage their fleet, and they're committed to providing state of the art equipment for their professional drivers. That commitment now extends to advanced vehicle and operations monitoring, too.

Cowan specializes in dedicated truckload, intermodal, warehousing, brokerage and driver staffing. While they operate around 2,000 tractors across the United States, their signature Forest Green fleet can be seen most prominently along the East Coast, an area known for heavy traffic routes and urban areas that can take a toll on trucks and drivers alike.

Kyle Webber, fleet technology manager for Cowan Systems, is the man behind the monitors, keeping tabs on the fleet's performance. Close attention to fuel efficiency and uptime guides their operations and equipment purchasing decisions, both weighing heavily on their selection of 25

Mack Anthem® day cabs, in operation since early 2024.

Webber says Cowan is actively choosing to deploy their new aerodynamic Anthems in those taxing environments because they're equipped with the Mack GuardDog® Connect integrated telematics solution, which provides access to Mack® Connect with integrated uptime.

Mack Connect is the single source for performance data, location tracking, operational analytics and diagnostic insights in a unified dashboard designed to simplify operations and drive profitability. This innovative solution continues to significantly enhance how fleets manage their Mack-powered trucks by providing visibility into vehicle health and performance.

"Mack Connect gives us more control and confidence to deploy our Mack trucks in demanding markets with more stop-and-go and daily wear-and-tear," says Webber. "Visibility to vehicle health and performance, and insights through the Mack Connect

portal, along with our 24/7 connection to Mack's Uptime Center, gives us peace of mind and saves time because we don't have to worry about the condition of our Mack trucks or constantly monitor the units. Mack's Uptime Center seamlessly does that for us, and they contact us if there are any problems."

## Connected to Uptime

"I work with several different manufacturers, and what is really unique and interesting about the Mack Connect system is that it's fairly hands-off once you set it up," says Webber. "Through Mack Connect you're connected to Mack's uptime team in North Carolina, and they're working for us, reaching out to us to get ahead of potential issues, and they've been amazing for service. That's where there's a huge benefit."

"I think the one thing we've been impressed with is the number of down days – not because it's high, but because it's extremely low."

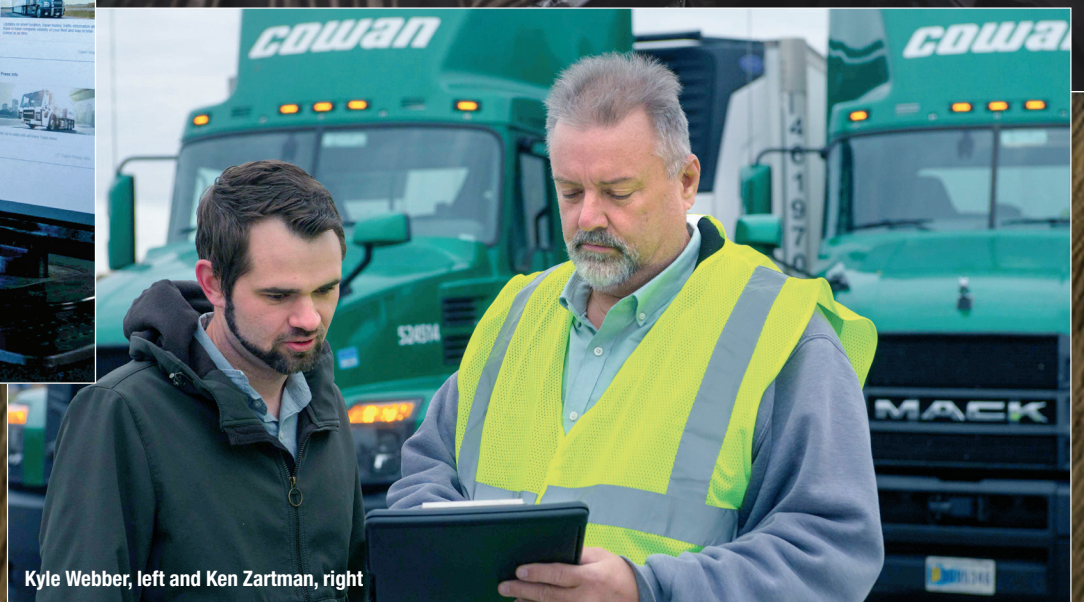
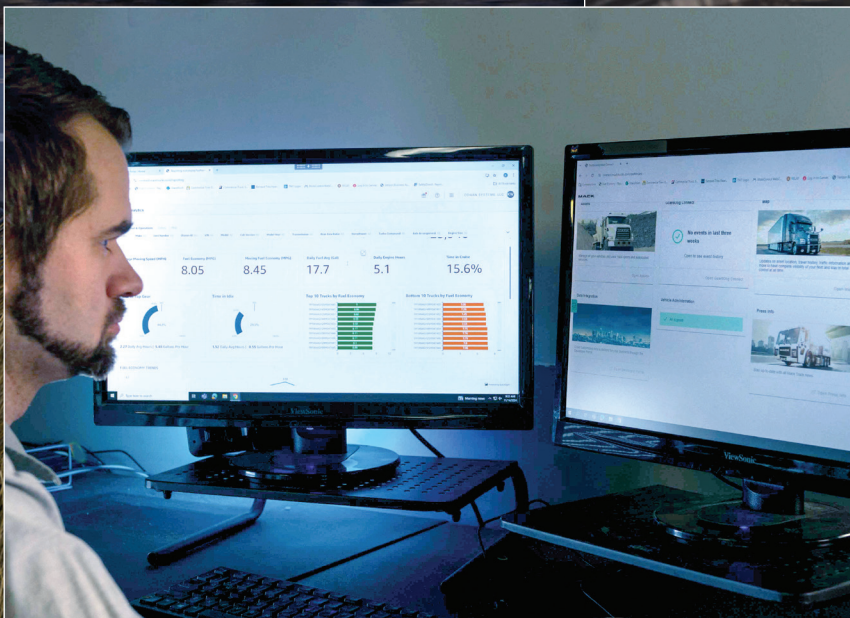


“I think the one thing we’ve been impressed with is the number of down days – not because it’s high, but because it’s extremely low.”

**Kyle Webber, fleet technology manager for Cowan Systems**



Jeff Clark, left and Kyle Webber, right



Kyle Webber, left and Ken Zartman, right

Webber said it was a conversation with the head of service at their local Mack dealer that helped him understand how the Mack Connect portal brings together Mack’s comprehensive uptime ecosystem, providing visibility and actionable insights to fleet owners, Mack’s uptime staff, and nationwide dealer network.

“He really opened my eyes because he said that it’s Mack’s Uptime Center in North Carolina that supports our trucks so we don’t need to monitor them all the time, and Mack Certified Uptime Dealers have fast lane Uptime Bays—quick express lanes that allow drivers to pop in and then keep going, getting trucks back on the road faster.”

“I also have to mention Mack’s Over the Air updates,” says Webber. “In Mack Connect I can push software updates through remotely. You choose if you want to send them to the driver and it gives simple instructions for how to do the update. Of course, if you prefer, Mack’s Uptime team will send updates straight to your drivers and to the trucks.”

### **Cowan Systems’ Take on Mack Connect**

While Cowan’s Anthems are relatively new, Webber says, “We’ve seen a lot of promise with Mack Connect, and it’s something I think has already been successful.”

Mack Connect gathers critical data about a customer’s trucks, services and specific applications, translating this information into improved fuel efficiency, safety and productivity. Fleet managers can access asset location, idle time, traffic information, fuel efficiency, safety performance and vehicle speed. Reporting and analytics capabilities enable customers to make data-driven decisions to improve their return on investment and fleet management.

“The whole performance portal is extremely user-friendly, and it’s much more advanced and much more thought through than some of the other programs we’ve used.”

The Mack Connect fleet management portal comes standard for two years on all new Mack-powered Model Year 2025 vehicles, enabling digital access to information about Cowan’s Anthems and allowing Webber and the Cowan team to gain insights that help them improve their operations.

“Mack Connect has been a huge benefit to us, and we’ve really seen tremendous opportunity in our ability to work with the team at Mack,” said Webber. “We really like the portal overall. It’s simple, not confusing and the analytics are excellent. We’ve tested them against our own analytics. We’ve been able to pinpoint exactly what Mack said and what they’re calculating, so we know that they’re very accurate. I think that everything that we’ve seen on the program has just been top-notch.” ■



# SPOTLIGHT

# Mack MD Electric proves a simple, sustainable solution for Pronto Freight Ways

Article by Brandon Borgna, Photos by Mike Heidl, Heidi Creative



“We’re honored to be part of Mack’s MD Electric pilot program and have the ability to show our customers that we’re utilizing an EV truck.”

**Paul Wozniak, Founder and president, Pronto Freight Ways**



Like many trucking companies, Pronto Freight Ways started with a single truck. Founder and president Paul Wozniak began the Taylor, Michigan-based business in 1999, supporting the freight forwarding industry in Detroit and Chicago. Pronto now covers 48 states and Ontario with a fleet of nearly 90 straight trucks and day cabs and 53-foot dry vans. For the past 15 years, the diverse carrier – handling truckload, local pickup and delivery, drayage, and warehouse and logistics operations – has counted almost exclusively on Mack Trucks to power its operations.

“Mack® trucks have been dependable with minimal problems and easy to maintain and take care of,” said Wozniak. “With our dealer, Interstate Trucksource, we’ve been able to get them serviced quickly, which is important to us.”

So when Pronto was offered the opportunity to field test one of the new Mack MD Electric trucks, the company was eager to say yes.

### A new era in the Motor City

In a city synonymous with internal combustion engines, Pronto Freight Ways leadership carefully monitors the climate for electric vehicles (EVs). When opportunity knocked, Pronto answered, partnering with Mack to add a Mack MD Electric to their daily regional operations.

“They knew our fleet, they knew our operations, and we jumped all over the opportunity,” said Pronto general manager Steve Narbut.

“We’re honored to be part of Mack’s MD Electric pilot program and have the ability to show our customers that we’re utilizing an EV truck,” said Wozniak. “Even prior to getting the MD Electric, we were asked about our green plan. Electric vehicles will be part of the future and for our company.”

### A simple, sustainable solution

Pronto knew there were questions to be answered, such as charging infrastructure and vehicle range as they integrated their MD Electric into the fleet.

“We didn’t know what to expect, quite honestly,” said Narbut. “Our concern’s always been range, and we knew it would not be the same as a diesel internal combustion engine. However, we accepted that and worked the MD Electric into one of our closer routes with many stops, and it’s worked out very well. It’s perfect for the five-to-six hour run.”

At the end of the day, the truck is plugged in and left overnight. “With the power coming into our facility, we are able to use a standard vehicle charger, so we had it wired in, and we had a spot where we could set it,” said Narbut. “It was really pretty easy. The cost wasn’t prohibitive. It was fairly seamless.”

When it comes to maintenance and upkeep of their Mack MD Electric, Narbut says there’s “very little,” and pre-trip inspections are “pretty simple” compared to



diesel-powered units, since EVs don’t require fluid checks or inspections for exhaust systems and other combustion-related components.

### A driver’s truck

“It’s been quite surprising how easy the MD Electric is to drive; the quietness, the easy maneuvering, and it rides better than diesel models,” said Pronto driver Russ McLaughlin. “The silence of the electric truck makes it easier to relax in between driving. It makes driving less stressful, and I didn’t expect that when I first drove it. It’s perfect.”

A typical day for McLaughlin with the MD Electric is making pickups and deliveries across the Detroit metro area over the course of about six hours, and overall, McLaughlin says the MD Electric delivers the qualities he appreciates in Mack trucks, with some additional benefits from the electric driveline.

“I had never driven a Mack prior to coming to Pronto, so I didn’t quite know what to expect, but I have found them quite fascinating,” said McLaughlin. “Mack trucks are easy to drive, they steer nicely, and they have good acceleration. Overall, I’m pleased

with Mack trucks, and I’d buy one if I were to get a truck of my own.”

### The verdict on testing the Mack MD Electric

Pronto Freight Ways was hand-picked to participate in Mack’s MD Electric test program, ensuring the MD Electric was assigned routes well-suited for EV operations. It has lived up to Pronto’s expectations of Mack and may be finding a permanent place in the Pronto fleet in the future, opening doors to work with environmentally conscious customers.

“With the green initiatives through many of our customers and partners, it’s really been a big selling point for us, showing our customers that we’re trying to do our part for the environment and reduce the use of fossil fuels,” said Narbut. “The Mack MD Electric is a solid vehicle, drives well, operates well, and I think it would be a benefit for anyone to have, honestly.”

The MD Electric is now in production and entering regular service with Mack customers, so more fleets will soon discover the same qualities that won over Pronto. ■



# Build My Mack

## Expanded virtual truck configurator wows users

Article by Carolyn Magner Mason

If you ever imagined what your ideal Mack® truck would look like, Mack's new online configurator, Mack Truck Builder ([build.macktrucks.com](http://build.macktrucks.com)) gives a user-friendly opportunity to bring the dream to the screen. The Truck Builder tool offers customers a broad range of options to customize a truck for both function and appearance.

The recently released tool includes a greatly enhanced field of options over previous iterations, including exterior and interior colors and allows the user to select powertrain, aerodynamics, interior trim, axle and suspension, chassis, wheels and Uptime customer support solutions. Once the user has compiled all of their selections, they can print it as a customized brochure, share the spec with others and even print out an image of the truck to hang on their wall. The customized spec can also be sent directly to a local Mack dealer for additional information and to assist the sales process.

David Galbraith, Mack's vice president of global brand and marketing, says he's impressed with the site's increased functionality and calls it a "game-changer" that's significantly improved the truck buying experience.

Jamie Hagen, owner of Aberdeen, South Dakota-based Hell Bent Xpress LLC, says back when he was a company driver, he carried around a folded, black and white printout with specs for a dream truck years before he bought his first Mack. Today, he operates 11 Mack Anthems and still likes to imagine different versions.

"We live in a visual world and it's nice to see a full menu of choices you may not have even known existed," he says. That's why, with some thought and research, he designed an aspirational vision of his company's white Anthems using Truck Builder's wide range of new choices. His final creation was a fleet of light gold Anthems with an Elite interior of steel gray trim. He selected, among the many options, to insert Mack-Air seats, premium innerspring bunks, multiple cabinets, microwave prep and extra storage. He chose the Mack Twin Y™ air suspension, Bendix Air Disc Brakes, polished aluminum wheels, stainless steel fenders and other details as he built his dream truck.

When he was done creating his glittering golden fleet, Hagen posted it to his robust social media where it was a huge hit among his followers.

"Hey, look what I did!" said Hagen to his Facebook followers when he posted the gold truck and all its specs to his audience. "They loved it, and it's received a lot of shares and generated tons of comments," he says.

"Some guys just want to see what I choose to guide them when they are making selections," he says. Hagen says he had a blast tinkering with

Truck Builder and likes the idea that nearly 80% of the choices are already selected before even walking into a dealership.

That's music to the ears of James Cooke, director, digital and demand generation for Mack, who says it was important that the tool was not only practical, but user-friendly and fun, too. With millions of trucks configured since the launch, the high levels of engagement and the early feedback shows terrific user experience with Truck Builder. Cooke says the tool gives buyers an opportunity to see the many choices available to them before contacting their dealership.

"It allows potential buyers to feel a sense of ownership and to get a better representation of what they are going to select."

**James Cooke, director, digital and demand generation for Mack®**

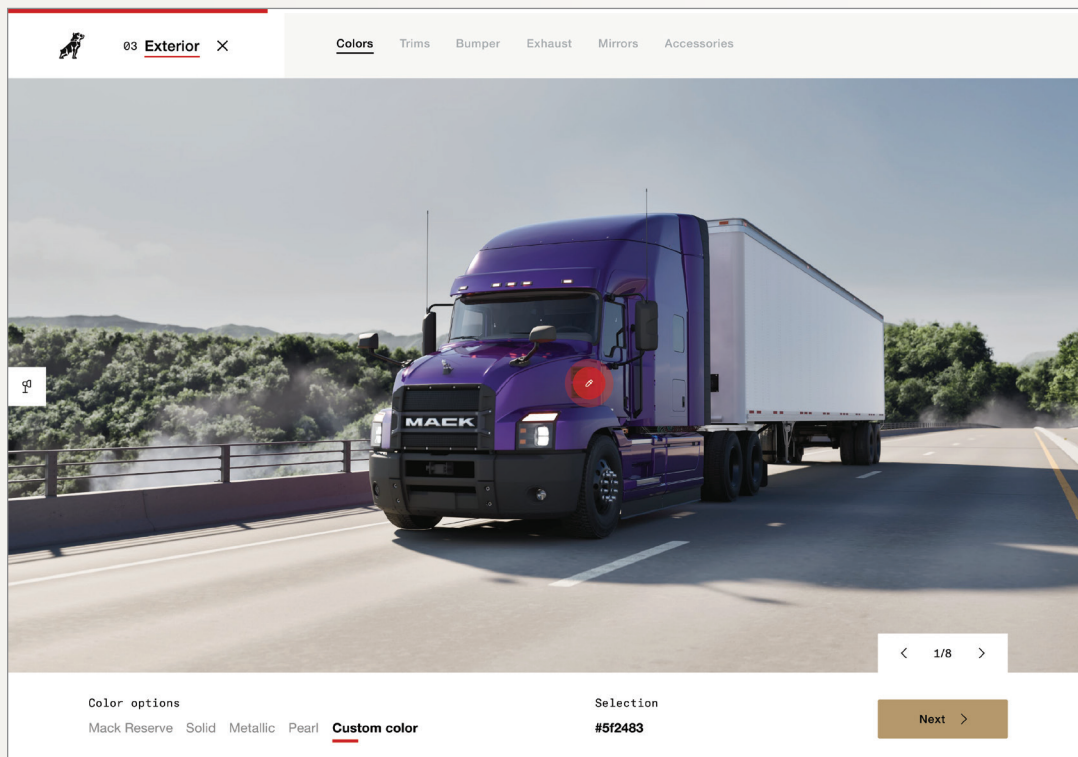
"It allows potential buyers to feel a sense of ownership and to get a better representation of what they are going to select," Cooke says. "With more than 70% of buyers reporting they do research online before purchasing, this tool appeals to savvy buyers, especially the younger generation."

Meanwhile, Hagen says the prospect of an all-gold fleet seems enticing, but he also says it's just his first go around. "I may pick another color and configuration next week," he says with a laugh. ■

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# Mack Trucks are essential to Teeswater Concrete's success

## Hard work, good service and the right trucks are the foundation for concrete fleet

Article by Denise Rondini, Photos by Sonya Messier, Mayacom

**H**ard work, a focus on service and the right trucks are what have led to Teeswater Concrete's success, says company president Jamie Armstrong.

The family-owned business was started in 1977 in Teeswater, Ontario, by Armstrong's father with just two Mack® trucks. In the years since, it has grown to become a force in the regional construction market.

Armstrong's father started the business because there was a lot of aggregate on his farm, and he thought that aggregate could be turned into ready-mix concrete. Today the company delivers concrete and aggregate to commercial, industrial, energy and residential customers within 60 miles of its six

manufacturing facilities and numerous aggregate properties. "We cover a large part of southwestern Ontario," Armstrong says.

Currently Teeswater Concrete operates 70-plus Mack Anthems® and Granites®. Some of the Anthem day cabs haul gravel, while others haul 40-foot ready-mix trailers. Some of the Granites are tri-axle dumps that haul 44 tons of gravel, and others are Granite twin steer ready-mix trucks that haul 12 cubic yards of concrete to job sites.

"I was born and raised with Mack trucks," says Armstrong. "My dad had a real affinity for Mack trucks, and it filtered down to me." That affinity even extends to having his Macks in the 2025 Mack Trucks Calendar.

The Macks have proven very reliable for Teeswater Concrete. Armstrong explains that because of the durability of the Mack trucks, the company does not have a pre-set

replacement cycle for its trucks. "When the truck is worn out or won't meet safety regulations, then we switch them out." A plus during the replacement cycle is that the used truck value of a Mack truck has been better than any other in the construction market, according to Armstrong. "Macks are an overall good value."

Another big factor in Mack's favor is that drivers love them. In fact, Armstrong believes having Macks has helped with driver recruitment because drivers think the trucks are better to drive.

It also helps to have a Mack dealer Teeswater Concrete can depend on. "We work closely with our Mack dealer on specs," says Armstrong. "They have been very helpful and have done a good job keeping us up to date on technology and emissions changes."

Sean Whelan, account manager at Vision Truck Group, the local truck dealer, says







“I was born and raised with Mack trucks. My dad had a real affinity for Mack trucks, and it filtered down to me.” That affinity even extends to having his Macks in the 2025 Mack Trucks Calendar.

**Jamie Armstrong, President, Teeswater Concrete**

Teeswater Concrete has a strong relationship with them and relies on them for spec'ing advice. For example, when Mack announced it would offer factory-installed twin steer axles, Whelan suggested Armstrong switch to it as it would save time from order date to delivery. Today Armstrong specs all Teeswater Concrete trucks with factory-installed twin steer axles.

In another case, the fleet had been spec'ing Allison automatics on its ready-mix trucks but was using standard transmission on its dump trucks. Whelan explained the features and benefits of Mack's *mDRIVE*™ transmission, and Teeswater Concrete has slowly converted their dump trucks to *mDRIVE* because of their fuel economy and driver acceptance. Today Teeswater Concrete specs the *mDRIVE* HD, which is specifically designed for vocational applications, such as ready-mix concrete. Operators need a very low first gear ratio to pour concrete curbs, and the *mDRIVE* HD with its crawler gear addresses the need for low-speed operation.

While Teeswater Concrete handles about 80% of its service work in-house, it works closely with Vision to ensure it has the parts it needs. The company has also embraced Mack's GuardDog® Connect connected vehicle technology to improve uptime, according to Whelan. Armstrong especially likes the feature that sends an email to Teeswater Concrete's service manager whenever there is an issue occurring with a truck. The same email is sent to the dealership, which allows them to help diagnose the problem and assist in the repair.

This support is another way Armstrong says Mack has been an instrumental part of



Jamie Armstrong and his father

Teeswater Concrete's success. “Mack has always had good people in the field to help us,” he says. “A lot of them have construction experience. Over the years, Mack has had people in the field who were able to give advice and help us through challenges if they arose.”

He adds, “On top of that, Mack is known as a good, tough truck for construction. Mack has always been the standard in the construction industry, and we feel that has helped us do business in the construction market.”

Meeting customers' needs has been critical to Teeswater Concrete's success. Its

customers range from the smallest individual farmers to large corporations and energy companies, but Teeswater Concrete makes sure that every customer has its needs addressed. Even though it has some large competitors, Armstrong believes that Teeswater Concrete's smaller size allows it to be more agile and get closer to the customer.

Teeswater Concrete's future includes plans to continue to grow, and Mack is part of that plan. In fact, Armstrong says he has a request in to the dealership for pricing on some new vehicles. “Customers like our equipment,” he says. “It makes a statement and promotes our company.” ■





# FEATURE



Macmillan Oil Co. of Allentown, Inc., Allentown, Pennsylvania



EMI Landscape, Macungie, Pennsylvania



Waste Management, Cranston, Rhode Island  
Jose Melgar, Driver



PITT OHIO, Allentown, Pennsylvania

# Meet the winners

## Mack Calendar Contest delivers 12 stunners for 2025

**T**welve Mack trucks are ready to drive into the spotlight as they each take their place for a month apiece in 2025 in the popular Mack Trucks Calendar.

Following an online contest during which thousands of Mack enthusiasts cast their votes, the winners were photographed for the calendar, which showcases Mack customers across the U.S. and in Canada.

2025 winners are:

### **Mack Anthem®**

#### **Teeswater Concrete, Teeswater, Ontario, Canada**

Jamie Armstrong's father started this family-owned business in 1977 in Teeswater, Ontario with just two Mack® trucks. It has since grown in the regional construction market to 70-plus Mack Anthem®, Granite® and Pinnacle™ models. "I was born and raised with Mack trucks," says Jamie. "My dad had a real affinity for Mack trucks, and it filtered down to me."

#### **PITT OHIO, Allentown, Pennsylvania**

Pittsburgh-based PITT OHIO relies on the Mack Anthem to meet their commitment to safe, sustainable motor transport, customer satisfaction and positively impacting the environment. Operating out of 25 terminals

spanning the Midwest and Mid-Atlantic, PITT OHIO expanded their relationship to add four Mack MD Electric medium-duty trucks in 2024.

### **Mack® Granite®**

#### **Macmillan Oil Co. of Allentown, Inc., Allentown, Pennsylvania**

Macmillan Oil of Allentown has been in the lubricant business since 1937 delivering quality lubricants to customers in Eastern Pennsylvania and New Jersey. Their Granite, which features a striking military design, is the first of three for the company, with 7 fluid compartments for a total capacity of 3,500 gallons, plus a 10-foot box for other cargo.

#### **GFP Mobile Mix Supply, Wilmington, Delaware**

GFP Mobile Mix Supply specializes in delivering metered concrete using a fleet of state-of-the-art Mack Volumetric Mixer trucks. VM trucks have the ability to provide concrete mixed fresh on-site for the exact volumetric mixer (LC v and m) mix design and amount needed, with no wasted material, so customers only pay for what is used. GFP Mobile Mix Supply's fleet of Mack Granite trucks is a key ingredient to their ability to meet their customers' needs.

### **Mack® MD**

#### **EMI Landscape, Macungie, Pennsylvania**

This Mack MD has a relationship with Mack Trucks, as it is regularly used for landscaping and snow removal at Mack's Lehigh Valley Operations plant in Macungie, as well as the Mack Experience Center in Allentown. In business for more than 40 years, EMI has been keeping Mack's facilities looking sharp for over a decade. EMI President Bob Marks says, "We wanted to be in the calendar because the partnership with Mack Trucks has been positive."

#### **Willingham & Sons, Newberry, South Carolina**

Founded in 1974 by John and Betty Willingham, Willingham & Sons is a true family business. They were followed by sons Mike and Jerry, and grandson Austin. Their Mack MD hauls 1,000-gallon septic tanks, sometimes two at a time, in daily service. Part of their family tradition is Mack, as the company has been a Mack customer since its beginning. "What made us interested in the calendar was our long-standing relationship with Mack Trucks," says Austin, "and having the opportunity to have a unique truck design and application."



## Mack® Pinnacle™

### Packers Logistics, Stoney Creek, Ontario

Greg Camus has driven trucks in Europe and North America, but Mack has always been his favorite. Before he moved to Quebec from his native France he was a fan of American trucks. "The first American truck I saw up close and was able to board was a Mack -- an F785ST. It's probably my favorite model. My Pinnacle reminds me every day of this beautiful time. I am very happy and very proud to work and live my passion aboard a Mack."

### Marbert Transport Ltd., Lindsay, Ontario, Canada

Bob Moffatt started Marbert Transport with two trucks in 1986. Now his two sons, Darrell and Jason, have key roles, while youngest grandson Payton, plus Molly the bulldog, are showing an early calling for the family business. The fleet offers dry van service throughout Ontario, Quebec and the Maritime provinces. "As a small family business we were very excited winning a spot in the Mack Calendar," says Jason. "It shows the tradition and passion our family has had for trucks and the trucking industry even from a very young age."

## Mack® LR

### Waste Management, Cranston, Rhode Island

Waste Management and the Mack LR are a well-known team in Rhode Island and beyond, so it makes sense one should appear in this calendar. This LR model serves residents of

Cranston five days a week, and many others just like it can be found in towns and cities all over the state. WM and Mack have been partners for more than 45 years, because when it comes to the harsh and demanding application of refuse collection, you need a strong team.

## Mack® TerraPro

### Brundage-Bone, Thornton, Colorado

Brundage-Bone Concrete Pumping (BBCP) is the largest concrete pumping and material placement service in the United States. Its fleet of boom pumps, including their massive 7-axle TerraPro model, reach from 20 to 65 meters, to put concrete in hard to reach and distant places on jobsites, while its truck-mounted conveyors can place material up to 130 feet away. Brundage-Bone has been a Mack customer since 1983 and the company attributes the long-term relationship to Mack's product range, reliability, aftermarket support and resale value.

## Legacy — Mack® R Model

### Sweeney Enterprises LLC., Suffield, Connecticut

This father and son company honors the memory of Sweeney Brothers Transportation, founded by Matthew's grandfather, a Mack customer for almost 50 years and a big fan of the R Model. Patrick and Matthew use their 1989 R688ST tractor for a variety of loads, from hauling heavy equipment and aggregate, using lowbed, dump and dry van trailers.

According to Matthew, "We wanted to enter into the Mack calendar contest because of the legacy of my grandfather's company and our dream to rebrand his logo, paint colors, and start our own company."

## Oldest Truck — 1966 Mack® R Model Knobeloch Trucking, Pittsburgh, Pennsylvania

According to Mack Trucks' records, this 1966 R600 went into service on July 11, 1966, making it the oldest contestant in this year's calendar contest and placing it in the middle of Mack's 125-year history. Bob Knobeloch's father bought it in 1977, and the truck earns its keep, in road construction, plus projects where its compact size shines. "I don't like a payment book and I like them to look nice," says Bob. "We do everything in house, we do our own paint. We're pretty old school." Fun fact: If Bob's truck looks familiar, it's because his son Matt's near-identical tandem-axle R Model was in the 2019 Mack calendar.

Mack owners submitted photos and videos of their trucks to the contest in seven categories: Mack Anthem, Granite, Legacy, LR, Mack MD, Pinnacle, and TerraPro. These represent the truck models currently available in the Mack lineup, except for Legacy, the category for Mack models no longer in production but still in operation with customers. The calendar is available for purchase through [mackshop.com](http://mackshop.com). ■



Brundage-Bone, Thornton, Colorado  
Russ Moats, Operator



Packers Logistics, Stoney Creek, Ontario



Knobeloch Trucking, Pittsburgh, Pennsylvania  
Bob Knobeloch, Owner



## Social media influencers share their Mack love

### Online partners connect with important audiences

Article by Taylor Berglund

Mack® trucks have been going where the work is for over a century, whether that's moving ag equipment, hauling cross country, going into mines and quarries, and so much more. But in the 21st century, meeting customers where they are means going into a truly untamed space — social media.

To that end, Mack Trucks has partnered with a diverse group of truck owners and enthusiasts with online presences. Their ages and occupations vary, but they have one critical thing in common — a love for Mack trucks and a desire to share that love with the world.

"By partnering with real truck owners, Mack's brand message is conveyed through voices that resonate with our audience," according to Casi McDaniel, campaign optimization manager for Mack Trucks. "These influencers bring credibility and authenticity, helping us reach real drivers and enthusiasts who value genuine connections."



Jamie Hagen

The road to partnering with Mack is unique for each influencer. For example, **Jamie Hagen** (@hellbenthagen) never imagined he would become known for his online presence. The president of Hell Bent Xpress only signed up for social media initially to keep an eye on his then-teenage daughter's online activity.

But as an active truck driver with plenty of free time between shifts, Hagen found himself on social media more and more, connecting with other drivers. Occasionally, he says, "I'd take a picture, think of something witty for the caption in 10 seconds, and post it." And to his surprise, he attracted a sizable audience of fellow drivers.

Eventually, one of his followers — a member of Mack's marketing team — messaged him and asked if Hagen would be interested in partnering with them.

"He looked at all my impressions and said, 'You don't have a huge following, but every single person who engages with you is a truck driver. You're reaching a real audience; there's no fake accounts.' And Mack didn't want fake

numbers. They wanted to reach real drivers," Hagen remembers. "So it was a good fit."

Hagen says partnering with Mack has been great for business. His partnership with Mack helped give Hell Bent Xpress an added layer of validity when dealing with customers.

"When I started working with Mack, I was leased to a carrier," Hagen says. "I struck out on my own four years ago, and my connection with Mack has always lent me a little more legitimacy. When people find out you're affiliated, they take you more seriously. The opportunities opened up more, and that allowed me to go from having one truck when I first started with Mack to having 12 in my fleet now."



Grayce Emmick

**Grayce Emmick** (@thefarmergrayce), an eighth-generation farmer in Lewisport, Kentucky, says her partnership with Mack grew from a little initiative on her part.

"We've run Macks on our farm for as long as I can remember," she says. "My family bought a Model R in 1991 — before I was even born — and we still run that Model R today. In fact, we just bought a second one a couple years ago so I could run one. It's what I've known my whole life. They're good trucks. And most importantly for farming, they're never down. I guess you could say Mack's in my blood."

Like many other young adults, Emmick shares snippets of her daily life on social media. On a whim, Emmick reached out to Mack's Instagram account to see whether they'd be interested in partnering with her, but she didn't seriously expect a reply. She was stunned, then, when @macktrucks messaged back and said they were interested.

Since then, Emmick has become one of Mack's most popular influencers, with hundreds of thousands of followers across YouTube, Instagram, Facebook, and TikTok. It's also grown her platform; she says her audience and content expanded from the agricultural space into the trucking industry as a result of the partnership. Emmick describes it as a dream come true to work with one of her

favorite companies.

"Growing up, I was always into big equipment. When I see a Mack truck, I see power. I see strength," Emmick says. "I mean, just looking at a Mack makes me feel powerful. And honestly, they're just cool."



Juan Ibarra

**Juan Ibarra's** partnership with Mack began when he needed to build two brand-new trucks for upcoming seasons of his Discovery Channel series Gold Rush: Mine Rescue With Freddy & Juan. He met with Chuck Wissinger, Mack's director of field sales operation, to discuss build ideas. He was immediately impressed by the level of knowledge Wissinger brought to the conversation.

"I've come to see that a lot of the people involved with Mack Trucks are genuinely truck people," Ibarra says. "When Chuck and I started talking shop — what I wanted in a truck and how I wanted it done — he was very understanding and knew exactly what I was talking about. He even presented some good ideas of his own."

Ibarra was blown away by the resulting trucks — and he's not the only one.

"I got new tires put on the trucks recently. Afterward, the guy at the tire shop told me that no less than 20 people stopped just to look at my trucks," Ibarra says. "I'm very pleased with the way the trucks perform. They're not just show trucks; they're workshops. They perform excellently, they get great economy, and the look of the truck itself is just beautiful. They're showstoppers."

Ibarra, who is also the owner of Ibarra Industries, says the key to his partnership with Mack has been their shared values. He calls it a "no-brainer" to work with such a quality organization.

"Mack takes a lot of pride in what they do, what they build, and the product they produce. And that's what we do at Ibarra Industries as well," Ibarra says. "That's why this partnership is a good thing. Each other's values come out in how we operate and do business. In my book, partnering with Mack is a win-win." ■



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**February  
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**ExpoCam**  
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**May  
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5-7**

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