



# Bulldog®

## New Heights

**Mack engineers solutions to tall problems**



### **Mack® LR Electric**

Quiet, confident and capable

### **Risk Reduction**

PreView system combats blind spots

### **Mack® Granite® stakes a claim to extreme jobs**

Purpose-built Granite tackles Gold Rush

# A stable platform for new heights

Mack Truck Partners with Bronto Skylift for safe work at extreme heights



Photo: Larry Thorne

Less Bull More Bulldog

Mack t-shirts designed to last on and off the job.



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## To a Sustainable Future

Over 122 years, Mack Trucks is a company with a long history and an eye on the future. We've always manufactured innovative trucks and powertrains, but our role is bigger than that: Mack and its people are here to move and build a better world. That's because our products and services impact people's lives. We build necessary products and we intend to keep building them for a long time to come. And Mack is playing a leading role in shaping the future of the trucking business with products such as the Mack® LR Electric.



Ensuring a meaningful future for Mack means we will grow in a sustainable way that meets the needs and conditions of a future world. This encompasses how we meet our market and our customers' needs while doing our part to ensure a good quality of life for future generations. Mack's approach to sustainability covers the full value chain: research and development, purchasing, production, sales and aftersales support.

Climate change, population growth and increasing urbanization have shifted expectations on transportation and infrastructure. Mack, as part of the Volvo Group, is committed to reducing climate impact by using the world's resources efficiently and conducting business differently. Together with our customers, supply chain partners, governments, cities and towns, and other stakeholders, we have moved quickly to develop and offer cleaner, safer and more sustainable transport solutions.

There are several key elements to Mack's sustainability strategy. First, Mack is committed to reducing our overall environmental footprint. Our first priority is slashing greenhouse gas emissions from our products and our business operations. We have set challenging targets:

- Reduce CO<sub>2</sub> emissions from our products by 40% per vehicle mile by 2030
- Make 35% of our sales zero emission vehicles (ZEV) by 2030
- Have a climate neutral supply chain by 2040
- Reduce energy consumption in Mack-owned buildings and plants by 2.5% each year
- Reduce CO<sub>2</sub> emissions in our operations and supply chain by 50% by 2030.

Another way we are working toward sustainability is by being landfill-free at each of our manufacturing and business sites. Currently, three locations, are certified as landfill free, meaning at least 99% of all waste is reused, reduced, recycled, or incinerated with energy recovery. Several more locations are tracking to be certified by end of 2022.

Mack's commitment to battery electric vehicles, such as the LRe, is key to our future. The rollout and acceptance of this groundbreaking truck has accelerated. More customers are placing orders, more Mack dealers are making the very real investment in their future to service and support BEVs, and more customers are planning a future where their trucks plug in.

Mack has done far more than replace a diesel engine with a battery and motor. The fossil fuel network has existed for well over a century and is second nature to vehicle owners. Our goal is to establish a complete ecosystem that makes the process of operating a BEV nearly effortless. Our Vehicle as a Service (VaaS) program removes apprehensions and capital investments by providing comprehensive protection and maintenance, charging infrastructure financing and management, and complete route integration guidance and support.

The LRe is the first BEV Mack offers, but we plan to develop electric vehicles for all of our customer segments and applications, securing the future of Mack, our dealer partners, our customers and the environment for another 122 years and more.

**Jonathan Randall, Senior Vice President, Sales & Commercial Operations**

## Mack® OneCall™ Roadside Assistance Service Expanded to Better Serve Mack Customers

Mack Trucks has expanded its Mack® OneCall™ 24/7 roadside assistance service and support offered through the Mack Uptime Center in several ways to better serve customers who have an unplanned event.

The new digital tracking feature enables increased and real-time communication between drivers or fleet managers and roadside assistance providers so that customers are better informed as to when help will arrive. This removes the guesswork about arrival times and allows customers to make more informed decisions.

"Mack remains committed to simplifying the customer experience, while allowing fleets to be more efficient," says David Pardue, Mack Trucks vice president of connected solutions. "The digital tracker is modern, improves customer uptime and increases certainty and visibility during an unplanned stop."

The expanded OneCall service features faster dispatching, which reduces wait time by offering an improved estimate time of arrival for roadside assistance providers through a digital platform. It also improves visibility and live tracking by allowing customers to see exactly when roadside assistance will arrive via an interactive map, similar to ridesharing applications. The expanded service also reduces additional phone calls as it enables customers to communicate and receive status updates directly via text messages.

"Mack OneCall is integral to our uptime service and support solutions," Pardue says. "The expanded service is more modern and convenient and will greatly improve the customer's overall service experience."

For more information, please visit your local Mack dealer or [www.macktrucks.com](http://www.macktrucks.com). ■



## Mack Trucks Names McMahon Truck Centers 2021 North American Dealer of the Year

McMahon Truck Centers based in Charlotte, North Carolina, is the Mack Trucks 2021 North American Dealer of the Year. Mack named McMahon the winner during an event at the American Truck Dealers Show held this past March in Las Vegas, Nevada.

Mack annually presents the Dealer of the Year awards to its dealers that exceed sales, parts, leasing and customer satisfaction targets, while also focusing on business growth.

"Mack congratulates McMahon Truck Centers in Charlotte for their continued high performance and their dedication to meeting the transportation needs of customers big and small in 2021 and in previous years," says Jonathan Randall, Mack Trucks senior vice president of sales and commercial operations. "McMahon also made significant investments in their Charlotte facility, showing their commitment to Mack customers."

McMahon Truck Centers has nine dealer locations in North Carolina, Kentucky, Ohio, South Carolina and Tennessee. Mike and Brad McMahon, dealer principals, are second-generation owners. Their father, Patrick McMahon, started the dealership in Charlotte in 1996.

Mack Trucks also named 2021 winners for its regional sales divisions:

- **Northeast Region:** Gabrielli Truck Sales, Queens, New York
- **Southeast Region:** McMahon Truck Centers, Charlotte, North Carolina
- **Central Region:** Interstate Trucksource, Saginaw, Michigan
- **Southwest Region:** Bruckner's Truck and Equipment, Amarillo, Texas



Mack Trucks' Range Calculator for Electric Vehicles helps customers simulate real-world collection routes. This information allows customers to plan and build routes for the Mack LR® Electric refuse vehicle based on many route-specific variables.

## Mack Range Calculator for Electric Vehicles Helps Customers Plan Routes for Electrification

Mack Trucks introduced its Range Calculator for Electric Vehicles to help customers simulate real-world collection routes. This information allows customers to plan and build routes for the Mack® LR Electric refuse vehicle based on many route-specific variables.

The Range Calculator takes into account the battery capacity, refuse body application type, ambient temperature, terrain and the amount of stops on a specific route. This enables customers to estimate and plan for the energy that will

be consumed on the route.

"The Range Calculator for Electric Vehicles is a useful tool for customers and potential customers so when they're making the decision about whether to purchase an electric vehicle, they can easily plan collection routes that will be best suited for the vehicle," says Scott Barraclough, Mack Trucks senior product manager of e-mobility. "The tool is easy to use and can predict when the vehicle should need to be charged, if necessary, so that the proper planning can be made."

Using GPS data collected from the customer's current routes, Mack can utilize the data to produce a detailed report predicting the number of starts and stops the Mack LR Electric can fulfill on the specific route. The calculator considers increasing payload, regenerative braking, and the time spent at each stop.

For more information about the Mack LR Electric or the Range Calculator for Electric Vehicles, please visit your local Mack dealer or [www.macktrucks.com](http://www.macktrucks.com). ■

- **West Region:** TEC Equipment, Oakland, California
- **Canada Region:** Vision Truck Group, Cambridge, Ontario

Tri-State Truck Centers of Memphis, Tennessee, was named U.S. Mack Financial Services Dealer of the Year. The Mack Leasing System Dealer of the Year Award was TEC Equipment of Portland, Oregon. Bruckner's Truck and Equipment of Oklahoma City, Oklahoma, received the Mack Remarketing Dealer of the Year Award, and the Customer Satisfaction Dealer of the Year Award went to TransEdge Truck Centers in Schuylkill Haven, Pennsylvania. ■



McMahon Truck Centers based in Charlotte, North Carolina, is the Mack Trucks 2021 North American Dealer of the Year. Pictured left to right are Martin Weissburg, Mack Trucks president; Dennis McDaniel, Mack Southeast Region vice president; Brad McMahon, McMahon Truck Centers dealer principal; Mike McMahon, McMahon Truck Centers dealer principal; and Jonathan Randall, Mack senior vice president of sales and commercial operations.

## Mack Defense Partners with TenGate Advanced Armor USA to Develop Armored Cab



Mack Defense announced it partnered with TenGate Advanced Armor USA to provide a force protection system for the Mack® Granite®-based M917A3 Heavy Dump Truck (HDT) and other Mack Defense vehicle platforms.

# Mack and Bronto Skylift partner to serve “high-level” customers

Story by Jim McNamara

**M**ack Trucks has built trucks for almost any conceivable application during its history. But every so often, something else comes along and raises the bar — sometimes literally.

Bronto Skylift, a Finnish company that for 50 years has manufactured some of the tallest aerial lift platforms in the world, has teamed with Mack and Nextran Truck Centers in North America to deliver its products to customers who need to work safely at extreme heights.

“Back in 2014, two gentlemen from Bronto came into the dealership with a drawing in hand and asked if we could do a truck to match it,” says Barry Sessions, a Nextran salesman. “We agreed that Granite would work best for what they were trying to do.”

It takes a special truck to provide a stable and reliable base for Bronto’s aerial platforms. Janne Pulkkinen, vice president for Bronto’s North American business, says

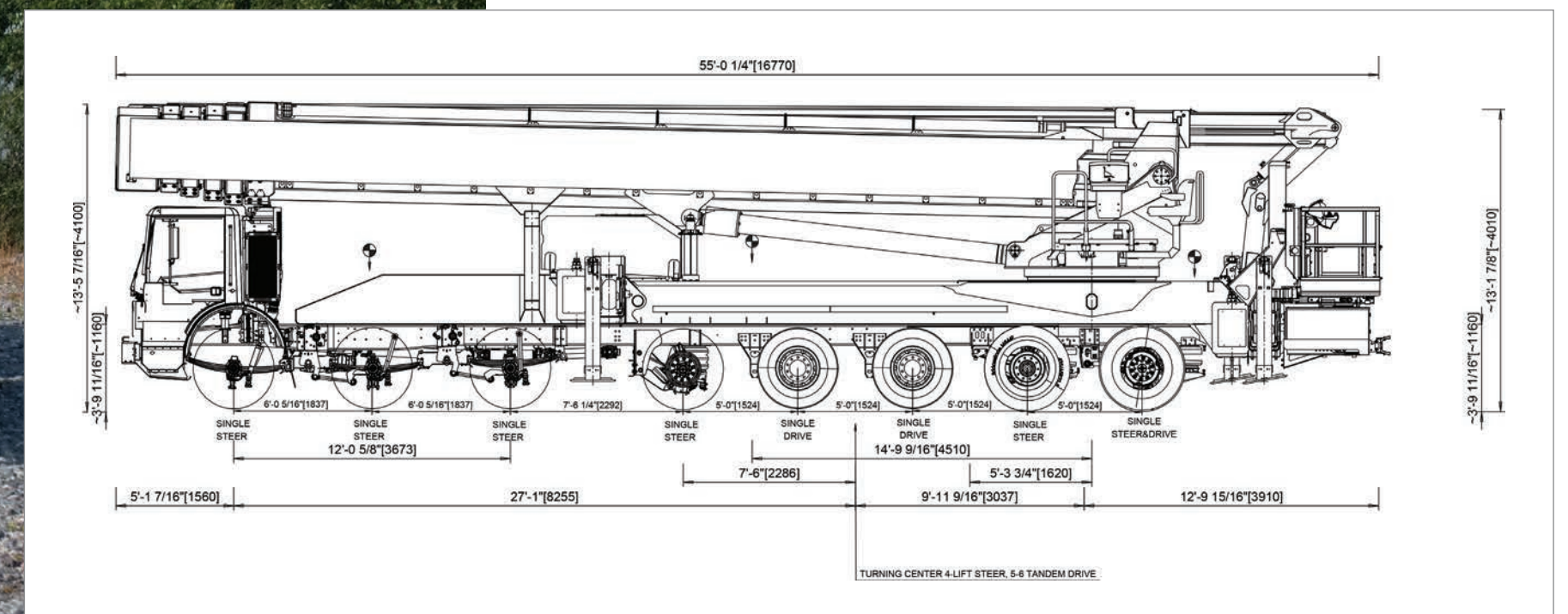
a “small” Bronto reaches 230 feet into the air. The latest version built for this market reaches 295 feet high, and next year the company plans to deliver the first of its 341-foot (104-meter) platforms, the tallest in North America. (For comparison, the Statue of Liberty, including pedestal, is 305 feet tall.)

Mack is meeting this challenge with Mack® Granite® and TerraPro™ chassis equipped with as many as eight axles apiece.

Close coordination with Mack’s Sales Engineering department and Body Builder Support Team, along with Bronto North America’s local Mack dealer, Nextran Truck Centers of Orlando, produced Granite and TerraPro models with the specifications and engineering required to meet Bronto’s demanding applications.

Bronto has two main lines of business: firefighting/urban rescue and what it refers to as “access” or the ability to put workers into

Photo: Kirk Zurell



(Above) Diagram of an eight-axle Mack® TerraPro™ which will mount a 341 foot (104 meter) aerial lift platform from Bronto Skylifts. (Left) This tri-drive, triple steer axle Mack Granite® has a 295-foot-tall aerial lift and is going to be used to maintain massive wind turbines.

# BRONTO SKYLIFT

Photo: Skyway Lift Rentals



Skyway Lift Rentals, New York, found new opportunities with its 230-foot-tall aerial mounted on a five-axle Granite.

otherwise hard-to-reach positions. The access line has three main segments: wind power, utilities and general access. In the wind segment, customers use the platforms to reach windmill blades to inspect and repair them. Without the platforms, technicians would have to scale several hundred feet up the windmill, climb out to the exterior and descend on rope harnesses along the blade. That kind of extremely challenging physical labor, plus the required climbing skills, severely limits the number of qualified workers. And it has obvious dangers.

“You can imagine this is much more safe than the men on a rope method,” Pulkkinen says.

One of the characteristics of the Bronto platforms is their stability. They can typically be operated safely in winds up to 28 mph, but they can be designed for higher wind speeds, if necessary. Crews can be aloft in the platforms for their entire shift, which makes them more productive than other solutions which require more frequent descents. Large outriggers, similar to those seen on concrete pump trucks, provide a secure base.

Additionally, the trucks are configured so that the operator can raise the platform to working height and then shut down the truck’s engine from the platform. He restarts the engine and re-engages the PTO to drive the hydraulics when it’s time to move or lower the platform. This can save significant fuel over the course of a workday.

The market for these trucks, while small, is growing strongly as the demand for wind power expands every year and as other industries discover the benefits of being able to provide a stable work platform for workers, as opposed to rappelling into position with rope harnesses.

As Bronto brought larger lift platforms to Mack, the design needed to change from the original four-axle design (including an auxiliary axle) to twin-steer and tri-drive. These five-axle Granites are capable of mounting a 230-foot aerial, such as the one delivered recently to Toronto Fire Services, the fourth-largest metropolitan fire department in North America. Tower One, as the unit is designated by TFS, is now the tallest fire truck in North America and fills a growing niche in emergency response operations.

“A significant issue in this city is vertical access,” says Rob Anselmi, TFS Division Chief of Mechanical Equipment and Asset Management, noting how much the city has grown in recent years with high-rise construction and in-fill housing. He also says the unit is outstanding for multiple other situations.

“It has some great specific uses, not just for high-rise applications. It has an incredible side reach that we’ve never had before, with incredible up-and-over capability. It could be on a house fire and be a block away and reach out and over. It’s for bluff rescues; it’s for crane rescues — there are so many construction cranes in this city right now.”

Even the most capable fire truck is useless if it can’t get to where it needs to go. Anselmi says that’s not much of a problem with the Tower One Granite.

“You would think, why buy this gigantic truck to drive around in a city that’s not easy to drive around in?” he says. That’s part of the reason TFS wanted the most compact unit they could get, with a maximum weight of 88,000 lbs. and a near 13-foot height. Tower One ended up 13 feet one inch tall.

“It’s actually the same length as our tandem axle aerial trucks, and it has less overhang from the rear axle due to the tri-axle,” Anselmi says. “This thing works so perfectly. Most of our drivers will tell you it actually drives easier than our custom chassis aerials.”

It’s hard not to appreciate Tower One, Anselmi says, and he knows other major cities are also interested in similar units. “It’s



Both Toronto Fire Service (top) and Skyway Lift Rentals (right) see the advantage of extreme reach in big cities.

a stunning cab and chassis,” he says. “It really is an impressive truck.”

Bronto’s engineering requirements are not exotic by the standards of Mack’s Sales Engineering Department, according to Bill Borath, commercial project engineer. Mack builds several hundred twin-steer Granites on the Lehigh Valley Operations production line every year, as well as tri-drive trucks.

This experience is helpful when it comes to finding ways to place necessary components such as air and fuel tanks on a chassis containing additional wheels, outriggers and hydraulics. Sessions says he has a wealth of options to draw upon when working with Sales Engineering during the configuring and ordering process.

Another way Mack provides in-depth technical support is through Mack’s Body Builder Support team, says David Troupe, a representative of the team. Vocational trucks like this frequently have complex parameters and programming for their engine power takeoffs (PTOs), which power the hydraulics the Bronto uses to operate the aerials. Troupe and his colleagues work closely with Tim Smith of Nextran to diagnose, troubleshoot and reset parameters during the body installation process or while the truck is in operation.

“Every truck for Bronto is a custom truck,” Sessions says. “Mack’s engineers were very aggressive about getting the chassis exactly right for the application. ‘Yes we can do that, let’s do it.’ They were as excited about the product as I was. I didn’t run into one hiccup with them.”

Even if the trucks aren’t “exotic” by Mack standards, it doesn’t make them less impressive. The six-axle Granite delivered to Bronto in June has three steer axles and three drive axles, with a steerable rear drive axle for improved turning radius. It has a 295-foot aerial mounted on the chassis and will be used on Texas wind farms, where wind power companies have hundreds of towering windmills that require routine maintenance.

Mack showed its engineering versatility for another Bronto customer, NASA’s Jet Propulsion Lab in Pasadena, California, which uses its Mack to maintain giant dish antennas. Sessions asked Mack to reduce the weight of that truck by 1,500 pounds, which was accomplished by using the Mack *mDRIVE*™ transmission and Mack axles instead of vendor components, Borath says.

Being the tallest has other advantages too. Skyway Lift Rentals looms over the competition as it keeps the New York City skyline in shape with a pair of Bronto-equipped Granites, one with five axles and a 230-foot aerial and the other with three axles and a 180-foot aerial. According to Skyway President Andrew Karelko, the units are used to wash and replace windows, as well as inspect and pressure wash building facades. New York requires buildings over six stories tall to be inspected every five years.



Photo: Skyway Lift Rentals

“We have work to do every day,” he says. The 230-foot-tall unit “opened a lot of doors for us. It was a big game changer that made us stand out from our competitors.”

When a truck like this is on the job, it needs to be utterly reliable with solid support. Nextran’s Sessions said that the more Bronto learned about Mack’s customer support capabilities, the more appealing the Granite and TerraPro became.

“They learned fairly quickly that we have a tremendous support structure with Mack’s Uptime Services,” including OneCall, Mack’s 24/7 roadside assistance, he says. “I order these trucks with five year/300,000 mile warranties. I wanted them to have the confidence that wherever these trucks go, we have it covered.”

An early demonstration of Mack’s dealer support, involving weekend diagnostics and repairs so the unit could be back on the job Monday, showed Bronto the value of Mack’s dealer network and deep technical support. “They found that Mack has the best product support network in North America,” Sessions says.

Pulkkinen agrees. “If we have need of local, hands-on technical help, we get it very quickly from Nextran. Support has been very good from Nextran,” he says. “Customers already have good experience with Mack. I expect this good customer satisfaction will remain.” ■



Refuse industry customers had a chance to put the Mack® LR Electric through its paces at WasteExpo earlier this year.

# Quiet Power

## The Mack® LR Electric charges into the future

Story by Carolyn Mason, Photos by Carson Ketrow, Mack Trucks

The copper-colored Bulldog on the hood of a Mack® LR Electric (LRe) vehicle represents Mack Trucks' commitment to eMobility. With zero emissions, zero diesel costs and zero oil changes, the battery-electric truck of the future is already hard at work. Since its April 2021 launch, the customer feedback has been enthusiastic as operators report back on the powerful, quiet performance that's electrifying the industry.

"Operators say it's kind of eerie at first. They climb up into a cab that looks the same

— the same chassis, same interior with the same Mack creature comforts. And then, when they turn it on, there's no ramping up of the engine as it silently comes to life," says Tyler Ohlmansiek, director of eMobility sales for Mack Trucks. "Once they test drive it, they rave about the smooth, quiet ride and how alert and aware they are without all the noisy distraction," he says. "There's a cool factor, too. You are part of a greater environmental effort all while driving an iconic truck like the Mack LR Electric,"

Ohlmansiek says.

Several municipalities are already successfully operating Mack LRe refuse vehicles. Drivers consistently report less fatigue and say they enjoy the quiet, smooth ride. With skyrocketing diesel prices and diesel shortages, customers and operators appreciate an electric option.

Refuse company customers are getting used to the quieter vehicles, which are especially welcome in crowded, urban areas. "We keep hearing about homeowners

running down the street pulling their trash cans trying to wave down the refuse truck. They can't take out the trash based on listening for the truck anymore. And that's a good thing," Ohlmansiek says with a laugh.

Scott Ferris, Mack sales for Housby Heavy Equipment in Des Moines, Iowa, test drove the LRe refuse truck at WasteExpo 2022 in Las Vegas this May. "It was so cool to turn on the truck, and quietly, with no delay, the truck starts. There are so many impressive features, but I really liked the regenerative braking and the quiet, smooth ride," he says.

His customers have demo'd the truck, too, and they marvel about how quiet it is both inside the cab and outside. The noise reduction is a big deal, especially with refuse trucks. Ferris says fuel and maintenance savings are also big selling points — plus, the Mack LR Electric is a good fit for municipalities striving for zero emission goals.

Michael Fernandez, director of Solid Waste Management for Miami-Dade County, was in line with Ferris to test drive the new Mack LR Electric refuse truck and says he was impressed with both the environmental footprint and its performance. "It was so quiet, and I liked how well it handled, as well as the take-off acceleration," he says.

The LR Electric model will be used in residential route collection for the Miami-Dade County Solid Waste Management that services homes in a 320-square-mile area. Miami-Dade County Mayor Daniella Levine Cava says they are extremely excited about adding their very first electric truck to their solid waste collection fleet. "It will help us reduce emissions and reach our climate action goals," Cava says. "This is a perfect example of how we are investing in innovative, energy-efficient alternatives that allow us to continue providing the best service to our residents while also protecting the environment," she says.

"Due to the regenerative braking, the Mack LR Electric vehicle will be powered by the garbage it collects," says Danny Diaz, director of fleet management for the Miami-Dade County Department of Solid Waste. "We are closely monitoring electric vehicles, and we plan to purchase more," especially because of the savings on fuel and maintenance, Diaz says.

### Charged up

The next-generation Mack LRe offers 42% more energy than the first generation and a standard 376-kilowatt hours total battery capacity for increased range between charges. It has twin electric motors that produce 448 continuous horsepower and a 4,051 lb.-ft. of peak torque output from zero RPM. The LR Electric has a two-speed Mack Powershift transmission, Mack *mRIDE*™ spring suspension and Mack's proprietary S462R 46,000-pound rear axles. The two-stage regenerative braking system helps recapture energy from the hundreds of stops the vehicle makes each day with an increasing load.

## In the news

### Recent Mack® LR Electric refuse vehicles sales

- Miami-Dade purchased a Mack LR Electric refuse vehicle, their first heavy-duty electric vehicle.
- City of Ocala, Florida, purchased two Mack LRe models to add to its solid waste management fleet.
- Boulder, Colorado, ordered an LRe for its nonprofit recycler, Eco-Cycle.

### More Mack dealers become Certified Electric Vehicles dealers (partial listing)

- Bruckner's Truck & Equipment in Fort Worth, Texas, was the first dealership in Texas to become EV-certified.
- Mack Laval in Dorval, Quebec, was Mack's first Canadian dealer to become EV certified.
- Affinity Truck Center in Fresno, California is now EV certified.
- TEC Equipment received EV certification at its La Mirada, California, location, making it the second TEC dealer to receive EV certification.
- Northwest Equipment Sales in Boise, Idaho, was the first Mack EV-certified dealer.

# APPLICATIONS



The regenerative braking sold Tony Bowen, regional sales manager for Joe Johnson Equipment, located in Innisfil, Ontario, when he drove the Mack LRe refuse truck in Las Vegas. "I was impressed with regenerative braking and how quiet the truck is," he says. "As Mack continues to make investments in eMobility, we are pleased that this next generation LR Electric further improves our offering," says Scott Barraclough, Mack senior product manager of eMobility.

## A total ecosystem

Once you are sold on the fuel, maintenance, comfort and zero-emission benefits, how do you realistically operate in a diesel-fueled world?

"One of the reasons Mack is leading the charge for electrification is that Mack and the customer walk the journey together, from start to finish," Ohlmansiek says. Mack has invested in creating a turnkey ecosystem that consists of subject matter experts for everything needed to set up charging stations, route operations, financial services, utility requirements and operator training.

"We take out the guess work by providing a full range of services designed for the unique needs of individual customers and their locations," Ohlmansiek says. The comprehensive, free services support customers throughout the entire Mack ecosystem and include navigating grants, incentives and rebates.

Jonathan Randall, Mack Trucks senior vice president of sales and commercial operations, says Mack is committed to helping customers transition to eMobility by finding ways to mitigate barriers such as infrastructure costs.

"The battery-electric Mack LRe can help customers achieve their sustainability goals,

so Mack wants to do whatever we can to encourage customer adoption of the zero tailpipe-emissions truck," Randall says.

And Mack continues to invest in eMobility, with programs such as Electrify my Refuse Route, Range Calculator, Vehicle-as-a Service (VaaS), Mack Ultra Service agreements including Mack GuardDog® Connect uptime services, and battery health and performance monitoring.

## Worry-free range

Barraclough says range is the biggest concern with all electric vehicles. "However, the refuse industry lends itself to electrification. The trucks come home every night to the yard, so you know where to put the charging infrastructure," he says.

To maximize range and incentivize purchases, the Electrify My Refuse Route program helps identify ideal routes. Customers who have downloaded the Mack Route Recorder app receive up to \$750 in Mack parts gift cards for sharing valid refuse collection routes. Customers who then purchase or lease the Mack LR Electric refuse vehicle can receive \$25,000 for charging hardware reimbursement and \$10,000 in additional charging reimbursements for each additional vehicle purchased.

The Range Calculator for electric vehicles helps customers plan and build routes for the Mack LRe based on route-specific variables such as battery capacity, refuse body application type, ambient temperature, terrain and the amount of stops on a specific route. This enables customers to estimate and plan for the energy that will be consumed on the route. "The tool is easy to use and can predict when the vehicle needs to be charged, if necessary, so that the

proper planning can be made," Barraclough says.

## EV Certification

As more dealers become EV certified, customers will have the same level of service they have come to expect from Mack and the dealer network. To become EV certified, dealers must meet numerous stringent, safety, charging, tooling, training and infrastructure requirements. The facility also must be upgraded to accommodate electric vehicles. Mack and the dealer meet frequently to ensure they meet all standards for EV certification.

## Vehicle-as-a-Service

VaaS includes the vehicle chassis, the refuse body, applicable taxes and a comprehensive vehicle protection plan: the Mack Ultra Service Agreement. Qualified customers have the option to bundle a charger and associated installation costs into a single invoice, an all-inclusive offer that is unique in the industry. VaaS is offered as a five-year lease with single monthly payments and the option to renew.

## Hauling to the future

"Mack is committed to electrification and zero carbon emissions by 2040. Electric trucks will play a big part in achieving these environmental goals," Barraclough says. That commitment includes developing a total ecosystem behind a turnkey operation that helps navigate the challenges of an emerging industry.

"This is the wave of the future. We are providing an improved driving experience with zero emissions. Look for Mack to be on the forefront of electrification. We are all in," says Ohlmansiek. ■

# Every revolution starts with a leader.

## Mack® LR Electric



Get everything you need to help your refuse fleet go electric.



Step-By-Step Integration



Route Optimization Expertise



Financial Guidance



Total EV Service Packages





# Mack provides solid foundation for CMP Pumping & Stone Shooters

Story and photos by Jim McNamara



CMP Pumping (left) and Stone Shooters of the Carolinas (this page) rely on Mack® TerraPro™ and Granite® models to grow.

CMP Pumping has come a long way since it was founded in 1999 by president and owner Doug Doggett. In the years since its inception, CMP Pumping has grown from serving only the Charlotte, North Carolina, area to having a fleet of concrete pumps across the Southeast U.S. Doggett also owns a successful stone slinger company, Stone Shooters of the Carolinas, founded in 2002.

The company's roots actually go back beyond its founding date to Doug's father, Bill Doggett, who established a successful concrete construction company in 1963. Bill started off in the industry by digging footings for foundations by hand. Doug still owns that company today, and together the three sister companies have become a huge success in the concrete industry across the Carolinas.

"I had the concrete construction business, and out of that was born Stone Shooters and CMP Pumping," Doug says. "We're a home-grown, local, privately held business."

Concrete pumping is a major business in the booming construction industry. The company handles jobs ranging from residential slabs to skyscrapers in the fast-growing metropolises of the Southeast. CMP now has branches in Charlotte and Raleigh, North Carolina, and Columbia and Myrtle Beach, South Carolina, plus it is involved in special projects in Kentucky. The trucks will also travel to other states in the Southeast for projects.



Business is very strong, and the trucks are in constant demand, says Mark Gibbs, CMP's dispatch manager and office manager.

"We have various size pumps, from a small pump that would be 20 meters, all the way up to the 63 meter, which is the largest pump available in the Carolinas," Gibbs says. The majority of their concrete pumps are on Mack chassis. "Our fleet consists of over 50 pumps, and we have them mounted on both TerraPro™ and Granite® chassis."

"Over the years, Mack® has been the go-to chassis for the concrete pumping industry," Doug says. "I always felt it was worth a premium for the Mack chassis. It was always the right truck for us. Mack has done a great job making the chassis ride and perform like a smaller vehicle."

Concrete pumping is a tough application

for trucks, but the Mack chassis have shown they can take the stress. "We've got trucks in the fleet right now that are still operational," Gibbs says. "But I'd say mostly from six to 10 years. If you have a good driver who takes care of the truck, the truck is going to last a lot longer. The pump probably wears out faster than the truck."

The application requires a stout chassis to provide a solid base for the pump's boom, outriggers and the concrete pump itself. Mack's MP® engine powers the pump through a PTO. The truck must be on the job for long periods of time, with the engine running at load, and there is no place for downtime when a string of mixers is lined up to deliver concrete. This is where Mack proves its worth to demanding customers.



## AT WORK



Doug Doggett, president of CMP Pumping and Stone Shooters of the Carolinas.

Doug says they have been successful in part because of his companies' relationships with suppliers, such as Mack Trucks and its dealers. "I always like to align myself with vendors that can support us," says Doug, adding that this minimizes the complexity of maintaining the equipment in-house. Mack's dealers are very responsive, he says. CMP works with its Charlotte-area dealer, McMahon Truck Centers, for service and parts. "McMahon in Charlotte has incredible service. Really from that point, it set our expectations."

Mack Trucks also provides deep technical support to concrete customers through a dedicated concrete pump support group based in the Greensboro, North Carolina, Uptime Center.

"All that support behind the scenes is critical. That's what I look at in the decision-making process," Doug says.

Stone Shooters presents another aspect of the integrated business. While concrete pumps are mainly stationary while on a jobsite, the Stone Shooters trucks come to a site, quickly deliver their load and return to the quarry for more, making multiple trips per day.

"It's an oversized dump truck with a conveyor belt in the bed," says Zach Watts, Stone Shooters' operations manager, about his Mack Granites. "We shoot rock, dirt, screenings—anything that's not over 2-3 inches in size. We can haul 20 tons at a time and offload it in 10-20 minutes."

The conveyor boom on the back of the truck

can swing in a 240-degree arc and shoot materials as far as 70 feet through the air with precision. This makes the trucks very useful on tight jobsites that would otherwise require emptying a load of material with a skid steer loader over several trips, followed by laborers manually raking out the material. Time is money, after all, and with Stone Shooters, one operator can take the place of a small team.

"Places where it's a little bit harder to get a piece of equipment into, it's a lot easier for us just to pull up and shoot. Those are our bread-and-butter jobs," Watts says.

Dependability is key for Watts. "We have very few problems with the trucks. When we do have issues, we use the Mack dealer in Rock Hill, South Carolina [a McMahon location]. They get them fixed pretty quick."

One recent development that is a big plus for both companies the Mack *mDRIVE*™ automated manual transmission. *mDRIVE* has demonstrated its robustness and reliability even for the demanding material placement applications of concrete pumping and stone shooting.

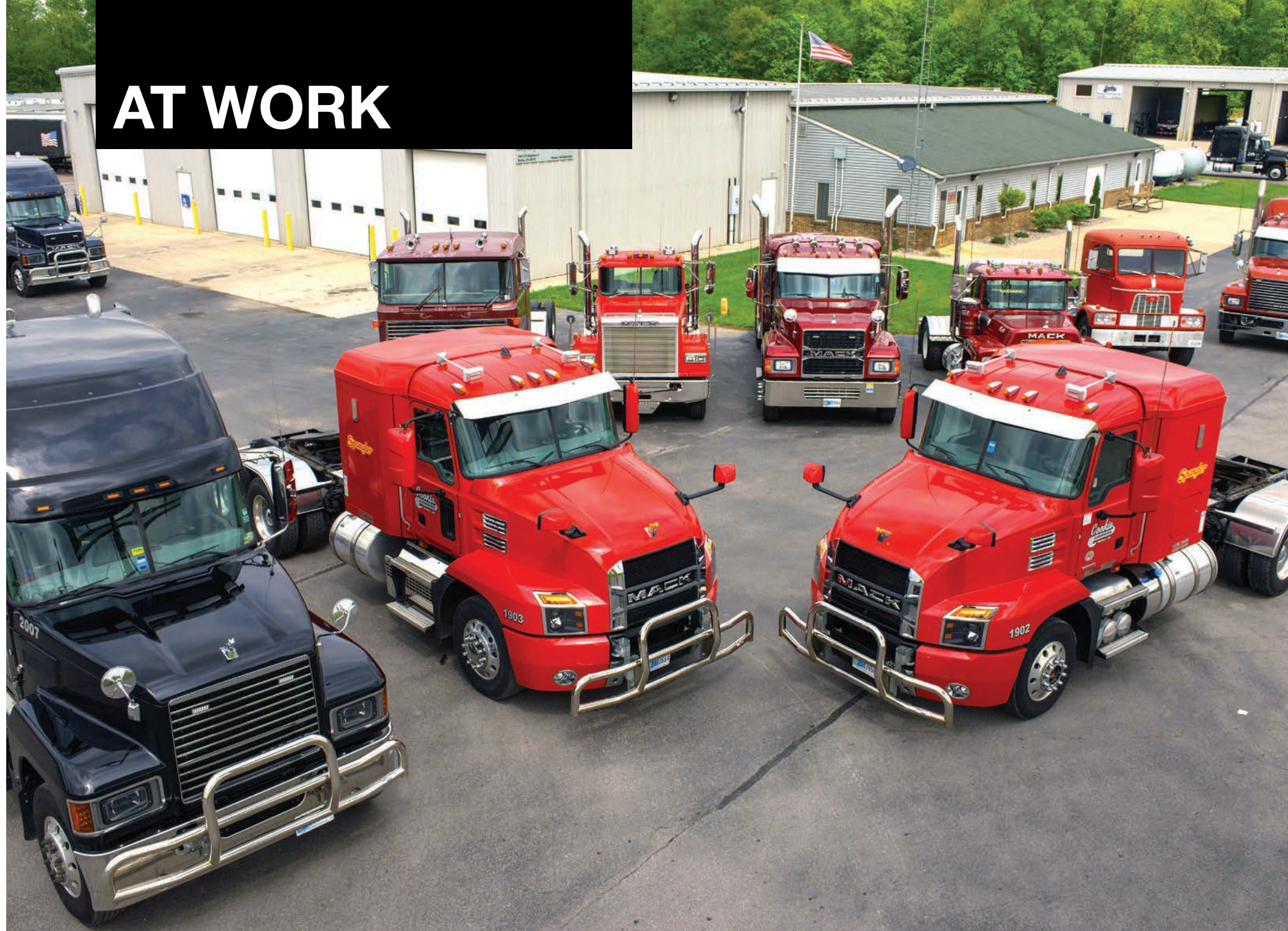
"We continue to look for opportunities to be at the forefront of technology," Doug says.

Also, drivers like them. "The team likes these new automatic trucks," Watts says. "It's a lot easier to get them around these tight areas in Charlotte. Our trucks drive 40,000 to 50,000 miles a year, from the quarry to the jobsite multiple times a day. It's a lot of starts and stops, and the *mDRIVE* is a benefit in traffic." ■

"Over the years, Mack has been the go-to chassis for the concrete pumping industry. It was always the right truck for us. Mack has done a great job making the chassis ride and perform like a smaller vehicle."

**Doug Doggett,  
CMP Pumping**

## AT WORK



# Sweet Success

All-Mack Cookie Carriers has tasty name, colorful fleet and successful operation

Story by Mary McCaig | Photos by Kirk Zutell

**B**ob Boeke's fleet of colorful trucks has a tasty name and a passion for Mack® trucks. According to one story, Cookie Carriers, the operating authority for Royalty Trucking, got its name when a former owner was trying to name the fleet while snacking.

When Boeke purchased Butler, Indiana-based Royalty Trucking and its operating authority Cookie Carriers in 1993, the organization's unique name was already well-known. The fleet has grown from 8 trucks in 1993 to 38 today and hauls building supplies across North America.

Boeke's two sons joined him in the business 10 years ago. Jason Boeke is vice president, and Dan Boeke is secretary/

treasurer. At the time, they also set up Boeke & Sons, which conducts truck sales, service and parts.

Royalty and Cookie Carriers have always been all about Mack trucks, currently operating both Mack Pinnacle™ and Mack Anthem® models. "Probably two-thirds of our fleet are Pinnacles, and the other third are Anthems," Boeke says. "We keep newer trucks because it helps keep drivers. We trade them every five years." Royalty ordered eight new 2023 Pinnacles this year.

### Building business

The majority of Royalty's trailers are

flatbeds, used to serve the company's two primary customers, Nucor Building Systems and New Millennium Building Systems. Both customers manufacture pre-engineered metal buildings and rely on Cookie Carriers to haul immense steel I-beams from the factory to the jobsite. Royalty's dry vans most often haul building products for Therma-Tru Doors and candy for Spangler Candy (best known as the makers of Dum Dums lollipops).

"We are very fortunate that the customers we have want us to succeed," said Boeke. "But we do go the extra mile for them, so to speak. For instance, we stage trailers and can store loads for them onsite. This is a service we provide that no one else does."



Bob Boeke (center) president and owner of Royalty Trucking and Cookie Carriers, flanked by his sons Jason (left) and Dan.

## Dealer roots

Boeke's affinity for Mack began with his early background in the service department with a Mack dealer in Defiance, Ohio. "I got to know the corporate guys. To this day, I can call them," he says. "They will do whatever it takes to help us." Later, Boeke worked for Royalty Trucking as a mechanic and Mack technician, prior to purchasing the company in 1993.

Today, says Boeke, dealer relations couldn't be better. "Our dealer is VoMac Truck Sales and Service in New Haven, Indiana (previously Fort Wayne Mack). They have stepped up to the plate to help, providing a lot of support over the years," he says. "We're like friends with them. We know them all on a first-name basis, have had them over to the house for supper on a number of occasions. They work hard for us, from management to the techs in the shop."

According to Boeke, Macks are the only trucks he's ever owned, aside from two which came with a customer. "We traded those out," he says with a grin.

Boeke says he appreciates the overall looks and dependability with Mack, the support he receives from the dealers and factory, and the safety features Mack trucks provide. "Five years ago, a driver was in a severe accident. He walked away. He thanked us for buying

"...the MP<sup>®</sup>8 engine is one of the most durable on the market, and the only 1-million-mile engine out there now that you can be sure you'll get that kind of mileage."

**Bob Boeke,  
president and owner of  
Royalty Trucking and  
Cookie Carriers**

such a safe truck," Boeke says.

As a source of personal pride, Boeke also has a personal fleet that includes a 1960 H Model, a 1986 RW Super-Liner, a 1985 MH Ultra-Liner, a 1989 R Model and a 2018 Pinnacle.

## Competitive edge

All three Boekes, father and sons, believe Mack has contributed a great deal to the company's success. In addition, Bob Boeke says, "All of our drivers have the same mindset we do — that the customer is first. They go above and beyond to do what the customers need us to do."

According to Jason Boeke, the trucks' ride is excellent, as is their power. He believes in keeping their trucks for five years to take advantage of the array of services Mack offers. For instance, all of Royalty's tractors feature Mack GuardDog<sup>®</sup> Connect, which connects drivers to a live network of support staff and repair centers. Royalty also utilizes Mack OneCall<sup>™</sup> 24-hour roadside assistance and Mack's Uptime Center.

"For me, personally, trying to fix a truck that's 1,000 miles away, with GuardDog Connect, you know the severity of the problem right away," he says. "With OneCall, if a truck is down somewhere, it's taken care

of from the closest dealership, whether they can fix it on the road, or towed to the shop. One call, and they handle it. And the Uptime Center make it super-handly to get a quick diagnosis via codes when you get to the dealership. As the name says, it makes for more uptime."

While Royalty allows drivers to choose between Mack *mDRIVE*<sup>™</sup> automatics and 13-speeds, Bob Boeke feels the *mDRIVE* is the best automatic transmission on the market for driver comfort and dependability. "And the MP<sup>®</sup>8 engine is one of the most durable on the market, and the only 1-million-mile engine out there now that you can be sure you'll get that kind of mileage," he adds.

## Common challenges

Royalty Trucking and Cookie Carriers have had success, but it hasn't come without some of the challenges common to many fleets. Bob Boeke notes that driver shortages, fuel costs and, in the past 15 years, new emission regulations all have presented challenges.

"With emissions, we learned along the way," he says. "Our mechanics took training. We changed some of our maintenance practices and trained on how to handle maintenance with new emission systems ourselves, so we don't have to send the trucks out. So other than some on-the-road breakdowns, that has saved us money over the years."

Jason Boeke notes that for what Cookie Carriers hauls, the company overall manages

"I named my first son Mack. Once you become a Mack guy, for most of us, we stay."

**Jason Boeke,  
vice president of  
Royalty Trucking and  
Cookie Carriers**

to achieve decent fuel mileage. "We get about 6.5 to 7 mpg. The items we haul catch wind, and we often have to go offroad at the job sites, which lowers the fuel economy. But the Macks are as good offroad as they are on."

## Drawing drivers

Bob Boeke admits that it is difficult in recent years to find new drivers. But he boasts that Royalty Trucking is good at keeping its drivers — noting some driver employees have been with the company for more than 20 years. Recently, Royalty began offering 100% health insurance.

"We also introduced a sign-OFF bonus a couple years ago," he says. "If a driver stays for at least 10 years and retires with us at legal retirement age, we will add \$10,000 to their

last paycheck. We did it for the first time last December. He took 2 months off, then decided he was bored at home, so he came back. We told him to work another 10 years and retire, and we'll do it again."

Dan Boeke says he believes operating an all-Mack fleet also helps attract drivers. "We have drivers that go between Pinnacles and Anthems," he says. "Anthem is a sharp-looking truck, with so many driver-friendly features, comfort and so much storage. Buttons on the steering wheel are very driver friendly. It's easy to reach controls in the cab. Storage and comfort really are key with Anthems."

"We're one of the few fleets around that buys all new equipment," he adds. "We spec our new trucks as owner-operator trucks, with all the chrome and fancy stuff. Drivers are attracted to that."

Dan goes on to explain that Royalty Trucking orders its trucks in a variety of colors. "We've found when we go to sell them later, they sell better," he says. "In addition, our long-time drivers are allowed to pick the colors they want. It makes them feel more like it's their truck."

## Mack gets into the blood

All three Boekes agree that Macks get into the blood and generate lifelong loyalty. "I named my first son Mack," Jason Boeke says. "Once you become a Mack guy, for most of us, we stay." ■

# Creative owner operator crafts the exact spec for his Mack Anthem®

By Jim McNamara



Shane Rizzuto and his 6x2 Mack Anthem®, which he uses to haul boats across North America.

Everyone knows the importance of fuel economy to the bottom line. And when the bottom line is your own wallet, then getting the best possible fuel economy becomes something you spend a lot of time thinking about. You get creative about how to keep record high diesel prices from eating a hole in your balance sheet.

Shane Rizzuto of Calhan, Colorado, is an owner-operator who hauls large boats across North America, which makes keeping fuel costs down a challenge. “Everybody thinks a boat is aerodynamic, and you get fantastic fuel economy. It’s just not true,” Rizzuto says. “The boats I haul have covers or tarps over them that are dragging wind, and it’s like hauling a parachute—not very aerodynamic.”

However, Rizzuto says he’s up to the challenge with his Mack Anthem® and a carefully researched strategy. “It’s definitely made these high fuel prices much easier to handle,” he says. “I don’t gloat, but I don’t shy away from saying I’m not hurting in this day and age of high fuel prices. I am not having issues with it at all.

“I will say I am up a mile and a half per gallon on my 30-day average from my old truck to this Mack. I’m sitting right at 8 mpg.”

The Anthem caught his eye from the very beginning, so it was on his list when it was finally time to replace his old non-Mack truck. “When the Mack Anthem first came out, I thought that was a really good-looking truck. I really liked it. But at the time I didn’t have any

inclination I would buy a new truck,” Rizzuto says.

When the time eventually came for a new truck, however, Rizzuto made sure the decision was based on his nearly 30 years of experience as a company driver and owner-operator, plus his experience with heavy equipment and a stint in civil engineering. It all added up to a combination of technical knowledge and experience that pointed him right back to the Mack Anthem.

Rizzuto researched and experimented with his spec, plus kept abreast of best practices from like-minded peers, to come up with a configuration for his Anthem that is efficient, practical and comfortable for his long-haul needs. One valuable source of information

was an online group called the Trucking Solutions Group, where owner-operators with a variety of makes and models share results and information on how to get the most out of their trucks. He also shared specs and ideas with Joel Morrow and Jamie Hagen, both of whom have done fuel economy testing for Mack Trucks.

Mack’s powertrain was a big factor in Rizzuto’s decision to buy an Anthem in late 2020. He was reassured by the reputation Mack’s ClearTech™ exhaust aftertreatment system had from other truck owners for reliability and performance. He had also heard from his peer group that the Mack MP®8HE engine was highly fuel efficient and had great performance. The HE (High Efficiency) engine uses Mack’s Energy Recovery Technology (ERT) to capture and convert waste heat from the exhaust into additional torque that allows the engine to operate at lower RPM with less stress on the engine. Lower RPM means less fuel burned, while the higher torque allows higher gearing for increased fuel economy.

“ERT piqued my interest and I wanted to spec a truck out with it,” he says.

Plus Rizzuto also wanted the Mack mDRIVE™ automated manual transmission with the crawler gears.

“I had always said if I spec’d a new truck, it was going to have an automated manual,” he says. “I was done shifting. It was another reason I wanted a new truck. I really wanted the mDRIVE with crawler gears, to be able to creep around if I wanted to. A lot of the marinas I deliver to have really steep roads.”

The Anthem’s aerodynamic design also appealed to Rizzuto, as all the trucks he drove as an owner-operator had aerodynamic design. He spec’d chassis fairings with ground effects and cab extenders for reduced drag, but he left out the roof fairing and trim tab since he was hauling a non-aerodynamic

“I am up a mile and a half per gallon on my 30-day average from my old truck to this Mack. I’m sitting right at 8 mpg.”

**Shane Rizzuto,  
owner-operator**

load on a flatbed.

Finally, Rizzuto wanted a 6x2 configuration, with a single drive axle and a liftable pusher axle, plus a non-torque-reactive rear suspension. This setup allows for adaptive loading while also preventing the suspension from raising up as the truck starts from a stop, thereby preventing tire wear and loss of traction. The 6x2 also reduces overall weight and permits the tag axle to be raised when the truck is deadheading, again reducing tire wear and improving fuel economy.

“I’d been looking at that for years on my old [competitor] truck,” Rizzuto says. “I actually have the very first Mack truck with non-torque reactive suspension.”

Once Rizzuto had the perfect truck spec’d for his work, it was time to start making phone calls. “I knew I wanted to spec it way outside the normal, so I had to find that dealer who would work with me to spec outside the box,” he says.

It turned out his local dealer, Bruckner’s Truck Sales in Fountain, Colorado, was more than willing to help him get the truck he wanted, the way he wanted it. “I got a salesman (Nick Sewell) who was fantastic and would do whatever was in his power to help me.”

Shane made one spec choice that he had less insight about, but which had caught his

attention, Mack’s Command Steer electronically assisted steering system.

“I’ll be honest, I didn’t know what to expect with Command Steer when I spec’d it, but I liked what I saw from the advertisements.”

Now that he’s driven Command Steer, he raves about it.

“I have to say I was blown out of the parking lot. I love, love, love my Command Steer,” Rizzuto says. “You have to get used to it at first because it’s so easy to steer compared to any truck I’ve ever driven. The tight maneuvering I have to do at some of the marinas I deliver to and backing into tight spaces at truck parking lots—it makes it so much easier. It’s made the job way easier.”

When you’re running 150,000 miles a year through 49 states and Canada, anything that means an easier job is a good thing. And a comfortable truck is also key, both while driving and while off-duty.

“I’m on the road a lot,” Rizzuto says. “I spec’d it with an upper bunk because I have two younger children that I still take with me on the road for the summer. It’s a very comfortable sleeper and cab altogether. I spec’d it with the highest interior line I could get. It’s a beautiful pattern; I love it. I spec’d it so I could have Apple CarPlay as I’m headed down the road and Siri on the hands-free bluetooth. My Anthem is much quieter and smoother than my old truck. And it’s been reliable.”

Rizzuto believes he has a special spec, one that fits how he wants to work. He started driving a truck, a Mack concrete mixer, when he turned 21, so he could have his weekends free to “go rodeoing” in his native Colorado. He ended up hauling boats since it looked interesting.

“I’ve never been one who likes to do normal everyday things,” he admits. “Just hauling normal, everyday contract freight didn’t interest me that much.” ■



# Mack offers blind spot detection system to protect Vulnerable Road Users

## New Preview active system deploys radar to prevent accidents in LCOE blind spots

Great advances have been made in recent decades to protect motorists and truckers in accidents. Even more progress has been made to reduce vehicle accidents in the first place. Now, Mack Trucks is improving safety for pedestrians and other “vulnerable road user” (VRU) by detecting VRUs and alerting drivers so they can avoid them.

Mack now offers the Sensata Technologies PreView multi-sensor collision warning system for the Mack® LR, Mack LR Electric and MackTerraPro™ models, since these trucks are frequently in operation where VRUs might be present.

For example, 95% of refuse collection occurs in populous urban or suburban settings, such as neighborhoods, schools,



Sensata Technologies PreView multi-sensor collision warning system provides blind-spot object detection for the Mack® LR and LR Electric, and the Mack® TerraPro models.

apartment complexes, office parks, said Josh Seiferth, Mack cabover product manager.

The term “VRU” covers anyone who is on or alongside a roadway without the protective shell of a vehicle enclosing them. VRUs include, but aren’t limited to, cyclists, pedestrians, persons in wheelchairs, police, other first responders, roadway workers, skateboarders and scooter riders. The National Safety Council (NSC) also considers motorcyclists as VRUs, given their lack of vehicle enclosure and higher risk of injury in a collision.

VRU may be a new term, but the need to define it results from a marked increase of fatalities in that category. “Vulnerable road user fatalities have been increasing in the U.S. at an alarming rate,” according to an NSC policy paper. “In 2016, there were 5,987 pedestrian fatalities, a 9% increase from 2015, accounting for 16% of all traffic fatalities. Motorcyclist fatalities exhibit a similar trend, with 5,286 motorcyclist fatalities in 2016, a 5% increase from 2015. Bicyclist fatalities exhibit these increases as well with 840 bicyclist fatalities in 2016, a 1% increase from 2015.”

If the U.S. were to eliminate crashes involving vehicles and VRUs, over 11,000 lives could be saved each year according to the National Highway Traffic Safety Administration.

### Risk-cutters

These statistics demonstrate the need to find solutions to the threat vehicles pose to VRUs. As NSC put it, “eliminating VRU fatalities and serious injuries will require a variety of strategies moving forward.” This includes eliminating existing risks concentrated in urban and suburban settings, where the threat is greatest.

Advancements to protect VRUs are being pursued by safety advocates, government

agencies, and other concerned groups such as commercial road users and their suppliers. Recognizing the danger to VRUs is greatest in cities and suburbs, Mack engineered the Sensata Preview technology into its low cabover engine (LCOE) trucks, the TerraPro, the LR and the LR Electric models.

These LCOE Macks primarily work in refuse operations and construction applications. “Both refuse and construction trucks operate in close proximity to VRUs on city streets and suburban roads,” said Mack’s Seiferth. “That’s why we launched the Sensata Technologies PreView active-safety system on our LCOE trucks. This system is specifically designed for trucks operating in urban and suburban stop-and-go environments.

### Always on

“VRUs are basically defined as people without a ‘cage’ around them,” he continues. “The key advantage of the PreView radar sensors is they are always on. The sensors recognize objects, including VRUs, regardless of the truck’s speed and even when the truck is stationary. This system helps our customers mitigate the risk of accidents for their drivers while improving the safety of persons on the roadways and side streets where these trucks operate most.”

The Sensata system is driven by a set of radar sensors – one on the front, one on the rear, and one on each side of the vehicle – that detect objects and vulnerable road users in the driver’s blind spot. When something is detected, an audible alert sounds and a display on the A-pillar flashes, alerting the driver to an object or VRU in their blind spot. The system does not require maintenance.

### Full array

The PreView sensor array and warning displays provide the driver with valuable

safety feedback in a variety of situations.

- PreView LH and RH sensors detect moving objects. When the truck is not in reverse, and the turn indicator is not activated, the system will alert the driver to moving objects by illuminating a light on the A-pillars inside the truck’s cab. When a turn signal is on, and the system detects a moving object on the side indicated by the turn signal, an audible alert accompanies the indicator lights. Above 19 mph, the driver side and passenger side sensors also assist the driver with lane change maneuvers – again by detecting vehicles or VRUs adjacent to the truck.
- The PreView front sensor detects both moving and stationary objects and alerts the driver to the object closest to the truck. Front radar detections are ignored when the truck is in reverse. The front radar gives the driver visual alerts (lights flash) when an object is detected at the outer edge of its detection zone. Audible alerts are added to the visual alerts when the object gets closer to the truck.
- The PreView rear sensor operates similarly to the front sensor, but only when the truck is in reverse. However, it provides both visual and audible alerts if it detects anything when the truck is in reverse.

The PreView active-safety radar system is available as an option and is factory-installed on new trucks. Customers may also retrofit PreView to their trucks by contacting their local Mack dealer.

“The PreView system helps mitigate the risk of accidents for drivers and improves the safety of those on the roadway with heavy-duty vehicles,” says Seiferth. “Mack is proud to be one of the first refuse vehicle manufacturers to deploy a system to help protect VRUs.” ■

# CALENDAR



## Mack names 2023 Calendar Contest winners

The votes are in, and Mack Trucks has named the winners of the 2023 Mack Trucks Calendar Contest. Choosing from almost 200 submissions, Mack fans and followers voted online for the winning Mack® trucks, each of which will be featured for a month in next year's calendar.

Mack truck owners submitted photos to the contest in seven categories: Mack Anthem®, Pinnacle™, Granite®, LR, TerraPro™ and MD Series, plus a legacy category recognizing Mack models no longer in production but still hard at work.

"We are honored to feature our customers and celebrate them and their Mack Trucks in this special way," says David Galbraith, Mack Trucks vice president of brand and marketing. "We'd also like to thank our fans from all over the world who voted through our social media channels. This contest gives Mack customers a way to show their enthusiasm for Mack trucks and strengthen their connection with the Mack brand." ■



### The winning entries in each category are:

#### Mack Anthem

- Savage, Wilmington, California
- Rizzuto Transportation, Calhan, Colorado

#### Mack Pinnacle

- Cookie Carriers Inc., Butler, Indiana
- O/O Scotlynn Inc., Burlington, Ontario, Canada

#### Mack Granite

- Spartan Enterprise Inc., Greensboro, North Carolina
- Tri-State Waste and Recycling, Philadelphia, Pennsylvania

#### Mack TerraPro

- Trident Waste, Charleston, South Carolina

#### Mack LR

- Florida Express Environmental, Ocala, Florida

#### Mack MD

- Larouche Remorquage, Quebec City, Quebec, Canada
- FlowMark Vacuum Trucks, Kansas City, Kansas

#### Legacy Truck Models

- 1986 R Model -- DePaul Trucking Equipment, Conshohocken, Pennsylvania
- 1983 R Model -- Laborie Land Works, Beaver City, Nebraska



## Mack Trucks makes Discovery star's custom dreams a reality

### Gold Rush's Juan Ibarra selects Mack® Granite® as personal truck

By Amy Materson

Juan Ibarra has been a fan-favorite on Gold Rush, a Discovery Channel show that follows miners in the high-stakes pursuit of gold in the hopes of striking it rich, since 2015. Now, Ibarra and fellow Gold Rush alum Freddy Dodge are shooting Gold Rush: Freddy Dodge's Mine Rescue as they travel to struggling mines to help owners who are about to lose it all.

Ibarra, who began by running his family plumbing business, Ibarra Industries, in his hometown of Reno, Nevada, expanded into television when a family member nominated him to Gold Rush on his behalf. For Ibarra, the work he and Dodge are doing with the new show means something special to him. Instead of mining for themselves, he says, they're attempting to help the average guy out there trying to make a living. "In some cases, it's a matter of whether or not they'll be able to have a roof over their head during the winter," he says. "To be able to help with that – there's just no words to describe it."

Ibarra notes one of the biggest differences between Gold Rush and Gold Rush: Freddy Dodge's Mine Rescue is that now, he and Dodge are the only ones there to do everything; all the work and all the repairs. The locations are extreme and can put a truck through its paces with tight spots, steep grades and muddy conditions.

When it came time for him to purchase a new truck, Ibarra knew he wanted a purpose-built Mack®. His previous truck was a highway truck he'd modified to serve as a service truck, and this time he wanted something built to suit his specific needs. Ibarra knew a custom Mack Granite® was up to the job. He'd considered the Mack name as synonymous with heavy-duty trucks since he was a kid and remembered seeing a video about custom-built Mack trucks the government used in the DEW Line missile warning defense project in the Arctic. "When you think about heavy-duty trucks and see heavy-duty applications, nine out of 10 times they're Mack trucks," Ibarra says.

Ibarra wanted to spec the Mack with heavier axles than his previous truck. While he needed the truck to be able to perform well on the highway, he really needed it to perform off road as well. He was also spec'ing it differently than he would as if it were an

addition to his fleet because this truck was going to be his personal truck that he drove.

He reached out to Chuck Wissinger, Mack's director of field sales operations, and told him he needed 505 horsepower on a single-axle truck. "Chuck said to me, 'If that's what you want, that's what we'll build.' And they did," Ibarra says, noting that Mack is a true custom truck builder. His custom truck, named Big Mack by his son, is a single-axle Mack Granite with an 18,000-pound steer axle, Mack MP®8 engine with 505 horsepower and 1,850-lb. ft. of torque. The 14-speed mDRIVE™ HD transmission paired with an off-road rated air suspension and Mack rear axle ensures his truck is equally happy cruising the interstates out West or crawling down mountain trails to a jobsite. Referring to his all-Mack drivetrain, Ibarra jokes "A gold miner needs to have a gold Bulldog on his truck!"

"It's an animal," Ibarra says, "but even with that performance it rides great, and it still gets really great gas mileage compared to my old truck. It gets at least three gallons per mile more. It's a huge savings."

Ibarra says he also is extremely pleased with Mack mDRIVE, which has outperformed his expectations. "I have Economy, Performance, and Performance Plus modes on my truck," he says. "In Performance, it holds the gear a little longer. In Performance Plus, it holds the gear a little longer, and then actually goes through every individual gear. When we were doing an episode outside Boise in Silver City, there were some really steep grades, and I was able to hold the gears up and down the grades. If I order another truck, it will have mDRIVE as well."

In addition to being sold on the mDRIVE, Ibarra said prior to purchasing the truck he was interested in checking out the Mack PowerLeash™ engine brake and in seeing how well it retards. He's sold on it now. In three months, he's put 12,000 miles on the 2023 Granite.

Ibarra says that, considering he spends more time in Big Mack than he does in his own home, it was important for him that the



Photo: Kyle Plunkett

"It's an animal," Ibarra says, "but even with that performance it rides great, and it still gets really great gas mileage compared to my old truck. It gets at least three gallons per mile more. It's a huge savings."

**Juan Ibarra,**  
Discovery Channel Gold Rush:  
Freddy Dodge's Mine Rescue

truck was built for him, the way he wanted it to be. It sports his company name as well as his signature color, Omaha Orange. Although Ibarra Industries is a plumbing contractor, they have branched out into heavy equipment repair and excavation. It's an evolution that will serve Ibarra once the television show has run its course and he is home full time.

After displaying the truck at NTEA's Work Truck Week in Indianapolis, Indiana, in March, he headed home to Reno to spend some precious time with his wife and four children before taking Big Mack north to British Columbia, Canada, for the next episode of the show. Now, when he's gone, he says his son asks, "Dad, when are you going to bring my truck back?" ■



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## Join Bulldog Online for Even More Mack

**B**ulldog Magazine is taking the next step in its century-long journey with a new online presence. The same must-read articles and photographs that have made the print version of Bulldog a mainstay of the truck world have a new home on [macktrucks.com](http://macktrucks.com).

The Bulldog mix of customer profiles, Mack<sup>®</sup> product news, technology insights, trucking developments and great truck photography remains unchanged. Now it's all available to the Mack family at any time on Mack Trucks' website. The modern, interactive design offers readers a greatly improved experience over the previous static PDF version, and brings the magazine's content to mobile devices and phones in an easy-to-read format. The articles are searchable and back issues will be available, as well.

Bulldog will now include videos and will offer more photos than possible in a printed publication. Articles can be shared electronically. And new articles, photos and videos will be added on a regular basis between print issues.

The new online magazine will arrive after Labor Day and will gain additional features in the months to come. All of us involved with Bulldog invite you to get to know it and let us know what you think. Thanks for your support. ■

## Mack<sup>®</sup> MD Series Truck Continues to Win Over Customers

**T**he Mack<sup>®</sup> MD Series continues to be a hit with customers, as Mack Trucks produced the 5,000th Mack MD Series vehicle at its Roanoke Valley Operations (RVO) facility in February. The Mack MD6, a Class 6 model, and the MD7, a Class 7 model, began rolling off the line at RVO Sept. 1, 2020.

"Customer response to the Mack MD Series has been overwhelmingly positive, and we look forward to continue working together with our colleagues at RVO to deliver high-quality medium-duty trucks to fulfill our customers' needs," says Jonathan Randall, Mack Trucks senior vice president of sales and commercial operations.

The Mack MD Series is built specifically for medium-duty applications. With the introduction of the MD6, which has a gross vehicle weight rating (GVWR) of 25,995 pounds, and the MD7, which has a GVWR of 33,000 pounds, Mack now offers a complete lineup of Class 6 to Class 8 vehicles. Both MD Series models are exempt from the 12 percent federal excise tax (FET).

"The entire RVO team is committed to developing and building the MD Series to

meet the high-quality standards that customers expect from a Mack truck," says Antonio Servidoni, Mack vice president, medium-duty operations. "We are extremely proud to represent the Mack brand in the Roanoke Valley in Virginia."

The MD6 and MD7 models meet the needs of a wide variety of medium-duty trucking applications, including dry van/refrigerated, stake/flatbed, dump and tank truck vocations. The MD6 model does not require a Commercial Driver's License (CDL) to operate for non-hazardous payloads.

Available in 4x2 configurations, the MD6 and MD7 models feature a sharp wheel cut for enhanced maneuverability in tough urban settings. The MD Series cab design features an industry-best bumper-to-back-of-cab (BBC) measurement of 103 inches. Mack modeled the MD's bold cab, hood and grille styling on the Mack Anthem<sup>®</sup>, Mack's highway model. The Mack MD Series is supported by Mack's extensive dealer network.

Customers interested in the Mack MD Series can visit their local Mack dealer or [www.macktrucks.com](http://www.macktrucks.com). ■

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