



# KEEPING CUSTOMERS ON THE ROAD™

News and Great Sales, Service, Parts and Products from Bergey's Truck and Tire Centers

Summer 2013

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2010 EMISSIONS



Key points every customer needs to consider when looking at the total lifecycle asset management approach to trucks! Check it out on page 2!

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## Bergey's

**TRUCK & TIRE CENTERS**



## **TRUCKS: The Total Lifecycle Asset Management Approach**

At Bergey's Truck Centers our product specialists have the opportunity to work closely with some of the largest truck fleets in the country. In doing so, our representatives get to see firsthand many of the best practices and disciplines those fleet operators utilize in their decision making process. Perhaps the biggest eye-opener is how many of the largest fleets look at the total life cycle of the truck as an asset as opposed to just the acquisition phase of the process.

In fact for many of these mega fleets, acquisition is just the start of the total life cost scenario. We believe it will be helpful to all of our customers – large and small – to consider this asset management approach as they look at trucks for their operation.

Here are a few of the major points to the total lifecycle asset management approach to trucks.

### **1. Be willing to challenge previous assumptions.**

Basically don't always assume what you did in the past is always the best option for the future. Large fleet buyers constantly look at acquisition and operating strategies each time they consider new equipment. For example, in the past, many smaller truck operators traditionally tried to pay for 100 percent of their trucks in the shortest possible time and operate them for the longest possible time, when perhaps a fair market value lease could help them reduce monthly acquisition costs and lower operating costs during the time frame that the truck will operate most cost effectively in their operation. Of course each operation is different but what is important is that you work with a supplier who gains a thorough understanding of your operation and can point out the advantages of all the strategies at hand.

### **2. Find the sweet spot.**

When you consider specific operational requirements, specifications, acquisition cost, financing, annual mileage and residual and mileage juncture that is best to replace the asset in your operation. Also consider changing conditions – don't assume that the sweet spot in the past will be the same sweet spot in the future. Look at all the factors and always try to determine the asset's sweet spot as it relates to your operation.

### **3. Measure, measure, and re-measure.**

The largest fleets always measure operating parameters such as cost per mile, fuel economy, and downtime on a continuous basis throughout the operating life of the asset. Smaller fleets and single truck operators sometimes tend to only look at those measurements when buying the vehicle and when replacing it. The same goes for residual or market value. Many times there seems to be a buy it and try to forget it mindset that only changes with a large repair or a costly breakdown.

### **4. Flexibility is highly desirable.**

When you adhere to the above best practices from the outset, you create the greatest amount of flexibility with your trucks throughout their forecasted life cycle. The more careful you are upfront, the more flexibility you have throughout the lifecycle.

### **5. Change is constant.**

New technologies, changing government regulations, and a host of other unforeseen factors make it a constant challenge to operate trucks. For some truck operators change and uncertainty make full service leasing the best choice. Regardless of whether you choose to own or lease, taking the asset management approach to the vehicle's total lifecycle pays dividends for fleet operators of all sizes.

### **6. Acquisition is only the beginning of the process.**

Bergey's is a supplier who can help you truly understand all of the finance and operational parameters and can provide the best total life cycle solution for your specific needs.





# Take the SmartWay® to Savings

How do you take five million cars off the road for an entire year? You can't, really. But since its inception in 2004, SmartWay® partners have done the equivalent, saving 65 million barrels of oil and eliminating 478,000 tons of NOx.

SmartWay® is an EPA program that reduces transportation-related emissions by creating incentives to improve supply chain fuel efficiency. As part of the program, equipment and technologies are tested and evaluated to ensure fuel savings and reduced emissions. As a result, companies can compare the performance of various products and make more informed purchases on anything from idle reduction technologies to low rolling resistance tires. In order to be SmartWay® certified, a tire must provide three percent or more in fuel savings relative to the best selling class 8 truck tire.<sup>1</sup>

"Fuel and tires are two of the biggest expenses in trucking, so finding new ways to save in those areas can make a big difference," says Adam Galie, Bergey's Truck Centers commercial tire sales manager.

For instance, if you're running a truck 300 miles a day at six miles per gallon, you're spending roughly \$200 on fuel. That means with a fleet of 10 trucks, you could save up to \$60 a day, which over a year's time, gives you a potential savings of about \$20,000.

Saving money is just part of the equation. The reduced emissions is what motivates the growing-greener-every-day state of California. With inspection stations in place, don't even try to cross the border without SmartWay® tires.

You can find a wide variety of SmartWay® certified tires at competitive prices at Bergey's Commercial Tire Centers. And that

includes retreads.

"Since 60 percent of rolling resistance is the casing, be sure you ask for SmartWay® certified retreads on SmartWay® certified casings. It's important that the casing is SmartWay® certified because the casing provides fuel savings through multiple retread lifecycles. Unfortunately, that's something that's often overlooked at other tire centers. But you can count on Bergey's to do it right. And at the right price."

For more information, contact any Bergey's Commercial Tire today!

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[BergeysTruckTire.com](http://www.BergeysTruckTire.com)

<sup>1</sup>EPA SmartWay Technology Program  
"Verified Low Rolling Resistance Tires and Retreads"  
<http://www.epa.gov/smartway/technology/tires.htm>

## POWER UP with a Cleaner, More Efficient Engine

Say goodbye to the big black-smoke-belching truck. It was a long time coming, but that image can finally be erased from our minds. Now replace that picture with a truck that emits cleaner air than what it took in. That's right – the air that goes into the engine is dirtier than what comes out. Talk about a 360.

By now you know that the EPA's stricter emissions standards are behind our fresher air. And the resulting compliant engines are delivering just what the doctor ordered: a product that virtually eliminates particulate matter and NOx emissions while improving fuel economy by up to five percent.

At the heart of the new 2010 EPA emission compliant engines is SCR technology – Selective Catalytic Reduction – an exhaust aftertreatment process using Diesel Exhaust Fluid (DEF) to reduce NOx to 0.2 grams per horsepower/hour. This represents an 83 percent reduction from 2007 levels and brings us to "near zero" NOx emissions. Today in 2013, all truck manufacturers have adopted SCR technology. The newer models also offer lower fuel costs – for every dollar spent on DEF, you'll see roughly \$2 in fuel savings.<sup>1</sup>

### SCR technology also boasts:

- **Higher specific power output** Increased power density may allow higher output for a given displacement. This can increase residual values, as the next owner can up-rate the engine.
- **Improved engine life & efficiency** Significantly lower peak cylinder pressure and turbocharger compressor pressure ratio.
- **Increased reliability** Fewer cooling system components and no changes to engine hardware for a more reliable ride.
- **Lower cost of operation** Lower heat rejection and thermal cycling of catalysts mean less stress on vehicle components for longer life and less required maintenance.

"Service intervals are the same and there's no additional maintenance required on the 2010 engines," says Steve Forde, service manager at Bergey's in Pennsauken, NJ. This is all great news for anyone who was waiting to see how the engines would perform. The results are in, and without a doubt, now is the time to upgrade aging fleets with confidence.

<sup>1</sup>SCR Advantages "SCR: Preferred Technology for EPA 2010 Engines" <http://www.volvoscr.com>

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# Bergey's

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**KEEPING CUSTOMERS  
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## GOING GREEN

Alternative fuels, zero emissions, retreaded tires... there are many ways to go green on the road. Going paperless is another. That's why Bergey's publications, promotions, and industry news articles are now available online.

Visit [BergeysTruckCenters.com](http://BergeysTruckCenters.com) and sign up to receive our next newsletter electronically. **Thank you!**