



KEEPING CUSTOMERS ON THE ROAD™

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

Spring 2013

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**ORDER
PARTS ONLINE
24/7/365!**

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Bergey's

TRUCK CENTERS



Know the Business, No Complaints



There it sits. A bag of corn chips in the checkout aisle, staring right at you from a colorful case, promising total satisfaction. Who could resist?

To tell you the truth, not too many people – especially if Mid-Atlantic Packaging (MAP) has anything to do with it. For more than 50 years, Mid-Atlantic Packaging, Inc., in Montgomeryville, PA, has been manufacturing corrugated boxes, display cases and point of purchase displays. Eye-catching graphics, sturdy design, and strategic product placement are just a few key ingredients to its success.

“Our goal is to provide complete packaging solutions, offering a product that exceeds industry standards with superior customer service to match,” says vice president and CFO John Burke. “That means a highly trained team that understands our customers’ needs as well as safe and timely delivery of the product.”

To that end, Mid-Atlantic Packaging has made its fleet of trucks a priority, most recently switching vendors and turning to Bergey’s Truck Leasing for better results on the road. In October 2012, the leasing division delivered seven new Mack single axle tractors with M-drive automatic transmissions and 50 Utility 53’ trailers, proudly boasting the Mid-Atlantic name. Bergey’s worked closely with the MAP design group to decal their new logo on the fleet.

“Last year our trucks traveled more than 550,000 miles, most taking two trips per day per driver,” Burke explains. “So reliability and fuel efficiency are critical.”

It’s also important the company’s drivers are happy, so hearing only positive comments on the comfortable roomy cabs and the automatic transmission has been promising.

When asked why they chose Bergey’s, Burke cited the company’s solid

reputation and personal treatment he receives.

“Bergey’s knows our business... they actually know how we operate,” Burke says. “I’ve known Ric Ciesielka, Bergey’s director of lease and rental, and Jim Gavaghan, Bergey’s director of commercial vehicle sales, for many years. I have absolute confidence in them and their ability to spec the best fit for our organization. Just as we try to know our customers, Bergey’s does the same. And they’re very good at it.”

Bergey’s Truck Leasing is a premier member of Mack Leasing System, Volvo Truck Leasing Systems and NationalLease.

**Leasing and Rental
for all Locations**
446 Harleysville Pike
Souderton, PA 18964
(215) 721-3426



For more information, contact any Bergey’s dealership or visit BergeysTruckCenters.com

MV **SELECT**

A Better Way to Order Parts

Put the phone down and step away from the desk. Just relax... there's no need to place parts orders like that anymore. That's right. No more calling around to check pricing and availability... and no more waiting on hold.

There's a better way to order parts. It's called MV Select. A web-based parts ordering system, MV Select provides you with instant access to Bergey's Truck Centers over \$6 million parts inventory, allowing you to look up parts, verify pricing, and place orders 24 hours a day. Simply log onto bergeystruckcenters.com, click the MV Select logo and type in your assigned ID and password.

"Once in the system, you can select part numbers for up-to-the-minute pricing, ordering and delivery options," says Andy Ahearn, Bergey's director, commercial aftermarket sales. "It's very easy and much more efficient than phone or fax orders."

One of the best time-saving features is the ability to view your complete order history – whether the orders were placed online, over the phone or in person. Using this function, customers can save lists of frequently ordered parts, making reordering fast and convenient. It's easy – select a previously created list, verify quantities, and submit the order.

"Now it takes just a couple of clicks to replace fast-moving parts," Ahearn says.

MV Select also eliminates the need to search for part numbers by allowing customers to connect to all-makes product catalogs in one central location. Just choose the catalog tab and scroll through the supplier options listed.

"Qualified customers can even input a VIN number to locate, view and order parts specific to that vehicle through IMPACT – our VIN-specific parts catalog," Ahearn says. "Having around-the-clock access to parts

can make the difference between getting a truck back on the road in the morning or getting it back on the road the day after tomorrow. That's a valuable tool to have."

The best part of MV Select is it's free of charge to Bergey's customers. It's just another way that Bergey's is able to keep customers on the road.

For more information, and to get your MV Select User ID and password, contact Bergey's Truck Centers today!

Andy Ahearn
Bergey's director,
commercial aftermarket sales
(267) 446-1014

Pat Anderson
Bergey's manager,
commercial parts operations
(609) 647-3645

KeepingCustomersOnTheRoad.com



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**ALL MAKES
CHARGE-AIR COOLERS**



Freightliner Applications

\$675.50 Part # 191-FL2CNEWHD
29 7/8" x 21 11/16" CORE, 4" IN/OUT
\$765.00 Part # 191-FL5ANEWHHD
36 7/8" x 22" CORE, 4" IN/OUT

Kenworth Applications

\$865.00 Part # 191-KW10BNEWHD
28 3/8" x 27 5/8" CORE, 4" IN/OUT
\$865.00 Part # 191-KW12BNEWHD
28 1/4" x 27 5/8" CORE, 4" IN/OUT

Western Star Applications

\$765.00 Part # 191-WS35CNEWHD
35 1/2 x 24 1/4" CORE, 4" IN/OUT

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4" O.D. IN/OUT

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- BEST DURABILITY.
- BEST AVAILABILITY.



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Peterbilt Applications

\$765.00 Part # 191-PB22ANEWHHD
25" x 27" CORE, 4" IN / 4.5" OUT
\$845.00 Part # 191-PB20BNEWHD
33 1/2" x 30 3/8" CORE, 4" IN/OUT

Mack Applications

\$799.99 Part # 191-MK18FNEWHD
same as 3MD532M
\$825.00 Part # 191-MK14ENEWHHD
same as 3MD534M

Volvo/White/GMC Applications

\$999.99 Part # 191-WGM30ENEWHHD
Volvo VN same as 20461061

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LEAK TEST**

Available at any Bergey's Truck Center service dept.

REEFER TRAILER SPECIAL!

NEW PRODUCT!



**NEW
Thermo King
Alternator**
Part # 2132-93082

\$160.46

Recondition Wheels for Less than New

To the innocent bystander, a scratched, scraped, dented, or bent wheel is just a minor cosmetic flaw. No big deal. But to those of us who know better, the damage is more than just an eyesore. It's a potential safety hazard that should be addressed A.S.A.P.

But that doesn't mean you run out and buy a new wheel right away.

"Metal doesn't heal itself, so a damaged wheel is naturally more vulnerable to cracks, rust, low pressure and even critical failure, especially if it's carrying a heavy load," says Adam Galie, Bergey's commercial tire sales manager. "Rather than replace a worn out wheel with a new one, however, many people are finding great value in reconditioned wheels. You spend less than half of what you'd spend

on new, plus you get the peace of mind of knowing the wheel has been thoroughly inspected and restored to factory condition."

That is, of course, if the work was done at Bergey's Commercial Tire Centers, where the entire process begins with a comprehensive safety inspection. Only those rims that pass the initial inspection move on to the shot blaster, which removes all excess material, exposing it down to the bare metal and revealing any cracks or holes hidden under layers of old paint and rust. Each wheel is also checked for a visible D.O.T. number and elongated bolt holes.

"The next step is a powder coating on top of a rust preventative," Galie explains. "The powder coating is better than

conventional paint, because it creates a stronger, more durable finish that's less likely to chip. The polished appearance will last as long, if not longer, than the original wheel finish."

What you end up with is a quality wheel without making a big ding in your bottom line.

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

Adam Galie
Bergey's commercial tire sales manager
(215) 723-8473



For more information, contact any Bergey's Commercial Tire or visit BergeysTruckTire.com

BERGEY'S INDUSTRIAL RETREAD

Bergey's Commercial Tire stocks a complete selection of commercial truck tires and retreads for every position and application. **Call Today for Pricing!**



WASTE LUG
Deep tread for on and off road, short haul applications. (WL)

MODIFIED ROCK LUG
Aggressive traction tread for rough and rocky terrain. (MRL)

CROSS BAR
Deep sculptured traction tread for on and off road applications. (CR)

WHEEL RECONDITIONING

Wheel Reconditioning Options:

- Powder Coating
- Machine Wheels
- Painted Finishing
- Polished Wheels
- Hypersilver Paint
- Chrome Plating

Rim Painting
\$25.00
per wheel

Premium Powder Coat
\$35.00
per wheel



Industrial Retreading Brings New Life to Old Tires!



Bergey's PRIMA RETREAD

If more than 100,000 aircraft retreads are used annually with an average of 270 takeoffs and landings per tread life, how much money is being saved on the runway? If you guessed big bucks, you're right. Why else would 80 percent of all aircraft tires now in service in the U.S. be retreads?¹

Cost may be the biggest driving factor, but industrial retreads are also as safe and reliable as new tires, with the added benefit of being environmentally-friendly.¹ The overall value is appealing across the board – every industry, any application.

Trucking, of course is a big one, and

that's why Bergey's Commercial Tire Centers has invested so heavily in retreading, expanding its capabilities to include just about any vehicle in your fleet.

"Many people aren't aware of the wide range of tires we retread, including industrial tires," says Adam Galie, commercial tire sales manager. "From Bobcats to Skid Steers to loader tires – all heavy-duty equipment is covered."

That includes industrial foam-filled tires. These are expensive tires that hold the promise of never going flat. However, at the first signs of wear, they often go straight to scrap.

"Typically, these tires get junked prematurely," Galie says. "But you don't have to pay to have them re-foam filled as many people believe – Bergey's can retread the tires and the pay-off is significant; immediate savings and extended tire life. That's much cheaper than buying a new set of tires."

For more information, contact Adam Galie Bergey's commercial tire sales manager 215-723-8473

¹Tire Retread & Repair Information Bureau



For more information, contact any Bergey's Commercial Tire or visit BergeysTruckTire.com

Customers TELL ALL!

What Does Good Service Look Like?



What does good customer service look like? With the answer to that question, a good company could become a great company. That's why Bergey's Truck Centers decided to ask its customers. In January, Bergey's invited a customer panel to evaluate its service top to bottom.

"We know the only way we can continue to grow and keep customers happy is to be great... not just good," says Jim Gavaghan, Bergey's director of commercial vehicle sales. "So we invited five customers whose fleet sizes vary from 8,000 trucks to five trucks to our 2013 Kick Off Meeting. We were able to get the smaller customer and larger customer perspective on what's really important to their livelihood – from the dealership standpoint to the manufacturers we represent."

Reliability and minimal downtime took precedence when it came to the equipment and brands Bergey's carries. Total Cost of Ownership (TCO), from purchase price to fuel economy, and maintenance costs to residual value were other top priorities.

As far as the dealership goes, topics of discussion varied by department. For Bergey's technicians, the ability to service trucks in a timely fashion ranked number one. And the sales department heard how important it is to be responsive and to make customer inquiries a priority.

"What was really great about this experience was that representatives from every Bergey's department were there to hear the big picture," Gavaghan says. "We learned that good service looks different to an owner of a company buying a new truck than it

might to a fleet director buying tires. We all gained a better perspective of what our customers want, and as a result, we can offer more complete support, suggesting other products or services we offer and ultimately provide a better one-stop shopping experience.

"And we all know being able to get everything you need under one roof is invaluable. Especially when you're working with someone you can trust, who knows your business needs, and continuously strives to serve you better."

If you have suggestions that might help Bergey's in this quest, please don't hesitate to share your thoughts.

Jim Gavaghan
Bergey's director,
commercial vehicle sales
(215) 723-8473



For more information, contact any Bergey's dealership or visit BergeysTruckCenters.com

REVITALIZE YOUR ENGINE

Four great solutions, one common goal: to restore your engine's power, reliability and operating efficiency.



PUREBRED OVERHAUL PROGRAM

For more information and pricing on Bergey's engine overhaul programs, contact any Bergey's service department!

All levels include:
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E7 E-TECH Level 1: \$9,838.00

Engine Overhaul Remack® Oil Pump
Genuine Mack® Oil Injector Lines
Genuine Mack® Coolant Genuine Mack® Air Filters
Genuine Mack® Filters

E7 E-TECH Level 2: \$11,393.22

Level 1 + Cylinder Heads

E7 E-TECH Level 3: \$13,324.70

Level 2 + Turbo and injectors

E7 E-TECH Level 4: \$20,299.74

Genuine Mack® Remanufactured Engine
6 Injectors Turbo



Takin' Downtime Down

Bergey's Investment in Training Makes All The Difference!

Bergey's Truck Centers Mack and Volvo Certified Master Technicians

Souderton, PA

Kevin Alderfer
Phil Blank
Dwight David
Paul Giacobbe
Dave Mayberry
Phil Moyer
Ed Smith
Francis Weiss
Jim Zagiel

Conshohocken, PA

Bill Daniels
Dennis Hammes
Will Long
Walt Macatee

Pennsauken, NJ

Craig Carpenter
Joseph Giovannitti
Doug Jacobs
Ed Meyers
Robert Mooney
Tod Slocum

Vineland, NJ

Robert Moyer
Mark Schweibin
Mike Waller

Trenton, NJ

Glenn Gater
Brian Klockner

Bergey's is takin' downtime down. It's not a New Year's Resolution or an empty promise. This is something the company has been working hard to accomplish and is confident it can be done.

Here's one reason why: Bergey's Truck Centers invested well over \$100,000 last year in service training to keep techs on the cutting edge of today's technology. As a result, Bergey's now has 24 Volvo and Mack certified Master Technicians.

"Our goal was to certify 25 percent of our technicians over the course of the year, but it ended up being closer to 50 percent, which is a huge improvement," says Dave Schlosser, Bergey's director of fixed operations.

Becoming a Master Technician involves a serious commitment from the technicians and the dealership. With more than 20 classes to complete, online and hands-on, the technicians are trained and tested in advanced diagnostics, new technology, electronics, engines and troubleshooting. This typically takes 12-18 months to accomplish. Once certified, the training continues with quarterly online exams.

"With more product knowledge and hands-on training, we're more efficient, so we can move trucks in and out of our service bays at a quicker pace, further minimizing our customers' downtime," Schlosser says. "We strongly encourage our technicians to enroll in the program, because we know the benefits far outweigh the expenses and time invested.

That's why we plan to keep the ball rolling in this direction."

And why stop there? With an ongoing shortage of technicians plaguing the industry, Bergey's has joined forces with Mack and Volvo, as well as technical schools in the area, to recruit and train new technicians. Bergey's commitment to training in all manufacturers it represents allows mechanics to become more valuable in the trucking industry.

"It's a huge problem, so we can't just sit around and wait. By taking a proactive approach, we hope to grow the workforce, train them well and ultimately keep our customers' downtime to a minimum."

For more information, contact any Bergey's Truck Center or visit BergeyTruckCenters.com!

**KEEPING CUSTOMERS
ON THE ROAD™**



Robert Mooney
Bergey's Truck Center
Pennsauken, NJ

REBUILDER SERIES™ CARRIERS- NO-NONSENSE PERFORMANCE AT A NO-NONSENSE PRICE

\$1,841.35 CRD 93

4.42 Ratio, Fine Spline Input/Output Shafts, Fine Spline Axle Gears Part # 11KH5499P4R
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6.34 Ratio, Fine Spline Input Shaft Part # 11KH5444P12R

\$2,247.36 CRDPC 92

4.17 Ratio, Fine Spline Input/Output Shafts, Fine Spline Axle Gears Part # 11KH5494P3R
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\$2,480.12 CRDPC 92 with Lock Out

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All rebuilder series carriers include 1 year/unlimited miles warranty!



446 Harleysville Pike
Souderton, PA 18964

Bergey's

TRUCK & TIRE CENTERS



Bergey's Truck Center
446 Harleysville Pike
Souderton, PA 18964
(215) 721-3400

HD Truck Parts Warehouse
183 Discovery Drive
Colmar, PA 18915
(215) 822-0402

Bergey's Truck Center
2405 S. Delsea Drive
Vineland, NJ 08360
(856) 696-2222

**KEEPING CUSTOMERS
ON THE ROAD™**

BergeysTruckCenters.com

Representing Mack and Volvo
at all truck center locations.

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Conshohocken, PA 19428
(610) 825-3333

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Pennsauken, NJ 08110
(856) 662-7601

Bergey's Truck Center
5 Crossroads Drive
Trenton, NJ 08691
(609) 586-3333

Bergey's Tire Center
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Hatfield, PA 19440
(215) 723-8473

Bergey's Tire Center
1600 Wood Avenue
Easton, PA 18042
(610) 252-5769

Bergey's Tire Center
1699 Crown Point Road
Thorofare, NJ 08086
(856) 686-5823



BergeysTruckTire.com

Bergey's Tire Center
857 N. Easton Road
Doylestown, PA 18901
(215) 348-3564

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EATON EverTough™ Clutches

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\$575.50 Part # 2104-10892582AM
EverTough™ 7 Spring, 1700 ft lbs, 4 Paddle

\$635.50 Part # 2104-10892520AM
EverTough™ 7 Spring, 1860 ft lbs, 6 Paddle

\$649.99 Part # 2104-1089351AM
EverTough™ 9 Spring, 1650 ft lbs, 4 Paddle

\$679.99 Part # 2104-10893561AM
EverTough™ 9 Spring, 1760 ft lbs, 4 Paddle

\$699.99 Part # 2104-10893591AM
EverTough™ 9 Spring, 1650 ft lbs, 6 Paddle



EATON Clutch Installation Kit

includes: clutch release shaft bushings, front bearing cover gasket, inner and outer input shaft snap rings, shift lever tower gasket, front bearing cover, clutch housing gasket, input shaft bearing, pilot bearing, input shaft assembly, clutch brake, clutch release fork, fasteners.

Description	Part #	Price
RT Series Kit	K-2468	\$194.95

All offers listed subject to change and availability. Offers expire 07/31/2013.

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