

PRE-CONVENTION 2018

# NOZZLE CHATTER

NEWS FROM THE  
ASSOCIATION OF  
DIESEL SPECIALISTS

## 2018 ADS International Convention & Trade Show

Embracing the Future of Diesel Together

August 7-10, 2018  
San Diego, California



**ADS**  
Association of Diesel Specialists

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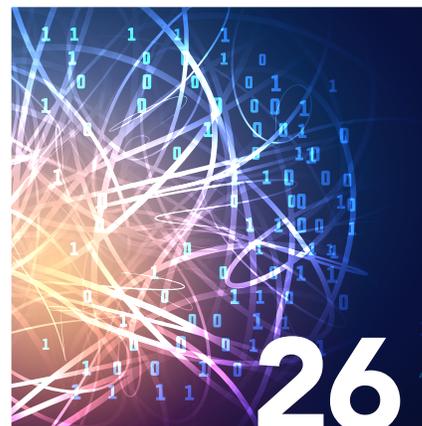
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**On the cover:** The theme for the 2018 ADS International Convention & Tradeshow is “Embracing the Future of Diesel Together”. As diesel technology continues to evolve and market share of diesel engines grows, there has never been a more important time for members to work together to understand the opportunities available in the future. This Pre-Convention issue of the magazine will give you a preview of all the reasons you should attend.

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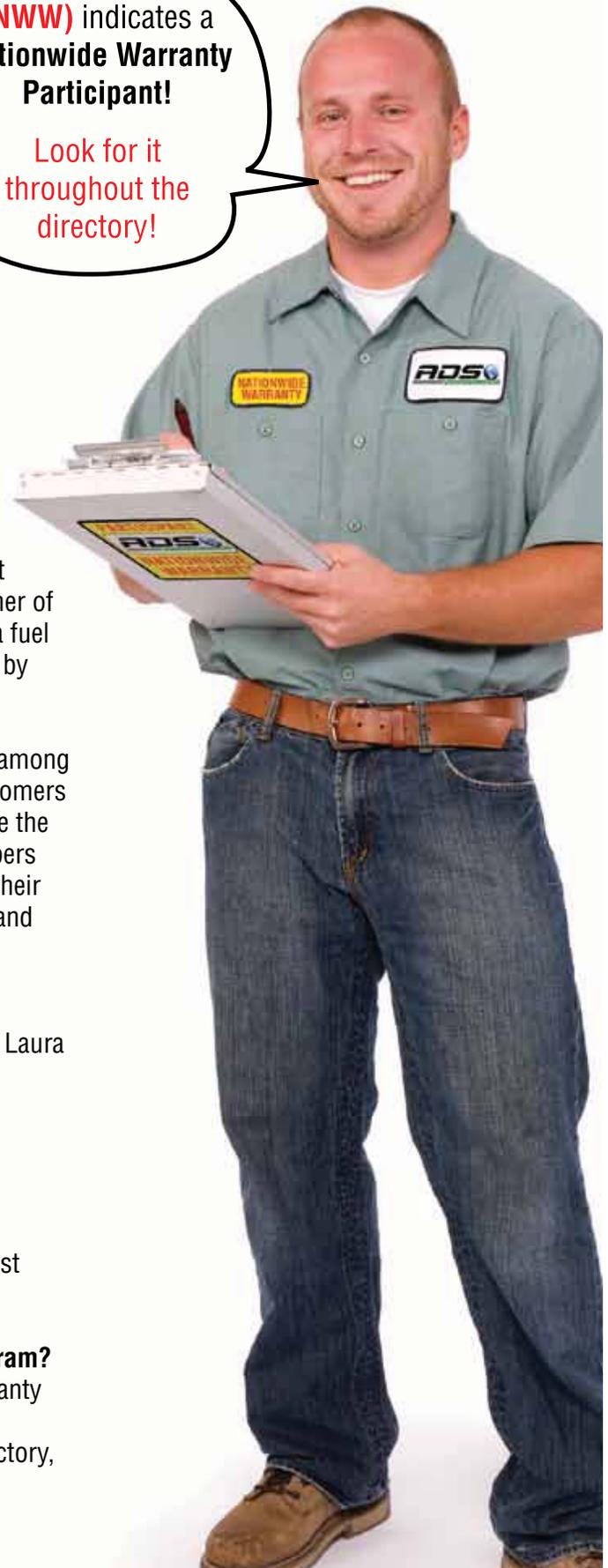
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<p><b>Welcome New Members!</b></p> <p><b>Allied Equipment</b> EGC Enterprises Inc. Tim Seksinsky Chardon, OH 440.285.5835 www.egcgraphite.com</p> <p>Enviromotive Inc. Stephanie Sutherland Anaheim, CA 714.778.5155 www.enviromotive.com</p> <p>Omnique Shop Management Software Erik DeBoer Wheat Ridge, CO 866.435.2100 www.omnique.com</p>	<p><b>The ADS Online Forum: Log on and Get Connected</b></p> <p>The ADS Online Forum community continues to grow. Every day, members log on to the Forum to interact with others for diagnostic advice, training tips and to discuss the latest news and trends within the industry.</p> <p>Post your question on the ADS Online Forum now. It is free for members to post and view the archives; all you have to do is make sure you've requested to be a part of the Forum. If you would like to add your email to the list send it to <a href="mailto:info@diesel.org">info@diesel.org</a>. Don't forget to include your full name and company name.</p>	<p><b>ADS Parts Forum: Finding the parts you need</b></p> <p>Make sure you are connected to the ADS Parts Forum so you can find those parts you need to finish the job. To sign up email <a href="mailto:info@diesel.org">info@diesel.org</a>.</p>
<p><b>Replacement Parts</b> Areion International Ltd Jasdeep Singh Bampton, ON Canada 909.286.0519 www.areiondiesel.com</p> <p>Lucas Diesel Systems Oscar Villafranca Solihull, United Kingdom 60098435907 www.lucasdiesel.com</p> <p><b>Technical Training</b> University of Central Missouri Scott Wilson Warrensburg, MO 660.543.4065 www.ucmo.edu/atm</p>	<p><b>Vision</b></p> <p>We, the membership of The Association of Diesel Specialists, see ourselves as the leading international organization of professionals that provides sales and expert service for yesterday's, today's and tomorrow's diesel systems.</p> <p>Our goal is to be the complete resource for training, technical service information, member promotion and networking opportunities. Our Association encourages participation at all levels of membership and is operated with the highest level of scal integrity. We embrace the economical, durable and clean diesel engine as one of the key elements for addressing global pollution and fossil fuel depletion.</p> <p><b>Mission</b></p> <p>The Association of Diesel Specialists's mission is to provide programs and services to its members that will assist them in achieving success in the operation of their businesses in the diesel industry throughout the world.</p>	<p><b>ADS/Industry Calendar</b> For more information on these and other events, visit <a href="http://diesel.org/events">diesel.org/events</a>.</p> <p><b>2018 ADS International Convention &amp; Tradeshow</b> August 7-10, 2018 San Diego, CA</p> <p><b>Green Statement</b></p> <p>The Association of Diesel Specialists (ADS) believes in the future of clean diesel as part of an environmental solution to global greenhouse gas issues. ADS believes in the future of the inherently more e cient clean diesel power plant as a method of reducing our dependence on fossil fuels. ADS applauds the work of engine manufacturers in their e orts to continuously reduce emissions in diesel engines to near in nitesimal levels. ADS believes that the use of clean diesel will improve the sustainability of consumers, businesses and communities by reducing the environmental and societal cost of their activities.</p> <p>ADS does not condone the use of devices made to intentionally contravene emission controls for use in equipment or vehicles used on a regular basis. ADS believes that intentionally bypassing or altering emission controls in the name of performance enhancement undermines individual and group e orts to promote the use of clean diesel as a viable alternative power plant for the future.</p> <p>Find us on:  </p>



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**The** ADS Nationwide Warranty is a reciprocal program that permits a mobile equipment operator who is a customer of an ADS member shop to receive warranty repair, if needed, on a fuel injection system, governor or turbocharger which was serviced by another participating ADS member shop.

The program is based upon professional trust and cooperation among ADS members. Participating members gain credibility with customers by assuring them that their jobs are guaranteed no matter where the equipment is located. This guarantee allows participating members to compete with diesel engine and equipment dealers who use their own warranty programs to lock in customers to their products and services exclusively.

“The ADS Nationwide Warranty is something in which all ADS member shops should participate in,” says ADS Vice President - Laura Rountree, Industrial Diesel Inc., Norfolk, VA. “The Nationwide Warranty serves as an extension of customer service and gives customers faith in a member shops products and services.”

By calling ADS Headquarters at 816.285.0810 or by visiting [www.diesel.org](http://www.diesel.org) and clicking on the Service Locations button, customers can find the location and phone number of the nearest participating ADS member shop.

**What does it cost to participate in this customer service program?**

Nothing! All you have to do is enroll. The ADS Nationwide Warranty Program is available to North American Service Members. Participating members will be identified in the ADS Annual Directory, on the ADS website and by posting a NWW sign in their shop.

Increase your company's credibility today! To enroll in the ADS Nationwide Warranty Program, contact ADS Headquarters at 816.285.0810 or via e-mail to: [info@diesel.org](mailto:info@diesel.org)



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**Carl Fergusson**  
The Taylor  
Diesel Group  
Nashville, TN

### Spring is the time for planting and planning!

It's spring time in Tennessee and, as in most parts of the world, business always picks up during this time of year. I have talked to a lot of our ADS members and it seems like business is improving in most areas. Our industry continues to be in a state of change, with a lot of fluctuations still to come. The diesel fuel injection and turbocharger businesses continue to evolve with some of the major suppliers of our industry changing the way they go to market and the products they focus on. We, in turn, must adjust our business to the new world we live in.

Over the last few years most of our association members have expanded their business – offering additional products and diverse types of services, such as on-vehicle work or servicing of products including exhaust after-treatment systems. Some of our members have taken on new and additional lines to sell engine parts and complete engines. Most of us have found new paths to help our businesses grow during these times.

The diesel passenger car business has certainly had a setback in the last few years, but for some of us, we've never had a large share of that part of the business. Most ADS service members rely on and depend more on our traditional markets of industrial, agricultural, pickup trucks, along with medium and heavy-duty trucks. Just try to find a gasoline engine over 40 horse-power in most any type of industrial or agricultural application.

I also see so many changes in the way products are getting to market. You can now get your groceries delivered to your house or get the store to pull your order and pick it up at the curb without ever leaving your car. On the other side of the scale when is the last time someone other than you pumped your gasoline. So, where business is going next is certainly hard to predict, but I know I always find direction from my fellow members of our trade association. Most every conversation I have at our Convention or just daily conversations I have with our association members helps guide me to the path our company needs to take us into the future.

So, I encourage you all to please start making plans to attend our Convention, so you can get the training, education and networking that your company needs to plan its future.

I look forward to seeing you in San Diego, California in August!

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**Executive Director**

David Fehling  
david@diesel.org

**Director of Meetings**

Rosemary Hall  
meetings@diesel.org

**Association Manager**

Scott Parker  
sparker@diesel.org

**Association Manager**

Casey Parker  
casey@diesel.org

**Accounting Manager**

Kim Litscher  
accounting@diesel.org

**Advertising and Marketing  
Coordinator**

Brittanne Gasser  
marketing@diesel.org

**Mexico City Office Administrative  
Manager**

Virginia Morett  
virginia@adslatinoamericana.com

**Association of Diesel Specialists  
Headquarters**

7250 Heritage Village Plaza, #201  
Gainesville, VA 20155  
Phone: 816.285.0810  
Fax: 847.770.4952  
E-mail: info@diesel.org  
Website: www.diesel.org

**Executive Director's Office**

PO Box 26487  
Overland Park, KS 66225-6487  
Phone: 913.345.0288  
Fax: 913.345.0299

**Mexico City Office**

Av. Adolfo Lopez Mateos  
No. 8-3  
Col. Santa Cruz del Monte  
53110 Naucalpan,  
EDO Mexico  
Phone: 52.55.55.72.38.11  
Fax: 52.55.55.72.37.28

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**David Fehling**  
ADS Executive  
Director

## What is the Real ROI of Attending the ADS Convention?

### What's the right way to measure the impact of participating in ADS?

The answer is not a number, and it doesn't have as much to do with the amount of sales you made at the convention, the real return on participating in the ADS Convention is **ROR: return on relationships**. After all, the ADS Convention & Tradeshow is all about people. The sales will come later. This applies to everyone in attendance, manufacturers, suppliers and attendees.

So many companies are focused on sales targets and diverse audiences that they forget about the real people who pay their company's invoices. If you never pay attention to the real people you do business with, or if all you do is remind them about what your product or service can do for them, they never have the opportunity to get to know you, like you and trust you, which means they are going to question "why are we going to buy anything else from you."

### Building a Captive Audience

It's relatively easy to make a decision not to attend the ADS Convention, whether you are a supplier or service facility. One could advertise and or post on social media and think that those ads and posts will turn into customers. What is not easy is to turn those prospective customers into paying customers. How do you turn them into paying customers? Focus on refining a captive audience instead of a target audience.

A captive audience such as the attendees of the ADS Convention is full of people who know, like and trust you and your company. They are your best source of word-of-mouth marketing because they have their own circle of peers who know, like and trust them. If they tell those colleagues to use your product or service, that referral carries more weight than all the advertisements they see popping up in publications and their newsfeeds.

That is the return you experience when you have good relationships with people you do business with. How do YOU measure **ROR: return on relationships**? Start by tracking who pays attention to and who purchases from your company on a monthly basis—names, not numbers! Who are your orders coming from?

People do business with people, not campaigns or logos or buildings. It is people who ultimately buy what you sell, and people who tell their friends and business colleagues what their experience was like. All of those people networking at the upcoming ADS International Convention & Tradeshow in San Diego, California can make a big impact on your bottom line if you and your company are participating at ADS.

I look forward to seeing you and the company you represent in San Diego.

✓ MORE THAN 50 YEARS  
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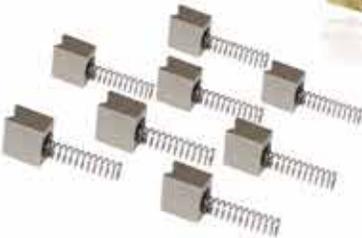
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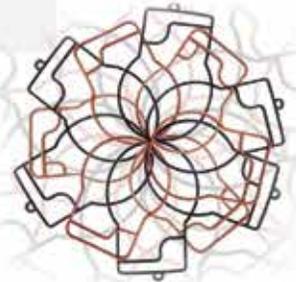
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Forerunners is the young leadership group of the ADS. Its activities include an annual meeting/networking event, held during the ADS International Convention & Tradeshow, presentations during the Convention and cooperative efforts with other committees and subgroups within ADS.

In addition, membership in the ADS Forerunners provides an opportunity to develop peer relationships with individuals from other member companies. If you are employed by, in partnership with, in ownership of a concern that is a member of ADS, perform in a managerial or executive capacity and you are 39 years old or younger, you are eligible for membership in the ADS Forerunners.

Membership in Forerunners is free. Contact ADS Headquarters at 816.285.0810 or e-mail [marketing@diesel.org](mailto:marketing@diesel.org).

#### **Forerunners 2017–2018 Officers**

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**Brad Taylor**  
Taylor Diesel of  
Lubbock, Inc.  
Lubbock, TX

#### **Customer for a Day vs Customer for Life**

Around the first of each year, we gather our team members consisting of managers, assistant managers, and sales people together to talk about the previous year and to formulate a plan as to how we are going to attack the upcoming year. One of the main topics of our hour long open discussion was how much things are changing in our industry compared to even five years ago and how our organization is planning to stay relevant in the marketplace. I was able to give this heart felt speech on how giving unparalleled, excellent customer service was our only way to retain our current customers and to win over new customers. Imagine my surprise when I found out... I was half wrong!

We are all aware that we probably lose a few of our customers over the course of a year but did you know that according to a study done by Marketing at Work, a company loses anywhere from 10-25% of their customer base each year. This doesn't necessarily mean new customers aren't replacing the old, but rather that repeat business is diminished and the company is spending time and money attracting new business. So, this left me asking, 1) What makes a customer loyal?... and 2) Is unparalleled, excellent customer service the key ingredient?

According to conventional wisdom, customers are more loyal to firms that go above and beyond. But the research done by Harvard Business School shows that "exceeding their expectations during service interactions (for example, by offering a refund, a free product, or a free service such as expedited shipping) makes customers only marginally more loyal than simply meeting their needs." Wow, we can't even give away stuff and keep a customer loyal these days! Eighty-nine of the 100 customer service leaders they interviewed said that exceeding customer expectations (basically the same thing I told our crew!) was their company's focus, yet 84% of the actual customers they interviewed said their expectations were not exceeded during the last interaction with the company. So why are we trying so hard?! The answer is understanding the difference in what keeps a customer loyal (customer for life) and a customer who is disloyal (customer for a day.)

One way to think about the sources of customer loyalty is to imagine two pies; one containing things that drive loyalty and the other containing things that drive disloyalty. The loyalty pie consists largely of slices such as product quality and brand, while the slice for service is quite small. However, service does account for most of the disloyalty pie. We buy from a company because it delivers quality products, great value, or a compelling brand. We leave one, more often than not, because it fails to deliver on customer service. With most of us in the industry offering very similar (if not the same) products, and most all of us focusing on excellent customer

According to  
conventional wisdom,  
customers are more  
loyal to firms that go  
above and beyond.

*continues on page 34*

# EMBRACING THE FUTURE OF DIESEL TOGETHER

**ADS INTERNATIONAL  
CONVENTION & TRADESHOW**

AUGUST 7-10, 2018  
MANCHESTER GRAND HYATT  
SAN DIEGO, CA USA



The diesel industry has had a lot of change since our meeting at the Wynn in Las Vegas last year. However, as an industry, we can come together and embrace this change, see the good, and all come out on the other end better than we have been. How is this possible? Join us for the 2018 ADS International Convention & Tradeshow at the Manchester Grand Hyatt in San Diego. This year, we will focus on *Embracing the Future of Diesel Together*. You'll learn relevant industry trend topics, take-away training opportunities for you and your staff alike, network with friends and colleagues to share information and gain innovative ideas that you'll be able to implement into your business plan upon your return home.

Our Convention theme will also carry over into our association as we will have new faces on-site as the team from Amber Ridge, ADS' new management company, will be there to welcome you to San Diego. Additionally, we will also have an exciting transition as Carl Ferguson will pass the gavel to Laura Roundtree. Laura will be the first female president of ADS.

### Training Opportunities Offered at the Convention

We are pleased to offer a FREE day of training to all paid registrants. On Tuesday, August 7, Tony Salas of Powertrain Performance, LLC will teach *A Day in Diesel Diagnostic Repair* from 9:00 a.m. to 5:30 p.m.

### Schedule Information

Peer to peer information sharing is a fantastic way to get new ideas, help with a troublesome issue, or to just bounce ideas around to determine merit. To this end there will be three panel discussions in San Diego. The first is Sales: Ways to Increase Your Business (Wednesday), second is Parts Information Acquisition (Thursday) and the third is Finding, Motivating and Keep employees (Thursday). All panels are staffed with individuals from service member shops who have been in the business for decades, and they've got some great industry experience as well as insight!

### Committee Meetings

Volunteering your time and leadership skills in committees can be a very rewarding experience. Members find personal satisfaction in sharing their life experiences to help others solve problems, grow, and succeed. Keeping with the 2018 theme of "Embracing the Future of Diesel Together," the ADS committee meetings are a great place to get involved with the association. These committee meetings will take place on Tuesday, August 7 from 12:30 to 2:30 p.m.

Please contact Kat Gossin ([membership@diesel.org](mailto:membership@diesel.org)) at ADS Headquarters on more information on what the committees do and to let us know if you would like to join a committee and attend a meeting.

### Tradeshow Hours and Networking Opportunities

The ADS Tradeshow will open on Tuesday evening with the Get-Acquainted Reception. This is a great networking opportunity to meet with other industry professionals. Attendees have used this opportunity in the past to map out their plan of attack regarding the exhibitors they must meet with during the next three days. Tradeshow hours are as follows:

- Tuesday, August 7: 7:00 – 8:30 p.m.
- Wednesday, August 8: 1:00 – 5:00 p.m.
- Thursday, August 9: 1:30 – 5:30 p.m.
- Friday, August 10: 8:00 – 11:30 a.m.

Additional networking opportunities, outside of the Tradeshow, will include, Forerunners Annual Business Meeting & Networking Event, Owners Only Collaboration Meeting, Thursday's Happy Hour, and Friday's Closing Event.

## Current 2018 Tradeshow Exhibitors\*

ADS Headquarters, Gainesville, VA  
 Alliant Power, Windsor, WI  
 Area Diesel Service Inc., Carlinville, IL  
**Areion International Ltd., Brampton, ON, Canada**  
 Auto Parts Direct, Holland, MI  
 Baldwin Filters, Kearney, NE  
 Basic Software Systems, Texarkana, TX  
 Berrueta Diesel Parts, S.A. de C.V., Guadalajara, Jalisco, Mexico  
 BorgWarner Turbo Systems, Arden, NC  
 Bostech, Hemingway, SC  
 Combustión Diesel de Monterrey S.A., Monterrey, N.L., México  
 Cummins Inc., Columbus, IN  
 CWT Industries, Norcross, GA  
 DieselCore, Houston, TX  
 Diesel Emissions Service, Redding, CA  
 Dieselsite Inc., Homosassa, FL  
**Diesel USA Group, Louisville, KY**  
 DIPACO Inc., Reno, NV  
 DNR Industries, Inc., Anaheim, CA  
 Dorman Products, Colmar, PA  
 D&W Diesel Inc., Auburn, NY  
 EGC Enterprises Inc., Chardon, OH  
**Enviromotive Inc., Anaheim, CA**  
 E-Zoil Products Inc., Tonawanda, NY  
 Flight Diesel, Lewisberry, PA  
 FPPF Chemical Co., Buffalo, NY  
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 Melett Ltd., Barnsley, South Yorkshire, United Kingdom  
 Memo Corporation, Southlake, TX  
 Merlin Diesel Systems Ltd., Preston, Lancashire, United Kingdom  
 Motor a Diesel / MGC Publicidad, Mexico, D.F., Mexico  
**MotorVac / TerraClean, Hialeah, FL**  
**Omnique Shop Management Software, Wheat Ridge, CO**  
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 Redat North America Inc., Orlando, FL  
 RIMSS Business Systems, San Antonio, TX  
 Robiel Industria E Comercio de Auto Pecas Ltda, Sao Paulo, Brazil  
**Sun Diesel Systems LLC, Las Vegas, NV**  
 Tecnodiesel Murcia, Santomera, Murcia, Spain  
 Turbocharger Committee, Kansas City, MO  
 Turbo International, Carlsbad, CA  
 U.S. Diesel, Inc., Fort Worth, TX  
 Zeki Turbo Inc., Miami, FL

Companies in bold are First Time Exhibitors.

\*Exhibitors as of 5/8/2018.

### Keynote Speaker

This year's keynote speaker, Mary Feeley, CSP, will talk about Embracing the Future with The Humor Advantage in her Wednesday keynote address. Humor is inherent in its power to transform the negative into the positive to help you cope with change and maintain a positive attitude. As well, humor stimulates your creativity, energy levels and ability to learn so you can be more productive.

This hilarious and insightful program will leave you laughing and provoke you to make positive personal and professional changes in your life.

### Companion Program

Your companions will also have a busy schedule. This year will mark the return of the Afternoon "Twisted" Tea hosted by Mrs. Sandra Ferguson, wife of ADS President, Carl Ferguson of Taylor Diesel of Nashville, Inc. This popular event gives companion attendees an opportunity to do their own networking. Companions also get admission to the Get-Acquainted reception and Closing Night event, as well as the Tradeshow and business seminars.

Optional Tour: Guests on this tour will learn how Southern California was the winemaking region for many years in Old California and see how wine was made and sold over 100 years ago at the Bernardo Winery. Enjoy a 25-minute guided walking tour of the Bernardo Winery which includes a tour of the winemaking process from beginning to end, some wine tasting knowledge, history of the family and a private wine tasting of 5 wines. This informal tour will include transportation, tour of winery, wine tasting, a picnic lunch and a VIP Shopping pass valid at some of the shops and artist's studios in the Village. Cost of this optional tour is \$95.00 USD.

### In Conclusion...

ADS is committed to its mission to provide programs and service to its members that will assist them in achieving success in the operation of their businesses in the diesel industry throughout the world. This includes providing an international forum for all segments of the diesel industry to communicate, interact and share information, and assist member in acquiring and mastering the highest level of professional business management skills, encouraging the development of an adequate population of competent diesel technicians.

The 2018 ADS International Convention & Tradeshow is poised to help you *Embrace the Diesel Future Together*. Don't miss out on these unique and timely offerings to help your business grow and thrive in this everchanging industry. Complete registration materials have been mailed. ■

# Exhaust Manifold. Slobber, soot and heat made a case for a seal and a filter

By Brian Biller



**Brian Biller**  
EGC Chief  
Engineer

Unburned fuel in diesel engines can result in engine wear-and-tear, wasted fuel and environmental pollution. The scenario begins with the incomplete combustion of diesel fuel. That leaves “slobber” and/or soot in the exhaust manifold which can be deposited in the engine bay.



**Tim Seksinsky**  
Sales Manager  
Heavy Truck and  
Transportation

According to Caterpillar, excessive idling can cause carbon build-up making the engine “slobber”. Caterpillar recommends no more than five minutes idling time. Furthermore, idling vehicles waste fuel. Typically, idling of a diesel engine burns roughly half-a-gallon of fuel per hour. It’s easy to see how significant dollars can be saved annually.

Finally, there’s pollution and public health concerns. Particulate matter which irritates the eyes, nose, throat and lungs contains sulfates, ammonium, nitrates, elemental carbon and condensed organic compounds.

Ground level ozone pollution, formed when nitrogen oxide and hydrocarbon emissions combine in the presence of sunlight, presents a hazard for both healthy adults and individuals suffering from respiratory problems.

We looked at soot or slobber escaping from the manifold as a “sealing” problem. Manifold components must be free to expand and contract both radially and axially as temperature idles or hits operating temperature. Rather than create only a seal, which in the past had limited success, we created a seal and a “filter system” to contain the particulate.

Components of the design are a combination of ceramic, silica and inert high temperature materials. The mechanism provides a dense filter

obstruction to the flow of particulates and allows the manifold to expand or contract while in-service.

The design is currently in-service with two major diesel manufacturers as both a retrofit and in the building of new engines. Installation is a simple wrap-around design using Stainless Steel housings over inert temperature materials. The design has been engine-bay lab tested for 500 and 1650 hours with no particulate leakage into the engine bay.

The presentation will review the concept/strategy for the product, the procedures and conditions of the testing, complete test data, manifold and inflow air temperature and conclusions. Presenting the paper will be Brian Biller, Chief Engineer of EGC and Tim Seksinsky, Heavy Truck sales. ■

*Brian Biller is EGC Enterprises’ Chief Engineer. As Chief Engineer he is responsible for EGC’s Manufacturing and R&D Engineering departments with his primary focus on product development and technical support. He enjoys using his well-rounded materials and processing knowledge to help EGC’s design team improve product designs, solve customers’ problems, and optimize processes. Brian holds a B.S. in Mechanical Engineering from the University of Buffalo and currently holds three U.S. Patents.*

*Tim Seksinsky is EGC Enterprises’ Sales Manager for heavy truck and transportation. Tim has over 25 years of experience in the heavy truck and transportation industry and is responsible for sales on a worldwide basis. He holds a Bachelor of Mechanical Engineering degree from Drexel University.*

# Schedule-At-A-Glance

## TUESDAY, AUGUST 7

- 8:30 a.m. to 12:30 p.m. **ADS Board of Directors Meeting\***
- 9:00 a.m. to 5:00 p.m. **Special One Day Training:** (Limited Participation)  
*A Day in Diesel Diagnostics and Repair*  
Tony Salas, Powertrain Performance LLC
- 12:30 to 2:30 p.m. **ADS Committee Meetings:**
  - Business Management
  - Communications
  - Manufacturer
  - Membership
  - Replacement Parts
  - Technical Education
  - Tradeshow
  - Turbocharger
- 2:30 to 4:30 p.m. **ADS Board & Committee Chair Meeting\***
- 5:00 to 6:00 p.m. **ADS Canadian Members' General Meeting**
- 6:45 to 7:00 p.m. **Exhibitor Meeting**
- 7:00 to 8:30 p.m. **Get-Acquainted Reception in Tradeshow**

## WEDNESDAY, AUGUST 8

- 7:30 to 8:00 a.m. **Coffee & Danish**
- 8:00 to 9:00 a.m. **Opening General Session:**
  - Welcome - David Fehling, ADS Executive Director
  - ADS Outgoing President's Remarks – Carl Fergusson, Taylor Diesel of Nashville Inc.
- Keynote:** *Embracing the Future Together with The Humor Advantage*  
Mary Feeley, CSP
- 9:05 to 9:45 a.m. **Technical Seminar:** *Trials and Tribulations: Diesel in the Moment*  
Diesel Technology Forum
- 9:45 to 10:00 a.m. **Break**
- 10:00 to 10:30 a.m. **Technical Seminar Sponsored by Replacement Parts Committee:**  
*Exhaust Manifold. Slobber and Soot*  
Brian Biller and Tim Seksinsky, EGC Enterprises Inc.
- 10:35 to 10:55 a.m. **Technical Seminar:** Nate Breunig, Alliant Power
- 11:00 to 11:45 a.m. **Service Member Panel Sponsored by Business Management Committee:**  
*Sales: Multiple Ways to Increase Your Business*  
Warren Stewart, Industrial Diesel Inc.  
Jeff Richman, Midwest Fuel Injection Service Corporation  
Carl Fergusson, Taylor Diesel of Nashville Inc.
- 11:45 a.m. to 12:15 p.m. **ADS Annual Business Meeting**
  - Incoming President's Remarks by Laura Rountree, Industrial Diesel Inc.
  - Presentation of Awards
- 12:15 to 1:00 p.m. **Networking Luncheon**
- 1:00 to 5:00 p.m. **Tradeshow Open**
- 4:30 to 5:30 p.m. **ADS Latin American Members' General Meeting**
- 4:30 to 6:30 p.m. **Owners Only Collaboration Meeting** (ADS Service Members)
- 5:30 to 6:30 p.m. **Forerunners Annual Meeting & Networking Event**
- 5:30 to 7:00 p.m. **BorgWarner Turbo Systems Distributor Meeting** (Invitational Only)

THURSDAY, AUGUST 9

7:30 to 8:00 a.m.	<b>Coffee &amp; Danish</b>
8:00 to 9:30 a.m.	<b>Training Seminar:</b> <i>Selective Catalyst Reduction (SCR) System Diagnostics</i> Bob Pattengale, Robert Bosch LLC
9:30 to 9:45 a.m.	<b>Break</b>
9:45 to 10:30 a.m.	<b>Service Member Panel:</b> <i>Insider Industry Secrets Revealed!</i> Curtis Owens, Area Diesel Service Inc. Mike Perkins, Diesel Plus LLC Al Roberts, Turbo Diesel& Electric Paul Thoms, Midwest Fuel Injection Service Corporation
10:35 to 11:05 a.m.	<b>Technical Seminar:</b> Tony Walters, Hartridge Ltd.
11:10 to 11:55 a.m.	<b>Service Member Panel Sponsored by ADS Forerunners:</b> <i>How to Improve Your Hiring Practices</i> Justin Greenberg, DieselCore Logan Perkins, Diesel Plus LLC Brad Taylor, Taylor Diesel of Jackson
12:00 to 1:30 p.m.	<b>Open Lunch/Lunch on Your Own</b>
1:30 to 5:30 p.m.	<b>Tradeshow Open</b>
4:30 to 5:30 p.m.	<b>Happy Hour in Tradeshow</b> (Beer & Soft Drinks)
5:30 to 7:00 p.m.	<b>Garrett Authorized Center Meeting</b> (Invitational Only)

FRIDAY, AUGUST 10

8:00 to 9:00 a.m.	<b>ADS/Ortner Foundation Trustees Meeting</b>
8:00 to 8:30 a.m.	<b>Coffee &amp; Danish in Tradeshow</b>
8:00 to 11:30 a.m.	<b>Tradeshow Open</b>
11:30 a.m. to 1:00 p.m.	<b>Open Lunch/Lunch on Your Own</b>
1:00 to 2:30 p.m.	<b>Cummins Turbo Technologies Distributor Meeting</b> (Invitational Only)
1:00 to 8:00 p.m.	<b>Tradeshow Teardown</b>
1:15 to 2:20 p.m.	<b>Business Seminar:</b> <i>The Power to Persuade – 7 Insights into Motivating, Leading &amp; Influencing</i> Video Presentation by Mike Lipkin, Envirionics/Lipkin
2:30 to 2:50 p.m.	<b>Manufacturer Seminar:</b> Greg Arsenault, AMBAC International
2:55 to 3:15 p.m.	<b>Manufacturer Seminar:</b> Toni Hickey, Cummins Inc.
3:25 to 4:25 p.m.	<b>Turbocharger Presentation:</b> <i>Embracing the Future of Turbochargers Together</i> Patrick Harcourt, BorgWarner Turbo Systems Shon Wright, Cummins Turbo Technologies Tracie Parker and Harut Stepanyan, Honeywell Transportation Solutions
6:30 to 10:00 p.m.	<b>Closing Event</b>

SATURDAY, AUGUST 11

All Day	<b>Departures</b>
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\*Open to all ADS members if notice is provided to meetings@diesel.org by July 16.

FREE TO ALL CONVENTION ATTENDEES

A One-Day Seminar Class

# A Day in Diesel Diagnostics and Repair

By Tony Salas



**Tony Salas**  
Powertrain  
Performance LLC  
Las Vegas, NV

Training has been conducted to drive-in service facilities all over the United States. The assessment of what you have learned in training is your ability as a technician to

diagnose and repair diesel powered vehicles.

This one-day seminar will discuss issues faced in shops every day. Session will begin with an overview of the diagnostic process which includes:

- Types of service information
- Tools needed and shop needs
- Scan tools - what is essential to have in a scan tool
- Programming, - what are the shop options
- Battery testing
- Diagnostic approach - where to start
- Wiring diagrams - which are the best tooling available
- Attitude - are you adapting to ongoing change in technology?

Discussion will continue with the use of video clips and scan data, and actual

live vehicle diagnostics which have been performed at Powertrain Performance. Focus will be on actual live vehicles from beginning of diagnosis to the repair. Diagnostic service information will cover the following:

- Diagnostic trouble code charts
- Wiring diagrams, learning how to navigate through them, use them for evaluating circuits
- Pressure tests, checking pressure in fuel systems and low/high pressure systems
- Description and operation of components

The vehicle diagnostic scenarios will include the effects of sensors and their effects of shorts on engine management or ECM. PID or scan data will be evaluated by viewing open, shorted and biased sensors. Critical thinking will take effect on tasks to take when all has been exhausted from the service information side. Have you ever tested everything possible and still not diagnosed the issue?

Aftertreatment and diesel emission effects will be discussed. Diagnostics of SCR and DPF issues will be done to give you, the attendee, actual diagnostic procedures to follow when issues with these systems occur. Services such as

fuel injection cleaning, and DPF and EGR cleaning will be reviewed.

Dodge Cummins, GM Duramax and Chevrolet Powerstroke platforms will be used on actual diagnostic events to aid you in actual troubleshooting of issues found today. International, Cummins and Isuzu trucks diagnostics will also be viewed and rehearsed.

This is a seminar on vehicle diagnostics conducted on actual vehicles diagnosed at Powertrain Performance. Attendees will be given questions and asked to access scenarios found in vehicles to determine cause. Actual images and diagnostic information will be given to perform a troubleshooting scenario.

Tony Salas, a former GM AC Delco instructor has a history for a logical basic approach to issues with Diesel and Gasoline vehicles. He currently owns Powertrain Performance LLC in Las Vegas and provides training under Powertrain Training. He deals with these vehicles daily and instructs with real case studies to help you the technician with information to aid you in repairing these trucks the very next day. ■

# Top 5 Reasons to Attend the 2018 ADS International Convention & Tradeshow

By Rosemary Hall

**Reason 1: Networking** – The ADS Convention & Tradeshow is the best time and place to meet and talk with a multitude of your peers, customers, suppliers and friends who are all interested in the same thing you are... the future of the diesel industry! Ask, share and learn from other members what or how to better your business. Build your own personal network that you can take home and tap into when you have a technical or business question.

**Reason 2: Industry Training, Updates and Education** – The ADS Convention offers attendees many educational opportunities and information gathering. Start out with a full day of training then on to technical and more training sessions, member panel presentations, business management and manufacturer seminars all jam packed with information to add to or update your knowledge base. “Learning is a lifetime process, but there comes a time when we must stop adding and start updating.” ~Robert Brault. Listen and learn new ideas, systems or practices that will keep you growing your profession or business.

**Reason 3: Hands on Experiences** – The ADS Tradeshow is the place to go to see, touch and learn about new products and services for expanding your business or making contacts for business; compare products and services for current or future expansion; meet with owners or senior level management of the companies you do business with. Don't miss this excellent opportunity to view new product and equipment demonstrations! In addition, you won't want to miss the “ADS Show Time” sessions held on the Tradeshow floor.

**Reason 4: Socializing** – Yes, even the social part is a very important reason to attend. Think of the many people you have met over the years that have become friends or business partners just from meeting and talking with them during one of the many social events during the Convention. How many members' children have you watched grow up and are maybe even doing business with now? And now, it's the grandchildren and even great grandchildren attending. The social events afford attendees the opportunity of making lifelong friends who look forward to seeing each other every year.

**Reason 5: Entertaining** – You've sat in seminars, walked the tradeshow floor, networked at the receptions and lunch and now it's the final night and time to enjoy a little entertainment. If you attended last year's Convention, you had the opportunity to wear your wildest shirt. This year, you're encouraged to wear your favorite hat to our Closing Event and enjoy an evening of networking, food and music by DJ Mark.

Now that you know some reasons to attend, don't miss out! Registration materials have been mailed. Watch for updates and information in the weekly *News@ADS* or check [www.diesel.org](http://www.diesel.org) for the most up to date schedules, attendees, exhibitors and more.

We look forward to seeing you in San Diego! ■

# Things to do in. San Diego

**S**an Diego. The location of the 2018 ADS International Convention & Tradeshow has many activities to do when you're not visiting with exhibitors or learning about the trends and future of the industry during general sessions. We know planning an outing in this beautiful city (either before or after the International Convention & Tradeshow) on your own can be overwhelming – so here's a list of some of our favorite things to do and/or see while you're in this beautiful city with unfailing weather.

**Balboa Park.** One of California's most important cultural destinations, Balboa Park is a walkable collection of 15 excellent museums set among charming gardens and alluring theaters and cafés. Balboa Park is the largest urban cultural park in the United States, and includes the San Diego Zoo, the San Diego Museum of Art, the San Diego Air and Space Museum, the San Diego History Center, and a beautiful Botanical Building. More than 500,000 people visit this park each year.

**San Diego Zoo.** Considered one of the top three zoos in the world and voted the number one zoo in 2015 by TripAdvisor, the San Diego Zoo is fun for the whole family. The zoo is home to thousands of different varieties of animals and plants, a true nature lovers paradise. Take a ride on the double decker bus tour and get up close and personal with giraffes and other animals. Be sure to get there early to catch a glimpse of the Giant Pandas, the zoo's #1 attraction. Open 9 am – 5 pm  
Parking is free - Tickets \$52

**Gaslamp Quarter.** San Diego's quaint area for dining and nightlife is a 16-block neighborhood where Victorian-era structures live beside modern skyscrapers. It's easy to forget that this is a historic district as many of the buildings went up in the 1800s. Today, the area offers incredible views of the bay, Coronado Bridge, and the downtown skyline. The hotel concierge will be happy to give you pointers on the best-of-the-best during your time here, so you can grab a table outside and relax after the day is over.

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BALBOA PARK



SAN DIEGO ZOO



BALBOA PARK

**Old Town.** Boasted as one of the most visited attractions in San Diego, Old Town has wonderful restaurants, shopping and live entertainment, the neighborhood lays claim to historic sites and museums that span the area's cultural heritage from Mexican rule to its early days as an American state.

Step back in time as you explore the streets of the Old Town San Diego State Historic Park, a living history museum. View heritage architecture and hear fascinating tales about early California recited by actors wearing mid-19th-century attire and performing daily tasks. You can tour adobe haciendas, historic churches, San Diego's first schoolhouse and a working blacksmith shop as well as the Whaley House, California State Historic Landmark #65,

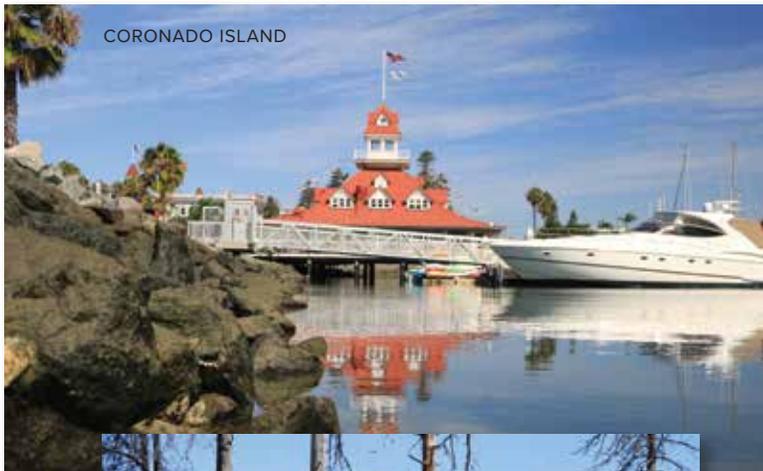
which is reputed to be the most haunted house in America.

**La Jolla.** Known as "The jewel" of San Diego, La Jolla has one of the world's most scenic stretches of coastline. Visit Birch Aquarium at Scripps, San Diego's Museum of Contemporary Art, and the public murals by renowned artists. From the cliffs above La Jolla Cove, watch pelicans, sea lions and seals. And yes, there is a difference between sea lions and seals. Sea lions are brown, and seals are darker grey, brown or almost black with speckled skin. If you hear barking, that's a sea lion. Seals are only capable of low grunts.

**Little Italy.** Hip, hilly, and historic, this neighborhood was the Southern

California landing point for a wave of fishing immigrants from the Mediterranean in the early 20th century. It hosts frequent community-wide celebrations, including the lively Mercato Farmers' Market every Saturday; vendors sell fresh fish, seasonal produce, and bright flowers. Restaurants and craft breweries are a big deal in Little Italy. It's a place where the past meets the present, where Top Chef alums have set up shop next to old-school eateries that remain treasured landmarks.

**The craft beer scene.** San Diego has become to craft beer what Napa and Sonoma are to wine. With at least 115 breweries, tasting tours can get you to the best ones, including Karl Strauss,



CORONADO ISLAND



LA JOLLA



OLD TOWN MARKET

Lost Abbey, Ballast Point, and Stone Brewing Co.'s bistro and fairytale-like gardens. Many of San Diego's breweries are off Highway 78—known locally as “Hops Highway”—which threads through county towns where small, independent ale producers pour microbrews in bustling taprooms. The Mira Mesa neighborhood is home to notable suds makers like Rough Draft and Green Flash while on 30th Street (a.k.a. “Beer Boulevard”), pubs serve dozens of local beers.

**Point Loma.** Rich in nature, people, and history, Point Loma is one of the oldest communities of San Diego. Featuring spectacular views of the Pacific Ocean to the west, visitors can also see San Diego Bay, the downtown

skyline and Coronado. Because of this, Point Loma is one of the area's most visited neighborhoods. There's more to do and see than just gorgeous views, including Point Loma Lighthouse at Cabrillo National Monument, Point Loma Tide Pools, Liberty Station and Shelter Island to name a few.

**Coronado Island.** Coronado Island draws a lot of tourists, and you may be wondering why. It's home to a Naval Air Station and the U. S. Navy SEALS center, but it's not the military that attracts tourists to Coronado Island. It's not Frank Baum's Oz House, Wallis Simpson's home or the Coronado Island Museum, either. It's not even its most famous hotel. The best thing about Coronado is the white, sandy

beaches that have earned it many ratings as one of top ten beaches in the U.S. Coronado Island has a quiet, laid-back simplicity and beautiful views of the downtown San Diego skyline.

The most famous hotel on Coronado Island is Hotel del Coronado. The “Hotel Del” is a sprawling, rust-red-and-white, Victorian-style seaside hotel that opened in 1888. The National Historic Landmark has hosted the twentieth century's most famous and infamous celebrities, from Marilyn Monroe to the Duke and Duchess of Windsor. Some say it also has a resident ghost – the “beautiful stranger” who was identified as Kate Morgan, a 24-year-old woman who checked in on Thanksgiving in 1892 and never checked out. Even if you're not staying there, you can browse through the history exhibits

and photographs downstairs or enjoy a meal on the terrace.

**Liberty Station.** Liberty Station opened in 1923 as the Naval Training Center, and most of its Spanish Revival architecture remains intact. In 2013, the 700-seat Stone Brewing World Bistro & Gardens moved into the former chow hall. In 2016, Liberty Public Market debuted, aiming to rival Seattle's Pike Place and San Francisco's Ferry Building with its collection of artisan food and

drink vendors, including a cheese monger, a coffee roaster, and a patisserie. The Naval Training Center Promenade, a popular place for weddings and festivals, features picnic areas, a rose garden, gastropubs, art galleries, imaginative boutiques, and a yoga studio.

**The USS Midway Museum.** Take the self-guided audio tour aboard this aircraft-carrier museum at Navy Pier, which displays an extensive collection of military planes, plus plenty of

exhibits that demonstrate what life at sea is like for American sailors. Many of the volunteer docents here are older veterans; take the time to ask them questions and they'll share captivating war stories.

These are just a few of the things you can do while in San Diego. For more detailed information about San Diego visit [www.sandiego.org](http://www.sandiego.org) or ask the hotel concierge about his/her favorite things to do. ■





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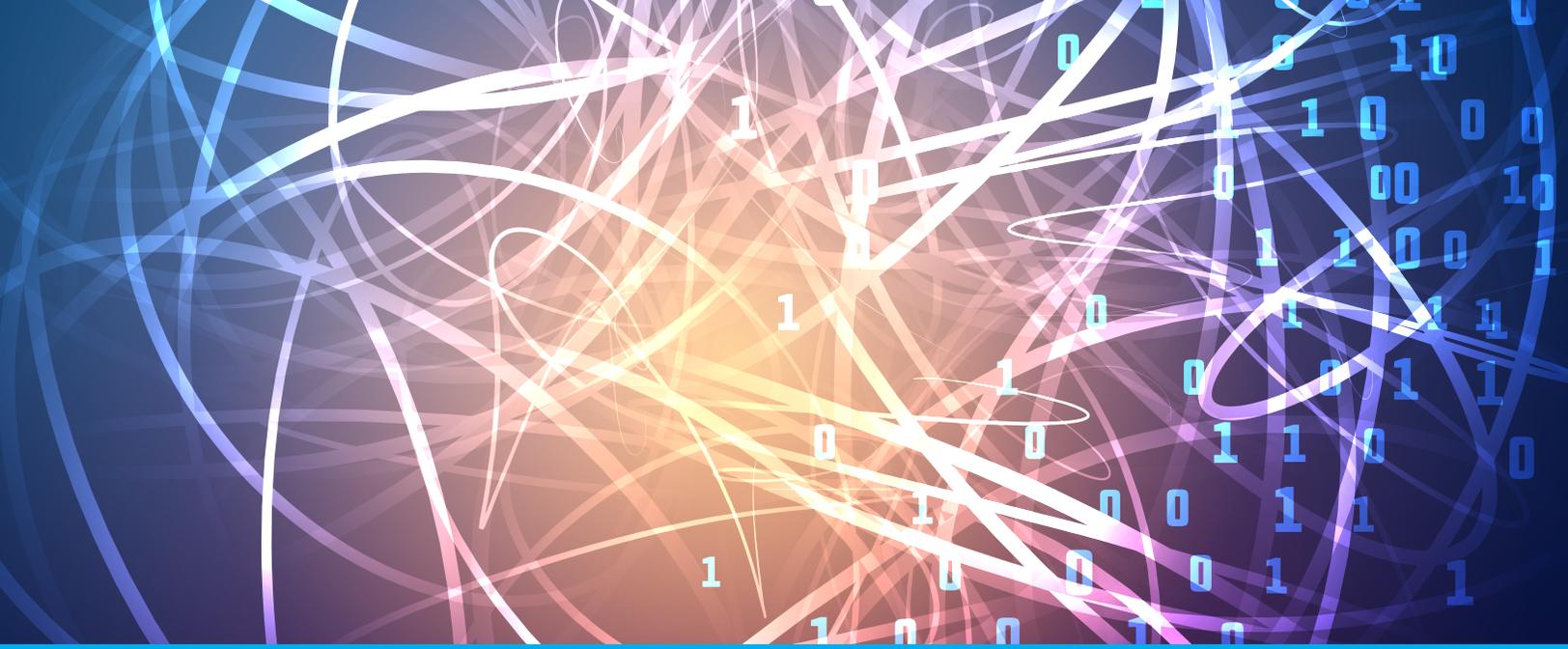
**Turbocharger**



**Cartridge**



**Turbo Parts**



*“Diesel is dead.” “Ban dirty diesel.” These headlines have become all too familiar in the wake of the Volkswagen global diesel emissions cheating scandal. While these kinds of phrases may make for good headlines, they do not offer not much more.*



Allen Schaeffer

In fact the opposite is true, diesel is continuing to improve and evolve to meet the customer and societal demands of the future across many sectors, and that includes passenger vehicles.

Those quick to conclude that diesel has no future, or that the future is all electric, fail to recognize that no single powertrain dominates today’s markets. Neither will there be one solution for the future. Consumer choice – whether for a car owner or 18-wheeler driver – demands a multitude of options. Deloitte, in its 2018 Automotive Survey, found that 80 percent of respondents wanted a gas or diesel for their next car, up from 75 percent last year. The U.S. Energy Information Administration (EIA) in its 2018 Annual Energy Outlook suggests that, over the next ten years, sales of light duty cars and trucks will grow by 4 times and, by 2050, diesel passenger vehicles will still capture more than 2

percent of the U.S. market.

Today’s energy, fuels and transportation sectors are a hotbed of change. According to the EIA’s latest projections, U.S refiners are set to fuel an upswing in the global economy. Today’s record-low diesel prices are expected to grow faster than gasoline as the global economy begins to take off, because the machinery behind modern economies around the world requires diesel technology to deliver prosperity.

Diesel technology continues to evolve so as to offer key industries the best in terms of efficient, low-emission, cost-effective powerful and reliable engines. The newest diesel engines are super clean, hitting near-zero emissions with selective catalytic reduction (SCR) systems that continue to be more efficient, in smaller packages at lower cost. Heavy-duty diesel engine and truck makers working with the Department of Energy’s Super Truck Program have pushed the envelope of thermal efficiency beyond the 50 percent milestone with greater aspirations for the next 3 years.

Today’s diesel emissions performance is scrutinized by the U.S. Environmental Protection Agency and the California Air Resources Board like never before. These entities prescribe stringent standards for passenger cars, heavy-duty vehicles and more. All

# Fact v. Fiction

## PART 1

BY ALLEN SCHAEFFER

diesel engines must prove how they stand up to real-world settings, and random test cycles and conditions. Every newly approved diesel engine or vehicle offers further validation that diesel has met the new and higher bar for clean.

Another sign that the fuel sector is confident and preparing for more diesels on the road? Ultra-low-sulfur diesel fuel availability continues to grow and according to the Fuels Institute more than half of all retail fuel stations across the country now have a diesel pump and some regions more than two-thirds do. Renewable diesel fuel also continues to spread, and it's this sustainable fuel that gives diesel engines the best chance of competing in a low-carbon future. Most of today's diesel engines can run on high-quality blends of biodiesel with little modification, as well as next-generation, drop-in renewable diesel fuels which offer even further benefits.

### **Diesel Choices still Important in the Light-Duty Sector**

In the United States, 2018 brings a fresh wave of new light-duty diesel product announcements from manufacturers. Ford, Kia, Mazda, General Motors, Fiat Chrysler, Daimler and BMW all recognize the continued place that the diesel powertrain (and the internal

combustion engine) have in the future of the automotive industry. Their announcements come in the most popular vehicle segments for consumers – fuel-thirsty SUVs and pickups. These two segments alone account for nearly 40 percent of total U.S. auto sales.

Ford's addition of a diesel option to the F-150 pickup truck is particularly poignant – the F-150 represents the best-selling truck in America for more than 40 years, and the best-selling vehicle of any kind in the United States for more than 35 years. By adding diesel to this truck's powertrain lineup, Ford signals to all their confidence in diesel technology for the future.

And this isn't just an American phenomenon. Auto manufacturers around the globe continue to share their support for and interest in diesel powertrains. Just a few of the many quotes to note:

- **Dieter Zetsche, CEO, Daimler AG:** “The fact is, it's more worthwhile to improve modern diesel engines than to ban them. We need diesel if we are to achieve our climate targets through less CO2 in road traffic. ... Banning diesels would be a disservice to our targets.”
- **Dan Nicholson, Vice President of Global Propulsion Systems, General Motors:** “Diesels present

an opportunity for growth for Chevrolet because they combine fuel economy and high torque output for acceleration. Diesels are one of the lowest cost ways to reduce carbon dioxide emissions.”

- **Harald Krueger, CEO, BMW:** “Diesel is absolutely necessary to reach climate goals in the medium-term.”
- **Steven Armstrong, EMEA President, Ford:** “Our job is to offer the information to make a good decision, help them understand the facts behind the different powertrain vehicle options that there are, and to give them a choice of vehicle types and powertrains to meet the use case that they've got.”
- **Masahiro Moro, CEO, Mazda North America:** “I don't intend to change American consumer mindset to diesel. We would like to provide a choice for customers who really appreciate those technologies.” ■

Part 2 of this post will focus on diesel in the heavy-duty sector and concludes with thoughts about diesel's future, and will appear in the summer issue (Vol. 60, Issue 3) of *Nozzle Chatter*.

*Allen Schaeffer is Executive Director of the Diesel Technology Forum.*

**Cummins Top Overall Supplier of Class 8 Diesel Engines in 2017**

Cummins Inc. supplied more diesel engines used in Class 8 trucks in 2017 than any other engine maker, earning nearly a 40% market share overall amid expanding demand, WardsAuto.com reported. There were 249,284 diesel engines used in Class 8 trucks last year in North America. Cummins supplied 94,053, or 38%, and had all truck makers as customers, according to Ward's. The 2016 total was 226,480. Cummins made 80,230 of those, for a leading 35% share.

Cummins boosted its overall position in 2017 with a 78% share in Class 8 engines under 10L as it supplied 22,145 out the total 28,479. Freightliner,

a truck brand of Daimler Trucks NA, was Cummins' leading customer in this category - taking 15,232 engines, up from 13,836 a year earlier. DTNA's niche vocational brand Western Star took 908, up from 249.

**Cummins Filtration Unveils FleetguardFIT Monitoring System**

Cummins Filtration has introduced FleetguardFIT, a real-time monitoring system that provides full visibility to filter and oil life through the use of intelligent sensing and data analytics. FleetguardFIT uses sensors, a control module, and existing telematics services to collect and communicate filter and oil life information in real time. It allows users to tailor service intervals based on true equipment usage and remaining oil

and filter life. A subscription portal and a mobile app are available for equipment condition data reports.

**Perkins Unveils SmartCap**

The Perkins SmartCap is a low-cost, engine-level telematics device in the form of a "smart" oil cap, which can be used on new and existing Perkins mechanical and electronic engines. End users connect their mobile device to their engine via the free Perkins My Engine App on their smartphone. The SmartCap monitors the Perkins engine and sends data direct to the Perkins My Engine App, which can be downloaded from the Apple and Google stores. When combined, Perkins SmartCap and Perkins My Engine App gives customers info such as engine running

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hours, location, service reminders, start/stop data, parts book and consumables information.

### Tesla Can Produce 100,000 Electric Class 8 Trucks A Year, Musk Says

Tesla will produce at least 100,000 of its new Class 8 electric Semis a year within four years, company founder and CEO Elon Musk predicted. Musk also said Tesla “might be able to exceed the specs that we unveiled last year,” though he did not expand on those comments. He did, however, stress that “100,000 units a year is a reasonable expectation. Maybe more, but that’s the right – roughly the right number, I think.” Jeffrey B. Straubel, Tesla’s chief technical officer, chimed in that “the power to

energy demand on the battery in the heavy truck is actually generally less than in our performance vehicles.”

### Chinese Automaker Geely Buys Substantial Stake in Daimler

Chinese auto manufacturer Geely Holding has purchased a \$9B stake in Germany’s Daimler AG, making it the largest investor in the global car and truck maker, according to a report by Bloomberg. The investment reportedly gives Geely just under a 10% stake in Daimler, surpassing a group from Kuwait that owned a 6.8% stake.

Geely has been making several strategic investments in the global automotive world in recent years, including buying a \$3.9B stake in Sweden’s Volvo Trucks

late last year. Geely previously acquired all of the Volvo Automobile Group.

### Volvo AB Ends 2017 with Record Revenue

Volvo AB reported a surge in net income as well as record revenue for 2017 as truck demand remains high in Europe and is increasing in North America and Brazil. Net income for the quarter, ended Dec. 31, rose to \$628M (\$0.30/share), on sales of \$11.6B. In the same year-ago quarter, net income was \$613M (\$0.30/share) on sales of \$10.5B. For the full year, net income surged 59% to \$2.7B (\$1.31/share) on record sales of \$42.5B. That compares with net income of \$1.7B (\$0.82/share) on sales of \$38.3B in the 2016 period.

Volvo’s trucks, construction

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equipment, Penta and financial services segments all recorded their highest operating income for a full year, according to the company.

Its Volvo Trucks unit - the second-largest heavy-duty truck brand in the world and the company's largest segment - delivered 59,814 trucks in the fourth quarter, 18% more than in the preceding year, despite Volvo's supply chain constraints. Truck orders in the quarter increased by 29% to 69,597 trucks. Of those, 18,543 were in North America, an 84% increase compared with 10,098 orders in 2016's fourth quarter. The 84% increase was driven by Volvo Trucks N A and Mack Trucks brands, reflecting high activity in construction and highway segments. For the year, North American truck orders were 51,693, a 56% increase over the 33,221 ordered in 2016.

Industrywide, total truck orders jumped 23% to 232,439 in 2017, compared with 188,898 in 2016.

Volvo forecast the North American Class 8 retail sales market in 2018 will hit 280,000.

It forecast European demand for heavy-duty trucks this year to reach 310,000, compared with 307,000 in 2017. Plus, Volvo Trucks will start selling electric medium-duty trucks for city distribution in Europe in 2019. Volvo's shares have risen 48% in the past 12 months, valuing the company at \$45B.

**Disruption Accelerating in Commercial Truck Market**

While globalization has been around for some time, its effect on the commercial truck market is more than ever before, according to a session at

Heavy Duty Aftermarket Dialogue in Las Vegas. Tim Kraus, president of the Heavy Duty Manufacturers Association, noted that the majority of its supplier members have a manufacturing or marketing presence outside of the U.S.

Stu MacKay of MacKay & Co., said one of the most significant places where globalization is having an impact is on powertrain. Back in 1986 fleets had a choice of Cummins, Caterpillar and Detroit engines in their trucks regardless of make (with the exception of Mack, who sold mostly its own engines into its trucks.) Last year, however, fleets' engine choices were either Cummins or the proprietary engine of the truck manufacturers.

In 2001, Mexico produced 6,000 medium-duty trucks that were sold in Mexico, while the U.S. manufactured

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100,000 trucks, most of which were sold here. In 2017, however, 25,700 medium-duty trucks were made in Mexico and sold in the U.S. On the heavy-duty side, in 2001 99,000 heavy-duty trucks were made in the U.S. and 2,000 came from Mexico. Last year, nearly 124,000 heavy-duty trucks were built and sold in the U.S., and 69,000 trucks came from Mexico, with another 23,200 built in Mexico for the Mexican market.

However, disruption has not

been limited to globalization on the manufacturing side. The aftermarket has seen and is continuing to see disruption both in the OES channel and on the independent side. E-commerce has changed expectations on product delivery times and companies are looking for ways to add speed and take cost out of the supply chain.

MacKay also talked about Amazon's influence in the trucking industry. "Amazon's total business is north of

\$80B, and three-quarters of that is not product that is in their distribution centers. It is products from other suppliers that flow through Amazon." MacKay said that although the industry has been changing for decades, the rate of change is increasing.

**Rental Market Revenues Rise**

Rental revenues are expected to climb to close to \$60B by 2021 according to the American Rental Association. According to the ARA Rental Market Monitor five-year forecast updated in February, total rental revenue in the U.S. is expected to grow by 4.5% in 2018 to reach \$51.5B, 5.6% in 2019, 5% in 2020 and 4.4% in 2021. The February forecast is identical to the previous forecast released in November 2017 for 2018, with slight upticks in the expected revenue growth rates for 2019 through 2021. Construction/ industrial equipment rental revenue in the U.S. is expected to show a 4.3% increase in 2018, 4.5% in 2019, 4% in 2020 and 3.4% in 2021 to reach \$40.5B.

In Canada, equipment rental revenue also is expected to show consistent growth, reaching \$5.35B in 2018 with growth rates of 4.1% in 2019, 5% in 2020 and 4.7% in 2021 to total \$6.125B, which is nearly identical to the November 2017 forecast.

The ARA said some of the positive expectations in the U.S. are a result of the Tax Cuts and Jobs Act taking effect in 2018. ARA also released its latest ARA Rental Penetration Index, which shows penetration of construction equipment into the U.S. rental market at 53% in 2017, up 20% versus last year after modest declines in 2015 and 2016. The index calculates the percentage of construction equipment in use in the U.S. that is owned by rental companies. ■

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*continued from page 11*

service, the differentiating factor we can have is simply making things as easy as possible for the consumer to do business with “us” versus doing business with “them.” Please don’t get me wrong, a Coke and a smile can and does go a long way with each interaction we have with our customers. However, the studies found, when it comes to service, companies create loyal customers primarily by helping them solve their problems quickly and easily.

So, what does “making things easy” look like? Simple things like consistent communication on when the customer’s products and/or service will be available, having inventory on hand to sell, eliminating the words “no,” “can’t,” “won’t” or “don’t” from our vocabulary, and heading off future problems from taking place based on previous customers feedback. These are all good steps to take in making it as easy as possible to do business

with your company. Sure, rolling out the red carpet with trumpets and doves for every customer that graces our door sounds great in theory, but it’s not practical. Going above and beyond, and having excellent customer service, right?! Well YES, and NO. The consumers, have spoken.... Treat me nice, be respectful, offer me a great product, and make it easy for me to do business. Do this, and I will be back! ■



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