NOZZLE CHATTER

NEWS FROM THE ASSOCIATION OF DIESEL SPECIALISTS

2020 – ISSUE 1

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Laura Rountree
Industrial Diesel Inc.
Norfolk, Virginia

You know that old saying…Everything is bigger in Texas? They weren't kidding! I'm still recovering from our January conference co-located with the HDAW show. During this ADS event, members participated in a range of activities including: training, board and committee meetings, resourceful presentations, networking opportunities and an exclusive ADS "Get- Acquainted" reception. The membership feedback throughout the conference was overwhelmingly positive and I hope to see many more of you there next year.

2020 will continue to be a year of transition for our association. This year we will see two of our faithful employees begin new chapters in their own lives. After thirty-four years of loyal service with ADS, Virginia Morett will be retiring effective this July. Virginia has been a fixture in the Mexico City office and will be dearly missed by all. We are so appreciative of her service and dedication to our association. If you would like to send her a message wishing her well, she can be contacted via email at: virginia@adslatinoamericana.com.

In addition, David Fehling, our Executive Director Emeritus, will also be retiring from ADS. David has been a part of the diesel industry for well over 50 years. More importantly, he has been a significant player in our ADS community for twenty-seven years. Throughout his years, David has been a valued member of our team and for many the face of ADS. We are beyond grateful for his dedicated service to our association. David will be honored and recognized during next year's event in January.

The ADS officers have prepared for these changes to ensure the business of the association will continue uninterrupted. I am pleased to announce that the ADS Officers have tapped Scott Parker to serve as ADS' Chief Executive Officer and Casey Parker to serve as the Chief Operations Officer. They have been running the day to day operations of ADS since early 2018. Now, they will handle all staff leadership responsibilities to implement the direction from the ADS Officers and Board Members. They, along with their staff, have decades of association management experience specifically in related industries. They will continue to make sure ADS is a member-driven association focused on maximizing the value of membership.

As our industry changes so does our association. This year's event felt somewhat familiar and yet at the same time brand new. We headed into uncharted waters not really knowing exactly what to expect. I truly believe it was a win-win for all in attendance. I thoroughly enjoyed HDAW's keynote speaker Daymond John. The breakout sessions were varied and something brand new for many of us. I hope all our service members saw opportunities that could enhance their business. Additionally, I hope the exposure our exhibitors received was beneficial to them. Networking remains my number one reason for attending ADS conventions and this event did not disappoint. I cannot put a price tag on the connections I personally made that will benefit my business. I encourage everyone that attended to provide us with feedback. We need to hear from you. Coming into 2020, look forward to "A Whole New Vision" as we embark on an exciting new year. As always, if you need anything, I am a phone call away.

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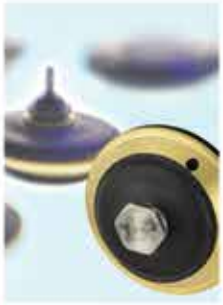

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Nozzle Chatter is the official publication of the Association of Diesel Specialists.

David Fehling
ADS Executive Director Emeritus

Recently I have returned from a completely new ADS 2020 convention, partnering with HDAW was an entirely new experience for all. I wish to thank and congratulate all of you who made the decision to invest your time and money in this meeting, ADS certainly does appreciate it.

Until recently ADS was at a crossroads. Our mindset could no longer be "This is how it has always been done." We needed to look beyond existing operations and roadblocks to deliver better value for our members. We needed to broaden and deepen our partnerships to ensure that we were meeting the needs of all of our members. We've long acknowledged that delivering value and benefits of membership, has always been a focus to our members. We know this approach works well because of all the success we've had with it over the many years. We recognized that we will continue to succeed if we work to apply a new approach to all those who have a stake in high-quality membership within our industry and our association.

The last several years have been marked by industry shake-ups, coming from every direction – national, international, regional, financial as well as large and small scale. New mergers, acquisitions and partnerships are rapidly taking shape. These announcements from both traditional and non-traditional players are introducing new and often unexpected products and services from familiar brands. We can expect this practice to continue. The current industry is complicated and requires thinking from across and outside of our industry to drive innovation and change to position ourselves for success. During our convention, "Hot off the Press" was the announcement of Borg Warner and the purchase of Delphi! This confirms much of what we already know – changes and consolidation of our diesel industry!

Making changes to our convention and tradeshow is complicated and difficult and certainly too big and costly for one organization. The kind of change we want to effect requires continued collaboration with our current partners and the cultivation of new partnerships with non-traditional collaborators and even competitors. We know we must evolve to continue what our member's want, which is high quality relationships in the Diesel Industry, based on all membership segments.

What was the vision? What does it look like now and how could it look in 5 years?

Although one option was to continue down the same path and have a "smaller" convention. Over the last 5 years we have experienced this trend. It appears this trend was to continue into the future and we couldn't continue to sustain this situation for the future. It certainly was a challenge. So, could ADS break past the hurdles that they faced?

The answer is YES WE CAN AND WE DID!!!

There isn't a solitary organization which is going to provide every single service that an individual business needs within the diesel industry. What we have focused on is creating relationships with trusted partners – those who know will be open to and will promote a relationship with our members. Over many years we have created partnerships and relationships and linkages to other organizations. The combination

of these is really powerful and has led to some really exciting things. ADS has always valued the role of strategic partnerships and has many long-standing relationships within the industry.

For our Service Members, we need to provide the right sort of resources such as our "manufacturers" and connections to them to ensure they maintain and grow their business. We also need to expose them to new companies, products and services.

In the Spring of 2019, various discussions and recommendations were made to the ADS Officers to seriously consider a partnership with HDAW 2020. ADS has spent several years researching and evaluating all of our options and time and again the partnership with HDAW 2020 was our best option.

Really, it all comes down to providing the best experience. What we realized is that our member's expectations are evolving and we have to be ready to meet the new expectations for the future.

This year, our ADS segment of the conference was condensed into a new format – but achieved every event based of our previous longer convention schedule. In addition, you were able to hear from manufacturer members. We had seminars from, Denso, Pure Power, Delphi, Cummins as well as Lucas Diesel Systems and Alliant Power and then at the ADS /HDAW tradeshow visit with all the manufacturers in the exhibit hall. Some of you also took the opportunity to participate in the HDAW – One on One meeting schedule.

Partnerships are critical to the success of ADS, I am confident that what we can offer our members and partners, our shared history and long term experience and trust which in turn provides a foundation for navigating our changing diesel industry landscape as well as for the continued success of our association.

I look forward to attending another very successful ADS / HDAW convention which will take place in January 2021 at the Gaylord Texan Resort and Convention Center, Grapevine Texas.

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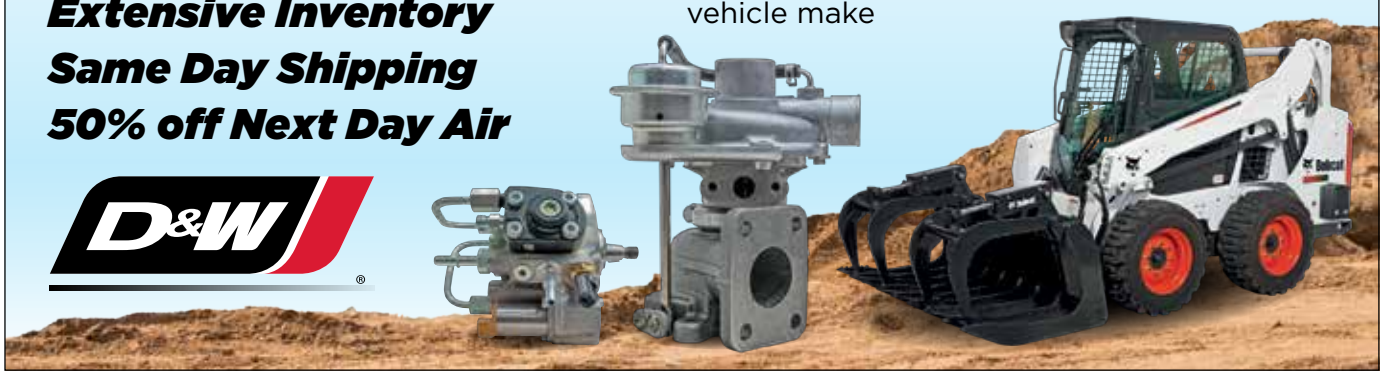

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Automakers Talk Electric Vehicles, Still Building Diesels

As a commitment to a post-carbon future of "zero-emissions" electric vehicles, General Motors Co. is converting its Detroit-Hamtramck Assembly plant to the manufacture of electric trucks. Auto analysts forecast the vehicles will be a big-vehicle lineup including GMC/Hummer and Cadillac entries. At the same time, it is introducing diesel versions of its Chevy Tahoe and Suburban SUVs, and the Silverado/Sierra 1500 pickups. GM's dual commitment to diesel and electrification indicates the staying power of diesel technology at a time when fuel prices are stable.

Because of the size of the SUV and truck segment of the U.S. market, diesel-powered vehicles outsell EVs by more than 2-to-1, according to the Diesel Technology Forum. Sales of full-size diesel pickups in the U.S. were up 23% in the second quarter compared with the first quarter of 2019 - more than double the sales of all cars and trucks.

An all-wheel drive Chevy Silverado or GMC Sierra powered by the new 3.0-L V-6 Duramax diesel gets 25 mpg, which is 30% more efficient and offers 144 miles more range than a comparable gasoline V-8 model. Expect electric powered light trucks to have significant price premiums over gasoline or diesel engines.

"Electrification may be the wave of the future," says Diesel Technology Forum Executive Director Allen Schaeffer. "But so far it's not bearing out in the market. GM recognizes that you have to have vehicles that customers can buy." GM also recognizes it won't be able to sell in high-volume, so-called "zero-emission states" unless they make EVs available.

Key Take-Away: Despite diesels losing ground in other markets, interest and demand continues to increase in North America in light duty trucks. OEMs put emphasis on overall capability, maximum hp, torque and towing capacity. Further diesel penetration growth is assured in these trucks, at least in the short term.

BorgWarner, Inc. to Acquire Delphi Technologies PLC

BorgWarner has agreed to buy Delphi Technologies for $3.3B to increase their hybrid and electric portfolio. The deal is expected to close in the second half of 2020 and BorgWarner will own 84% of the company. With BorgWarner's previous acquisition of Remy International, the Delphi acquisition is a natural fit to continue expanding their electrification portfolio.

Delphi does currently support fossil-fuel based components such as fuel pumps, cylinder deactivation components and fuel injectors. In addition, they do have business currently around inverters, DC/DC converters and on-board chargers for hybrid and electric vehicles. Delphi has also recently announced a large 800V inverter contract starting in 2022. With most OEMs investing heavily in electrification products, more suppliers are expected to follow the trend to support electrification.

2020 Ford F-Series Super Duty Increases Power and Towing Capabilities

Ford's 2020 F-Series Super Duty features an all-new 7.3-L V8 with best-in-class 430 hp and 475 ft.-lbs. of torque joins the standard 6.2-L V8 in Super Duty's gas engine. The available third-generation 6.7-L Power Stroke® diesel V8 is upgraded to deliver best-in-class 475 hp and 1,050 ft.-lbs. of torque. A new 10-speed heavy-duty TorqShift® automatic transmission is standard with the 7.3-L V8 and 6.7-L Power Stroke diesel V8.

For 2020, The Super Duty gets new trailering technology including available class-exclusive Pro Trailer Backup Assist™ makes maneuvering trailers into tight spaces easier. With hands off the steering wheel, drivers use the Pro Trailer Backup Assist knob to steer the trailer via the reverse camera.

FordPass Connect embedded 4G LTE modem with Wi-Fi provides access for up to 10 devices and charge up with wireless charging and USB-C ports. Available driver-assist technology includes Lane-Keeping Alert, Blind Spot Information System with trailer coverage, and Pre-Collision Assist with Automatic Emergency Braking.

An enhanced front-end design optimizes cooling and lighting performance under heavy loads. All dual-rear-wheel Super Duty trucks are fitted with a high-airflow grille to maximize powertrain cooling. New LED headlamps have improved performance, while high-series trucks feature continuous signature lighting. 2020 models feature a revised front bumper and air dam and a freshened rear tailgate, taillamps and bumper designs. Interior designs for the available trim styles are also revised.

The 2020 Super Duty also features a Tremor Off-Road

Package with suspension updates including a front-end lift, progressive-rate springs, custom 1.7-inch piston twin-tube dampers to control body motion and 35-inch Goodyear maximum traction tires on unique 18-inch black matte-finished wheels. A special rock-crawl mode is included in the truck's first-ever selectable drive modes. The truck boasts 10.4 inches of ground clearance, best-in-class water fording of 33 inches. Tremor is available in F-250 or F-350 single-rear-wheel configuration, with either the all-new 7.3-L gas V8 or 6.7-L Power Stroke diesel V8.

The all-new Ford F-600 Super Duty chassis cab fills the spot between F-550 and F-650. Based on the F550, the F-600 uses upgraded driveline and chassis components, as well as higher-weight-rated 19.5-inch tires and wheels to help achieve its higher 22,000 lbs. GVWR.

Key Take-Away: The 2020 Super Duty incudes significant advancements to help Ford maintain its dominant position in Class 2B - Class 6. The new 7.3L gasoline and upgraded 6.7L engines gain class leadership and the boasting that goes with it. Upgrades in towing, comfort and safety further position Ford ahead of Ram and Chevrolet.

Layoffs Announced at Major OEMs

Kenworth announced that they will be laying off 185 people in January with a possibility of laying off more next month. Daily build rates have been reduced from 150 to 135 due to falling demand with possible more layoffs in February. Cummins said they would reduce their global workforce by 2,000 by the first quarter of 2020. Mack Trucks also announced plans to lay off 305 employees in February at its Lower Macungie Township, Pa.

Mack Announces MD Series Medium-Duty Truck

Mack's new medium duty truck, the MD Series, will start production in July 2020 in a new manufacturing facility in Roanoke Valley, VA resulting in the creation of 250 new jobs. The $13M investment in a medium duty dedicated 280,000 sq. ft facility is supported by a $700,000 grant from the Virginia Commonwealth's Opportunity Fund.

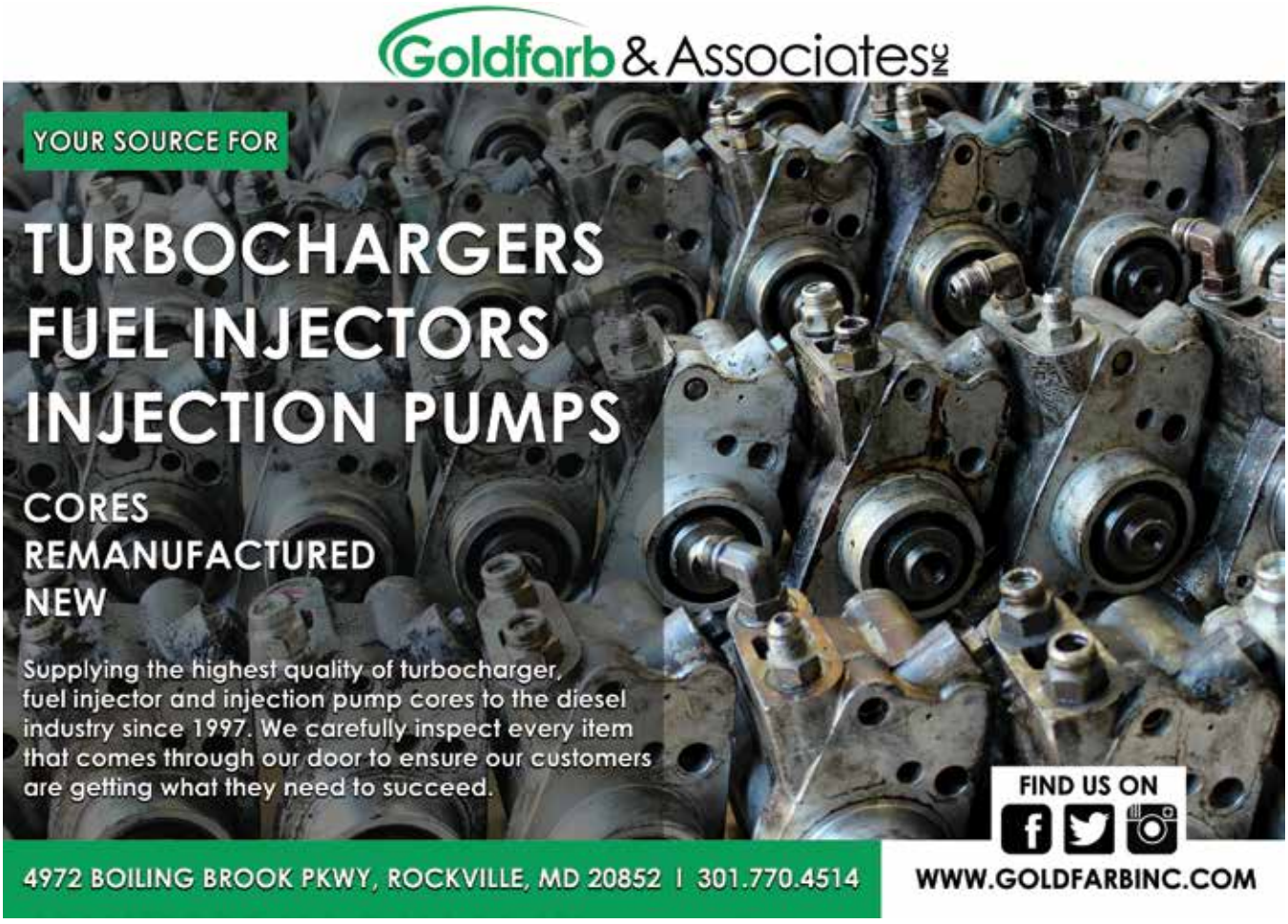
Two 4x2 models have been announced: the MD6 Class 6, has a GVWR of 25,995 pounds, and the MD7 Class 7 has a GVWR of 33,000 pounds, both featuring a sharp wheel cut for maneuverability. The cab is derived from Mack's heavy duty but features a unique short hood for a 103" bumper to back of cab (BBC) – an industry best in terms of compactness. Hood design borrows themes from the Anthem heavy duty for a bold, distinctive appearance. No further product details have been provided; a Cummins-Allison powertrain is anticipated.

Key Take-Away: Mack has at last announced a medium-duty truck to complement its heavy-duty trucks filling the void after the Mid-Liner was dropped in 2004. Volvo-Mack now have a wider product portfolio to compete with Freightliner, International, Kenworth and Peterbilt who have medium duty and heavy-duty trucks as well as Hino that recently expanded its medium duty range into Class 8 with its XL Series.

Volkswagen's Traton Unit Submits Buyout Offer for Navistar

Navistar International Corp. announced that it has received an unsolicited proposal from Volkswagen AG's subsidiary, TRATON SE, to buy the remainder of Navistar in a $2.9B ($35 per share) bid to forge a significant share of the U.S. heavy-truck market. In September 2016, VW bought a 16.6% stake in Navistar, which has since risen to 16.8%.

Navistar reported that the proposal will be carefully



reviewed and assessed by its board and advisers. If Navistar accepts the proposal, VW will acquire it amid its restructuring initiatives. Navistar and Traton have been collaborating on purchasing and making developments in technology to cut costs for both by $200 million a year.

For fiscal 2020, Navistar projects industry retail deliveries of Class 6-8 trucks, and buses in the US and Canada between 335,000 units and 365,000 units, compared with the 435,000 units and 455,000 units previously announced. Class 8 retail deliveries are anticipated in the range of 210,000-240,000 units compared with the previously projected 295,000-315,000 units. The company expects revenues of $9.25-$9.75 billion, down from the earlier projection of $11.25-$11.75 billion.

Navistar said it is aimed at an electrified future aided by the company's latest business unit, Next eMobility Solutions, particularly targeting the launch of medium-duty electric trucks in 2021.

Sale of MAN Energy Not Going Well

Bloomberg News reported that Volkswagen's attempt to sell its MAN Energy Solutions division isn't going as well as planned. So far, offers for the division have been underwhelming, according to unnamed sources familiar with the sales discussion. Cummins, Mitsubishi Heavy Industries and INNIO have expressed interest in acquiring MAN Energy Solutions, whose portfolio includes two-stroke and four-stroke engines for marine and stationary applications, turbochargers and propellers, as well as gas and steam turbines, compressors and chemical reactors. Bloomberg said that VW will retain the business unless better offers are made.

VW also put industrial transmissions maker Renk AG for sale as well. The power engineering group, which includes both MAN Energy Solutions and Renk, has a sum-of-the-parts value of $2.76B, according to Bloomberg Intelligence analyst Michael Dean. ■

SHOP PROFILE:
DIESEL PERFORMANCE ENGINEERING

Year Company Started: 2003
Year Joined ADS: 1990
Number of Employees: 6
Location: Savannah, Missouri, U.S.
Website: www.dpefuel.com

Diesel Performance Engineering is a family tradition

When Rodney and Darla Davison and their business partner established Diesel Performance Engineering, they planned to focus on drive-in, on-vehicle service. Almost immediately, customers asked for more.

"The fuel injection and turbocharger repair followed us and would not leave us alone," says Rodney Davison now. "It was an opportunity that we didn't expect to take, but people kept coming and asking for it."

That was in 2003. Today, DPE is a full-service shop offering factory-authorized fuel injection and turbocharger sales and service for the agricultural, automotive, over-the-road, and construction sectors. There's also a specialty sideline built around the Davisons' roots in tractor pulling. The family-owned business recently entered its third generation, turning the slim survival rates of family businesses in transition into an advantage.

Rodney grew up on a farm in Iowa. Darla's family ran a fuel shop. The two met through tractor pulling and married in 1990, the year Rodney graduated from college. He was managing her father's shop when they teamed with partner Tim Coleman to start their own. Since buying out Coleman in May 2017, the Davisons have been sole owners.

All three founders brought shared values to the enterprise.

"We've always tried to treat people like we would like to be treated," says Rodney. "We have a fair and honest business ethic. You don't have to be underpriced to get a job, and you don't have to be overpriced to make a living, either. You just need to let the customer know what he's getting and why he's getting it, and give him a fair price."

Customers also come to DPE for the right parts, in stock or available fast. The Davisons have spent the years building a network of shop owners whose inventory and expertise can address any customer need.

"If we don't have it or we don't specialize in it, we will get it for the customers," says Rodney. "There are many shops around the country that do things other than what we do, and we do the same for them. There's definitely a community in this segment of the world. We communicate well."

In a region an hour from Kansas City, Missouri, agriculture remains a major contributor to the economy – even though Mother Nature can play some cruel tricks. Judging by a slight slowdown in agriculture-related repairs, the historic

Missouri River floods of 2019 prevented some plantings and kept equipment idle. Farmers beyond the reach of flood waters are faring well.

So are the trucking and construction industries, where DPE's growth has been steady. Much of the construction-related work also tracks to those floods, as dirt-moving and rock-hauling equipment go to work repairing river levees.

The Davisons have always worked hard to stay on top of industry trends. Technicians are trained through the factory or ADS. They always take advantage of free training at ADS conferences, which offer the bonus of networking among like-minded businesses, for a fat list of contacts to call whenever a question comes up.

Now, the Davisons' youngest child, Levi, provides expertise in today's electronics-enhanced turbochargers. Levi joined the business officially in 2018, after graduating from University of Missouri with a degree in mechanical engineering, but he likes to say that he's 25 years old with 12 years of experience. As a teenager working after school, weekends, and summers, he started by rebuilding turbochargers and eventually learned fuel injection repairs.

Today, Levi is service manager for fuel injection and turbocharger repairs. In the corporate flow chart, Rodney is jack-of-all-trades, while Darla manages the parts side.

"The wealth of knowledge that she has in her head, you could write a book and never end the book," Rodney says of Darla's skill.

Of course, family businesses come with unique challenges.

"It's not something that you can walk away from every night," Rodney says. "It stays with you." When work problems come to the dining room table, conversations "aren't always pleasant. But the other part is that I always get to go to work with my family. I get to see them every day."

Levi's entry into the business has taught Rodney to take off his dad hat and listen for new ideas.

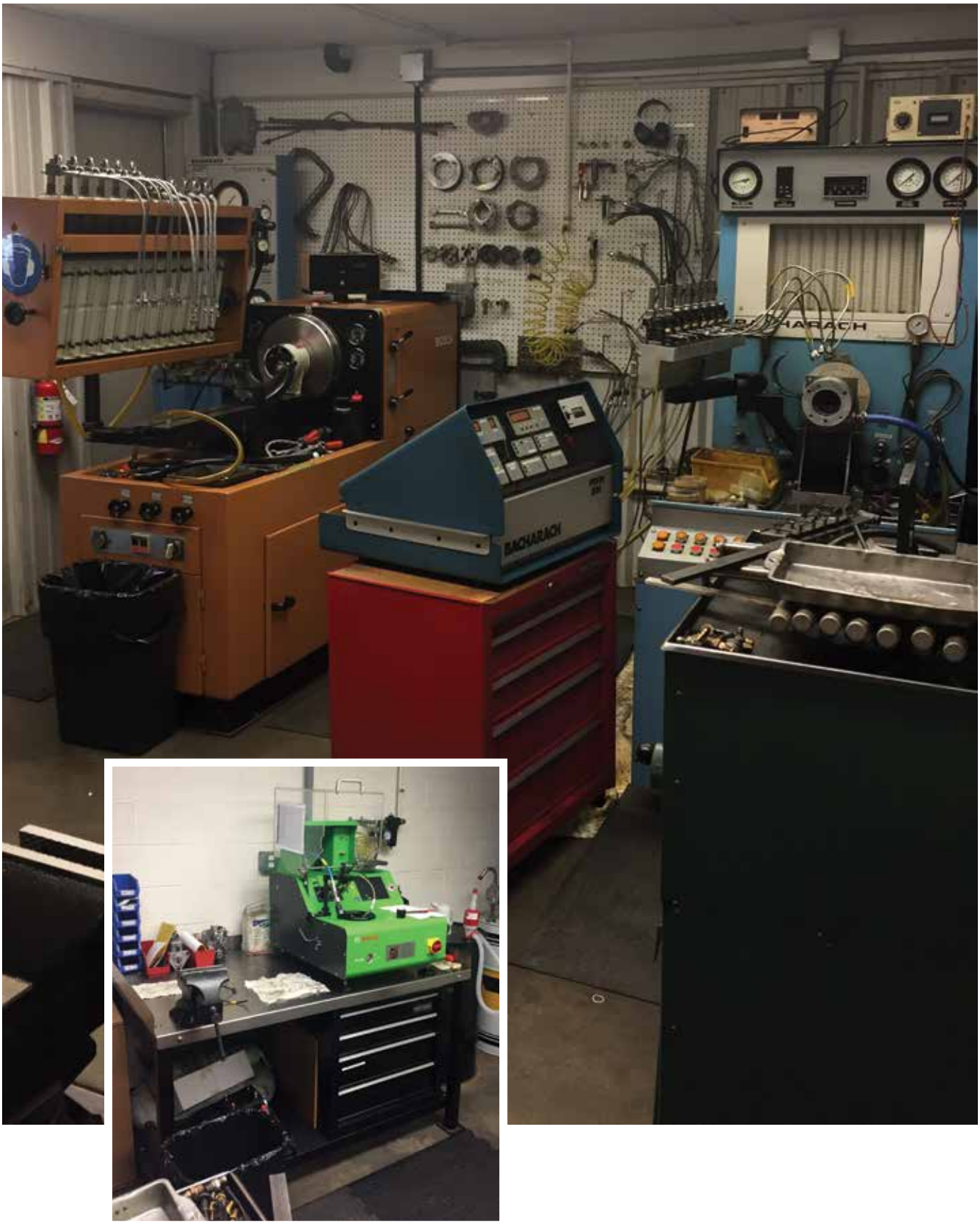
"He doesn't know everything, and the good part is that he knows he doesn't know everything," says Rodney. "He asks a lot of questions. He learns very well. You can see his mind working on ways to improve the business and how we do things. Sometimes, you get stuck in a rut and you don't know it, and I think he's going to help us keep moving forward."

Since the Davisons' three children were babies, the entire family has traveled to participate in tractor pulls. Every meet is a kind of reunion with tractor-pull community friends, and their parts-building business basically migrated to DPE. The company invested in specialized equipment, and it built partnerships with shops capable of machining the parts. After all, the equipment to refurbish a performance tractor capable of pulling up to 65,000 pounds doesn't come off the shelf.

"We've always liked building those parts," says Rodney. "That's the exciting, fun side of the business, where you get to experiment and build and make a product work that shouldn't work. These guys are taking the parts you build and turning a tractor designed for 150 horsepower into 3,000 to 4,000 horsepower."

At age 52, Rodney isn't thinking about retirement yet, although their infant grandsons – born to their two daughters on the same day – might have Darla thinking about an exit sooner. Rodney recognizes that most small and family businesses don't have someone poised to take over operations. He's comforted knowing that in five to 10 years, he can begin stepping away, and Levi can take the reins.

"I think things will be in good hands. He's a hard worker, and he's good with money. I just don't think I've got a problem there." ■


BACHARACH

2020 Convention Wrap Up

The 2020 ADS International Convention in Grapevine, Texas, was a wonderful opportunity for over ADS members to network, receive industry knowledge, and engage with the Association. The Convention featured relevant and informative technical training sessions, networking events, and member presentations. This year was also the first year of co-location with Heavy Duty Aftermarket Week ("HDAW"), which provided ADS members with extensive and diverse exhibiting opportunities at the Trade Show.

The ADS Convention kicked off on Sunday with the Board Meeting, Committee Meetings, Technical Training: Diesel Diagnostics: The Future for Drive-In Service with Tony Salas, as well as Distributor Meetings.

Highly important in providing direction for the Association, the Board and Committee meetings on Sunday focused on addressing issues and opportunities for 2020 and beyond. Committees are an effective way to invest in ADS and contribute to creating positive change. ADS is always looking for members to participate through serving on a committee. If you are interested in joining one of the committees listed to the right, contact Brittanne Gasser at marketing@diesel.org:

- Business Management Committee
- Canadian General Committee
- Communications Committee
- Convention Planning Committee
- International General Committee
- Latin American General Committee
- Manufacturers Committee
- Membership Committee
- Replacement Parts Manufacturer & Distributor Committee
- Technical Education Committee
- Trade Show Committee
- Turbocharger Committee

Sunday evening concluded with the ADS Get-Acquainted Reception. The reception allowed attendees and exhibitors to network and establish connections at the beginning of the week's events. Thank you to our Get-Acquainted Reception Sponsors: Goldfarb & Associates Inc., DieselCore, BorgWarner Turbo Systems, Melett Ltd., Central Diesel Inc., Redat North America Inc., Lucas Diesel Systems, Hoosier Bros/Diesel Punk Core, FPPF Chemical Company, Greening Power Inc, and Industrial Diesel Inc.

Thank you to Virginia Morett for thirty-four years of loyal service to ADS.

BorgWarner Turbo Systems receives 25 Year Exhibitor Award

DNR Industries Inc. receives 25 Year Exhibitor Award

Bostech receives 10 Year Exhibitor Award

Monday morning began with the Opening General Session featuring the ADS Business Meeting, Member Benefit Update, and presentation of awards.

Dieselsite, Inc. receives
5 Year Exhibitor Award

Jeff Sorenson, D&W Diesel receives the 2019 ADS Turbocharger Booster Award. This award is presented to an individual within the ADS membership that has been instrumental in the promotion of the Turbocharger industry.

Exhibitor Awards:

BorgWarner Turbo Systems – 25 Years
DNR Industries Inc. – 25 Years
Diesel USA Group – 15 Years
Bostech – 10 Years
Redline Emissions Products – 5 Years
Dieselsite, Inc. – 5 Years
GB Remanufacturing, Inc. – 5 Years
Memo Corporation – 5 Years

2019 Turbocharger Booster Award

Jeff Sorenson - D&W Diesel

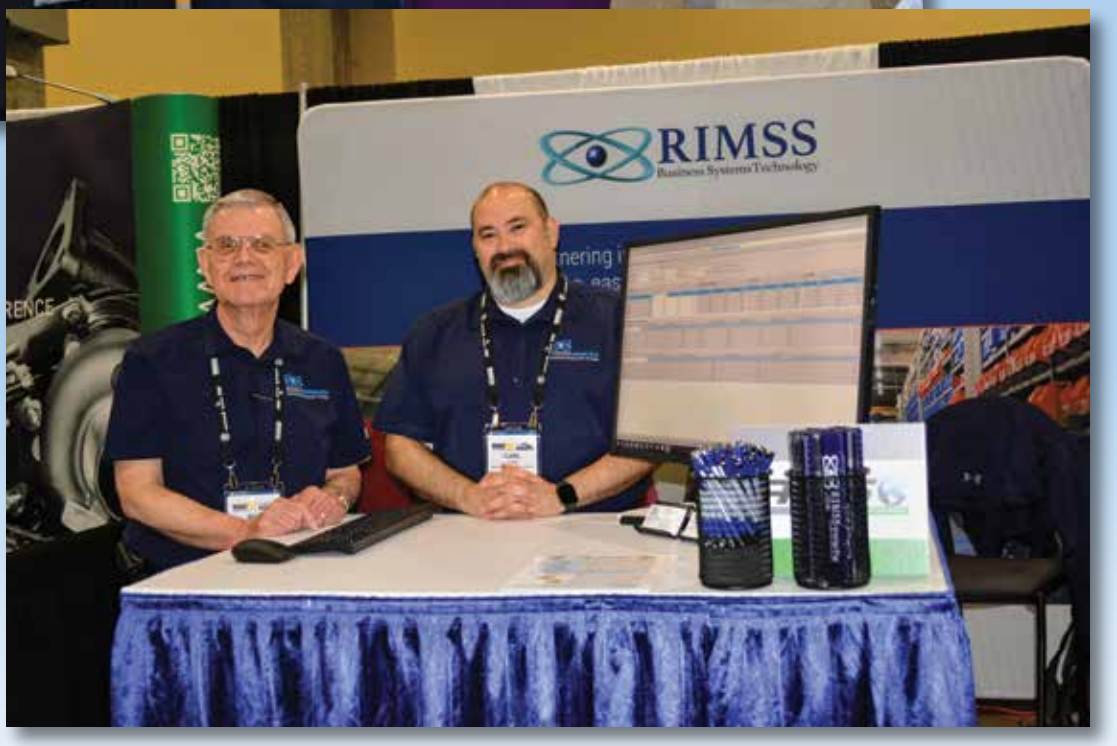
Members heard educational and informative presentations from the following companies: Alliant Power, Cummins, Inc., DENSO, PurePower Technologies, Lucas Diesel Systems, and Delphi Technologies.

Warren Stewart of Industrial Diesel also moderated a panel on Trade Shows 101: Back to Basics, designed to provide tips for navigating and making the most out of a trade show experience. Finally, Homer Hogg of Travel Centers of America, rounded off the afternoon with his presentation: Growing and Keeping Your Best Assets: People.

Members of the Latin American Committee

Members of ADS Forerunners

Members of Canadian General Committee



The afternoon wrapped up with the Ortner Foundation Meeting, Forerunners Networking Event, Canadian General Meeting, and Latin America Meeting.

The Owners Collaboration Meeting on Tuesday evening concluded the ADS-only portion of the event. The meeting allowed Owners, Presidents, CEO's, COO's, Chairmen of the Board, and Branch Managers to discuss challenges faced by upper level management and discuss solutions.

Following the ADS event, those registered for HDAW, attended or exhibited at the trade show and experienced the wide variety of networking and business opportunities provided.

More than 2,400 attendees had the opportunity to participate in over 1,500 One-on-One Meetings as well as walk the 143,000 square foot trade show allowing attendees to view high-quality products and the latest technologies available.

Mark your calendars for ADS / HDAW 2021 January 25 – 28, 2021 in Grapevine, Texas!

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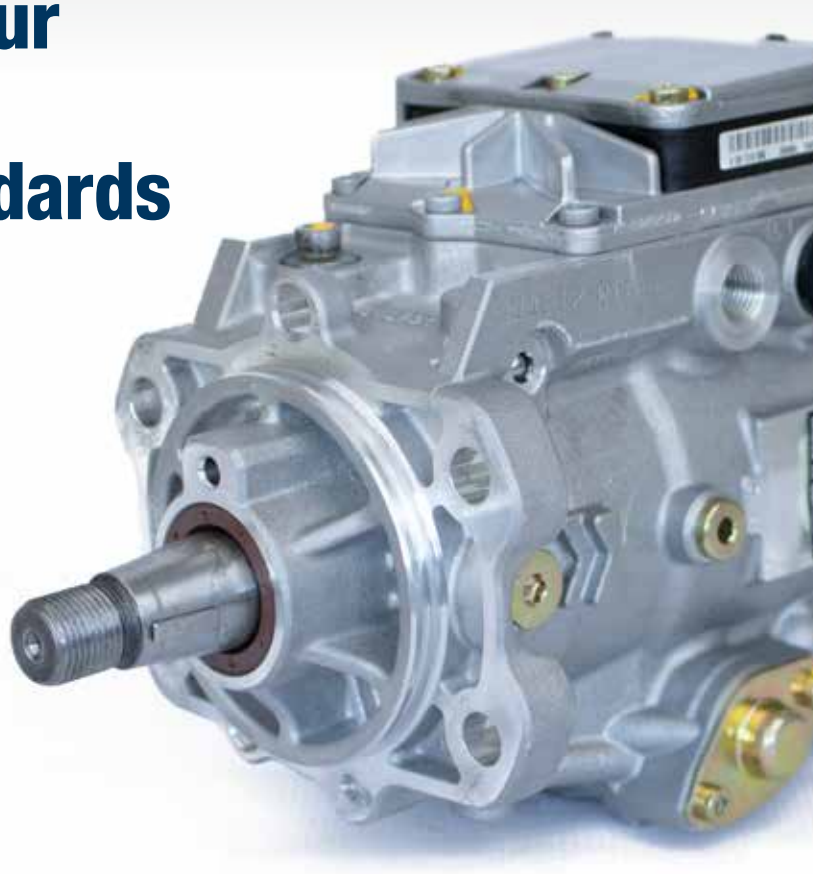

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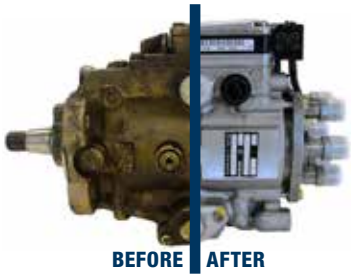

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