

Evolving Trailer Technology



V18 • 1



**The All-New Sahara
AdvantEDGE Expands with Some Love
All-Aluminum FXP Road Tour**

8 Greenhouse Gas Phase II 9 Low Rolling Resistance 12 Complex Connections

2016 Events Calendar

July

15-16 Expedite Expo,
Lexington, KY

September

16-18 International Foodservice Distributors
Association (IFDA) Truck Driving Championship,
Orlando, FL

24-25 West American Truck Show,
Fresno, CA

October

6-8 National Truck & Heavy Equipment Claims
Council (NTHECC),
Charlotte, NC

12-14 National Truck Dealer Associates
(NTDA), Phoenix, AZ

17-19 Internal Foodservice Distributors
Association (IFDA), Tampa, FL

November

7-9 Women In Trucking Accelerate Conference,
Frisco, TX

14-16 CCJ Symposium

16-17 TRALA Fall Leadership Meeting,
Atlanta, GA

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Let's Get the Job Done!

Dear Customer,

The world is changing. It always has, always will, and we'll always be ready. Adapting to change is one way Great Dane maintains its position as a transportation solutions leader. Its products continue to incorporate smarter technology, greater innovation and better customization. At Great Dane Dallas, we are here to help you get the job done!

This issue of Evolving Trailer Technology shares the latest on industry topics such as the Greenhouse Gas (GHG) emission mandates and the new federal excise tax implications for dolly manufacturers and dealers. Learn about the differences between stainless steel and carbon steel fasteners, and how Great Dane sales people and our engineering team can help you choose the right one for your specific trailer needs. Learn about the benefits of low rolling resistant tires and what's trending with trailer side skirts and innovations like Grote's 4-in-1 back-up alarm system.

Our March introduction of the all-new Sahara dry freight truck body was another step in our goal to provide more options and expand our footprint in the transportation industry. And with the recent partnership with Love's Travel Stops, Great Dane now provides an even larger 24/7 AdvantEDGE aftermarket network.

Through growth and change we are reaffirming our commitment to build customized trailers for our customers' unique operations. In this issue, read three case studies on how Great Dane is meeting the needs of customers.

You'll see on the back cover of this issue an ad from our new campaign. The ad reinforces our unwavering dedication to our customers. **As times change, so will our products. But running through every refrigerated and dry freight trailer, every flatbed and every truck body is one thing that will never change: our commitment to helping you get the job done.**

Thank you for being a part of Great Dane!

Regards,

Brandie M. Fuller
Vice President, Marketing
Great Dane



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Sahara Takes Center Stage



*The all-new
dry freight truck
body is turning heads*

The new Sahara dry freight truck body incorporates a combination of the best trailer and truck body designs from Great Dane and Johnson Truck Bodies. Quality and durability make this new offering extremely appealing.

Built-in Design Quality

Traditional Great Dane engineering is leveraged into the Sahara truck body design. The truck body's lightweight design maximizes payload capacity and includes panels that are riveted to the outside of the bottom rail to prevent water intrusion. In addition, the design incorporates Great Dane's exclusive maintenance-free tie-down system, which means there are no U-bolts.

More Great Features

The new Sahara features Grote LongLife sealed harness with 10-year warranty; .24-in. pre-painted white exterior composite plate panels with galvanized steel interior; EnduroGuard roll-up door frame; grab handles at rear, curbside, and roadside for easy loading and unloading; and a proven composite trailer upper corner design for durability and ease of repair.

Aftermarket Support

Add to all these features the aftermarket support network through the Great Dane AdvantEDGE program and the Sahara has no other competitor. 🌐

Last Mile Solutions

With customers and food safety regulations becoming ever more demanding, the Alpine refrigerated truck body provides a cost-efficient, yet reliable solution for a wide range of refrigerated cargo applications. Thanks to its void-free panel foaming technology and strict quality control, it offers the highest level of thermal efficiency in the industry.

Great Dane's complete line of truck bodies presents solutions from the first mile to the last.



"We chose the Sahara because of Great Dane's excellent reputation. This company really listened to our needs and used our input."

- Daniel Stein,
Co-Owner, Mark Vend Co.

Delivering the Best

Mark Vend Co. takes delivery of the first Sahara

For over 50 years, Mark Vend Co. has been satisfying workplace appetites by delivering top quality foods. From coffee and snacks, to fresh produce and healthy salads, to ice cream and frozen entrees, Mark Vend Co. is a one-stop provider of workplace refreshments.

Continuing the Legacy

Founded in 1962 by Andy and Bonnie Stein, this family business now co-owned by brothers, Mark and Daniel Stein, is really proud to carry on the legacy of providing best-of-class workplace refreshment to Chicago's best companies. The decade trucks travel the streets and highways of the Chicago metro area on their daily routes making deliveries and creating a positive impression for the company.

New Addition

Recently, the company purchased Great Dane's newest dry van box model, the Sahara. In fact, they took delivery of the very first unit.

"We chose the Sahara because of Great Dane's excellent reputation," Daniel Stein said. "We purchased the unit over three months ago. It really was easy and fun to specify. Great Dane was very helpful. The company really listened to our needs and used our input."

The Sahara dry van box has ETR fiberglass roof panels, which allow natural light to enter the van, side scuff bands, and a Maxon rear liftgate. The company's Sahara has been paired with a Peterbilt cabover truck.

"The drivers are very happy with the unit," Daniel said. 🚚

McElroy

DELIVERS MORE PAYLOAD TO CUSTOMERS



In 1964, J. C. McElroy, Jr. started a small pulpwood trucking business with one truck, a power saw and a big-stick loader. This company quickly grew and by the 1970s had become a logging contractor hauling chips, sawdust and shavings for local mills. In 1985, the flatbed portion of the operation expanded to form its own separate business, named McElroy Truck Lines (MTL).

Today MTL hauls building products—roofing, wallboard and wood products—and meets its hauling needs with Great Dane flatbed trailers. Routes run from northern Florida to New York along the Eastern Seaboard and west to the lower edge of Minnesota and south to Eastern Texas.


The MTL fleet runs 48-ft. tandem-axle Freedom LT, combo trailers. These trailers are spec'd for strength and high performance, featuring no-nail strips, slide winches on both sides of the flatbed and a special rear axle placement to balance weight on the tractor/trailer combinations. The trailers run on steel wheels with low-profile 22.5-in. Bridgestone tires.

In addition to high performance, McElroy trailers have a high-end appearance. The trailers are painted red to match its power equipment.

The Right Choice

As a longtime combo customer, McElroy recently put one of Great Dane's new all-aluminum Freedom XP flatbed trailers in the field. These trailers are designed for strength and durability, but weigh-in as one of the industry's lightest base weight trailers available. According to MTL President, Jay McElroy, "We save over 2,000 pounds per trailer, which means we are able to offer more payload to our customers. In addition, we have found that the aluminum flatbeds offer better corrosion resistance than steel in areas where road salts are extensively used."

A Good Investment

Specifying Great Dane Freedom LT trailers has proven residual value. McElroy states, "We have found that our combo trailers retain value. We operate and maintain trailers in our system for over 10 years and our Great Dane combos have performed well, and I expect our Freedom XP all-aluminum trailer will live up to our expectations." 

Company Profile

McElroy Flatbed Truckload Carrier

Headquarters: Cuba, Alabama

Founded: 1964

Operating Territory: Southwest, Southeast, Midwest and Mid-Atlantic regions

Company Focus: Heavy-hauling flatbed operation primarily hauling building products

Great Dane Equipment: Freedom LT Flatbeds

3 THINGS to Know About Our FXP Flatbed

1 Weight Conscious

With a base weight of 8,200 lbs., the FXP is one of the industry's lightest all-aluminum flatbeds

2 Reliable & Durable

This flatbed is designed for strength and durability while maximizing payload versatility

3 High Performance

Rated for loads up to 52,000 lbs., or up to 60,000 lbs. as an option in 4 ft. increments, and 120,000 lbs. evenly distributed

Great Dane ★ **FREEDOM XP**

Great Dane's Freedom XP Road Tour

Great Dane ★ **FREEDOM XP**

Want a face-to-face encounter with Great Dane's newest FXP all-aluminum flatbed?

For more info about this event, contact Chris Bronson

Trade Show & Events Manager

912-644-2100

CBronson@greatdanetrailers.com

Great Dane Deals on Flatbeds

A Win/Win Proposition

All Great Dane flatbed trailer 2016 models are currently on sale, offering fleets great savings on the best flatbed trailers on the road today. Choose from the following seven exceptional models:

- Freedom SE/steel drop decks/oil field specs 53'
- Freedom SE/steel flatbeds 48'
- Freedom SE/steel drop decks 48'
- Freedom LT/combo flatbeds 48'
- Freedom LT/combo drop decks 48'/40" height
- Freedom LT/combo drop deck 53'/34" height
- Freedom XP 53'

These weight conscious, price competitive, reliable and durable flatbeds won't last long.

Contact a location near you today, or visit greatdanetrailers.com/platform.



Trailers and GHG II

Great Dane weighs in on expected mandate

The Greenhouse Gas (GHG) II emissions mandate proposal covers improved energy efficiencies in transportation, which will potentially affect trailers regarding tire technologies, weight reduction and designs for reducing aerodynamic drag. Other factors considered include trailer size and the effects of drive cycle and tractor-trailer ratio on the achievable improvements in efficiency as a result of trailer spec choices.

Rolling Resistance Regulations

Tire choices play a role in fuel efficiency. Low rolling resistance trailer tires, both dual and single configurations, can improve fuel economy when they fit the application. While wide-base single tires (WBSTs) may provide weight reduction and rolling resistance benefits, for many operations they may not match the life and wear characteristics of dual tires—and retreading may not be a practical option.

Weight Reduction

Specifying lighter weight trailers has its benefits, but most trailer fleets can't forecast trailer payload weights over the life of the trailer, so for many carriers, reducing trailer weight by purchasing lightweight options for fuel economy doesn't lead to predictable payback. According to industry experts, weight reduction provides only modest fuel economy improvements compared to other options such as aerodynamic improvements. Also, weight reduction must be balanced against trailer durability, since lack of durability leads to higher trailer maintenance cost or premature trailer replacement.

Aerodynamic Devices

Increasingly, fleets have been adding aerodynamic devices to lower drag and increase fuel economy. Research shows that aerodynamic enhancements for van or box type trailers have the greatest potential to improve trailer-based fuel economy—and there are many options. However, they are not applicable for every operation. The use of trailer side skirts for van trailers has significantly grown in past years in certain market segments. Other types of devices such as

front or rear devices, or underbelly fairings have seen limited adoption. Damage and maintenance concerns, compared to cost and efficiency improvement potential, may be a deterrent. It varies, but is always worth investigating.

Keeping You in the Loop

Great Dane engineers remain active in the dialog surrounding the GHG II legislation and advocate that proposed regulations recognize the limitations of today's technologies and should focus on additional improvements through incentives. Great Dane will continue to keep you informed about the GHG II mandate. 📧



Breaking Down Resistance

Low Rolling Resistance tires affect fuel efficiency

Tire manufacturers have been studying the relationship between tires and fuel efficiency for years. Although tires are one of many components affecting fuel economy, they are one of the easiest to change and test.

About a third of heavy-duty truck fuel consumption is used to overcome rolling resistance, which directly relates to the energy a tire consumes or dissipates while rolling under load.

Low rolling resistance (LRR) tires are designed to minimize energy loss as a tire rolls, decreasing required rolling effort, and resulting in improved fuel efficiency. LRR tires are constructed using technologically advanced compounds with special tire construction techniques to help minimize rolling resistance while maintaining other necessary tire design and performance characteristics.

Low rolling resistance tires in either dual or wide-base configurations


save significant amounts of fuel when compared to tires that are not designed for low rolling resistance. While some of the costs to use LRR tires may be higher, these costs are typically recovered over the tire's operational lifetime.

Fortunately, tire manufacturers continue to advance the design of these tires to deliver even higher fuel savings with less trade-offs in traction and tread life.

Experts help you make choices

Most major tire manufacturers offer a number of trailer tires with low rolling resistance. The difference between the tires really comes down to the materials, performances, technology, manufacturing controls and the consistency of production.

Consideration of the fleet's operating environment is important, and tire performance must sync with the nature of fleet operations, drivers and their habits, driving locations, maintenance schedules, budgets and other priorities,

such as fuel costs. When considering which tires you need, work with tire experts who will help you select the best tires for each operation. 

Benefits at a glance

Reduced Fuel Consumption

LRR tires offer a presumed fuel saving advantage over a similar non-LRR tire.

Regulatory Compliance

Today California is the only state requiring the use of LRR tires on many vehicle configurations, but with the next phase of GHG reduction mandates, which will likely include trailers, regulatory changes are expected.

Read more about the GHG mandates on page 8.

Weight Reduction

Wide-base single tires (WBS) and wheels help reduce vehicle tare weight, increasing fuel efficiency and payload capacity. WBS tires reduce rolling resistance, can carry high loads and can be substituted for a dual tire set in many trailer applications.





Going to the Dogs (& CATS)

Hollywood Feed delivers pet food in style and on time thanks to its big rigs

Hollywood Feed operates with more than 40 pet stores selling only premium products for dogs and cats throughout Tennessee, Alabama, Mississippi, Arkansas and Texas. To handle its busy delivery schedule, the company runs a fleet of Mack Trucks coupled with Great Dane Champion CL trailers.

The Right Combination

When asked why he chose this combination, Hollywood Feed Owner, Shawn McGhee, said, "Oh, come on, we are dog people, what other combination would we choose? A Bulldog (Mack) pulling a Great Dane just doesn't get any better. Seriously, when we were considering trailers, we knew we needed someone who would be willing to work with us to build

custom trailers—and we wanted them made in the USA. Our Great Dane sales representative said his team could help. Great Dane's engineering team came up with a good solution that allowed us to achieve our desired results."

Custom Spec

Hollywood has spec'd out custom Champion CL's, which are 42 feet long and 102 inches wide, specified with translucent tops. In addition, the trailers have floating axles fitted with Maxon lift rail gates. For added durability, these trailers are lined with SSL panels along with Great Dane's exclusive PunctureGuard scuffband to protect the side



Company Profile

Hollywood Feed A premium pet store chain

Headquarters: Memphis, Tennessee

Locations: 40 stores in five states — Tennessee, Alabama, Mississippi, Arkansas and Texas

Company Focus: Improving the lives and well-being of companion animals

Great Dane Equipment: Champion CL

“We are dog people, what other combination would we choose? A Bulldog (Mack) pulling a Great Dane just doesn't get any better.”

- Shawn McGhee, Owner, Hollywood Feed

walls from fork-lift damage.

The Right Image

When it comes to projecting a company image, McGhee said he wants the trailers to be a brand statement as iconic as the legendary brands. He said, “I think our design team exceeded my expectations. We constantly get customers sending us photos of our rigs running down the road or

making a delivery so

I think that is as

good as it gets.” 🐾



Complex Connections

Because trucking fleets expect their trailers to have a long and productive service life, trailer OEMs consider the details of the construction of those trailers—and the right fasteners play a key role. Although it may just look like a bolt, the proper fastener choice is not as easy as it might seem. There are a lot of tradeoffs, particularly when choosing between coated carbon steel and stainless steel fasteners.

Here are just a few:

- Mechanical performance
- Corrosion resistance
- Cost
- Compatibility with materials being joined
- Installation techniques & challenges

Stainless vs. Carbon Steel

While stainless steel fasteners cost more, they are more corrosion resistant. However, if used improperly, they may promote or accelerate corrosion of any non-stainless parts that they touch.

Stainless steel bolts aren't as strong as their carbon steel counterparts. A "common" stainless bolt would only be equivalent in strength to a grade 2 carbon steel bolt, and "high-strength" stainless steel bolts would be almost as strong as a grade 5 carbon steel bolt. However when used properly they are well suited to specific applications and they don't rust nor do they need to be coated or painted.

Because stainless steel bolts are not as strong as a grade 8 carbon steel bolt, carbon steel bolts are preferred when high strength is required in the fastener application.

Carbon steel threaded fasteners are usually used on areas of the trailer that are out of view, and they have finishes applied to their surface as a part of the fastener design to protect the fastener itself from corrosion. Depending on the type of finish, the corrosion resistance of a coated carbon steel fastener can approach that of a stainless steel fastener, and in many cases the trailer manufacturer applies an additional coating to the fastener after installation.

Making the Right Choice

Although this topic is complex, you can rely on the Great Dane engineering team to choose the appropriate fasteners for your specific trailer. With decades of experience, industry knowledge and access to technical data, the engineering team will select the right fastener for each application to ensure your trailer will achieve a long and productive service life. 🇺🇸

Pro:

- More corrosion resistant
- Better appearance, no need for a coating

Con:

- Not as strong as high-grade carbon steel (grade 8)
- Cost more

Stainless Steel

Pro:

- Strong
- Cost less

Con:

- Requires coating for corrosion resistance and appearance

Carbon Steel



Grote LEDs “Have Your Back”

Innovative 4-in-1 Back-Up Alarm System Focuses on Safety

Grote Industries continues to focus on LED lighting and safety solutions. The Grote 4-in-1 Back-Up Alarm System increases safety for drivers and pedestrians. The system features Grote’s new integrated lamp that combines all stop/tail/turn and back-up functions into one industry-standard size lamp. The innovative 4-in-1 Back-Up Alarm includes a Grote sealed type A, 112-decibel back-up alarm that only works when the wheels turn backward. It alerts people that the vehicle is reversing but does not come on when the trailer moves forward, and it is completely independent of the ABS system on the brakes. It is interconnected with a sealed Grote UBS wire harness. It provides high-level electrical protection

for reverse voltage, over voltage, electrical transients and over-heating. The unit is assembled into a theft resistant stainless steel mounting flange and does not require additional mounting holes to be cut or additional brackets.



Scan the QR code to see a video of this light in action.

Side Skirting Saving fuel while looking good

The right side skirt on your trailer can save you money. Great Dane customers who choose a Laydon Composites TrailerSkirt™ get a well-designed aerodynamic side skirt that is proven effective and durable in some of the toughest situations. And it looks good, too.

Smart and Efficient

Laydon Composites (LCL), a pioneer in trailer aerodynamics with 30 years of experience, says the TrailerSkirt is lighter than many other trailer skirts but strong enough to get the job done.

The TrailerSkirt has earned EPA SmartWay and California air Resources Board (CARB) approval, validating its use to increase fuel efficiency, which can help your bottom line.

Designed to Bend and Stay Clean

The LCL TrailerSkirt has a rugged design that uses Impact Guard’s advanced fiber-reinforced thermoplastic composite panels. This provides superior performance similar to Great Dane’s PunctureGuard interior linings. In addition to the skirts being shaker-tested and flex-tested, they are proven on the road. Their resilient design allows for substantial bending in the event the skirt needs to flex. The skirts also stay cleaner than others because they have a polymer construction and corrosion resistant hardware. You can trust this skirt will provide value and look good mile after mile.



Dollies Reclassified for FET

The IRS will enact a new FET tax rule on July 1, 2016. Great Dane single-axle dollies are rated at 25K and thus not subject to FET. However, our tandem dollies are rated at 34K and therefore are subject to the tax.





Company Profile

Arnold Transportation Services

Regional Truckload Carrier

Headquarters: Grand Prairie, Texas

Founded: 1930s

Operational Locations: South Central and Midwest states

Company Focus: Irregular route truckload service, dedicated solutions, expedited options and logistics support

Tractor/trailer units: 582

On-time & Flexible

Regional service provider leverages **AdvantEDGE** to ensure customer satisfaction

Arnold Transportation Services is a full service truckload carrier headquartered in Grand Prairie, Texas. It provides irregular route truckload service, dedicated solutions and logistics support—and creates a wide range of possibilities to ensure customer products are delivered on time. Arnold operates in regional markets for customers who need a flexible, performance-driven carrier and runs a variety of assets.

AdvantEDGE Adds Value

“Because we have a great relationship with Great Dane, we enrolled in the AdvantEDGE program, which has given us flexibility in our outside trailer repair footprint, and has also had a positive impact on our trailer cost per mile,” said Arnold Transportation Services Fleet Road Maintenance Manager, Arron Smithart. “What appeals most to us is the clear line of communication with outside repair vendors, which is our top priority. Knowing when we will have our equipment back allows us to maximize our asset utilization—and the customer service has been outstanding. We also

appreciate the centralized billing and guaranteed pricing across our network that has allowed us to streamline our AP process.”

Trucks Get Back on the Road

The company has been able to better control road calls and schedule maintenance in advance, Smithart said, “Being on the Great Dane AdvantEDGE program allows us to get equipment in for repairs in a more timely manner. We can call ahead and get expedited service times, estimates and parts availability that allows us to get the equipment on the road faster. And in most instances, all of these items can be handed all on one call.

Dealer Coordination Saves Time

The fleet has multiple dealers it uses regularly. Smithart said, “Our service coordinators call the dealer network as needed to get daily updates on equipment in the shop, open bays and tech availability. The clear updates we receive reduce calls, which in turn means more efficient use of our coordinators’ time.”





Perfect Coupling

AdvantEDGE & Love's Travel Stops offer strong ERS program

Great Dane has strengthened its Emergency Road Service (ERS) offering by partnering with Love's Travel Stops to provide expanded roadside assistance to AdvantEDGE members.

Great Dane Aftermarket Service Manager, Tony Neven, said, "With the Love's Travel Stops' vast network of locations, Great Dane AdvantEDGE has over 500 mobile service trucks in over 350 locations nationwide to service our fleet

customers." Great Dane has partnered with Love's Travel Stops because of its high integrity for quality and customer service, as well as its locations matching fleet customers' shipping lanes.

Let's get you where you need to go!
Enroll Today. 📍



For **FREE** enrollment, scan the QR code, call (877) 600-3433 or visit greatdanetrailers.com/AdvantEDGE





Great Dane

LET'S GET THE JOB DONE

For more than a century, Great Dane has delivered unparalleled American-made products. As the times have changed, our products have changed too, incorporating smarter technology, greater innovation and better customization. But running through every refrigerated and dry freight trailer, every flatbed and every truck body we make is one thing that will never change: our commitment to helping you get the job done. **Let's go.**



GreatDaneTrailers.com