

MACK HELPS FUEL WACCAMAW TRANSPORT GROWTH

Danny Page had heard the new Mack® Pinnacle™ models were reliable but with a 24/7 business and a fleet of competitor trucks, he didn't want Waccamaw Transport to take a chance. So when TranSource owner Dan Bland said that with its *mDRIVE*™ automated manual transmission Pinnacle could reduce maintenance costs, fuel consumption and driver fatigue, Page said "Prove it."

TranSource and Mack Trucks did just that.

"I put it with the most demanding drivers, guys who couldn't change gears," said Page, vice president of the Selma, N.C. fuel hauler. "We tried to make it fail. The truck did exceptionally well. The more we ran it, the more we said, 'Wow, this is pretty good.'"

That decision led Waccamaw to purchase 20 Pinnacle DayCabs outfitted with 415-HP MP8 engines, *mDRIVE* transmissions, 12,000-pound-capacity front and 40,000-pound-capacity rear axles. They're spec'd with three-axle air disc brakes, super-single tires and aluminum wheels.

The first to notice the change were the drivers. "I have never had such positive feedback on a truck, every aspect of it — cab room, pulling power, braking improvements," Page said. "Most of our business is delivering gasoline to convenience stores in cities so maneuverability is essential. What we had not expected was drivers talking about the incredible turning capability."

Fuel economy was another pleasant surprise. "We're getting 6.4 mpg, 6.5 mpg out of the gate," Page said. "We have trucks pushing 7 mpg."

"As time progresses I expect to see the fuel economy continue to creep up," said Eric Pate, director of operations. "They're already outperforming competitors by 0.3 mpg to 0.5 mpg. And our drivers absolutely love the trucks."

While fuel economy is important, reliability tops the list. "Whatever you buy has to last," said Page. "You can't be doing constant maintenance in lieu of delivering product to customers. I'm comfortable those trucks aren't going to spend 20 percent of their time in the shop."

At first glance the company doesn't appear to take a lot of chances. Waccamaw is owned by the Clark family — the estate of the late Manly Clark and brothers David, Giles and Rogers, who has held the title of president and CEO for more than 35 years. Together they run a variety of traditional petroleum industry businesses including a network of 74 corporate convenience stores and a franchise network of 62 stores in North Carolina.

It's that preference for stability that has enabled the 73-year-old company to grow to 75 employees and a fleet of 52 trucks and 70 trailers.

Page said Waccamaw is very satisfied with its decision to buy the Mack brand. "The entire purchasing experience with Mack and TranSource was efficient and gratifying. Their professionalism and expertise assisted us in developing optimum specifications for our industry hauling needs."

