

CUSTOMER SUCCESS STORIES



Mack Gives Zeigler's Fleet New Lease on Life

In 1932 Maurice Zeigler built an apple press behind his home in Lansdale, Pennsylvania. A worker at Ford Motor Co., he needed the extra money to survive the Great Depression. With the help of his six children he started selling cider to farm stands, then door to door, then to those newfangled places called supermarkets. Today Zeigler's 45 employees ship product to 32 states during the busy fall season.

The cider tastes crisp and clean, with a tang of fresh apple, a taste that is distinct and reliable. The company, a division of LiDestri Food & Beverage, prides itself on that reliability. Which is why Zeigler's turned to Mack Trucks and Bergey's Truck Centers in Souderton, Pennsylvania when the lease on its fleet expired.

Ric Ciesielka, director of Lease and Rental at Bergey's Leasing, put together a package as tempting as Zeigler's cider — a small fleet of four MACK® Pinnacle™ models with 505HP MP8 engines, 13-speed transmissions, 60-inch midrise sleepers and auxiliary power units. And to sweeten the offer, the full-service lease provides road service while controlling costs.

For Zeigler's, the key to the deal was Mack's reliability. "I can't have trucks that fail," said Eric Cooper, Lansdale and Pennsauken fleet transportation manager. "Our reliability is why we are

successful. We don't miss loads. That's a big no-no. We haul for other outside customers — cider, orange juice, yogurt and pizza, just to name a few products. I had to make sure that whoever we went with, they would support us with fast and timely service. It was a perfect fit."

The equipment was a perfect fit, too. "I like how the trucks perform, how they're built. Not a lot of plastic, lighter than the competition, and Mack has the best solution with its SCR system. It's a solid truck. We got the right engine, the right axles, the right fuel economy."

Mack also has the power to tackle the hills of upstate New York, where the orchards are located. "The trucks are performing. The drivers like them. We went with the best driver's seat available. They love the power and the maneuverability."

They also like the look, feel and reliability of the new Pinnacle models. "I kept it a secret from them," Cooper said of the selection process. "The drivers had no idea what they were getting. When those trucks rolled down the street and the drivers saw them nicely chromed out, they were excited. It was like Christmas."