

The Mack Trucks, Inc. 10-Point Service Commitment

1. Customers will have service available to them on a 24/7 basis.
2. Customers will be able to schedule a service appointment promptly.
3. Customers will find knowledgeable service advisors/managers at all Mack dealers.
4. Customers will have their problem diagnosed within 2 hours.
5. Customers will have parts available when and where they need them.
6. Customers will be updated/communicated with during the repair process.
7. Customers will be notified promptly of completed repair.
8. Customer repair will be finished when promised.
9. Customer problems will be resolved correctly the first time.
10. Customers will have assistance in understanding warranty coverage and resolving warranty questions.



BUILT LIKE A MACK TRUCK®

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Success Story — Rockford Corp.

Rockford Corp. does battle with steep grades, heavy loads and mountains of dirt and rock to lay oil and gas pipelines across the western United States. But while the laws of nature can make work difficult, it's the man-made laws that present the greatest challenge.

Fortunately Rockford is getting a hand from a new partner — Mack Trucks, Inc.

Its extensive experience in all types of conditions gives Rockford the expertise to deal with the toughest projects. The company recently completed a long segment of the Rockies Express (REX) Pipeline Project in Ohio. Its newest challenge — the Ruby Pipeline, which runs through four states — provides yet another example of how the company uses all of its resources to grow the business.



"The Ruby Project features two spreads that are a combined 126 miles in length," said Phil Day, the company's chief operating officer. "It's so difficult we approach it as two projects. The pipeline originates in Wyoming and runs through Utah, Nevada and ends in Malin, Oregon. We're building the right of way. The terrain is rocky and mountainous. We'll start by making grade then drill and shoot (dynamite) the rock and the trench for the pipe."

Digging ditches sounds simple until you consider the equipment and manpower required to do the job. The REX project involved transporting and laying 42-inch diameter pipe, three sections of which weighed 42,000 lbs. The company used 150 pieces of large construction equipment on a jobsite that stretched for 31.5 miles. It took five months and 650 people to complete the work.



To help meet those challenges, Rockford recently ordered 16 heavy-duty Mack® Granite™ models — 12 tractors, two all-wheel-drive skid trucks to haul pipeline skids and two trucks to fuel and service the heavy equipment. The 2011 tractors are equipped with 505-HP Mack MP8 engines with Mack Clear Tech™ SCR Systems. They also have 18-speed Eaton Fuller transmissions, 14,600-lb.-capacity Mack front axles and 40,000-lb. capacity Meritor rear axles. The skid trucks are spec'd with 455-HP MP8 engines, Eaton Fuller 8LL transmissions and the same front and rear axles as the tractors, with the addition of flatbed dump bodies. The fuel and lube trucks have 18,000-lb.-capacity front axles.

The job of getting the right equipment for the job fell to the dealer, TEC Equipment, Inc. in Portland, and its sales rep, Chris Sanderson. “He nailed the specs,” Rockford’s Day said.



Life wasn't always so easy. Rockford Corp. started more than 40 years ago as a one-man operation in Alaska: Lemmie Rockford using a welding kit and a pickup truck to install petroleum storage tanks in remote villages. Since then the company has moved to Oregon, opened offices in three

states and books revenues of \$200-300 million a year. “We’re successful because we really have the best supervisors in the industry, with a range of experience that allows us to take on these difficult projects,” Day said.

That and taking on jobs in some of the most environmentally sensitive areas of the nation.

“We do lot of work on federally-owned Bureau of Land Management land,” Day said. “There are a lot of restrictions in the way the projects are constructed. Those restrictions cause us to manage the time and work very carefully. We cannot afford to put a lot of time into the project only to have equipment that doesn’t perform.

“That’s why Mack has become so important to us. Our previous philosophy was to buy older equipment and maintain it a lot longer than we should have. With Mack we get to control the specifications. When we started buying Mack equipment it was apparent we were getting productivity improvements. And because of Mack’s forward thinking — the company builds its engines with future environmental restrictions in mind — we have better equipment and our people take better care of it.”

Day is most impressed with the Mack MP™ engine platform. “Mack met all of the environmental requirements for California. Older equipment can’t be upgraded economically but we can use it in places like California because Mack’s clean engines offset the emissions from older equipment. We can bid on jobs we couldn’t before and that’s meant more work and more revenue.”



Two other things strike him about the new Granite models: power and pleasure. “The platform offers more power. And the trucks can take a beating.” The comfort is just as impressive. “It’s gratifying to see the new equipment has had such an impact on the employees. I can’t tell you how many calls and emails we get saying this is the best truck they’ve ever driven and they’re really going to take good care of it.”

That doesn’t mean the job is easy. Rockford spends countless hours training employees in the finest details of the law, such as cleaning equipment so they’re not moving noxious weeds from state to state. “We follow the environmental restrictions completely,” Day said. “It’s exasperating sometimes yet it’s the world we live in. The contractor that can adapt to the stringent environmental and safety requirements of the job is going to be successful.”

Just like Rockford Corp.