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Q&A With  **FYDA**
FREIGHTLINER
Columbus, Ohio

The Crossroads of Expediting

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COVER STORY

Q&A: Fyda Freightliner

By Lawrence McCord, Publisher



I recently had the opportunity to talk with Bobby Snyder, Representative for Fyda Freightliner in Columbus, Ohio

Q. Who is Bobby Snyder?

A. I have been in the business since 1997 and have been heavily focused on Expeditors since August of 1999. I live in Columbus, OH with my wife Lori and we raise our 5 children. I started with Fyda Freightliner in September of 1997 as a medium duty Sales Coordinator right out of college. I have sold both new and used vehicles, heavy and medium duty trucks throughout my career.

Q. Tell us a little bit about Fyda Freightliner.

A. Fyda is family owned and operated since 1954 when they started in Youngstown, OH. We currently own 5 stores all across Ohio and Pennsylvania. We are committed to serving our customers' needs and strive to develop strong working relationships with them.

Q. You've been in the industry for several years now, what's some of the biggest changes you've seen?

A. The two that come to mind are equipment and customer base. When I first started there was a typical demographic for expedite truck buyers. Usually they were husband and wife and empty nesters who were not ready to retire but wanted to get paid while seeing the country. There really has been

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a shift towards small fleet owners and there are very few husband/wife Owner Operators left. The equipment has gone through several emission changes over the years. EGR, DPF and now DEF are the major changes. Truck prices have risen, not only these changes, but also the cost of raw materials and the true cost of inflation.

Q. What's the biggest challenge to new expedite truck buyer?

A. I think financing is, and has always been, the biggest challenge for new truck buyers.

Q. What is the best ways to overcome this challenge?

A. Knowing your credit history and having cash reserves are the best way to handle this. If you are looking to finance a truck you should first check your credit, repair it if needed, and be prepared to put down 10-20% on your purchase. Keep in mind you will also need operating funds for the first month or so.

Q. What are three things every truck buyer should know in 2015?

A. Be conservative with your cash. It is very important to put some of your money in reserve for a rainy day. Also, buy the most fuel efficient truck that meets your needs. Have a plan that covers 2-5 years and stick to it. Buy a truck that you will be comfortable in since you will be the ones in it every day for the next several years! Be sure you like what you buy.

Q. Any new expedite truck features for 2015?

A. There are always new improvements each and every year. I have seen a strong push to maximize fuel efficiency and maximize driver comfort. There are also several safety advancements coming in 2015. Active braking assistance and adaptive cruise control would be examples of just a couple.

Q. Cincinnati Bengals or Cleveland Browns?

A. Great question. I guess it would depend on if you are north or south of I-70.

Q. If you had a crystal ball, what does 2015 look like for the industry?

A. We are expecting another strong year for new truck sales. I think we will start to see some quality trades hit the used expediter market as well. There has been a real lack of used inventory in recent years since very few of these trucks were built between 2009 and 2011. We should start seeing people upgrade their 2012s adding more quality used trucks to the secondary market. These will be great starter trucks for first time buyers that are not willing to spend \$150K + on a new truck.

Q. How can people reach you?

A. I can be reached at (888) 697-9681 ext. 1211 or by email at bsnyder@fydafreightliner.com **EN**

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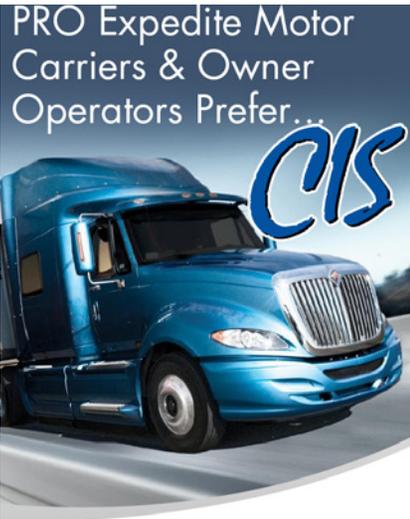


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by Shelly Benisch, C.I.C.

"Hired Auto" is not "Cargo"

When you see "Hired Auto" on a Certificate of Liability, it means that there is "backup" coverage for that Motor Carrier if the Owner Operator does not have the correct type or amount of Commercial Auto Liability insurance. (When a Motor Carrier discloses all Owner Operators hauling for him to his insurance provider, he is able to purchase this coverage.)

"Hired Auto" has nothing to do with "Cargo".

For "backup" coverage on Cargo, the Motor Carrier must purchase a "Blanket" Cargo policy. "Blanket" Cargo is usually based on gross receipts or mileage that the Motor Carrier must track.

This "backup" cargo insurance is vitally important to the Motor Carrier for two reasons:

1. Many times Owner Operators providing their own Cargo cannot submit a claim to their own insurance provider because their name is not on the Bill of Lading or the policy has not been endorsed for Care, Custody and Control.

2. Many times Owner Operators providing their own Cargo may start out at the standard, \$100,000 limit, but then drop it down to much lower levels without the Motor Carrier's knowledge.

In both cases, the loss falls back to the Motor Carrier, who is ultimately responsible for the value of the Cargo he has promised on his Cert. There is no coverage under the 91X because that's Liability...where the "Hired Auto" comes into play. **EN**

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What You Should Know Before Purchasing an Expedite Straight Truck

By Sean M. Lyden, Staff Writer

As an expedite owner-operator, your truck is a tool to make money. But you also need it to perform in a way that keeps costs under control. Otherwise, poor fuel economy, high maintenance costs, or unplanned downtime will take a chunk out of your income and put your future as an owner-operator at risk.

And if the vehicle is not built to withstand the rigors of the expedite business, you'll discover that the truck will be worn out before it's even paid off, which limits your financial options when it comes time to replace that truck.

With a lot of money and your financial future at stake, what should you consider before you buy an expedite straight truck?

Expedite Experience

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"Typically, if I get a customer who has never owned an expediter truck before, I'm going to suggest that we find a used truck for them (which is very difficult to find right now) or I might say, 'Let me place you with one of my fleet owners and let you drive for six months to learn the business,'" says Jeff Jones, sales manager, Stoops Specialty Trucks (<http://www.sst100.com/>), a Freightliner dealership in New Haven, Indiana that specializes in Expedite trucks.

This is because expediting is much different than other types of trucking, says Jones. "A typical tractor-trailer driver will get frustrated sitting in his truck too long waiting on a load, which can happen for expediters. The expedite business is not for everyone, and the customer needs to know that before making a huge investment in a truck."

(If you're new to expediting or exploring whether it's right for you, consider attending the free educational workshops put on by ExpediteTruckingWorkshops.com University at a venue nearest you. To learn more or to reserve your seat, go to www.ExpediteTruckingWorkshops.com.)



Bob & Linda Caffee: Why Stoops Freightliner?

Bob and Linda Caffee have many achievements as owner operators: award winning drivers both team and individually, well-known in the trucking community inside and out of expediting, and members of Freightliner's Team Run Smart. Dedicated to the Freightliner brand, the Caffees purchased their 2012 Class 8 Cascadia dry box expediter from Stoops Freightliner of Fort Wayne Indiana. When they decided to upgrade to a 2015 Class 8 Cascadia Evolution, they chose to return to Stoops.

"When we bought our first truck from Stoops Freightliner, we experienced firsthand how professional Jeff Jones was, and how his commitment followed through

after we signed on the dotted line. Since we were extremely satisfied not only with the quality of the service, but the first truck, we once again chose Stoops," Linda Caffee said. "Jeff Jones is constantly educating himself and advising his customers with information and statistics on new products so they can make educated decisions on spec'ing new equipment and be successful."

"By working with Stoops Freightliner, we not only get a great truck the way we want it, and great customer service, but also we gained a friend in Jeff Jones."



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PURCHASING A TRUCK

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Carrier Requirements

If you're planning on leasing to a trucking carrier, that company will have specific requirements for expedite trucks.

"I would set up a dry freight truck differently than I would a reefer truck or one of the other applications out there," says Jones. "You need to make that decision about the carrier first. Then I'll know how to set that truck up for that carrier – and for your success."

Engine Selection

Both Jones with Stoops Specialty Trucks and Wes Hearn, an expedited truck specialist for Middle Georgia Freightliner-Isuzu (<https://www.gatrucks.com/>) based in Macon, Georgia, recommend a Class 8 engine (such as the 13-liter Detroit Diesel) over a smaller Class 7 engine for most expedite straight truck applications.

"A true Class 7 is the wrong truck for this job," Jones advises. "It's considered a medium-duty truck. And a medium-duty truck is designed for what? It's designed for local pickup and delivery. Why would you take a truck that's designed to deliver beer around Chicago and run 40,000 per year when the application requires running the truck in 48 states and Canada at 120,000 to 140,000 miles per year?"

Although many of the expedite trucks that Hearn sells are a Class 7 from a technical gross vehicle weight rating (GVWR) perspective – that is, they are within 33,000-lbs GVWR – he specs those trucks with a Class 8 engine. "This way, you get the best of both worlds. You keep the overall truck weight where it's supposed to be, but then you also get the greater longevity with the bigger Class 8 motor."

The larger engine enables the truck to operate at peak efficiency in most expedite applications, unlike the smaller Class

7 engines that often have to operate at much higher RPM's to haul the same load. And this translates into a substantial fuel economy advantage for the Class 8 engine.

The Difference?

"Very easily two miles per gallon," says Hearn.

Jones is seeing similar results. "The fuel economy on a medium-duty truck running 65 mph down the road is in the 8 to 9 mpg range, where one of my trucks (with the Class 8 engine) is running around 11 mpg."

Transmission Selection

Despite the perceived upfront cost advantages for a manual transmission, it may cost you more in the long run.

"If someone asks for manual, I say I don't do it," says Jones. "Why not? They ask. 'It's \$8,000 cheaper.'"

"First off, it's not \$8,000 cheaper because the manual transmission truck would be a 'one-off' order," Jones continues. "You're going to pay extra for the truck because I can't get it under my volume discount package [with the truck manufacturer]. Then when you're going to resell this thing, you won't be able to give it away because nobody is going to buy an expediter truck with a manual transmission today."

Another issue with manual transmissions is availability with expedite truck dealers. Since these dealers specialize in the expedite industry, many of them work closely with the truck manufacturers and third-party vendors to build the ideal truck spec for the application. And these dealers do not see the manual transmission as a good fit for expeditors.

"If I order this [manual transmission] truck for you, and you decide at the last

CONTINUED ON PAGE 32

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PURCHASING A TRUCK

CONTINUED FROM PAGE 30

minute that you don't want it, what am I going to do with it? Now I'm stuck with a truck I can't sell," say Jones.

The transmissions most commonly spec'd in expedite trucks are either automated manual or fully automatic transmissions.

Sleeper Size

Hearn with Middle Georgia Freightliner recommends sleepers to be no shorter than 96 in. (8-ft.).

"If you go smaller, it hurts resale value tremendously," says Hearn "Go with the norm. Go with the 8-ft. sleeper to give you the comforts of home, especially for a team. Some people buy the factory sleeper, typically 70 inches, which is too tight. That extra two feet makes a lot of difference, especially when you consider the sleeper is 102-inch wide, the same width as the van body."

Van Body Specs

What should you consider with the freight box?

"The typical box length is 22 ft., with swing open doors," says Hearn.

Why swing doors and not rollup rear doors?

"It's about maximum width," says Hearn. "With rollup doors you lose a lot of width, making it too narrow to use the forklift because the freight on a pallet is wider than the door."

Another consideration is the liftgate. "Most of your reefer [refrigerated truck] expeditors choose lifegates. Dry freight people can add a liftgate later if they want it. But it doesn't seem as big an item as it seems in the reefer business. It's an option you can add," says Hearn.

Then there are options for securing the load within the box.

"Rows of E-track is usually a top consideration. How many rows of E-track should you have and where should they be placed? Do you need D rings on the floor? (Generally yes.)," Hearn says.

Specialized Dealers

When shopping for an expedite straight truck, be sure to consult with a dealer that specializes in the industry. Otherwise, you risk trying to "reinvent the wheel" with a truck sales rep who may not know what's best for your business, which could negatively impact the truck's performance, fuel economy, and resale value.

Dealers that specialize in expedite trucks have longstanding relationships with the third-party vendors (for the sleeper, freight box, lifgates, auxiliary power units, etc.) to ensure the completed truck performs properly and you receive the quickest response possible when any issues arise with those components.

"An expedite truck is the sum total of a bunch of parts," says Jones. "And those parts have to be able to interact properly together. They have to be supported by each individual vendor after the sale if that vendor wants me to do business with them. Because in my customer's eyes, every component, from the front bumper to the rear bumper - I'm talking about the engine, the transmission, the truck itself, the sleeper, the generator, the liftgate, refrigeration equipment, van body - if any one of these components has any kind of problem, guess whose phone rings? Not the vendor's phone. The customer will call me. So, I make sure the right vendors are involved, those who will provide the support I need to best support my customers."

CONTINUED ON PAGE 40

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Steve James: Returning to the Road

By Sandy Long, Staff Writer

Steve James started out as an over the road driver, but when his children started asking when he was going to be home, Steve left the road and got into the food truck business. When Steve's children grew up, Steve looked once again to trucking. Starting out in expediting driving for a fleet owner, Steve quickly decided that this was the niche for him.

“I had to learn about the expedite business before I could buy my own truck so I could be successful. The hardest thing was the balancing act of deciding what I could afford in buying a truck and what I wanted. I finally chose to buy a used truck; it is a 2004 class 8 Freightliner with a factory sleeper and a 22-foot dry box with tandem axles. It is equipped with a 60 series Detroit and a 12 speed automatic transmission.”

“Three years ago I was looking for a home for my truck and I. After talking to several friends that drove for Load 1 who had great things to say about the company and how well they treated solo, single truck owner operators, I contacted



Meet Steve James at Expedite Expo 2015. July 24 & 25 in Wilmington, OH

them. Imagine my surprise when John Elliott, the company owner himself, called me. We had a great conversation and John took time to explain the whole program at Load 1 to me.”

“From the first after going to their terminal in Taylor Michigan, I have found the whole company to be very owner operator friendly. I think it all starts with John Elliott who will talk to you one on one any time he sees you and who treats you as an equal. I love working at Load 1,” Steve said.

You can meet Steve James and learn more about Load 1 at Load 1's booth at the Expedite Expo 2015. **EN**

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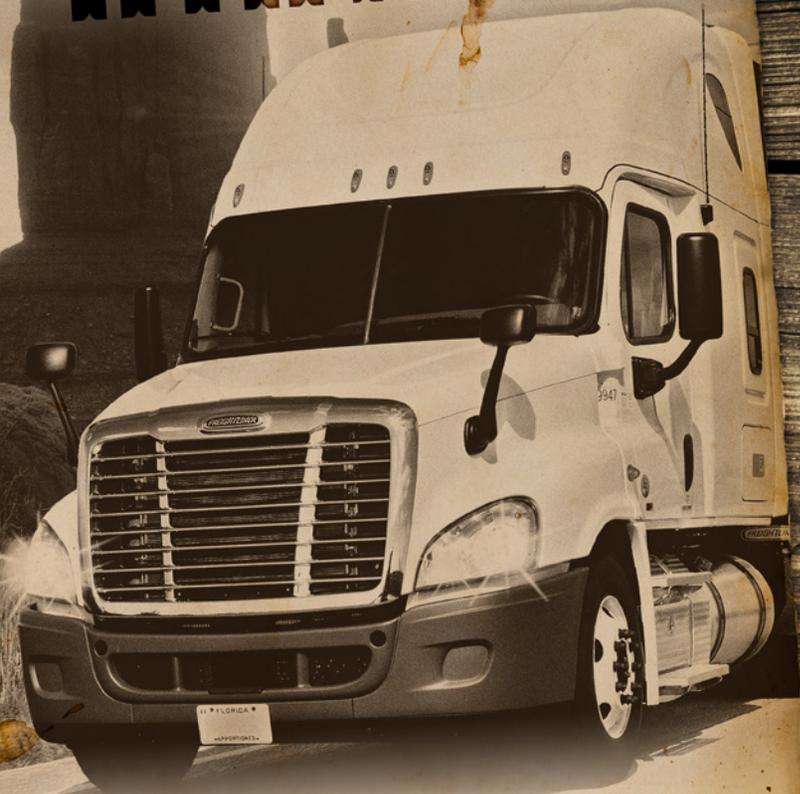
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Availability

If you're looking for an expedite truck to buy on a dealer's lot today, that may be a challenge.

"Normally I would have some inventory on the ground for sale, but for the past three years, business has exploded. Right, now I'm at about a six-month lead time," says Jones with Stoops Specialty Trucks.

Hearn at Middle Georgia Freightliner is seeing a similar trend. "We try to keep stuff in stock. But we're often selling the trucks before they get here. If you order a truck

today, the chassis alone can take three to four months. Then you have two more steps. The sleeper takes a minimum 30 days to complete. And the van body takes another 30 days minimum. All of a sudden, you're 5 to 6 months, from start to finish."

If you're thinking it's time to purchase an expedite truck, plan ahead. Work closely with your dealer to order the truck that best fits your business – and budget.

For more tips on purchasing an expedite truck or to find dealers that specialize in the expedite market, visit www.ExpediteTruckSales.com. EN



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