

Fleet & Mobility

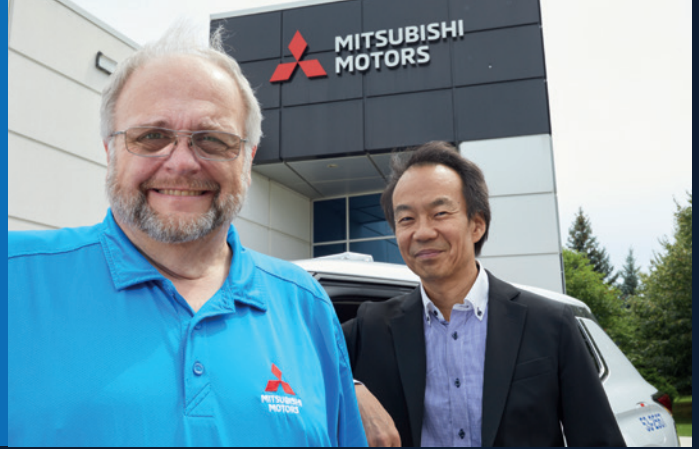
SEPTEMBER 2025 / VOL 1 / NO 4 / \$6.95

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Management | Telematics | Alternative Fuels | New Technologies | Maintenance

Light Vehicle

Mitsubishi Fleet First



Medium-Duty

Ford F-650 / F-750

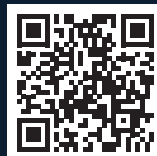
Tough, Durable and Flexible



Heavy Truck & Specialty

Fire Trucks

The Marvels of Modern Firefighting



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SAFETY FIRST

COMFORT BUILT-IN

Advanced controls to prioritize fleet safety in every condition

Outlander

Safety features, including

- ▲ 11 Airbags
- ▲ 7 Drive Modes
- ▲ Lane Keep Assist + Lane Departure Warning
- ▲ Forward Collision Mitigation
- ▲ Blind Spot Monitor
- ▲ Rear Cross Traffic Alert

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What Would You Do?

How green would your fleet be if government mandates were to change?

TEXT JACK KAZMIERSKI

On page 38 of this issue of *Fleet & Mobility* magazine, you'll find a report about the Environmental Protection Agency's plans to revise, and possibly eliminate, their next round of greenhouse gas (GHG) rules for trucks.

The report highlights reactions from industry leaders and stakeholders: While some applaud the move, others aim to pursue their already-planned green initiatives, regardless of what the EPA decides to do.

While Canadian businesses are not subject to EPA mandates (unless they operate fleets south of the border), the fact that any government can change a mandate, or adopt a new ideology at will, leaves us with an interesting question: What would you do if the rules changed here in Canada?

Just following the law?

The answer to that question depends on what's driving your organization's green initiatives. Are you simply following the law? Trying to look good? Or are you really concerned about the environment, and willing to do what you can to reduce the impact your organization has on the planet?


While it's true that these decisions can't be made in a vacuum, and that costs must be weighed carefully, when all is said and done, you'll have to decide whether your organ-

ization's commitment to the environment is real, or whether you're simply doing as much as is mandated by law, but if the rules were to change, so would your commitment.

If your organization is commitment to greening your fleet, then you're sure to benefit from the information we have prepared for you in this issue, including a closer look at best practices when electrifying a fleet, as well as our in-depth coverage of commercial tire retreading. Not only can retreading be a money-saver, it's also a good way to limit your fleet's impact on the environment.

The EV bandwagon

That said, we're not suggesting that every fleet has to jump on the EV bandwagon, or that EVs are THE solution to all environmental concerns. There are other options, and other ways to green your fleet.

In fact, I think you'll find that our coverage of the topic is balanced, and that many of the experts we interviewed agree that sometimes EVs make sense, and sometimes they don't. Each organization must look at the options, consider the costs, weigh the pros and cons, and decide what kind of vehicles make sense for their individual fleet needs, and what policies they can put in place to reduce, reuse or recycle. 

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Subscription

1 year: \$41.70 2 years: \$83.40 3 years: \$125.10

Canada Post

Publications Mail Agreement no. 40014105
Return undeliverable Canadian addresses
to Autosphere Media / Circulation Department
51, Jean-Talon East, Montreal H2R 1S6

Legal Deposit

Bibliothèque et Archives nationales du Québec
Library and Archives Canada
ISSN 2818-9000 Print | ISSN 2818-9019 Online
Printed in Canada

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Ford Pro™ serves a wide range of industries, including construction, utility services, and emergency response — each with unique demands and duty cycles. That's why we offer a choice of powertrains: gas, diesel, hybrid, and electric.

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Optional equipment and aftermarket upfit shown.



**MITSUBISHI
MOTORS**



Mitsubishi Motor Sales of Canada

Fleet First

Mitsubishi's new President and CEO has made fleet customers a priority here in Canada.

TEXT JACK KAZMIERSKI

Mitsubishi Motor Sales of Canada (MMSCAN) has been making headlines this year with an announcement about major updates to their vehicle lineup, the addition of an all-new BEV for the 2027 model year, and with news about the company's goals to focus on their fleet portfolio.

"All customers are important for Mitsubishi Motors in Canada," explains Kenichi Kawaji, the new President and CEO of MMSCAN, "but developing our fleet portfolio is very important because it opens up a new side of the market for us. This is why I'm making it a priority. We also find that drivers and operators of these fleet vehicles sometimes consider our brand because of their positive experience at work. So fleet sales can also help our retail sales."

Besides a significantly refreshed product offering, and an all-new battery electric vehicle, Kawaji says that fleet customers can expect top-notch service from the brand, as well as ample stock to fulfil all orders.

"I can say for certain that fleet clients can expect continued great service," Kawaji adds. "We have more inventory and storage space, allowing us to fulfil even the largest fleet orders." >

Luc Grenier, Fleet/VIP Manager with Kenichi Kawaji, the new President and CEO of MMSCAN.

"I can say for certain that fleet clients can expect continued great service," Kawaji adds. "We have more inventory and storage space, allowing us to fulfil even the largest fleet orders."

Kawaji also has plans to win over fleet customers from other brands. "My hope is that commercial fleet operators who may not have considered us in the past, will consider Mitsubishi Motors' SUVs for their selector lists," he says. "Our wide range of vehicle sizes, trim options and prices, combined with our proven value, reliability and warranty, make for a strong fleet sales option."

2026 Outlander PHEV

MMSCAN recently announced exciting changes and upgrades to their 2026 model year lineup, with a focus on powertrain technologies, electric driving range, and design features.

The upgrades, according to MMSCAN, were not made on a whim. Rather, they were made, "in response to feedback from customers, dealers and the automotive media."

For starters, the 2026 Outlander PHEV, which is expected to debut in Q1 of 2026, gets a redesigned interior, including significant improvement to sound-deadening, which makes for a more inviting and tranquil passenger cabin.

Other upgrades include new materials, new colours, heated and ventilated front seats, a redesigned centre console with larger-capacity armrest storage, new cupholders and redesigned phone charger storage. Standard equipment includes a Dynamic Sound Yamaha audio system with a 12.3-inch infotainment display screen.

The 2026 Outlander PHEV also gets a revised grille, redesigned front and rear bumpers, new 18- and 20-inch wheels



Kenichi Kawaji is the new President and CEO of Mitsubishi Motor Sales of Canada.

and other upgrades, along with a larger-capacity battery that increases its all-electric driving range.

Mitsubishi Motors engineers modified the tire specifications and tuned the suspension, resulting in improved steering and ride quality, which in turn results in a more confident and assured driving feel.

2026 Outlander

Available in Q4 of 2025, the Outlander benefits from a new and improved mild hybrid powertrain, engineered to boost performance and efficiency. The new 1.5-litre turbocharged, four-cylinder gasoline engine delivers more torque and better off-the-line acceleration than the outgoing 2.5-litre engine.

2026 Eclipse Cross & RVR

Available now, the 2026 Eclipse Cross gets a few trim-level updates and tweaks. For example, the GT trim now includes remote engine start, instead of embedded navigation (a change that is meant to give drivers more practical convenience). Mitsubishi Motors' Super All-Wheel Control (S-AWC) system continues to be standard equipment on all trims.

On sale in Q4 of 2025, the 2026 RVR is positioned to be the brand's top-value choice in the subcompact SUV segment. All-Wheel Control (AWC) remains standard on all trims except the entry-level ES FWD, and Mitsubishi is tweaking some of the features available with each trim.



The Outlander PHEV is a good fit for fleets with well-defined ESG targets.



All-new battery electric vehicle

The big news is that Mitsubishi will be offering an all-new battery electric vehicle (BEV) in the United States and Canada starting around the middle of 2026 as a 2027 model. For now, Mitsubishi is keeping the lid on all the details, including the name of the new vehicle. However, in a recent news release, they shared a few key facts.

For starters, they're planning to bring this new BEV to market in partnership with Nissan Motor Co. They also revealed that it will be based on the next-generation Nissan LEAF.

"We believe Canadians today want a mix of powertrain options," Kawaji said. "Adding a battery electric vehicle to our lineup will deliver a blend of internal combustion engines, plug-in hybrids and battery electric vehicles, so that our customers have the choice of technology that best suits their needs."

According to MMSCAN, the addition of a BEV to their lineup is, "the next step in the brand's march toward our North American business plan, dubbed Momentum 2030," which includes key electrification goals. This is good news for fleets with well-defined ESG (Environmental, Social, and Governance) targets, and a fleet selector that's focused on greener energy and electrification.

GTAA greens their fleet

One of these greener fleets is managed by Jonathan Stuart,

Manager Fleet System with the Greater Toronto Airports Authority (GTAA). "We're making an effort to green our fleet, and reach our GHG reduction targets," says Stuart. "So earlier this year we added 15 Outlander PHEV vehicles to our fleet."

Stuart calls the addition of Outlander PHEVs to the fleet a, "stepping stone," towards their overall goal. "It was a good fit for key applications around the airport," he adds.

Currently, the GTAA has a number of vehicles in their fleet that will help them with their net-zero goals, including BEVs and hydrogen-powered vehicles. With a 61 km electric-only range, the new Outlander PHEVs are a good fit and a great addition to the GTAA's fleet.

"We will be using them for enforcement applications with our public safety officers, we have managers of operations using them, and we've added them to our shared pool of vehicles, which are used by GTAA employees," says Stuart.

He notes that the Outlander PHEVs operate in EV mode, most of the time. "Plus, there's idling based on ancillary equipment needs in some of our vehicles, which is why we're making a conscious decision to move towards greener technologies," Stuart adds.

Dealer training

With a renewed focus on fleet customers, Mitsubishi is planning to bring their franchised dealers up-to-speed with the skills they'll need in order to realize Kawaji's vision for the company. "We've embarked on a training program with our dealers," explains Luc Grenier, Fleet/VIP Manager, MMSCAN. "Our goal is for them to understand how commercial fleets operate, and how we can help these customers succeed."

According to Grenier, dealers are learning about the key differences between retail and fleet customers, and how to work with the latter. "Our goal is to help our dealers develop their fleet business," he says. "That's important, because fleet is the side of the market that is often overlooked by Japanese manufactures, and we want to change that."

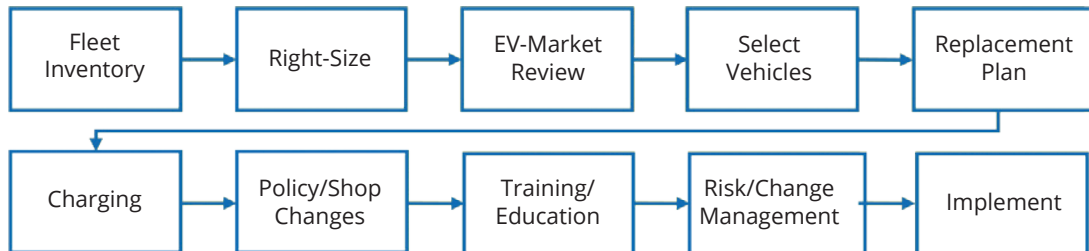
Mitsubishi vehicles are already very popular with many fleets, Grenier says, including a number of police forces in Canada, as well as the Canada Border Services Agency and the Canadian Department of National Defence.

At the national level, Grenier says that MMSCAN has already hired extra staff to help grow the fleet side of the business. "We're serious about developing the fleet business here in Canada," he adds. "Our vehicles offer value, they're ideal for fleets with ESG goals, and we back them with the best warranty in the industry. It's a winning proposition for Canadian fleets." 

A Smooth Transition to EVs

Moving from ICE to EVs requires forethought, planning, and the right policies.

TEXT KATE VIGNEAU



One area that has received a lot of recent attention is policy development.

Requests for assistance to transition fleets to electric vehicles are increasing. In fact, MCG has assisted more than a dozen organizations with Electric Vehicle (EV) Master Plans or Transition Roadmaps in the past eighteen months. We have developed a ten-step process, which we are continuously refining to generate better results.

Most organizations are aware of the need for an accurate inventory and right-sized fleet. They also keep up-to-date on EV availability and order timelines, and ensure selected EVs meet job requirements. In addition, most will have phased charging plans to accommodate EVs as they are purchased. Fewer organizations, however, have developed the comprehensive policies needed to guide EV implementation and operations.

Based on our experience, here are some suggestions for areas to develop policies as EVs are introduced in your fleet:

- **EV First.** Fleet purchasing policies should provide guidance on vehicle selection criteria. Organizations with clear emissions reduction goals should prioritize the selection of electric vehicles wherever possible. Their policy should state that if an electric vehicle is available that meets the use case of the asset being replaced, it should be the default option. Exceptions to the policy should be approved at the executive level.
- **EV Charging.** Policies on charging should describe when, where and how charging should be managed. Charging times should be established to benefit from non-peak electricity prices. In most cases, fleet vehicles should be charged at company-owned facilities and not public chargers. A charging management system should manage the process and provide alerts when a vehicle is completely charged, and needs to be moved to permit other vehicles to charge.

- **Take-Home EVs.** When electric vehicles are taken home, there is a need for extensive policies covering all aspects of eligibility, charger installation and ownership. Policy topics include:
 - o Define who is eligible to take their vehicles home and under what circumstances.
 - o Describe who will be responsible for home charging capabilities.
 - o Define electricity reimbursement.
 - o Define hardware requirements, and who will pay for installation costs, including trenching and repairs to lawns and driveways.
 - o Explain charger ownership and what happens if an employee is terminated.
- **Maintaining EVs.** The maintenance policy should differentiate the requirements of an EV from the conventional equivalent, and explain where maintenance should be performed, when and by whom.
- **Driving EVs.** EV operators should know their full range of responsibilities. The policy should describe pre- and post-trip inspections, and obeying the rules of the road. Factors specific to EVs, such as quick acceleration, silent ride and regenerative braking should be described.

With more EVs on the road, employees can be expected to be more knowledgeable and comfortable with their use. This does not replace the need for formal policies that they can refer to when questions arise. [🔗](#)



Kate Vigneau, CAFM, is Director (Fleet and Canada) for Matrix Consulting Group. She is responsible for Matrix's fleet solutions division, as well as the lead for expansion in all functional areas related to business in Canada.

The Future of EVs

Like many new technologies, EVs and self-driving vehicles have challenges to overcome.

TEXT CHRIS HILL

Electric and self-driving vehicles face obstacles today that are similar to other technology changes, as the following examples illustrate.

Cable TV

A report by Deloitte Insights makes the following observations: Pay/cable TV is increasingly under siege because it often does not deliver the value consumers expect in the digital age—the content they want, whenever they want it, on their device of choice.

In addition, since many pay TV subscription packages include hundreds of channels (many of them unwanted), finding content that is interesting has become difficult for consumers. Look at the guide on a TV cable service—channel after channel offers the same program.

As a result, subscribers perceive a widening gap between what they expect and what pay TV providers actually deliver. Nearly one-half of all pay TV subscribers surveyed by Deloitte said they are dissatisfied with their service. Cost is a big reason: 70 percent feel they get too little value for their money.

This dissatisfaction is widespread, even among boomers and matures, most of whom rely on their cable TV subscriptions for the vast majority of their video entertainment. Millennials prefer different means to access entertainment.

Cell phones

The first mobile “cell” phones were introduced in the late 1980s. They were quite large in comparison to today’s standards, and had just one function, which was to make phone calls. Cell phone service was not available outside most cities in Canada, producing the first wave of “range anxiety” for users. The market at that time was business people, due to the high cost and limited practical use.

Today, the principal market for cell phones is children and teenagers. The heaviest users are in the 13-16 age bracket, and the functions of cell phones increase rapidly. The cost has diminished to the point where the phones themselves are often free, in combination with a service package.




The cell phone has also reduced the desire among under-30s to own a car or get a driver’s licence, at least in North America. Recent reports show that 48% of under-30s had a driver’s licence 10 years ago, compared to about 35% today. Cell phones have played a part in changing the way this generation socializes, replacing physical connection with electronic means.

Air mail

At the end of the First World War in 1918, the U.S. government gave the job of delivering air mail to the U.S. Army Air Service. It was not successful at first. Airplanes got lost, and long delays for a premium-priced service threatened to make air mail uncompetitive with express mail trains. American railroads had been very successful at getting a letter from Chicago to New York in less than one day.

The U.S. administration was concerned that following the end of the war, aircraft production practically came to a halt. The war had been won due largely to air power. A trans-Atlantic flight was first accomplished in 1919. To move the civil aviation industry forward, and build planes to win the next war, something had to be done.

In 1925, the Kelly Act passed Congress and gave the delivery of air mail to the private sector. With stable revenue sourced from the U.S. Postal Service, entrepreneurs launched civilian airlines to carry both passengers and mail. This helped establish an aircraft manufacturing industry in time for the Second World War. In time, these airlines launched trans-Atlantic and trans-Pacific service, which caused the demise of another established form of transportation, the ocean liner. 



Chris Hill is Program Manager, Fleet Planning for the City of Guelph, as well as twice serving as Chair of NAFA’s Ontario Chapter.

ADAS + Telematics

These key technologies improve safety and efficiency.

TEXT ISABELLE HAVASY

As fleet managers juggle safety, profitability and uptime, in-vehicle technologies have become essential tools, rather than optional extras. Advanced Driver Assistance Systems (ADAS) and telematics solutions are proving indispensable for lowering risks and maintenance costs, while helping fleets get the most out of their vehicles.

“The ultimate goal for every fleet is to cut down on accidents, improve safety and reduce property damage,” says Troy Bauman, National Sales Manager for Ford Pro Intelligence.

Pre-collision assist, reverse brake assist and blind spot monitoring rank high on the list of key technologies sought by fleet professionals. “These systems play a direct role in reducing collisions and injuries, while also protecting the company’s reputation,” says Bauman. “Adaptive cruise control, in particular, is probably one of the most requested features among our commercial fleet customers. It’s an excellent tool for drivers who spend long hours on the road.”

GM Enclave takes a similar approach, emphasizing automatic emergency braking (AEB), forward collision warning (FCW), lane keeping assist, blind spot detection, rear cross-traffic alert and reverse brake assist.

The fleet division relies on solid data to support these choices. A 2019 study conducted by General Motors and the University of Michigan, based on more than 3.7 million vehicles, showed that combining AEB with FCW reduces front-end crashes by 46%.

The impact is even greater when multiple technologies are combined. Pairing reverse automatic braking with a rear-view camera, cross-traffic radar and parking sensors cuts collisions by as much as 81%.

“What we’re seeing is that active systems—the ones that actually brake or steer the vehicle—provide an additional safety net. They go beyond simple alerts by stepping in when drivers are distracted or unable to react in time,” explains Sham Ahluwalia, Director of Sales, Service and Marketing at GM Enclave.

Safety first

Volvo, long recognized for their commitment to safety, includes most ADAS technologies as standard equipment. Start-



Adaptive cruise control is one of the most sought-after features among Ford’s commercial fleet customers.

ing with the 2026 model year, adaptive cruise control will also become standard across the brand’s entire lineup.

“This means managers don’t have to choose one function over another,” says Yusuf Choksi, Incentives and Fleet Manager at Volvo Canada. “Our commercial fleet customers aren’t just interested in protecting their assets. They also want to project a responsible image. Having highly secure vehicles sends a strong message to their clients and their employees.”

Alongside the headline features, some tools deserve more attention. Choksi believes that traffic sign recognition is often overlooked. “Seeing the speed limit, a radar warning or a red light appear on the display naturally makes drivers ease off the gas. It’s not about respecting traffic laws, it’s about avoiding a ticket,” he jokes. Rear cross-traffic alert is another useful feature in daily driving, especially in residential areas. “It offsets bad habits, like relying solely on the rear-view camera, instead of actually checking your surroundings,” Choksi adds.

While many systems are included as standard, certain options are well worth the investment. At Ford, the 360° camera



is especially valued in urban areas, and on construction sites. Highway hands-free driving with BlueCruise is not yet available on most entry-level fleet models, but it appeals to executives and drivers with high annual mileage. "It's a technology that will become more widely available over time," Bauman notes.

Volvo offers a comparable feature with their semi-autonomous Pilot Assist. However, drivers are required to keep their hands on the wheel at all times. "On long trips, it's a great advantage for both safety and comfort. It helps reduce fatigue and makes driving smoother," Choksi says.

A winning combination

If ADAS technologies help prevent accidents, telematics can help correct behaviour. Ford relies on proprietary modules, GM Enclave uses their own integrated solutions, while Volvo works with Geotab technology. In addition, GM leverages the data to build driver profiles. These records make it easier to pinpoint risky behaviour and tailor coaching to the needs of each driver. "It's all about optimizing fleet use and encouraging safer driving habits. You can't correct what you don't know," says Ahluwalia.

Volvo uses the data to support electrification, as well. "By combining telematics with ADAS, we can give managers a complete picture of their fleet's performance, both in terms of safety and energy efficiency," Choksi explains.

Ford goes a step further with real-time airbag deployment alerts, and in-cabin cameras that can detect distracted driving. The automaker is also preparing to roll out three new features: an engine immobilizer to prevent theft, a speed limiter, and an acceleration limiter, which will likely appeal to decision-makers considering electric models. Not all managers have the same priorities. "Large fleets are focused on ROI, data analysis and integrating telematics. Smaller fleets mainly want vehicles that are safe and functional," observes Choksi.

But the evidence points in the same direction. "Historical data consistently shows that ADAS technologies reduce collisions, which can lower repair costs, claims and downtime over time. Beyond the numbers, these systems protect the fleet's most valuable asset, their people. That makes them not just a financial investment, but a commitment to safety," Ahluwalia concludes. [O](#)

Innovation, Safety and Customer Service

In 2026, UAP will proudly celebrate their 100th anniversary. Today, the company's operations span a wide range of sectors, from heavy vehicles to hydraulics, as well as paint and refinishing.

TEXT ISABELLE HAVASY

Alongside their flagship NAPA brand, UAP's portfolio includes Traction, Altrom, CMAX, Fleet Spec, Saniquip Bergor and Master Sourcing. A corporate fleet of 2,000 vehicles supports their nationwide network, ensuring customers' needs are met from coast to coast. Serving close to 300 locations across Canada, this fleet is managed by Sabrina Marion-Massé, Fleet Manager at UAP Inc. While she manages the corporate fleet, each franchisee, or partner, is free to manage their own vehicles independently. They do, however, receive personalized support, and can take advantage of corporate agreements, including insurance options and discounted pricing with automakers. "It's their choice," she says. "We don't force anything on them."

For daily deliveries, UAP relies on compact SUVs, which account for more than half of the company's fleet. Easy to navigate in urban settings, these smaller utility vehicles are well-suited to the group's mission. "Our priority is to serve our shops as quickly as possible and be a reliable partner for them," says Marion-Massé.

The 400 vehicles used by sales reps are also from the SUV segment. Each one is equipped with all-wheel drive for better performance in winter conditions, power seats for long-distance comfort, and a full suite of advanced driver assistance systems (ADAS).

"Safety remains a top priority," says Marion-Massé. "To help reduce the risk of accidents, we consistently choose the full safety package offered by the manufacturer, including collision alerts, blind spot monitoring, and other key features."



"Safety remains a top priority."

SABRINA MARION-MASSÉ
FLEET MANAGER, UAP



Each vehicle features division-specific branding, and is equipped with winter tires, regardless of local regulations.

Tailored to the job

The team came up with creative solutions, when certain vehicle formats were discontinued. "Instead of compact cargo vans, we now use hybrid pickups fitted with caps," Marion-Massé explains.

These vehicles combine the practicality of a van with the versatility of a pickup, while meeting the company's standards for safety, energy efficiency, cost-effectiveness and operational requirements. Conventional cargo vans are still used for higher-volume deliveries. Marion-Massé notes that they recently selected a four-cylinder diesel model

from a manufacturer that offered an ideal balance of payload capacity, fuel efficiency and lower emissions.

UAP has gone a step further in their effort to reduce their carbon footprint. The company is running a 100-vehicle pilot project to explore full electrification. The goal is to fully assess the logistical, technical and operational aspects of the transition.

"Our parts stores are living laboratories," Marion-Massé adds. "We wanted to experience both the benefits and the challenges of going electric so we can better support our customers."

Before adding any new vehicle model to the fleet, UAP conducts a two-week trial to assess its strengths and weaknesses. "I've driven every vehicle I've purchased," says Marion-Massé.



Deliveries are made using the smallest vehicle that meets operational requirements.

“I know them inside and out. That helps me support our teams and answer their questions. I even tested an EV in the middle of a snowstorm.”

A complete toolbox

Managing such a diverse fleet means everything is tracked digitally. All vehicles are equipped with telematics via a fleet management provider. This enables real-time tracking of maintenance, fuel consumption, stops, and distances travelled. “We monitor and optimize everything so we can make the right decisions at the right time, always based on three key pillars: safety, cost-efficiency, and operational effectiveness.”

Vehicles that spend too much time off the road are retired from the fleet and sold at auction. Decisions on a vehicle’s service life (typically three to five years) are based on how well it performs in the field. “Each vehicle must uphold our commitment to quick, efficient daily delivery,” Marion-Massé says. “Our fleet needs to keep moving.”

In addition to advanced tools, UAP offers franchisees the support of a dedicated team. “We support them through every step of the process, sometimes even helping them source vehicles,” she adds.

This collaborative mindset also applies to how UAP services and repairs their own vehicles. With no in-house garage, UAP relies on local repair shops, many of which are also customers.

“We believe in win-win relationships,” says Marion-Massé. “If one of our partners can also be a service provider, that’s who we’ll choose. The goal is to build trust with the people maintaining the fleet, while strengthening UAP’s overall ecosystem.”

Marion-Massé takes a measured approach when discussing how the fleet will be powered in the future. The direction is clear, but caution remains key. “I believe we’ll see increasing electrification, but we have to be strategic, so our service levels aren’t compromised,” she says.

UAP is committed to being a responsible player, but not at the expense of service.

“What guides me is always the same,” Marion-Massé says. “Is it safe? Do our people like working with the vehicle? Does it make sense from a financial and operational standpoint?” Until more viable EV models are available, the company is focusing on hybrids and fuel-efficient engines. “We won’t be the first to go fully-electric,” she adds. “But when we do, we’ll do it right.”

Paying it forward

While continuing to explore new strategies to shape UAP’s future fleet, Marion-Massé is equally committed to sharing the knowledge she’s gained over the years. In February 2025, she was named Canada’s Fleet Professional of the Year by the Automotive Fleet & Leasing Association (AFLA), an award she’s grateful for.

“I had mentors who supported me, challenged me, and listened to me,” she says. “Now, I want to give back as much as I’ve received. I speak at events, stay involved, and I’m even working on an MBA so I can eventually teach part-time.”

For anyone looking to improve fleet performance, her advice is grounded in a few simple principles: “Take a step back. Look at your data and your practices. More importantly, look at what others are doing. The network is powerful. When we work together, we come up with better ideas.” [🔗](#)

2025 Mercedes-Benz eSprinter

A Choice to Consider

This electric van could be the ideal solution for some fleet applications.

TEXT **DANIEL RUFIANGE**

When a business runs several vehicles, operating costs quickly become a major concern. That's where the Mercedes-Benz eSprinter can make a real difference. With this van, fuel costs disappear. Yes, the initial purchase price is higher, but over time, the savings are undeniable. The trade-off is more limited capability, which means that the eSprinter isn't ideal for all fleet applications. Here's what it brings to the table.

Multiple configurations

There are three body configurations: a short-wheelbase (144 inches) model with either a standard or high roof, and a long-wheelbase (170 inches) version with a high roof. The latter offers nearly 14,000 litres of cargo volume. Buyers can choose between two battery sizes, 81 and 113 kWh, and two electric motors, 100 and 150 kW, producing 134 and 201 horsepower,

On the road, the eSprinter is easy to drive and impressively quiet, especially in the city. For drivers logging eight hours a day, that silence is genuine stress relief.

respectively. Both deliver 295 lb.-ft. of torque. It's important to note the possible combinations. For instance, the short-wheelbase model is paired with the smaller motor, while the larger version gets the more powerful unit.

In terms of capability, the eSprinter can tow up to 4,277 lbs., less than the 5,000 to 7,500 lbs. capacity of the diesel version (with or without the towing package). Payload capacity is between 2,624 and 3,516 lbs., depending on body style. With a diesel engine, capacity is between 3,351 and 6,812 lbs., depending on the version.



The Mercedes-Benz eSprinter can be the right solution, especially for shorter deliveries.

Range and charging

The eSprinter's range is reasonable. With the larger 113 kWh battery, it can travel up to 331 km on a full charge, which is more than enough for short-distance deliveries. With a 440 lb. load, the effect on range is minimal, though range decreases progressively as the weight increases. Charging capacity is 50 kW on a fast charger, or 115 kW with the optional upgrade. With the latter, the battery can go from 10 to 80% in 42 minutes (34 minutes with the smaller pack). Not ideal, but more than sufficient to top up during the day. A Level 2 charger can replenish the battery in about 12.5 hours.

Everyday use

On the road, the eSprinter is easy to drive and impressively quiet, especially in the city. For drivers logging eight hours a day, that silence is genuine stress relief. Standard equipment includes the essentials, with a wide list of options and accessories available. The key is to match purchases to business needs and skip the rest.

Ultimately, the Mercedes-Benz eSprinter can be a smart choice for businesses, provided its capabilities align with their needs. [O](#)



More Visibility, More Opportunity

NAFA continues to raise its profile among legislators, while focusing on driving value for members.

TEXT **BILL SCHANKEL**

So far, 2025 has proven to be a very busy year for NAFA, with lots of activities happening both at national and regional levels. There have been well over 100 local events organized among our Regions and Local Networking Groups in 2025, and that's been a significant increase from last year. As these words are written, we've also been getting a lot of positive feedback from the NAFA Fleet Safety Symposium we held in Austin, Texas back in June. There were a lot of great discussions that came

proach in Canada, where we are consistently reaching out to elected officials and decision makers, educating them on what we do, and about the fleet industry. It is critical for us to have conversations with them, and ensure that the interests of the fleet industry on both sides of the border are properly represented, and that we have input into any proposed regulations and legislative changes. Although it is a complex process, and favourable outcomes are not always certain, NAFA is becoming

"It is critical for us to have conversations with them and ensure that the interests of the fleet industry on both sides of the border are properly represented."

BILL SCHANKEL CEO, NAFA FLEET MANAGEMENT ASSOCIATION

out of that, and we're already seeing some of the solutions from that event being implemented by fleets across North America... something that's very encouraging for the industry.

Fast moving

There is no question that 2025 has been a very active year in terms of legislation, and given how fast things are moving in Washington D.C. at present, it's important to ensure that fleets have a voice when it comes to regulations and legislative changes. In June, NAFA organized a trip to Washington where 20 of our members met with representatives in the House and Senate right before the signing of the One Big Beautiful Bill Act. There are a range of positions NAFA and its members have been focusing on, including catalytic converter theft, data access and privacy, as well as changes to tax credits, including 45W and 30W, plus the impact of losing EV tax incentives and the effect that is likely to have on the fleet sector.

Great opportunity

We spent a full day-and-a-half visiting senators and house representatives, and it was a great opportunity to really talk with them and get them to learn about NAFA, what we do, and what our association represents. We have a similar ap-

ing more and more recognized as a go-to-resource for regulators and our members when it comes to legislative issues, and that's highly encourage for the association and the industry.

Benchmarking tool

Another initiative that continues to gain traction is our 100 Best Fleets in the Americas. This flagship program is proving highly popular among the Regions where we operate. While shining the spotlight on fleets that have achieved excellence, and the key metrics that have enabled them to reach 100 Best Fleets status, the program is also an effective benchmarking tool that helps fleets measure their own operations, not only against other fleets, but themselves. We're also looking to have a 100 Best Fleets Roundtable in Canada for 2026, and we're very excited to see more fleets from Canada take part in the program and leverage its benchmarking practices to help their own organizations, as well as grow the Canadian presence within the 100 Best Fleets of the Americas program. [🔗](#)



Bill Schankel, CAE, serves as Chief Executive Officer for NAFA Fleet Management Association. You can reach him at bschankel@nafa.org

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Ford F-650 / F-750

Tough, Durable and Flexible

Ford's medium duty chassis cabs offer fleet customers a great deal of value and capability.

TEXT **HUW EVANS**

For fleet customers, Ford's line of Super Duty trucks and chassis cabs covers just about any type of possible use and configuration, everything from a ¾ ton pickup to on-highway tractors, not to mention a whole host of upfit chassis cab options, including construction, utility service and emergency vehicle applications, such as ambulances, fire trucks and police command units.

At the heavier end of the range are the F-650 and F-750. These rear-wheel drive, medium-duty chassis cabs are designed to provide commercial operators with a tough, durable platform that can be tailored to their specific needs.

The current generation of F-650 and F-750 were launched for the 2022 model year, and offer a choice of powertrains: 7.3-litre gasoline V8, or 6.7-litre Power Stroke V8 turbo diesel. They have a Gross Combined Weight Rating (GCWR) of up to 50,000 lbs (22,650 kg) and Gross Vehicle Weight Rating (GVWR) of up to 37,000 lbs (16,750 kg). ➔

Ford's F-650 and F-750 medium-duty trucks fill an important niche in the commercial vehicle market.

Abundant power

The two engine options are designed specifically to provide abundant power in the lower rpm range, making them highly suitable for heavy-duty hauling and towing, as well as for emergency vehicle operations. The 7.3-litre gasoline V8 is an overhead valve design, and is rated at 335 hp and 468 lb-ft of torque, all of which is available at 3,750 rpm to ensure there's plenty of momentum when it comes to moving heavy loads. Other features of this engine, designed to promote extra durability, include a forged-steel crankshaft, and piston cooling jets, plus extra-large main bearings and a variable displacement oil pump to ensure reliable operation under severe use conditions. The 7.3-litre V8 can also be optioned with a CNG or propane engine prep package for added fuel flexibility.

The Power Stroke diesel is a hugely popular choice among Ford's fleet customers, and for the F-650 and F-750, it's available in three different states of tune. The standard version is rated at 270 horsepower and 800 lb-ft of torque, while 300 hp/825 lb-ft and 330hp/850 lb-ft versions are also offered to provide greater flexibility. Solid, useable power and torque is essential for trucks like this, and the Power Stroke's uniquely designed and configured turbocharger setup has been engineered to promote faster spool up, and better throttle response, particularly when carrying or pulling heavier loads.

Driver-activated exhaust braking

There's also a driver-activated exhaust brake that increases back pressure and helps significantly reduce strain on the truck's regular braking system, particularly when descending steeper grades with a sizeable load on board or behind. Durability and longevity are key factors for fleet customers when it comes to vehicles like this, and Ford has performed extensive testing on the Power Stroke, putting it through more than 500,000 miles (800,000 km) of simulated customer driving. The Power Stroke is also up to 20% Bio Diesel capable.

Both the gasoline and diesel V8s are teamed with Ford's TorqShift heavy-duty six-speed (gas engines) and 10-speed automatic transmission (diesel engines). For the F-650 and F-750, the TorqShift features a Tow/Haul mode that's designed to select the specific gear for minimizing "hunting" when the truck is going uphill, as well as preventing upshifting when descending on grades, reducing wear and pres-

"It's a versatile truck that's equally at home working as a dump or tow truck as it is as an ambulance or fire engine."



The F-600 is a slightly smaller alternative that is also available in both 4x2 and 4x4 configurations.

sure on the truck's braking system. The TorqShift in these applications incorporates a Progressive Range Select feature that limits the range of gears in which to lockout overdrive. For both gas and diesel engines, there's also standard Power Take-Off (PTO) capability for both in motion and stationary operation.

Split-shaft capability

Because the PTO output gear is connected directly to the TorqShift transmission's converter impeller hub, it can provide live power to the PTO whenever the engine is running, including when the truck is idling, as well as on the move. On the Power Stroke diesel, there's a split-shaft capability that can provide separate torque to two PTO outlets when the truck is parked with the engine running.

In today's operating environment safety is a priority, and for the F-650 and F-750, Ford offers a range of both standard and available features. Hill-Start Assist is standard on trucks with hydraulic braking, while those spec'd with air brakes get the Bendix Wingman system that includes collision mitigation technology, including intelligent cruise control. A Driver-Assist Package is available, and includes features such as Auto High-Beam headlights, Adaptive



Cruise Control, Pre-Collision Assist with automatic emergency braking, plus Forward Collision Warning and Lane Keeping Alert. Five roof marker lights are also standard on these trucks for added safety and visibility at night and in poor weather conditions.

Added versatility

A key part of appealing to fleet operators is offering different configurations, including cabs and chassis. The F-650 and F-750 come as regular, extended SuperCab or Crew Cab, while the proprietary chassis was designed in conjunction with leading upfitters to ensure little to no modifications are required when installing vocational equipment, including dump bodies, cranes, fire apparatus and ambulances. Buyers also have a choice of black or chrome grille and front bumper treatments, while inside, there's a choice of vinyl or cloth upholstery.

The medium-duty truck segment in Canada is a competitive one, with solid offerings from the likes of Hino, Freightliner, International, Isuzu, Kenworth, Mack and Peterbilt. Yet amid all these options, the Ford F-650/F-750 is a worthy contender, due to its combination of durability, flexibility, safety and value. It's a versatile truck that's equally at home working as a dump or tow truck, as it is as an ambulance or fire engine. It also provides an excellent complement to the Blue Oval's other Super Duty offerings, resulting in a commercial vehicle lineup that's one of the most varied and complete in the Canadian marketplace. [O](#)

F-600 Bridging the Gap

Slotted just below the F-650/F-750 in Ford's commercial truck lineup is the F-600. Essentially, this combines the powertrain of the larger Class 7/8 trucks with the smaller cab and hood of the F-550 Super Duty. The F-600 features an upgraded chassis over the F-550 that features larger and heavier universal joints and a revised exhaust system, plus heavier-duty wheels and tires to handle larger weights. Rated at a GVWR of 22,000 lbs (10,000 kg) and GCWR of 30,000 lbs (14,000 kg) the F-600 comes only as a regular cab, and is offered in both rear- and four-wheel drive, an important consideration for Canadian customers, particularly those in more remote and northern areas that require added traction in winter or muddy conditions. The 7.3-litre gasoline V8, and 6.7-litre Power Stroke diesel engines in these vehicles are teamed with a 10-speed automatic transmission, and the F-600 fills an important niche for those customers that want the capability of a truck like the F-650 with the available benefits of four-wheel drive, but with smaller dimensions and greater maneuverability offered by the F-550 Super Duty. These trucks are popular applications for emergency use, including ambulances offered by the likes of Braun and Medix.

SPECIFICATIONS:

2025 Ford F-650/F-750 Super Duty

Engine:

7.3-litre V8 (335 hp and 468 lb-ft of torque)

6.7-litre Power Stroke V8 Turbo Diesel* (270 hp and 800 lb-ft of torque, 300 hp and 825 lb-ft of torque, 330hp/850 lb-ft of torque)

Transmission:

6-speed TorqShift automatic

10-speed TorqShift automatic

Cab Configurations:

Regular Cab, SuperCab, Crew Cab

Maximum Gross Vehicle Weight Rating:

37,000 lbs (16,750 kg)

Maximum Combined Vehicle Weight Rating

50,000 lbs (22,650 kg)

*Three different states of tune available

Electrified Solutions

Police, ambulance, fire—here's where EVs and hybrids make sense.

TEXT JACK KAZMIERSKI

Although we've all become used to seeing hybrid and electric vehicles on public roads, the idea of electrified emergency vehicles may still seem like a futuristic fantasy and an overly-ambitious goal. After all, what if an electric police car, ambulance or fire truck were to run out of battery power while responding to an emergency?

To that question, Joe Korn, Sustainability Consultant at Holman provides the following answer: "It can be done, and some fleets are doing it already."

That said, Korn is quick to point out that electrified emergency vehicles are not the right choice for all applications. In other words, he's not recommending electrifying all emergency vehicles, although in some cases, "they're a great fit," he adds.

Police vehicles

For starters, Korn says that many police vehicles should be hybrid, if not completely electric, "just as long as we're not talking about high-speed pursuit vehicles," he adds.

The reason why some fleets hesitate to invest in electrified emergency vehicles, Korn explains, is because of the age old excuse: We always did it this way. "It's a matter of mindset," he adds. "Fleet managers often think about everything that may or may not happen with the vehicle, and a lot of times they make emotional decisions about first responder vehicles, especially when it comes to police vehicles." Korn says that he's seen electric vehicles like the Tesla Model Y, the Ford Mach-E and the Chevrolet Blazer EV used as police vehicles. In fact, the all-electric Chevrolet Blazer EV PPV (Police Pursuit Vehicle) boasts a range of over 465 km and a top speed of 208 km/hr, which makes it ideal for many law enforcement applications.

For those concerned about all the auxiliary equipment that emergency vehicles need to power, including lights,



Electrified emergency vehicles may not be the right choice for all applications.

"Airports are prime candidates for electric fire trucks."

JOE KORN SUSTAINABILITY CONSULTANT,
HOLMAN

sirens, computers and the like, Korn says there's no need to worry anymore.

"Years ago, a lot of the lights and other equipment were heavy power consumers," he explains. "You needed big alternators on these vehicles, and you had to keep the engines running so they could generate enough power. Now, we're using LEDs, which don't need a lot of power."

Electric ambulance

For many fleet managers, making the jump from ICE to EV may seem too ambitious. Instead, they might see hybrid emergency vehicles as a stepping stone to full electrification. However, Korn says that although that might sound like a logical strategy, it's not always an option. When it comes to ambulances, he explains, "manufacturers don't make hybrid systems in the classes of vehicles you would need for an



ambulance.” While hybrid medium-duty trucks may be impossible to find, Korn says that quite a few manufacturers are already making electric medium-duty trucks, which means there’s more to choose from when fleet managers are shopping for an electric chassis that can be upfitted to serve as an ambulance.

“We’re actually working with a healthcare provider in a hospital system,” Korn says. “They came to us looking for recommendations for their ambulances, and when it comes to local pickup and delivery type applications where they’re picking up patients and bringing them to the hospital, or transporting patients between facilities for testing, an electric ambulance could work for them.”

Electric fire trucks

While electric fire trucks are used in certain applications, they’re not a viable solution for all fleets. “Airports are prime candidates for electric fire trucks,” Korn explains. “We haven’t seen widespread adoption, and it is much more expensive and

complicated to [electrify] a fire truck, but some airports have invested in them already.”

A key concern is that fire trucks may have to run a lot of equipment, which makes electrification a less viable option. A municipal pumper truck, for instance, might need enough energy to pump thousands of gallons of water, and run for many hours at a time. In this case, an electric truck would not be your best option, because it would run out of power long before it was able to put out the fire.

Korn warns that just because something can be done, doesn’t mean that it should be done. Each fleet manager must look at the way their emergency vehicles are used to determine where electrification makes sense, and where conventional ICE vehicles are the better option.

It’s also critical to count the costs, look at the initial investment, see how much an electrified vehicle might save in maintenance, how much a fleet would have to invest in charging infrastructure, and how much they might get in government grants, if they’re available. Once all the numbers are tallied, a fleet manager can then decide if electrification makes sense for their fleet needs.

Best practices

If you’re not sure whether electrification might make sense for your emergency fleet, Korn offers a few rules of thumb to consider. For starters, he stresses that electrified emergency vehicles are more viable in urban settings, and not practical in rural areas where they have to drive especially long distances, and where charging infrastructure is not available.

As far as charging stations go, Korn recommends investing in Level 2 chargers for your locations, since they’re more cost-effective than DC fast chargers. In turn, this means that fleet managers should factor in charging times, which could take anywhere from eight to 12 hours with a Level 2 charger, depending on the charger selected and the capacity of the battery.

With those charging times in mind, if your fleet is going to be used to respond to emergencies, then electrification may not be the best option. On the other hand, if an ambulance, for example, is used to transport patients to appointments, and has a more predictable daily route, then charging times can be worked into each vehicle’s daily schedule.

In short, Korn says that if he were to advise a fleet customer who is considering electrifying an emergency fleet, he wouldn’t recommend electrifying a fire truck, but he would consider electrifying an ambulance (depending on the application), and he would recommend electrified police vehicles. [🔗](#)

Eye On The Good Guys

Properly implemented, telematics solutions can save lives.

TEXT JACK KAZMIERSKI

While most fleet professionals appreciate the benefits of telematics, the technology is especially useful for those who manage emergency fleets, because it can provide them with mission-critical data that can literally save lives.

“Most emergency fleets now use telematics to track their vehicles,” says Guillaume Poudrier, President of Geothentic. “It’s widely recognized that during an active emergency response, it’s both necessary and beneficial—for coordination and safety reasons—for teams to have access to real-time location and telemetry data.”

Nathalie Crewes, Business Segment Manager at Geotab agrees. “Emergency fleets are increasingly using telematics, but it goes well beyond answering the question, ‘Where is my vehicle?’” she says. “While existing CAD systems offer ‘dot on the map’ tracking, the critical demand now centres on answering the questions, ‘What is my vehicle doing?’ and, ‘How is my vehicle doing?’”

For emergency vehicles—police, ambulance, and fire—24/7 readiness is paramount, Crewes adds. “Unexpected issues, like a check engine light during an emergency response, are unacceptable. Without detailed engine data and insights into vehicle usage, maintenance is often reactive and inefficient, relying on fixed schedules rather than actual wear and tear of the vehicle,” she says.

Crewes explains that telematics adoption is often driven by maintenance needs. “However,” she adds, “its utility quickly expands as public safety agencies discover how vehicle data can solve broader operational challenges.”

For example, Crewes says, “analyzing driving behaviour, both during an emergency response and routine patrols, provides crucial insights for driver coaching programs. This directly contributes to reducing collisions, minimizing injuries and enhancing the safety of emergency responders on the road.”

Furthermore, Crewes argues that telematics solutions are powerful tools that can help to significantly cut costs,



and that the resulting savings can be reinvested into other critical operations, such as vehicle replacements or increasing personnel.

“Let’s look at fuel,” she says. “Fuel can be one of the largest expenditures for a fleet. A data-rich telematics solution can enable a multi-faceted plan to reduce fuel costs. Agencies can assess the suitability of electric vehicles based on the real-world usage patterns of their existing fleet, eliminating guesswork.”

Where EVs are not yet a viable option, simply reducing idling can yield substantial savings, Crewes says. “In fact we have seen that fleets use data to achieve up to a 40% reduction in idling, which translates into significant fuel savings. While police vehicles serve as mobile offices, prolonged idling near headquarters or stations is inefficient. Implementing custom rules to flag excessive idling provides opportunities in coaching drivers to adopt more efficient behaviours, directly leading to reduced fuel costs.”

Getting started

With a growing number of telematics solutions available on the market, it’s critical for a fleet manager to choose the right technology for their needs. “The ideal setup often depends on the



available budget and how the collected data will be used,” explains Geothentic’s Poudrier. “Generally, best practices recommend equipping police vehicles and fire trucks with cameras, in addition to GPS tracking. Real-time access to this information allows remote teams to provide timely and informed support during interventions.”

She stresses the importance of choosing telematics solutions based on operational goals, like optimizing response times, enhancing safety, maximizing vehicle uptime, improving resource allocation and controlling costs.

“A robust telematics system includes near real time GPS tracking for precise location and AI-powered dynamic rout-

“Knowing that a vehicle has turned on their lights or sirens, and then seeing where that vehicles is on a map, and which of your other vehicles are nearby, is critical.”

FRANK DACCARDI MANAGER, TELEMATICS SOLUTIONS, HOLMAN

In addition, the power of artificial intelligence (AI) can be harnesses for optimum results. “For emergency fleets, a comprehensive telematics system is essential for maximizing safety, efficiency and rapid response,” says Geotab’s Crewes. “These systems harness AI to turn data into actionable insights. Crucially, the platform needs open APIs for seamless integration with existing in-vehicle technology, ensuring no data gets trapped in silos.”

ing,” she adds. “Driving behaviour monitoring is essential, monitoring aspects like speeding, harsh braking, and idling to promote safer driving and reduce operational costs. AI-enabled camera systems—forward facing, driver-facing and 360 degree views—provide critical evidence, enhance training, and improve situational awareness.”

Crewes explains that predictive vehicle diagnostics and maintenance monitoring offer proactive alerts for engine




Knowing which emergency vehicles are in an active engagement situation is key.

faults and fuel consumption, “while emergency alerting and communication features, like Automatic Crash Notification (ACN) and panic buttons, are vital for immediate support, often enhanced by intelligent systems for quicker response.”

Telematics and transparency

Frank Daccardi, Manager, Telematics Solutions at Holman says that the need for efficiency and transparency is driving the adoption of telematics technologies. “Knowing that a vehicle is in an active engagement situation is key,” he says. “Knowing that a vehicle has turned on their lights or sirens, and then seeing where that vehicles is on a map, and which of your other vehicles are nearby is critical. If you need multiple units on the scene, you can have a more coordinate response.” In addition to location and activity data, Daccardi notes that maintenance data is important, especially for emergency fleets, since many of these vehicles tend to idle quite a bit, which means that odometer readings aren’t always the best indicators of when a vehicle is due for a visit to the garage.

“A traditional fleet could have a bit of downtime, now and then, and the downside is inconvenience,” he adds. “But you can’t have a downtime event for emergency response vehicles, because now it’s not about inconvenience, but a potential loss of life. So the ability to maintain these vehicles, and to make sure they are available to do the job when they are called on, is critical.”

That’s why a dependable telematics solution is a must. “You want a solution you can trust, and one that performs when it’s needed,” Daccardi says. “And keep in mind that the data is very sensitive, so you’ll want to monitor who has access to it. Imagine, in a police setting, for example, you wouldn’t want everyone to have access to real-time location data on your vehicles.” In order to avoid making mistakes when implementing new telematics solutions, Geothentic’s Poudrier recommends getting expert advice. “Fleets should work with a specialized solution provider—not just a generic telecom or reseller—who understands the specific needs of emergency services and can tailor the solution accordingly,” he says. “Partnering with someone who offers a step-by-step integration process, and long-term support, is key to success.” 



envolve



The Chevrolet BrightDrop Built to go the distance

The 2025 Chevrolet BrightDrop 600 model shown.



BUSINESS
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The 2025 Chevrolet BrightDrop 600 is ready to join your fleet. An all-electric van with an available GM-estimated range of up to 437 km* on a full charge and advanced safety features, the BrightDrop is versatile, spacious, and ready for any job. It's time to make the switch.

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Performance. Guaranteed!

These commercial tires were engineered to exceed expectations.

TEXT JACK KAZMIERSKI

Michelin took their “Innovation in Motion 2025 Road Show” to a total of six communities across North America this year, from June 4th to August 28th. In addition to giving tire industry professionals a tour of their various retreading facilities, Michelin also showcased some of their newest commercial tires.

One of the highlights from this year’s event was an overview of the Agilis line of tires for light- and medium-duty trucks. Sarah Brand, Senior Brand Manager, Urban Business at Michelin spoke about the key features engineered into each of the tires in this lineup. “The Agilis family offers a balance of durability, traction and longevity,” she said.

Starting with longevity, she explained that every Agilis tire comes with a “20% More Mileage” guarantee. “You might wonder why not offer a mileage warranty, like other companies do?” she added. “But you could be carrying a load of bricks or a load of potato chips, and based on that weight difference, you would get very different mileage [from your tires]. So we guarantee that you’ll get 20% more miles than any competing tire, and we are very confident, because the guarantee has been in place since 2018, and we have had zero claims on it thus far.”

For durability, she explained that Michelin offers their CurbGard technology, which means that Michelin has added



As the name suggests, the Agilis HD All-Season was engineered to work hard in all four seasons.



The Agilis HD Grip D debuted in Canada in 2024, replacing the XDS2 tire.

extra rubber to the sidewalls to protect against curb scrubbing in urban environments, and to improve sidewall durability.

On the traction front, Brand explained that Michelin offers commercial tires with 3 Peak Mountain Snowflake (3PMS) certification, which is particularly important here in Canada, where winter weather can mean lots of snow and ice, and where traction is paramount.

Agilis CrossClimate 2 & HD All-Season

These features are available on the new Agilis CrossClimate 2, which was designed for commercial light-truck applications. It’s available in both LT-Metric sizes (launched on June 1, 2025) and C-Metric sizes, which are scheduled to debut in October, 2025, “but we’re doing everything we can to make them available in September for the Canadian market,” she added.

Next, Brand spoke about the Agilis HD All-Season tire. “It actually has 50% better longevity than the leading competitor,” she said. “We’re confident about our 20% More Mileage guarantee, but our internal testing shows that it’s actually 50% better.”

As the name suggests, the Agilis HD All-Season was engineered to work hard in all four seasons. It’s 3PMS-certified, comes with CurbGard for improved durability, and was designed with ample siping for added traction in the colder months.

Agilis HD Grip D & HD Z

Michelin had two other Agilis tires on display: The Agilis HD Grip D and the Agilis HD Z. The former debuted in Canada in July, 2024, replacing the XDS2 tire. Like the Agilis HD All-Season, the HD Grip D comes with 3PMS certification and was designed to optimize traction in all four seasons. Although it’s technically a drive tire, Michelin says it can be used, “in limited all-position service, in regional and on/off road applications.”

The Agilis HD Z, on the other hand, is an all-position medium duty tire designed to optimize durability, mileage and wet traction when used in urban and regional commercial application. The tread has been engineered to void water quickly, and Michelin says it will provide, “up to 34% more miles than leading competitors.”



Electrification

Lowering the Cost of Entry

Practical solutions for commercial fleets.

TEXT GUILLAUME BROSSARD

Electrifying commercial transportation is essential for reducing GHG emissions and meeting climate goals. Yet, despite growing interest, many organizations hesitate to take the leap. Why? High upfront costs, from purchasing vehicles and installing charging stations to upgrading electrical infrastructure.

Thankfully, several financial and contractual levers exist to ease the financial burden, and support the rollout of your electric fleet.

Take advantage of public funding

Various levels of government have implemented subsidies to support the shift to electric transportation. A notable example is Canada's iMHZEV program for medium- and heavy-duty zero-emission vehicles, designed to lower acquisition costs.

In Quebec, the Écocamionnage program recently received additional funding to support vehicle and charging station purchases, as well as project engineering. In British Columbia, electric utility BC Hydro offers multiple incentives. Some municipalities build on existing government programs, or offer their own.

To fully benefit from these incentives, you need to understand eligibility criteria, application timing, and related obligations. An expert partner can help you navigate the process and secure the highest possible funding.

Consider private financing

Specialized companies offer tailored financial support for sustainable mobility. Depending on the model, this can include electric vehicles, charging infrastructure and related work. These financing solutions can complement public programs or serve as alternatives when your project is ineligible.

This approach can enable a faster rollout of your electrification project, or offer flexible financing tailored to your operational reality, while preserving working capital for your ongoing priorities and future investments.


The lease-to-own model

Still relatively unknown in the world of electrification, the lease-to-own model allows you to spread out the costs of your charging infrastructure over several years. As demand surges, financial providers are stepping up to offer solutions built for commercial fleets making the switch to electric.

In practical terms, your equipment is owned by a financial services provider, and you pay a fixed monthly fee. You then have the option to purchase the infrastructure at the end of the lease term.

This significantly reduces your initial investment and frees up capital for other projects. And with technology evolving so quickly, it gives you the flexibility to adapt, while minimizing the risk of being locked into outdated solutions.

Think long term

Beyond financial levers, smart planning plays a key role in reducing costs. Conducting a fleet study, avoiding oversizing, and planning future deployment phases are all strategies that can lead to significant savings. 



Vice President of Commercial at Polara Energy Inc., Guillaume has over 20 years of experience in commercialization and the development of major infrastructure projects across the energy, marine, and real estate sectors, as well as in commercial law.



The Marvels of Modern Firefighting

Designed to save lives, these mobile wonders have evolved and improved over time.

TEXT **CLAUDE BOUCHER**

For many of us, childhood memories include the thrill of seeing a fire truck roar past, bright red paint, gleaming chrome, flashing lights, and the unmistakable presence of real-life heroes at the wheel.

While a few classic, museum-worthy fire trucks can still be spotted on the road, or parked in spotless fire halls, these vehicles have gone through decades of change, and in some cases, a complete transformation. Fleet & Mobility set out to explore these extraordinary machines.

For Rob Anselmi, Division Chief of Mechanical Maintenance, Equipment and Asset Management at Toronto Fire Services, that fascination became a lifelong career. For nearly four decades, he has overseen vehicle purchases for the largest fire service in Canada.

"I've been doing this job for 37 years now," he says. "I started before the City of Toronto amalgamated six municipalities, back when I was in Etobicoke on the west side. It was a small department with 12 fire halls, and on my very first day, I was working on these beat-up little rescue trucks with gas engines and points carburetors. We had open-cab trucks and standard transmissions." ➤

Today's fire trucks are safe, quiet, comfortable and well suited for the job.



Anselmi says the biggest change, over the years, has been the shift to fire trucks built specifically for firefighting. When he first started, emergency vehicles were usually built by taking standard medium- or heavy-duty trucks and adding pumps, ladders and other gear. Smaller municipalities may still use that approach, but larger cities now operate purpose-built rigs that start with a bare chassis. While brands like Mack produced excellent commercial trucks, a fire truck is expected to last 15 to 20 years, compared to just five to seven for a typical commercial vehicle.

Another game-changer, he says, was the arrival of fully-enclosed cabs. "In 1952, Smeal had an enclosed-cab aerial ladder truck," Anselmi recalls. "it was the first one ever made. And yet, 30 years later, we were still driving around in open-cab trucks. I never understood why they wouldn't put a roof on a fire truck. But eventually, Lafrance started to make fire trucks with a roof on them. Wow, what a concept!"

That change also led to cabs that were safer, quieter, more comfortable and better suited for the job.

Technology: the good, the bad

Like other commercial and industrial vehicles, fire trucks have moved into the digital age, with electronic systems now playing a major role. Beyond engines, drivetrains and driving-related technologies, the modernization of their operational equipment, especially ladder controls and truck stabilization, has brought significant benefits.

"The original aerial ladders were equipped with a manual jack," Anselmi explains. "You had to place it on the ground and crank it like a big screw. Today, the system is fully electronic and hydraulic. A single press deploys the stabilizers and levels the truck in 30 seconds. It's not just a great feature, it's a much better system that is faster, applies the right pressure on each jack, and lets the operator press that button before moving on to other tasks, like preparing to raise the ladder."

Anselmi notes that electronic controls have also made ladder operations safer by monitoring how much weight the ladder can support at any given angle. "In the past," he adds, "load limits were set using a horizontal position as the benchmark. Today, North American manufacturers follow the European 'envelope control' standard, which continually measures capacity based on angle, and adjusts it in real time."

These modern systems are much safer to operate. "More importantly, the truck alerts you when you move out of the safe range, whereas in the past it was almost a guessing game," says Anselmi. "Older models had a device that meas-



Today's trucks feature systems that are much safer to operate.

ured hydraulic pressure, warned you if you were overloading the ladder, and set off a horn. Today, almost every model includes safeguards that make it nearly impossible to make a mistake and tip a ladder over."

That's especially important, Anselmi says, because there is no official certification required to operate a fire truck ladder. Even so, he acknowledges that in some cases, the latest technology can go a little too far.

"Electronics and features like these are great, but operating a pump is a very hands-on experience," he explains. "Water comes in through one large hose, and out through another. You can feel it when you work the valve or the intake hoses, and you know when you're about to run out of water by the sound of the truck. The systems now installed on trucks are fully electronic and look like an iPad mounted on the side."

These electronic controls can lead to a false sense of how much water is actually being delivered to the fire. "Fire nozzles are now of very high quality," Anselmi adds. "Even with a significantly reduced water supply, the stream can look strong because the nozzle compensates. But the actual flow is far



Modern trucks are essential tools designed to save lives.

from enough. Unless you read a flow meter to check the pressure in kilopascals, you might not even realize it.”

For Anselmi, most technological innovations are worthwhile, can help save lives, and are sometimes required by the National Fire Protection Association, the North American body that oversees firefighting equipment. Even so, he remains a strong advocate of simplicity.

Shiny trucks, working tools

Whether in a small town or a big city, fire trucks continue to fascinate both children and adults.

At events, parades or festivals, their chrome, colours, lights and impressive array of gauges, valves and hoses always attract attention. But beyond their appearance, Anselmi points out that they are, above all, essential tools designed to save lives. “If a politician ever asked me, ‘Why don’t you save money and make your truck less fancy?’ I’d say, ‘Point to anything on this truck and I’ll tell you why it’s built and looks that way.’”

Higher and farther

In 2021, the City of Toronto purchased a Bronto F230RPX

telescopic rescue platform for a total cost of \$3 million. It has a maximum height of 230 feet (70 metres), the equivalent of a 20-storey building. Built in Finland, and installed in Quebec by 1200° Techno Feu, it was, at the time of delivery, the tallest of its kind in North America, and well ahead of the second tallest at just 135 feet. Why make such an investment?

“Aside from being the coolest truck on the planet, its impressive reach is what stands out,” says Anselmi. “Toronto is a city filled with high-rise buildings, and we now track not only the time

it takes to get from the station to the address, but also the time it takes to reach the actual scene of the incident.

“What makes it so valuable isn’t just its vertical reach, but how far it can stretch horizontally. It can reach 70 feet out even when 160 feet in the air. That extra range is crucial when the truck can’t be parked close to a building, allowing firefighters to reach places no other platform can. Built on a five-axle Mack, Anselmi says it’s actually easier to drive than a regular aerial ladder.”



“The systems now installed on trucks are fully electronic and look like an iPad mounted on the side.”

ROB ANSELM DIVISION CHIEF OF MECHANICAL MAINTENANCE, EQUIPMENT AND ASSET MANAGEMENT, TORONTO FIRE SERVICES

A Strong Canadian Industry

Canada may not manufacture fire truck chassis, but it is home to a thriving industry that builds, distributes and assembles complete vehicles. In Quebec, the sector includes Véhicules d’urgence Carl Thibault, whose history spans more than a century; MAXIMETAL, now part of the Oshkosh Group; 1200 Degrés, made up of Techno Feu, Boivin & Gauvin and 1200 Degrees Ontario; and

Les Industries Lafleur. In Ontario, Dependable Emergency Vehicles of Brampton holds a leading position, while in Western Canada, Fort Garry Fire Trucks operates out of Winnipeg, serving both Canada and the U.S., and Safetek Profire, in British Columbia supplies clients nationwide. A network of suppliers across the country helps keep this industry strong.

The Three R's

Embrace the three R's of the tire industry: reuse, recycle and retread.

TEXT JACK KAZMIERSKI

If you've ever purchased a refurbished iPhone or iPad from Apple or another retailer, you can see the benefits of re-treading a tire. Not only does it save you money, but it's also the environmentally-friendly choice to make.

According to Martin Collet, President of RTS Canada, the second-largest commercial tire retreader in Quebec by volume, a single 11R22.5 retread can have an impressive impact on the environment.

For starters, each retread saves 57 litres of oil, 71 lbs. of rubber, and 31 lbs. of steel, while reducing CO2 emissions by 243 lbs. Collet says that most of today's commercial tires can be retreaded multiple times, including those made by lower-tier budget tire brands.

"All tires for Class 4 through Class 8 vehicles are made to be retreaded, regardless of where they're made, including tires from Asia," he says. "They're all made to be reused."

Collet explains that in order for commercial tires to be able to withstand the weight of today's commercial vehicles, they must be constructed in a way that makes them sturdy enough to withstand retreading.

"Those tires are meant to be reused three times, which means four life cycles," he adds, "and Michelin is currently pushing for their casings to be retreadable four time, which means those tires could have five life cycles."

However, just because a tire was engineered to be reused, doesn't mean that it automatically qualifies for retreading.



An operator removes stones from the tread.

"That's determined by a visual inspection, as well as through shearography inspection," Collet explains.

Tire shearography, he adds, is a non-destructive testing method used to detect internal defects in tires, such as separations or air pockets. It uses laser interferometry to measure surface deformation under vacuum stress. Only after a tire passes a thorough inspection, can it be used as a carcass for retreading.

Precure vs. mold cure

Retreading is performed in one of two ways: precure and mold cure. The former involves wrapping a tire carcass with a pre-fabricated tread, and then baking the assembly so that the tread and carcass become one. The latter is similar to the process used to make new tires: Rubber is applied to the carcass inside a mold that contains the tread design. The entire assembly is then baked with the mold in place, which bonds everything together. If you're considering retreading your fleet's tires, you'll have a few brands to choose from, including some of the better-known names like Bridgestone/Bandag, Goodyear, Michelin, Marangoni and Continental.

"Each brand has their own proprietary rubber compound and tread availabilities," Collet says. "We are with Marangoni, and the big difference is that we use a splice-less technology with the precure process [known as RINGTREAD]."

According to Marangoni's website, "RINGTREAD is the only tire retreading system that uses splice-less precured rings that adhere perfectly to the casing, without any tension or deformation to the tread profile. Compared to retreading with strips, the RINGTREAD system guarantees higher productivity, no waste and quality equivalent to a new tire."

Plant tour

Fleet & Mobility magazine was recently invited to tour the Canadian Treads retreading plant in Ingersoll, Ontario, which uses Michelin technologies. The Ingersoll plant processes roughly 50,000 tires annually, but could easily scale up to



Imperfections are removed with a low-RPM tool.



The tread is buffed off completely.

over 70,000, according to Darcy Lee, Retread Sales Manager for Michelin Canada, who gave us the tour. Lee explained the nine-step process every tire goes through at the plant:

STEP 1 - Initial Inspection

An operator scans the tire into the computer system. Every tire gets a barcode, which tracks each tire throughout the entire process. The operator inspects the tire from all angles with the help of powerful lights. In addition, an electric current is passed through the tire in order to detect any breaks, which might mean that there's a nail hole that needs a closer look. The operator also feels each tire, looking for irregularities like bumps, and they remove any stones that might be lodged in the tread.

STEP 2 - Buffing

The old tread pattern is buffed off completely. The operator specifies the exact casing that needs to be buffed, the data is fed into the computer system, which tells the buffer how much rubber needs to be removed. This process is automatic and computer-controlled.

STEP 3 - CIA (Casing Integrity Analyzer)

Using a technology similar to an X-Ray or a CT-Scan at a hospital, the CIA system takes images of the inside of the casing



Hot rubber is injected into any voids and then smoothed out.

in order to find damage that isn't visible to the naked eye. This technology is proprietary to Michelin.

STEP 4 - Skive and Repair

Imperfections from nail holes and other damage are repaired. Low-RPM tools with a variety of heads are employed to make the repairs, and a filler gun is used to fill in the imperfections with hot rubber. The repaired surface is then smoothed out to remove any unwanted ridges.

STEP 5 - Tread Building

First, CTC (cushion-to-casing) rubber is applied to the carcass. A machine extrudes hot cushion-to-casing rubber, which will sit between the carcass and the new tread (once it's applied) allowing for a strong bond between the two. The CTC rubber acts like a glue. The tread is then applied to the tire - either as a strip where the two ends are stapled together or as a custom mold.

STEP 6 - Enveloping

Michelin uses a proprietary process that includes an inner envelope and an outer envelope for equal pressure to the inside and outside of the tire. This step clamps the carcass and tread in place from all sides, preparing it for the curing process.

STEP 7 - Vulcanization

The tire is then placed into a pressurized steam oven, where it's cured for about two hours at 126 degrees celsius.

STEP 8 - De-Enveloping

The inner and outer envelopes are removed.

STEP 9 - Final Inspection

All tires are inspected to make sure there are no abnormalities or defects. Once the tires pass final inspection, they're ready to be shipped to a tire dealer or to a fleet customer.

Tangible benefits

Like a refurbished phone or tablet, a retreaded tire will save you money while also reducing your fleet's impact on the environment. According to a report penned by John Woodrooffe a Research Scientist, Director of the Commercial Vehicle Research and Policy Program, and Head of Vehicle Safety Analytics at the University of Michigan Transportation Research Institute, retreaded tires, "generate more than USD \$3 billion in fleet cost savings while avoiding 1.4 billion lbs. of landfill waste annually." While things are different here in Canada, that's certainly food for thought. [🔗](#)

EPA Overhauls 2027 Standards

Industry leaders react to the change in direction and the revised rules.

TEXT **CLAUDE BOUCHER**

The U.S. government is moving to revise, and possibly eliminate, the Environmental Protection Agency's (EPA) next round of greenhouse gas (GHG) rules for light-, medium- and heavy-duty trucks. The Phase 3 standards were scheduled to take effect with the 2027 model year.

The announcement drew support from the American Trucking Association (ATA) and several truck manufacturers. Phase 3 of the GHG standards for commercial vehicles, finalized in March 2024, outlines a gradual rollout with targets tailored to each vehicle type and application, beginning with the 2027 model year.

For light-duty trucks, GHG emissions must be reduced by 17% for the 2027 model year, ultimately reaching 60% by 2032. For medium-duty trucks, the required reduction is 13% in 2027, climbing to 40% by 2032. Heavy vocational trucks are given additional time, with a 13% cut required in 2029, and 30% in 2032. Under the 2024 EPA rules, regional tractors (day cabs) must reduce GHG emissions by 8% in 2028, reaching 40% in 2032. For highway tractors with sleeper cabs, the target is a 6% cut in 2030 and 25% in 2032.

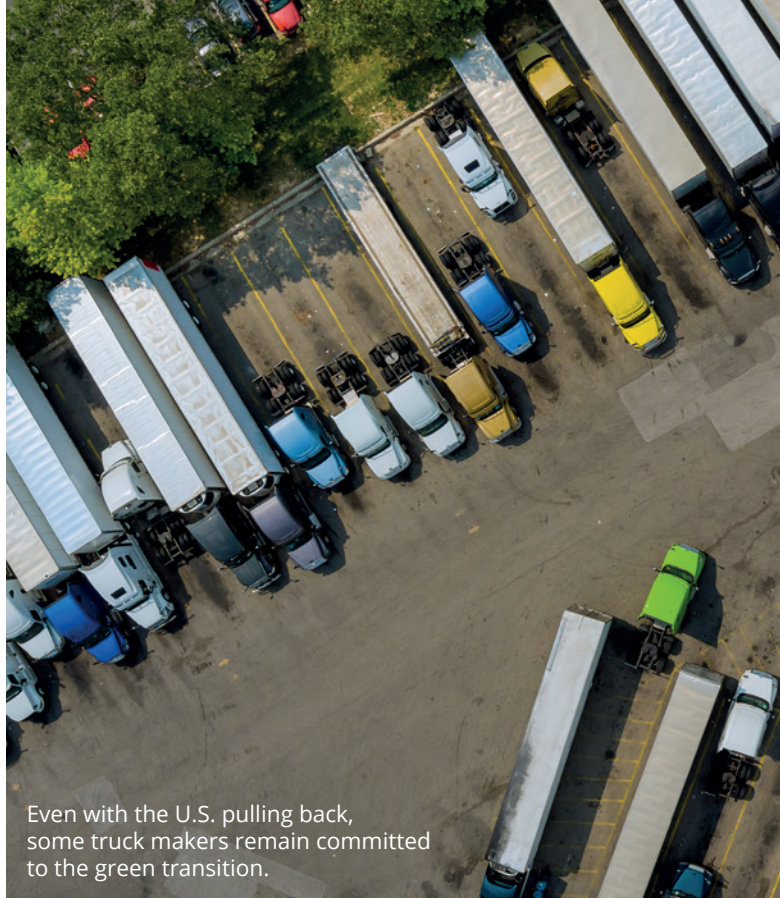
While the GHG27 rules do not mandate specific technologies, the EPA's own projections suggest compliance may require:

- 50% zero-emission vehicles (ZEVs) for vocational trucks by 2032, using battery-electric or fuel cell technology
- 34% ZEVs for day cab tractors by 2032, using battery-electric or fuel cell technology
- 25% ZEVs for sleeper cab tractors by 2032, primarily using fuel cell technology

This is where concerns arise. According to heavy truck manufacturers, these standards amount to nothing less than a mandate to use battery-electric or fuel-cell truck technologies. They argue that neither the charging network, nor production capacity can realistically be ready within that timeframe.

Deregulation in motion

When the Trump 2.0 administration took office, a major shift at the EPA was widely expected. That expectation was confirmed



Even with the U.S. pulling back, some truck makers remain committed to the green transition.

in March when EPA Administrator Lee Zeldin announced a sweeping rollback of regulations, in line with the new administration's climate-skeptical stance. Among the rules flagged for review were the GHG standards for light-, medium- and heavy-duty trucks.

By late July, the administration had formally moved to scrap the upcoming Phase 3 GHG rules. Based on feedback from key industry stakeholders, Zeldin's proposal would repeal all GHG standards introduced under the Obama and Biden administrations, and revert to pre-2010 levels. The rollback also extends to nitrogen oxide (NOx) limits.

A range of reactions

The American Trucking Association applauded the decision, noting that the rules have increased purchase and maintenance costs for heavy-duty trucks for years, and created technical challenges with systems, such as selective catalytic reduction and diesel particulate filters.

For medium- and heavy-duty truck manufacturers, the response is more cautious. Many have poured significant investments into meeting standards that are now likely to disappear, with compliance deadlines just two years away. On the other hand, some of these standards also aimed to reduce fuel consumption, a business objective with significant benefits.

Globally, Volvo Trucks has pledged to achieve zero emissions across its entire lineup by 2040. Across the industry, there is broad agreement that all-electric cannot be the sole near-term



Daimler Trucks North America, like most manufacturers, supports revisiting the EPA rules: “We welcome the decision to review the Phase 3 greenhouse gas (GHG3) standards for heavy-duty vehicles by the U.S. Environmental Protection Agency. The initial GHG3 zero-emission vehicle requirements were unachievable in terms of technology, infrastructure availability, and cost-effectiveness. We are pleased that the EPA is working to ensure that environmental progress is achieved in alignment with economic and operational realities.”

That said, massive investments in clean technologies across the industry, despite resistance from climate skeptics, ensure that the availability of low- and zero-emission light-, medium- and heavy-duty vehicles will continue to grow in the coming years.

It is worth noting that all truck manufacturers operate on a global scale, and that most medium- and heavy-duty trucks sold in North America are built by European manufacturers. It seems highly unlikely that Europe would align itself with the United States, and ease its own heavy truck emission standards on the other side of the Atlantic. [🔗](#)

solution. Internal combustion engines running on hydrogen, renewable natural gas, or biodiesel must also be part of the mix.



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Giving Commercial Tires a Second Life

A closer look at the advanced technologies behind commercial tire retreading.

TEXT MICHEL BEAUNOYER

At RTS Canada's Montréal plant, retreading is their specialty. Martin Collet and Trevor Schotsman have owned this company for three years. Founded in 1995, it was created to showcase Italian technology. Even today, most of the tires retreaded at RTS Canada are processed using that same technology, which features a new jointless tread bonded to the original casing.

RTS Canada is one of about fifteen companies of varying sizes in Quebec working in the commercial transport tire retreading industry. In this 30,000 sq. ft. facility, 40 employees recondition between 40,000 and 50,000 tires for Class 4 to 8 trucks each year. Production potential is as high as 65,000 tires, but the market is currently unsettled. Challenges include the massive influx of low-end Asian commercial tires sold at clearance prices, and the fact that many fleet managers are reluctant to consider retreaded tires.

"We conducted a 12-month study on commercial tires destined for recycling in Quebec, and found that 58% of the tires we examined could have been retreaded," explains Collet. "That's a shameful waste of resources. After fuel, tires are the main source of pollution in transport."

The plant was completely transformed under the new owners to improve processes, maintain the high quality of its products, and increase production capacity. RTS Canada



Martin Collet and Trevor Schotsman head RTS Canada, a company specializing in commercial tire retreading.

sources tires directly from dealers that service commercial fleets. They collect used tires, and deliver the retreaded ones ordered by their customers.

For Collet and his Toronto-based partner Trevor Schotsman, prolonging the life of commercial tires is a commitment to protecting the environment and conserving natural resources.



An initial visual inspection removes heavily-damaged tires from the production line.



The old tread is removed entirely, and the surface is prepared for retreading.

PHOTOS MICHEL BEAUNOYER, RTS CANADA



Once at the plant, casings are thoroughly inspected to determine whether they can receive a new tread before returning to service. This detailed inspection is carried out by a shearography machine, which can detect internal defects invisible even to an expert eye.

Tires that pass this test are buffed, meaning the remaining tread is removed (about 7 kg of recovered material is


recycled), and prepared to receive a new one. If needed, brushing and manual casing repairs are carried out before the tire is fitted with the new tread.

The assembly then undergoes vulcanization, which gives the raw rubber greater elasticity and increased resistance. A final inspection is followed by an additional shearography check to ensure every batch is perfectly cured before going to market. A high-quality tire can be retreaded three times, and in some recent cases, with certain brands and models, up to four times, depending on casing condition. This means the mileage of a casing can often be quadrupled before it needs to be recycled. For fleet managers, this is where retreading helps recover the initial investment in a premium tire. Low-end tires may be retreaded once or twice, but rarely a third time, especially with unknown brands that have become more common in the past five years.

A visit to RTS Canada's impressive facility makes it clear that retreaded tires deserve better recognition. Their quality is closely monitored, and the product is virtually custom-made.

"Tread compounds come in various versions, including extreme-performance designs that can be combined with SmartWay technology to reduce rolling resistance," explains Collet. "Customers can choose the product that best suits them from a selection of 33 different treads (rts-canada.com/en/our-treads/), depending on the application, and whether it is for tractors or trailers."

The company is confident in the quality of the tires they've given a second, third, and even fourth life to. So much so, that they offer a warranty program of up to five years, under certain conditions.

"For both economic and environmental reasons, we want fleet managers to seriously consider commercial retreaded tires as a viable option," concludes Collet. 



Tomorrow's Tires, Today!

Advanced technologies boost performance, efficiency and retreadability.

TEXT JACK KAZMIERSKI

Fleet&Mobility magazine was invited to attend one of the stops on Michelin's "Innovation in Motion 2025 Road Show," which was held in a total of six communities across North America this year, from June 4th to August 28th.

One of the highlights of this year's event was the opportunity to take a closer look at the brand's newest commercial tires, designed for both long haul and regional applications: X Line Energy Z+, X Multi Z2, and X Line Grip D.

X Line Energy Z+

Michelin's X Line Energy Z+ tire debuted just about a year ago. Jim Garrett, Product Manager at Michelin explained that this steer tire is not yet available in Canada in an 11R version, but will be soon. According to Garrett, this tire comes with two key advanced technologies. One is called Infini-Coil Technology, and according to Michelin this is a, "1/8 mile steel cable wound circumferentially around the belt package to provide casing protection, a consistent footprint and long, even wear."

In addition, Garrett pointed out that this technology makes the tire more rigid and more durable for retreading, while also improving rolling resistance.

The other innovation is called Powercoil Technology, which Michelin described as a, "casing ply made with high tensile steel cables infused with rubber to resist damage due to oxidation and friction for excellent casing durability and maximum retreading."

X Multi Z2

Michelin's X Multi Z2 tire is designed for regional use applications,

and features the brand's Regenion Technology. This means that it benefits from an evolving tread design: As the tire wears, the grooves open up to provide extra traction on wet roads.

"Heavy truck tires, at 100 PSI, have almost no chance of hydroplaning when they're new," Garrett explained. "But near the end of the life of the tire, when the grooves become not only more shallow, but more narrow, that's when you need an extra groove or two. So this tire starts out with just two big grooves, and some half-grooves, but as the tire wears, you'll have five."

Garret explained that the X Multi Z2 comes with very rigid ribs, which makes this tire last longer, and that like the X Line Energy Z+, it comes with Michelin's Powercoil Technology.

X Line Grip D

Garret also introduced the Michelin X Line Grip D tire. This drive tire was engineered for line haul applications and boasts, "unparalleled wear resistance and traction," according to Garret. Furthermore, it was designed to last up to 1 million miles (1.6 million km) with up to four retreads.

It's SmartWay verified, promises 20% better mileage and a 20% reduction in rolling resistance (over the Michelin XDN2 tire). It's 3PMS-certified, which is a big plus for fleets operating in Canadian winter conditions, and it boasts 90% better snow starting traction and 25% better wet starting traction than the XDN2 tire.

Like the X Line Energy Z+, the X Line Grip D comes with Michelin's Powercoil and Infini-Coil Technologies. It's currently available in sizes 295/75R22.5 and 11R22.5. [O](#)



Michelin's X Line Energy Z+ tire comes with two key technologies: Infini-Coil and Powercoil.



Michelin's X Multi Z2 tire features Regenion Technology, which means that it has an evolving tread design.



The Michelin X Line Grip D tire was engineered to last up to 1.6 million km.



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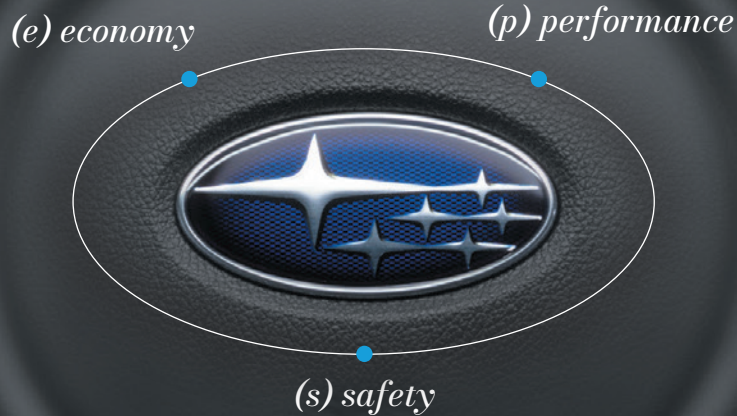
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