

# Fleet & Mobility

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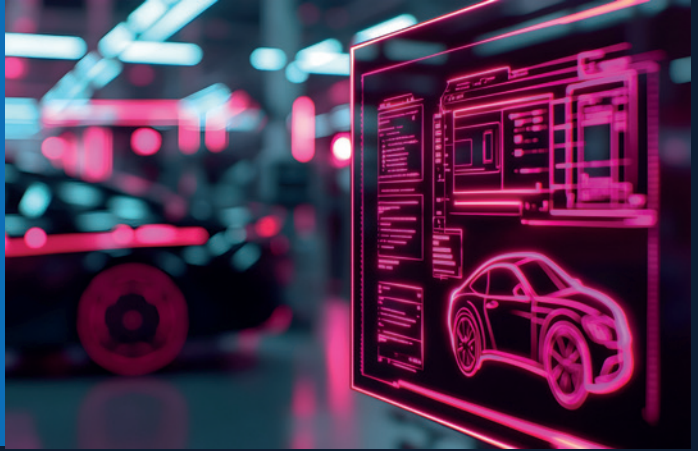
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Management | Telematics | Alternative Fuels | New Technologies | Maintenance

## Light Vehicle

Management

# Think Big, Start Small, Stay Human



## Medium-Duty

PACCAR's Canadian Plant in Sainte-Thérèse

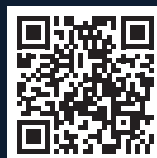
# A Winning Trump Card



## Heavy Truck & Specialty

Dynamic Tire

# The Smart Money Move in OTR Tires



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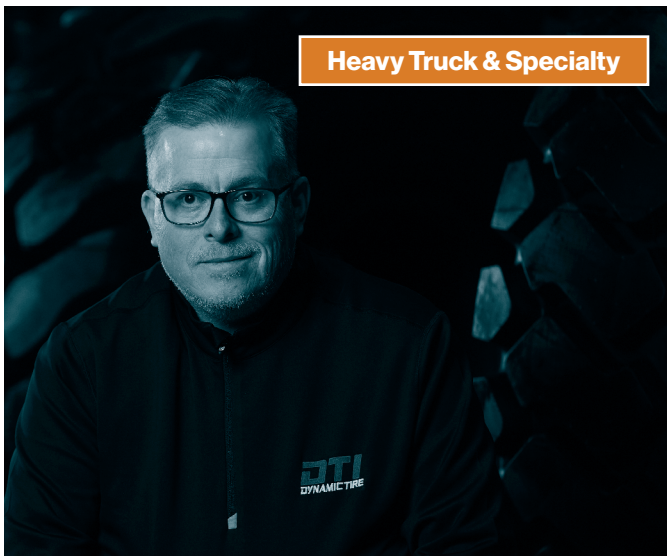
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## Heavy Truck & Specialty

# Tariffs Fall, Uncertainty Rises

Steering fleet through the fog.

TEXT JACK KAZMIERSKI

As we put the finishing touches on this issue of *Fleet & Mobility*, the big news of the day is the fact that the U.S. Supreme Court has just decided that the tariffs imposed on pretty much the entire globe by the Trump administration are illegal.

Is that good news for the globe? Does this mean that we can all get “back to business,” as usual. Who knows?

Even as the ink on the Supreme Court’s decision dries, the Trump administration has already announced a new 15% tariff on all countries. So getting back to our original question: Is it time to celebrate? Or is it time to brace for the next wave of uncertainty?

## Focus matters

Although it’s definitely a cliché, the only thing we can be sure of in these uncertain times is the fact that more uncertainty is on the horizon. It’s days like these when I’m reminded (yet again) of the wise words of one of the keynote speakers at Holman’s Drive25 annual fleet conference, which took place last fall.

B.C. native Eric Termuende spoke at length about the uncertainties we were all living with back in November (Oh, how much has changed already!). He then explained how we can position ourselves, and our companies, to succeed in this constantly-changing business environment.

His point was simple, but powerful: Instead of wondering what the next month or next year will bring, focus on building the kind of team that will succeed, no matter what the future looks like.

If the past few years have taught our industry anything, it’s that volatility is no longer a disruption—it’s a constant. The temptation is to obsess over what comes next, but as Termuende explained, resilience isn’t about predicting the future—it’s about preparing for it.

For fleet professionals, that means doubling down on what we can control: strengthening teams, sharpening processes, nurturing partnerships, and staying agile enough to pivot when the next policy shift lands. The question isn’t whether uncertainty will persist. It will. The real question is whether we’ve built organizations capable of thriving in spite of it. [🔗](#)

*Fleet&Mobility*

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SYSTEM STATUS  
CPU: 15%  
MEM: 20%  
DISK: 10%  
NET: 5%  
SERVICES: ON  
LOGS: OFF

SYSTEM LOGS  
2023-10-27 10:11:15  
INFO: System boot completed  
INFO: All services started successfully  
INFO: Network connection established  
INFO: User login successful

SYSTEM CONFIG  
Hostname: server01  
IP: 192.168.1.10  
OS: Linux 5.15.0  
Kernel: x86\_64  
Architecture: amd64



Management

# Think Big, Start Small, Stay Human

Inside the real-world best practices shaping AI-powered fleet management.

TEXT JACK KAZMIERSKI

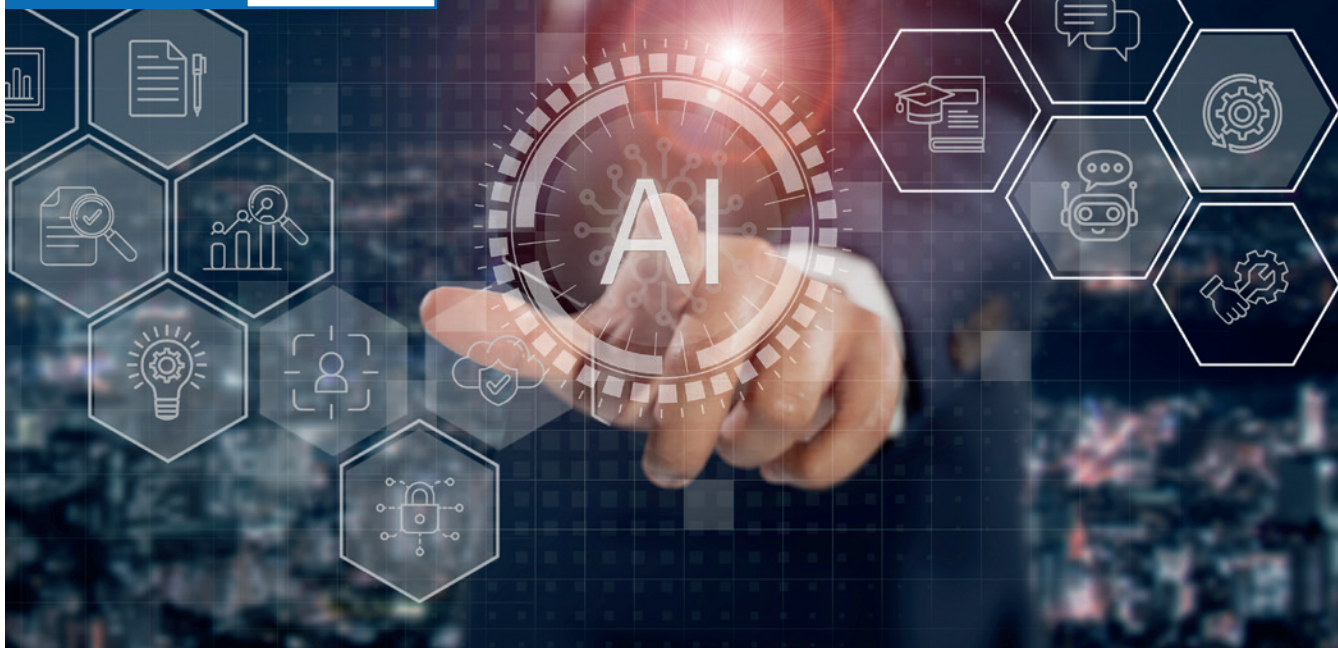
**A**rtificial Intelligence (AI) is everywhere! From voice assistants like Siri and Alexa, to online tools like ChatGPT, to traffic mapping solutions like Google Maps and beyond, AI is a big part of everyone's day-to-day life.

For fleet professionals, the challenge isn't whether to adopt AI anymore, it's how to adopt it wisely. "The biggest mistake I see is people focusing on the technology instead of the outcome," says Abhi Narayanan, Data Intelligence and AI Advocate at Geotab. "AI should not be the goal. Reducing collisions, lowering downtime, improving utilization—these are the goals."

That sentiment is echoed by Dor Shay, CTO of Element Mobility and Autofleet, who warns against fleets bending their operations to fit rigid tools. "Any fleet executive choosing an AI solution should insist that AI adapts to their fleet's needs, not the other way around," he says. "Don't settle for a one-size-fits-all approach."

Together, their perspectives paint a clear picture of what separates successful AI deployments from expensive science projects: outcome-driven thinking, clean data, transparent systems, and a firm commitment to keeping humans in the loop. [▶](#)

The future of fleet management belongs to leaders who understand how to leverage the power of AI.



## From dashboards to decisions

Fleet managers are no strangers to data overload. For years, the job has meant hours spent in spreadsheets, dashboards, and reports, most of it backward-looking.

“Historically, we’ve asked humans to do all the technical heavy lifting,” Narayanan says. “Sifting through massive amounts of historical data just to identify trends.”

AI changes that dynamic. Instead of forcing humans to hunt for patterns, AI models can process billions of data points, flag risks, and surface insights in near real time. But Narayanan is quick to stress that this doesn’t mean handing over decision-making authority.

“AI identifies the what,” he explains, “so that humans can better understand the why.” Shay agrees. In Autofleet’s route planning and vehicle assignment tools, AI handles the computationally intense work—optimizing routes, balancing demand, and assigning vehicles—but never without context.

“We surface potential risks directly in the UI,” Shay says. If a manager forces a new delivery into the schedule, “we show how that impacts the ETAs of other deliveries.” This visibility allows fleet managers to evaluate recommendations with full context, before deciding whether to implement a change or not. In other words, the best AI doesn’t replace judgment, it sharpens it.

## Choosing the right AI

With so many “AI-powered” labels in the market, how should fleet professionals separate substance from smoke? Narayanan’s advice is straightforward: Start with the problem, not the product.

“You can’t just say, ‘We want AI for safety,’” he says. “You need to say, ‘We want to reduce collisions,’ and then evaluate whether the solution has the right data quality, scale, and maturity to support that.”

Data privacy, ownership, and security are equally critical, Narayanan adds. Fleet managers should be asking tough questions: Who owns the data? How is it anonymized? What certifications are in place to protect it?

Shay adds another dimension: flexibility. “Demand customization based on your actual workflows and constraints,” he says. “You should be able to see how the system makes decisions and adjust it as your needs evolve.”

This includes integration: An AI tool that can’t connect to your existing systems becomes just another silo. “If it doesn’t talk to anything,” Narayanan explains, “then it’s just another thing for you to manage.”

## Man vs. machine

Both leaders are clear: The future of fleet management is not about autonomous decision-making. Rather, it’s about collaborative intelligence.

AI excels in two main areas, according to Shay. First, routine, high-frequency tasks, where automation can reliably monitor signals and trigger workflows without fatigue or error. Second, complex optimization problems, such as routing, forecasting, and vehicle assignment, where massive computation is required.

However, strategic decisions—those involving trade-offs, nuance, and organizational context—remain firmly in human territory.

Narayanan offers a safety example. If telematics and camera data detect signs of driver fatigue—lane drifting, yawning, erratic movement—AI can flag the risk. However, what happens next should not be an automatic, robotic, AI-driven response.

“A human can call the driver,” he says. “Maybe they’re 20 minutes from home, and you can talk them through that last stretch safely. That context matters.”

In this model, AI acts as an analytical co-pilot, predicting, alerting, and prioritizing, while humans decide when and how to act.

### Data that actually matters

AI may be powerful, but it is not magical. Its effectiveness depends entirely on the data it’s given. As the old saying goes:

“Technology will keep evolving, but humans will always be at the centre of this industry. You can’t afford to ignore AI, but don’t get caught up in the hype either.”

DOR SHAY CTO, ELEMENT MOBILITY AND AUTOFLEET

garbage in / garbage out. “AI is only as good as the data it’s fed,” Narayanan says. For fleets, that data typically falls into three categories.

First is transactional data: fuel spend, maintenance invoices, toll payments, and other operational costs that link the vehicle and driver behaviour directly to your costs, he adds.

Second is telematics data. “This is your GPS, your fuel level, your engine health, and other vital elements from your vehicles as they operate day-to-day,” Narayanan explains.

Third is contextual data, which adds environmental and behavioural nuance: weather conditions, road risk, driver fatigue indicators, and other situational factors. During a recent snowstorm, Narayanan notes, Geotab data showed a 53% increase in collisions across affected regions.

Shay expands the definition further, emphasizing the importance of constraints. “The AI needs to understand not just what’s happening, but what’s possible and permissible within your operation,” he says.

### Best practices

If there’s one theme both leaders return to repeatedly, it’s this:

AI success is as much about culture as technology. Messy data is the number one enemy. Missing logs, disconnected systems or inconsistent definitions can undermine even the most advanced models.

“Data hygiene has to be elevated to the executive level,” Narayanan says. “Your data is a strategic business asset.”

Driver buy-in is just as critical. Without it, even well-intentioned AI initiatives can feel like surveillance. “Drivers’ first impression is often ‘Big Brother,’” Narayanan notes. “You have to frame this as a tool to get them home safe.”

Shay reinforces the importance of starting small. Don’t expect perfection on day one. Pick a single use case, measure ROI, refine, and expand. At Autofleet, that iterative approach helped Zipcar achieve a 71% reduction in downtime as models improved with richer data.

At Geotab, a focused effort on predicting battery failures led to a 95% success rate. “The result was massive savings on maintenance,” Narayanan says.


Finally, close the loop. AI systems must learn from real-world outcomes—whether a predicted repair was necessary or a flagged risk turned out to be a false alarm.

### Think big, start small

AI is no longer optional in fleet management—but neither is skepticism. The fleets that win won’t be the ones chasing buzzwords. They’ll be the ones asking better questions, cleaning their data, breaking down silos, and insisting on transparency.

“Technology will keep evolving,” Narayanan says. “But humans will always be at the centre of this industry.”

Shay puts it more bluntly: “You can’t afford to ignore AI, but don’t get caught up in the hype either.”

The future of fleet management belongs to leaders who understand that AI isn’t here to take the wheel. It’s here to help us see the road ahead more clearly, and choose the best path forward. 

# Weighing Your Options

Choosing the right fuel for a pick-up truck isn't as easy as it used to be.

TEXT JACK KAZMIERSKI

It wasn't all that long ago when fleet managers had two fuel choices when adding pick-up trucks to their fleets: gasoline or diesel. Today, there's a lot more to choose from, including various levels of electrification, as well as alternative fuels. The choices can be even more complex once sustainability goals are added to the equation.

"A fleet manager's decision starts with understanding the primary goals," explains Charlotte Argue, Senior Manager, Sustainable Mobility at Geotab. "Beyond core operational objectives (like payload and route demands), the initial step is to clearly identify the fleet's emissions reduction or sustainability goals. These high-level objectives are critical for setting the strategy and creating the business case needed to compare different fuelling and powertrain options, with operational feasibility being a pre-requisite."

## Calculating TCO

While sustainability goals and targets play into an organization's fuel choices, no fleet can afford to ignore the total cost of ownership (TCO). For starters, acquisition costs can vary significantly, and could be a deal-breaker.

"The higher upfront investment required for alternative fuel or electric vehicles (EVs) must be offset by lower operating costs over the vehicle's intended life," explains Argue. "Fuel cost is the most significant variable expense. While telematics provides crucial visibility into current fuel usage trends and charge history for accurate Cost-per-Mile (CpM) calculations, for TCO comparisons, the focus shifts to predicting future costs."

To conduct a full TCO comparison, Argue says that a fleet must estimate the fuel/energy economy of the various fuel and powertrain options, and then apply the respective fuel prices (gasoline, diesel, CNG, electricity, etc.) to those economy estimates in order to predict future expenses.

The next factor to consider is the cost of maintenance. "To make an informed TCO comparison between vehicle and fuel options, fleets first need to estimate the maintenance and repair costs for each vehicle/fuel type," Argue explains. "For



Proactive organizations are embracing technology platforms that keep employees at home and offer innovative ways to provide mobility without endangering people.

example, Battery Electric Vehicles (BEVs) tend to have fewer repairs, but parts may be harder to access."

Vehicle lifecycles and annual mileage demands vary from fleet to fleet, and according to Argue, "longer retention periods and higher annual mileage favour vehicles with a strong long-term TCO case, typically due to cumulative fuel and maintenance savings. The economic viability of an EV, for example, is highly dependent on achieving the necessary mileage to offset the higher initial battery cost."

The next question to consider is how much will your pickups need to haul and/or tow? "The requirements for hauling and towing must be aligned with the vehicle's capabilities," Argue explains. "For BEVs, it's also important to consider range reduction with heavy loads."

If you're looking at trucks that run on anything other than readily-available gasoline or diesel, then refuelling options become a key consideration. "Fleet managers must consider fuel availability and whether fuelling will occur on-route or at a depot," Argue says. "This must be matched against the fleet's dwell patterns (e.g., confirming if EV charging can occur at the depot when the vehicles are parked). Telematics helps confirm that the required charging or refuelling infrastructure can reliably support the intended vehicle acquisition."

## Canadian climate

Here in Canada, fleets have another factor to consider—our weather extremes. "Some fuel options are more significantly impacted by temperature than others," Argue explains. "Telematics can track factors like engine coolant temperature and battery degradation in EVs, providing data to understand how local climate impacts vehicle performance and range, which is especially critical when assessing new fuel types."

Temperature is especially critical for BEVs, because their energy source is entirely dependent on battery chemistry, which is far more sensitive to heat and cold than internal combustion engines or hybrids, Argue adds.

"In cold weather, chemical reactions inside the battery slow down, reducing power output and driving range; in hot weather, the battery's thermal management system must work harder, increasing energy consumption and accelerating long-term degradation," Argue says. "Unlike ICE or hybrid vehicles, BEVs have no alternate energy source to offset these losses—so temperature directly affects both EV range and operational planning."

Finally, when it comes to remarketing, resale values can be tough to predict. "Residual values may be harder to estimate for a newer vehicle technology, like electric trucks," says Argue. "Crucially, battery health will impact residual value. Although degradation rates have been relatively low for light-duty EVs so far, it is still early to know how heavy truck batteries will fare."

## Natural gas

Joe Korn, Sustainability Consultant with Holman is a big fan of natural gas, but not for pick-ups. "I'm a big proponent of natural gas, especially in Class 7 or 8 trucks," he says. "Not as much in the light-duty segment because the ROI simply isn't there."

CNG systems in the light-duty segment, according to Korn, are more complex since these trucks need to run two systems—one gasoline and one CNG. Drivability can be an issue, as can access to maintenance providers, which is why he usual-


ly doesn't recommend natural gas as an option for pick-ups. Korn says that the whole premise of a gaseous conversion, whether that's natural gas or propane, is that it's worth it because of the lower cost of fuel. If that's a winning ROI case for your fleet, then it might make sense for you, he says.

## Cost of sustainability

While some fleets are looking at alternative fuels as a way to save money, others are focusing on a bigger picture: sustainability. If your fleet falls into the latter category, then Korn recommends looking at fuel from a different angle.

"You have to put a value on your sustainability goal," he says. "What's that emission reduction worth to your organization? Are you going to potentially lose business because customers expect your business to be more environmentally responsible?"

So, part of the fuel question has to do with that bigger picture, Korn explains. "It's not just about what you're going to do, but why you're doing it," he says. "If you're simply thinking about saving money, then there might be better fuel/powertrain options to look at."

Switching to alternative fuels, or embracing electrification can be a challenge, Korn says. "It's a change, and it can be difficult for some. So unless you're in it for the right reasons, and you have support from stakeholders across your organization, you may be in for an uphill battle. On the other hand, if your goal is sustainability, and you have the support you need to make a change, then the effort will be well worth it." 



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# From Tragedy to Transformation

How Danos rebuilt their fleet safety culture.

TEXT JACK KAZMIERSKI

In 2012, Danos—a third-generation, family-owned energy services company operating across the U.S.—won a major contract with a gas and oil company. The new business fundamentally changed Danos' fleet exposure. What began as a modest operation of 20 to 30 trucks quickly grew into a dispersed, multi-state fleet, often operating in remote terrain. Unlike Danos' legacy operations, where vehicles and drivers were visible daily, these new assets operated far from direct oversight.

"We thought we had a good program," says John Bigler, Quality Assurance & Asset Manager at Danos. "We had telematics. We had safety policies. Alerts were going to managers."

However, something critical was missing. That gap became devastatingly clear when the company experienced a fatal accident which could have ended in a nuclear judgement.

"That was the moment," Bigler says. "We had to ask ourselves, what's going on here? We've got the technology. Why didn't it stop this?"

## Technology without accountability

Like many fleets, Danos had invested in telematics early. Alerts for speeding, harsh events, and seatbelt violations were already flowing to managers' phones. But alerts alone didn't create action.

"The policy said what we were going to do," Bigler explains, "but we weren't enforcing it."

Managers received notifications—but there were no clearly defined roles, no corrective action ladder, and no accountability structure. When a driver sped, what happened next? Who made the call? What were the consequences? The answers weren't standardized.

Danos' Fleet Supervisor, Katie Smith, who works alongside Bigler, adds that the telematics system itself was part of the problem. "We just accepted the default settings," she says. "We treated it like a one-size-fits-all solution."

Harsh braking and acceleration alerts were constant—often triggered by terrain realities in oilfield environments. The signal-to-noise ratio was too high. Managers were overwhelmed, and the most critical behaviours weren't clearly prioritized.



Danos' 2025 "Drive for Safety" grand prize winner James Meyer was recently presented with his \$5,000 cheque.

## Rewriting the playbook

In late 2022, Danos began a comprehensive overhaul. First, leadership rebuilt the fleet safety policy from the ground up. Roles and responsibilities were clearly defined. Corrective actions were standardized. Enforcement was formalized and signed off by senior vice presidents. If a driver exceeded policy thresholds, there would be a defined response: coaching, documented reports, required training, probation—or in severe cases, suspension of company driving privileges.

"We had to hold the line," Bigler says. "Operations had to be willing to make the tough calls."

Just as importantly, Danos simplified their telematics focus. Instead of chasing every alert, the company narrowed proactive intervention to two behaviours: speeding and seatbelt usage.

"We said, if we can't prevent every accident, we can reduce severity," Smith explains.

The company established internal parameters. While drivers are expected to obey posted limits, telematics intervention triggers at a defined threshold. Drivers hear an in-cab alert first, giving them time to self-correct. If they fail to do so, the account manager receives a notification and must call immediately.

Seatbelt alerts follow a similar logic. If a vehicle exceeds 10 mph without a seatbelt engaged for a defined duration, managers are notified. "We don't chastise," Bigler says. "We coach. But we call every time."

## Removing subjectivity with MVR monitoring

Telematics reform was only part of the solution. Danos also implemented continuous motor vehicle record (MVR) monitoring across approximately 900 drivers. Instead of relying on periodic manual checks—or subjective HR interpretation—the company introduced a points system aligned with insurer.

- Major Moving Violations: 6 points
- Minor Moving Violations: 2 points
- Moderate Moving Violations: 3 points

Drivers whose cumulative points exceed the threshold of 6 points lose driving privileges until they fall back below the acceptable threshold.

There's no subjectivity anymore," Bigler says. "The system decides." New hires do not receive fuel cards or vehicle keys until MVR clearance is confirmed. If a driver receives a violation, the fleet team is typically notified within five days.

### Executive buy-in as a force multiplier

Bigler is clear: None of this would work without executive commitment. Danos' leadership team—including the CEO and senior vice presidents—reviews a detailed fleet report every month. The report includes:

- Total miles driven (15.3 million in the most recent year)
- Accident frequency and severity
- Accident and Telematic Violation rates per million miles
- Year-to-date KPI comparisons

"When it's important to your boss, it becomes important to you," Bigler says.

Fleet safety metrics are embedded into leadership KPIs. Trends are questioned. Spikes are investigated.

The financial impact has been dramatic, with accident costs—including property damage and bodily injury—decreasing by 82% from 2023 to 2025.

While total accident counts have decreased roughly 20% over two years, the real shift is in severity. Major injury crashes have been largely replaced by low-impact incidents, such as minor backing events and animal strikes. "That's the difference," Bigler says. "We're reducing severity."

### From reactive to proactive

In 2024, Danos added another layer: positive reinforcement.

The "Drive for Safety" campaign recognizes drivers who complete a full month—or full year—with:

- Zero telematics infractions
- Zero accidents
- Clean MVR status
- No remedial training

Monthly regional winners are entered into a draw for \$500. Annual qualifiers are entered into a \$5,000 grand prize drawing.

Recognition goes beyond cash. Winners receive jackets, formal letters, and public acknowledgment across com-

pany communications. The CEO or president personally calls winners to thank them, and personally flies out to meet the winner of the annual prize.

"It's not just about pointing out negatives," Smith says. "We celebrate the guys doing it right."

The cultural shift is evident. Drivers now call proactively to ask whether a minor incident disqualifies them from the draw.

### Integration and data visibility

A key enabler of Danos' progress has been consolidating previously siloed systems—fuel management, telematics, maintenance, and reporting—into a unified fleet management platform through Holman.

"Holman played a significant role in our success," Bigler says. "Before Holman we were very siloed, working out of six or eight different programs," Smith adds, "and getting the information would take way too long."

Previously, gathering annual metrics required weeks of manual aggregation across multiple portals. Now, comprehensive reports can be generated within days. "You can't manage what you can't measure," Bigler says. "The visibility changed everything."


### Advice for other fleets

For fleet professionals looking to replicate Danos' results, Bigler and Smith emphasize five core principles:

- 1. Start at the top.** Executive buy-in must be visible and sustained.
- 2. Define accountability.** Alerts without defined action steps are meaningless.
- 3. Focus on severity.** Identify the behaviours that matter most.
- 4. Remove subjectivity.** Use point systems and KPIs to standardize decisions.
- 5. Break it into components.** Tackle telematics, MVRs, training, and policy step-by-step.

"You eat an elephant one bite at a time," Bigler says.

Above all, he returns to the human cost that initiated the transformation. "The worst thing you ever have to do is tell a family their loved one isn't coming home," he says. "If you feel that pain once, you don't want to feel it again."


For Danos, fleet safety is no longer just a program. It's a measurable, executive-driven discipline—one that protects drivers, strengthens operations, and proves that technology works only when accountability follows the alert. 

## Vans

# Got Cargo, Will Travel

The van segment is an important one for many fleets, whether it's to move cargo, or to get tools and equipment to a job.

TEXT JIL MCINTOSH

**A**lthough there have been a few changes to the commercial van segment, the core models are still around. Electrified vans are still available, but Chevrolet's BrightDrop has been discontinued. And while compact and midsize vans have disappeared from the market, a new one is coming, and while we don't have a lot of information on it yet, we've included it here. For battery-powered models, the range shown is an estimate. 



## Ford E-Transit

The all-electric E-Transit comes in three lengths, and with a low, medium, or high roof. Its 68-kWh (usable) battery is mounted below the floor, and its motor drives the rear wheels. An available Pro Power Onboard inverter can supply 2.4-kW of power for running tools or equipment. Depending on the configuration, battery range is estimated between 228 and 255 kilometres.

### THE SPECS

- **Power:** 266 hp/317 torque
- **Drivetrain:** RWD
- **Maximum cargo capacity range:** 6,986 – 13,800 litres
- **Maximum payload capacity range:** 2,799 – 3,249 lbs



## Kia PV5

The Kia PV5 is expected to go on sale in Canada later this year as the automaker's first commercial vehicle here. It's all-electric and its length puts it about halfway between the compact and midsize vans no longer sold here. While full information is yet to come, it offers some 5,000 litres of interior volume. It's built on the same platform that underpins Kia's EV6 and EV9 consumer vehicles, and preliminary range estimates are around 416 km. It has a 71.2-kWh battery, and is front-wheel drive.



## Chevrolet Express

The Chevrolet Express, and its GMC Savana sibling, are the elders on our list. The Express offers a V6 or V8 engine, in rear-wheel-drive, and in 2500 or 3500 configurations, both of them in two wheelbase lengths. It comes in a single WT (Work Truck) trim, and with options such as vinyl or cloth seats, an available swing-out passenger-side door, trailering package, and locking rear differential.

### THE SPECS

- **Engines:**  
4.3-litre V6: 276 hp/298 torque  
6.6-litre V8: 401 hp/464 torque
- **Drivetrain:** RWD
- **Maximum towing capacity range:** 7,100 – 10,000 lbs
- **Maximum payload capacity range:** 3,188 – 4,405 lbs
- **Maximum cargo capacity range:** 6,779 – 8,031 litres



## Ford Transit

The Ford Transit offers two wheelbase lengths; regular, long, or extra-long bodies; and with a low, medium, or high roof. Only one or two seats are available, as the previous crew van with second row has been discontinued. Two V6 engines are offered, depending on the configuration. One is naturally-aspirated and the other is turbocharged, which Ford calls EcoBoost. All-wheel drive is available. Three configurations of T-150, T-250 and T-350 are available, and that last one can be ordered with dual rear wheels.

### THE SPECS

- **Engines:**  
3.5-litre V6: 275 hp/260 torque  
3.5-litre EcoBoost V6: 300 hp/400 torque
- **Drivetrain:** RWD, AWD
- **Maximum cargo capacity range:** 6,984 – 13,798 litres
- **Maximum towing capacity range:** 5,300 – 6,900 lbs
- **Maximum payload capacity range:** 3,195 – 5,103 lbs

### THE SPECS

- **Engines:**  
4.3-litre V6: 276 hp/298 torque  
6.6-litre V8: 401 hp/464 torque
- **Drivetrain:** RWD
- **Maximum towing capacity range:** 7,100 – 10,000 lbs
- **Maximum payload capacity range:** 3,275 – 4,492 lbs
- **Maximum cargo capacity range:** 6,779 – 8,031 litres



### GMC Savana

The sibling to the Chevrolet Express is the same basic vehicle but with some slight differences in its features and trim. It also offers the V6 or V8 engine, in 2500 or 3500, and with rear-wheel drive. Its longevity helps make it easy to find parts for, or upfit, and offers a relatively low cost of entry.

### Mercedes-Benz Sprinter

The Sprinter offers two small diesel engines: standard output and high-output, and with RWD or AWD. The two-passenger model comes in four configurations: 2500, 3500, 3500XD, 4500. Two wheelbase lengths, three body lengths and two roof heights are available. It also comes as a five-seater.



### THE SPECS

- **Engines:**  
2.0-litre I4 Turbodiesel Standard Output: 168 hp/295 torque  
2.0-litre I4 Turbodiesel High Output: 208 hp/332 torque
- **Drivetrain:** RWD/AWD
- **Maximum towing capacity range:** 5,000 - 7,500 lbs
- **Maximum payload capacity range:** 3,825 - 6,733 lbs
- **Maximum cargo capacity range:** 13,800 - 15,083 litres

### THE SPECS

- **Power:**  
Standard Output: 136 hp/295 torque  
High Output: 204 hp/295 torque
- **Driveline:** RWD
- **Maximum payload capacity range:** 2,624 – 3,516 lbs
- **Maximum cargo capacity:** 13,800 litres

### Mercedes-Benz eSprinter

The fully-electric version of the Sprinter comes in two wheelbase lengths and with standard or high roof.

The shorter version has a standard electric motor, while the extended version can be optioned with a high-output motor. With its available 113-kWh battery, range is estimated at 331 km.



### Ram ProMaster

The ProMaster is the only full-size van with front-wheel drive, giving it a lower step-in height. It comes in 1500, 2500, and 3500 configurations, in three wheelbase lengths and with low or high roof, while the 3500 can be ordered with a super-high roof. All use a naturally-aspirated V6 engine.



### THE SPECS

- **Engine:** 3.6-litre V6: 276 hp/250 torque
- **Drivetrain:** FWD
- **Maximum towing capacity range:** 6,480 – 7,500 lbs
- **Maximum payload capacity range:** 3,890 – 4,965 lbs
- **Maximum cargo capacity range:** 7,334 – 13,112 litres

### THE SPECS

- **Power:** 268 hp/302 torque
- **Drivetrain:** FWD
- **Maximum payload capacity range:** 2,910 – 3,170 lbs
- **Maximum cargo capacity:** 13,112 litres

### Ram ProMaster EV

The electric version of the Ram ProMaster comes only in 3500, with 159-inch extended wheelbase, and with a high or super-high roof. It uses a 110-kWh battery pack and has an estimated range of 289 km. As with the gas ProMaster, its electric motor drives the front wheels.



# Making Sense Of Your Fleet Data

How to build a Performance Measurement Framework for smarter fleet management.

TEXT KATE VIGNEAU

**F**or fleet data to be useful, the right information has to be shared with the right stakeholders, in the right format, at the right time. Creating a Performance Measurement Framework can help.

## The right information

What fleet data is needed to feed decision-making in the organization? Key Performance Indicators (KPIs) can be used to measure performance in these areas. These can be classified as follows:

- **Fleet Availability.** Many fleets support essential services, and downtime directly affects the organization's ability to provide them. A useful KPI is Vehicle Availability (% of fleet units available for service vs. out of service).
- **Maintenance Cost & Asset Lifecycle Management.** Fleets are capital-intensive, and a Total Cost of Ownership (TCO) approach is needed to determine the optimal replacement, accounting for both operating and capital costs. Important KPIs to track include Preventive Maintenance compliance (% of PM inspections completed on schedule) and Unscheduled Repair Ratio (Reactive repairs ÷ total repairs)
- **Fuel Efficiency & Utilization.** Fuel is often the highest operating cost after labour, and deserves careful monitoring. KPIs worth tracking include Fuel Consumption (L/100 km) and Idle Time (% time idling).
- **Safety & Risk Performance.** The operation of motor vehicles is a major risk area for an organization. KPIs to track include Preventable Collision Rates (per 100,000 km) and Driver Safety Scores (telematics-based assessments of harsh braking, speeding, and cornering).
- **Sustainability Targets.** Reducing emissions to support an organization's sustainability goals can become a key responsibility of fleets. KPIs in this area include Greenhouse Gas (GHG) emissions per km, or Electric Vehicle (EV) adoption rate (% of fleet electrified by class).

## Right stakeholders / right format / right time

The best information cannot help an organization reach its goals unless it is shared. A Reporting Matrix is often used

to determine who needs what information and how often. The following guidance can help build a meaningful framework:

Metric	Target	To	Frequency	Format
Availability	> 95%	All Divisions	Weekly	Dashboard
PM Compliance	> 90%	All Divisions	Monthly	Dashboard
Unplanned Maintenance	< 30%	Fleet Manager	Monthly	Dashboard
Idle Time	< 15%	All Divisions	Quarterly	Report

- Use standard vehicle classifications to group data. This will facilitate benchmarking with outside organizations.
- Invest in appropriate technology. A fit-for-purpose fleet management system, fuel system, and telematics are critical tools in your reporting strategy.
- Incorporate fleet user information needs. Many benchmarks will be geared toward the fleet manager to support overall program management. User groups, however, can benefit from utilization and cost metrics to enhance their involvement and accountability.
- Educate stakeholders on the metrics being tracked, why they are important and what constitutes best practices.
- Update tracked metrics as data needs change or tracking capabilities improve. As a minimum, the Performance Framework should be reviewed annually. A higher collision rate may indicate the need for closer safety monitoring. Introducing electric vehicles may require a mandate to report greenhouse gas emissions reductions.

As fleet management becomes increasingly reliant on data, you need to carefully consider what information is needed to make key acquisition, utilization, replacement, and maintenance decisions in a timely manner. [🔗](#)



Certified Automotive Fleet Manager (CAFM), Kate is Vice-President of MCG Consulting Solutions.

# The All-New Kia PV5

Expand your business opportunities.



The all-new **PV5** is arriving in Canada in October 2026. Kia's first purpose-built commercial vehicle has already made an impact globally, winning **International Van of the Year 2026**. Innovative, modular and all-electric, see how your fleet can benefit from the **PV5**.



## The Sorento HEV

Choose exceptional fuel economy for your fleet.



## The All-New K4 Hatchback

Meet our new, versatile, and cargo-friendly hatchback.



Movement that inspires

Order today at [kia.ca/fleet](https://kia.ca/fleet)

Beyond the Garage

# The Full Scope of Fleet Operations

Production services and planning functions combine to ensure vehicles, data, and people align, making fleet one of your organization's most impactful departments.

TEXT CHRIS HILL

**F**leet management is a complex and often misunderstood role within organizations. While many people think it is simply about vehicle repairs, the reality is that fleet managers oversee multiple lines of business. These responsibilities deliver value and play a direct role in the overall success of the organization.

## Core lines of business in fleet management

The functions of fleet management are generally divided into two main sections: production and planning. These two areas work together to support employees in taking trips and assisting with the completion of work for other staff members.

## Production

Production refers to product-oriented lines of business. The primary focus here is to provide vehicles, equipment, and, at times, tools, along with the necessary goods to keep operations running efficiently. These goods include a wide variety of parts, such as tires, attachments, vehicle decals, oil, coolant, fluids, and shop supplies.

Fuel management is a significant aspect of production, with significant cost and administrative expense. The introduction of alternative fuels—like biodiesel, compressed natural gas, propane, and electricity—can make procurement more complex, often requiring extensive performance verification steps.

Other important business lines (under production) include vehicle maintenance and repair, compliance inspections, vehicle recalls, towing, pickup and delivery, and collision repairs.

Vehicles may be acquired through various means, including purchase, leasing, or short-term rental, and may require additional outfitting to meet the specific needs of users. Proper vehicle disposal is crucial to minimize risk and liability. Some organizations operate motor pools, which can be time-consuming to manage and may have significant cost implications.

## Labour in production

Production relies on both labour and materials. Labour can be sourced from in-house staff or contractors. Labour rates are categorized as either “bare” (covering only the employee’s wage), or “fully burdened,” which includes benefits and overhead costs such as workshop expenses, management, and other employee support costs. A general rule of thumb is that the fully burdened labour rate is about three times the technician’s hourly wage.

## Planning

Planning encompasses service-oriented lines of business that support the fleet’s ongoing operations and strategic direction. The goal is to ensure everything necessary is provided so trips and jobs can be completed successfully. Planning responsibilities include vehicle licensing, automobile insurance, regulatory compliance, performance measurement and reporting, production chargebacks, and cost recovery.


Information technology is a vital component of fleet management. Many fleets use telematics to gain deeper insights into fleet performance, often sharing this data with users. Reporting levels can range from minimal to highly-detailed, based on organizational needs.

A computer maintenance management system is essential, and may be operated in-house or through a third-party provider. This system might be shared with other users, or be dedicated solely to fleet management. Driver training is frequently part of fleet management’s responsibilities, which may involve developing and enforcing procedures that affect employee relations.

## Telling your story

Communicating the value of fleet management is important. It’s necessary to explain and demonstrate that fleet management is much more than fixing flat tires and performing oil changes.

Critical thinking about fleet management begins with understanding its full scope. Recognizing and articulating the impact of fleet management helps critics appreciate its influence on the organization and the efficiency of fleet staff.

In many cases, the ratio of fleet staff expenses compares favourably with other organizational functions, such as human resources, information technology, or finance. That’s a great story. 



Chris Hill is an experienced fleet manager and consultant, currently serving the City of Waterloo, Ontario. He has built his expertise through work with some of Canada’s best-known companies and several municipalities.

# Building Momentum

As we enter further into a new year, NAFA continues to see progress on a wide variety of fronts.

TEXT **BILL SCHANKEL**

There's no question that fleet managers have been dealing with a lot of different challenges simultaneously over the last several years. From COVID pandemic restrictions, to limited availability of vehicles, rising operating costs, vehicle electrification, technology advancement (including AI) and policy changes, it has been a highly unpredictable and sometimes difficult environment to navigate.

**"At NAFA, our approach has been to find solutions to help fleet managers and their organizations be successful no matter the conditions."**

**BILL SCHANKEL**

## Effective approach

At NAFA, our approach has been to find solutions to help fleet managers and their organizations be successful no matter the conditions, and this approach seems to be resonating. We have seen our membership continue to grow over the last few years, and in 2025, the association had more than 3,300 members, which is one of the highest totals we've seen in a long time. Our focus in 2025 was creating efficient, safe and sustainable fleets, and we've seen that continue gather momentum as we edge further into 2026.

## New safety program

Last year, we launched a brand-new fleet safety certificate program, an Automotive Fleet Safety Guidebook, and a Fleet Safety eLearning course. In 2026, NAFA will be adding new fleet safety awards to its 100 Best Fleets in the Americas program, that recognize fleets for their commitment and focus on safe operating practices. Applications for this new award will become available in March. Policy has also been a big topic of interest, based on member feedback, and 2025 saw the launch of our first dedicated virtual fleet policy workshop, which will continue this year, as we aim to continue bringing the latest information and changes related to policy in North America, especially as those changes have come thick and fast in recent years.

Education continues to be a major focus, from our Fleet 101 and e-learning courses to our CAFM certified fleet manager program. At the end of 2025, we had 65+ CAFM graduates, and we've been conducting research that has reinforced the importance of CAFM, the results of which we will announce later this year.

## More workshops, more opportunities

We also have our Institute & Expo (I&E) coming up (April 13-15) at the Huntingdon Convention Center in Cleveland, Ohio. This year, we will have more than 40 education sessions, and have expanded our technician training workshops with an emphasis on supporting the next generation of fleet technicians as they advance in their careers. A significant change has also been moving

the Ride and Drive program from the last day of the event to the first. We feel this will provide opportunities for more attendees to sample fleet vehicles. Speaking of OEMs, we also have presentations taking place during the event so vehicle manufacturers can provide insight into their focus and plans moving forward.

We will also be co-locating with the Conference of Auto Remarketing (CAR), which is taking place the same week in Cleveland. We felt this was a significant step as remarketing becomes ever more important for both conventional vehicles and EVs.

## Driving value

There's no question that the fleet management industry has changed significantly in the last few years. At NAFA, our goal is to continue finding solutions and driving value for this important sector of the economy. We've had some great success and momentum, which we are continuing to build, and a very big part of that boils down to our NAFA Regions, Local Networking Groups, and the countless volunteers who devote their time and tireless energy to advancing fleet management across the continent. As we enter further into a new year, I would just like to say a big thank you to all of you for making this possible. [👉](#)



Bill Schankel, CAE, is CEO of NAFA Fleet Management Association. You can reach him at [bschankel@nafa.org](mailto:bschankel@nafa.org)





PACCAR Plant in Sainte-Thérèse

# PACCAR's Canadian Plant: A Winning Trump Card

When the Trump administration's trade war reached the Canadian truck market, the 25% tariff could have had a catastrophic impact on PACCAR's Canadian plant.

TEXT **CLAUDE BOUCHER**

**A**lready hit twice in 2025 by layoffs tied to declining new truck sales, PACCAR's Canadian plant in Sainte-Thérèse, Quebec—which until last fall assembled the full medium-duty truck lineup for Peterbilt and Kenworth for the North American market—was facing a potentially dire situation. However, a new production strategy from the group could instead prove to be a significant advantage.

To comply with Trump's push to repatriate vehicle manufacturing, PACCAR is moving production of its medium-duty trucks for the U.S. market to its American plants. In the same move, the manufacturer has announced that nearly all trucks destined for the Canadian market will now be built at its Sainte-Thérèse plant.

For Kenworth, vocational trucks in both tractor and straight truck configurations—the T880 models and the T680 day cab highway tractor—will now be assembled in Quebec for the Canadian market. Peterbilt's 567, 579, and 589 models follow suit, with the exception of the premium UltraLoft integrated sleeper tractor. Not included in the shift are the cabover models: the K and L series for Kenworth, and the 220 and 520 for Peterbilt.

One important point to note: PACCAR has recently expanded its presence in the electric truck market, with one of the most complete lineups available, from both Kenworth and Peterbilt. For Canadian sales, the brand-new generation, which was announced last year as the most innovative on the market, will also be built in Quebec. ➤

Aerial view of the PACCAR plant in Sainte-Thérèse.



First Model 567 assembled in Canada.

## A high-performing plant

There is more to PACCAR's decision than tariff politics. The Sainte-Thérèse plant has been part of Quebec's industrial landscape for more than 25 years, and is widely regarded as one of the most modern and best-performing facilities in the entire group. It has frequently earned praise from PACCAR's senior leadership for the quality of both its Peterbilt and Kenworth trucks.

The team at the Sainte-Thérèse plant has worked tirelessly to convert and modify its facilities to accommodate a broader range of orders.

Beyond its workforce, the Sainte-Thérèse plant generates significant economic spinoffs for Quebec, particularly in the manufacturing and transportation of truck components.

It is worth noting that Canada is home to only one other medium- and heavy-duty truck manufacturing plant: Hino's facility in St. Thomas, Ontario, where trucks that are destined for the Canadian market are produced.

## Results to come

It is difficult at this point to quantify the full impact of these production changes for PACCAR across North America. On one hand, the vast majority of medium-duty trucks previously built entirely at Sainte-Thérèse were headed to Kenworth and Peterbilt dealerships in the United States. Repatriating that production to our neighbours to the south will therefore have a significant impact on both sides of the ledger.

That said, the specificities of the truck market by vehicle class must also be taken into account. The medium-duty segment (Class 5, 6, and 7 trucks up to 35,000 lbs. gross vehicle weight rating) is far smaller than the Class 8 heavy-duty

truck market. Figures vary by region, but as a general estimate, for every medium-duty truck sold, four heavy-duty trucks find a buyer.

When the numbers are weighed, the gains on the Canadian market side could largely make up for what is lost on the U.S. side. And that outlook is strengthened by one key factor: Heavy-duty trucks are where both Kenworth and Peterbilt have always resonated most with buyers.

When combining Kenworth and Peterbilt sales across North America, PACCAR can boast of ranking second in Class 8 market share, right behind the giant Freightliner from the Daimler group. While combined Canadian market share in this category is slightly lower, PACCAR still ranks just behind the segment leader.

Taking into account annual Class 8 truck sales in Canada of between 24,000 and 30,000 units over the past three years—with 2025 showing a cyclical decline of approximately 11%—and a combined market share of just under 30%, the potential of the new truck lineups being built at the Sainte-Thérèse plant becomes clear.

## The "Made in Canada" effect

Canada's response to the repeated attacks from the Trump administration and its "America First" philosophy could also have positive implications for the Sainte-Thérèse plant. Ottawa has made no secret of its intention to favour products made on this side of the border. But there is a wide gap between stated intentions and real-world impact.

Quebec, too, has been slow to respond to American protectionist measures. And even before the current trade war, repeated attempts by various stakeholders to push for the prioritization of Quebec-built trucks from the Sainte-Thérèse plant—particu-

larly in government and municipal procurement—have been met with outright refusal. Investissement Québec’s support, in response to American measures, could give the Sainte-Thérèse plant a leg up. But without a change to lowest-bidder procurement rules, or at least greater weighting for locally-manufactured

vehicles, the “Made in Canada” advantage will amount to little more than a feel-good argument. The American trade war has sparked a noticeable renewal of interest in both Peterbilt and Kenworth products. Whether that interest will convert into actual sales, however, remains to be seen. [O](#)

## Tariffs: A Moving Target

The North American transportation industry has been critical of the tariffs imposed by the Trump administration. At a time when heavy-duty truck prices have already seen significant increases since the COVID-era supply chain chaos—and when prices are expected to climb further with the introduction of new EPA regulations on minimum service life and warranty requirements—major fleet buyers see no way of avoiding further price hikes, inevitably driven by these tariffs.

There may be an argument for American protectionism when it comes to manufacturers that have moved production of high-volume models to Mexico. But applying those same tariffs to vehicles built in Canada is a much harder case to make—especially given that PACCAR was, it bears repeating, the only manufacturer building medium-duty trucks in Canada for the U.S. market. The vast majority of medium- and heavy-duty trucks sold in

Canada are already built in the United States or Mexico. Add to that the fact that major components, such as engines, have never been part of the Canadian manufacturing picture, and it becomes clear that the trade balance in this sector was already firmly in America’s favour—long before any tariffs entered the equation.

Given that these vehicles are largely covered under CUSMA, unless the American administration formally challenges this, it is difficult to understand the rationale behind these tariffs. One might be tempted to see in them a clumsy attempt to recapture a certain “Made in USA” pride at a time when the medium- and heavy-duty truck market in the United States is now largely dominated by European-owned manufacturers, namely the Daimler, Volvo, and Traton (Volkswagen) groups—leaving PACCAR, in fact, as the only genuinely American company in the segment.

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Cold Comfort

# Rethinking Refrigeration for the Modern Fleet

The next evolution of cold chain logistics is quieter, cleaner, and more data-driven.

TEXT JACK KAZMIERSKI

**F**or fleet managers running refrigerated vans, keeping cargo cold has never been as simple as flipping on a cooling unit and hitting the road. Today's cold chain operations sit at the intersection of regulatory scrutiny, sustainability goals, rising fuel costs, and increasingly unpredictable weather.

"Companies operating refrigerated cold chain fleets face several key challenges that can disrupt the distribution process and risk product integrity," says Kyle Hammontree, Business Segment Manager at Geotab. "These challenges include regulatory compliance, weather conditions, lack of temperature visibility, and equipment failure."

Each of these challenges on its own can strain operations. Together, they're pushing fleets to rethink how refrigerated vans are powered, and whether relying on the vehicle's engine still makes sense.

## Compliance issues

Regulatory compliance is often the most immediate pressure point. Food and pharmaceutical fleets are required to prove that products stayed within strict temperature ranges throughout their journey, with detailed documentation to back it up. Failing to do so can mean fines, or even full-scale product recalls.

"There are many industry regulations and guidelines fleets must adhere to," Hammontree explains, citing Good Distribution Practices (GDP) for pharmaceuticals, HACCP and Safe Food for Canadians Regulations for food safety, the U.S. Food Safety Modernization Act (FSMA), and oversight from agencies like the FDA and USDA.

The challenge isn't just meeting these standards—it's proving compliance. That's why keeping accurate records is critical. "Use technology to automatically save temperature data and other details," Hammontree advises. "This creates historical



Food and pharmaceutical fleets are required to prove that products stayed within strict temperature ranges throughout their journey.

records that are ready for audits, and needed to follow rules like FSMA."

## Environmental concerns

Then there's the environment outside the cargo box. Extreme weather events—heat waves, cold snaps, sudden storms—can overwhelm refrigeration systems and compromise temperature stability. As Hammontree notes, sudden temperature changes can spoil the product if fleets can't react fast enough.

Traditionally, fleets have relied on engine-powered refrigeration units. Vans idle to keep goods cold while drivers unload, wait at docks, or navigate congested urban routes. That idling burns fuel, increases CO<sub>2</sub> emissions, and accelerates wear and tear on engines.

Over time, the costs add up: higher maintenance bills, more frequent breakdowns, and increased downtime. Equipment failure, especially refrigeration unit failure, is one of the most expensive risks fleets face. Even a short interruption can result in lost product and damaged customer trust.

## A shift away from engine-driven cooling

To reduce these risks, many fleets are exploring alternatives that keep cargo cold without running the engine. According to Hammontree, the goal is simple: "Stop relying on the van's engine for cooling."

Several technologies are gaining traction:

**Liquid nitrogen (cryogenic cooling)** uses the evaporation of liquid nitrogen to rapidly chill the cargo area. Hammontree says this process is nearly silent and produces no CO<sub>2</sub> during cooling.



**Solar power** involves roof-mounted panels that charge auxiliary batteries, which then power the refrigeration unit independently of the engine.

**Battery-electric power (E-TRUs)** relies on large lithium-ion batteries that can be charged via plug-in power and regenerative braking. These systems pair naturally with electric vans, which are increasingly common in last-mile delivery.

Each option reduces engine load, cuts emissions, and lowers the risk of mechanical failure tied to traditional systems, but none is a one-size-fits-all solution.

### Weighing costs, reliability and reality

So which alternative makes the most sense? Hammontree says it depends heavily on how and where a fleet operates.

“The most realistic solution depends on the fleet’s vocation and the type of routes they drive—last-mile versus long-haul,” he explains. “Battery/electric (E-TRUs) are being adopted the fastest because electric vehicles are becoming more popular for last-mile delivery vehicles for food and beverage distribution, as well as pharmaceutical distribution.”

**Battery-powered E-TRUs** stand out for reliability and long-term savings. They produce no tailpipe emissions, reduce fuel costs, and integrate well with electric vehicles. However, Hammontree explains that they come with a high upfront price tag, add significant weight, and require charging infrastructure.

**Solar power** offers “free” energy from the sun, reduces stress on the engine, and helps maintain battery health. The downside? It’s very weather-dependant, rarely provides enough power for heavy cooling on its own, and requires maintenance if panels are damaged or dirty.

**Liquid nitrogen systems** are great for night deliveries since they’re almost silent, cool rapidly, and have few moving parts to break, Hammontree explains. However, they require a specialized refueling infrastructure, face fluctuating fuel costs, and come with safety considerations related to gas handling.

### Data-first approach

For fleet professionals considering alternatives, Hammontree emphasizes a strategic, data-driven approach.

“The most successful strategies centre on a data-first approach,” he says, and he recommends using telematics to measure current performance. “Use telematics to measure exactly how much fuel is being wasted today when vans sit idle just to keep the goods cold,” he says. “If you don’t measure it, you can’t improve it.”

Piloting new technology is another critical step. Rather than overhauling an entire fleet, Hammontree recommends testing a small number of vehicles on specific routes. This allows fleet managers to evaluate real-world factors like frequent door openings, stop-and-go traffic, and driver behaviour.

Total Cost of Ownership (TCO) should guide decision-making. While battery or cryogenic systems may cost more upfront, savings from reduced fuel use, fewer engine repairs, and longer vehicle life can outweigh initial expenses over five to seven years.


### Visibility: a top priority

No matter which cooling technology a fleet chooses, visibility remains non-negotiable. Smart sensors that continuously monitor temperature and humidity—and trigger alerts when something goes wrong—are key to protecting cargo.

“Make sure your cooling source works with your tracking system,” Hammontree advises. Immediate warnings can save a shipment if a battery fails or a nitrogen tank runs low, he adds.

Route planning also plays a role. Avoiding traffic congestion and severe weather not only saves time and fuel, but also reduces stress on refrigeration systems. Additionally, automated record-keeping ensures fleets are always audit-ready, with historical data available at the click of a button.

### Keeping cool in a changing industry

Refrigerated fleets are under more pressure than ever, but they’re also better equipped than ever to respond. Cleaner cooling technologies, paired with telematics and data-driven planning, offer a way to reduce costs, meet compliance demands, and lower environmental impact—all while keeping products safe. 

# Reducing TCO With Electric Vehicles

While the importance of electrification is now widely recognized, high upfront investment costs still hold some organizations back.

TEXTE **GUILLAUME BROSSARD**

In Canada, Clean Fuel Regulations are transforming electrification into a compelling financial opportunity. Over a five to seven year horizon, total cost of ownership (TCO) analysis shows that electric vehicles are not only competitive, but clearly advantageous, largely due to the monetization of carbon credits.

## Why electrification changes the financial equation

Electrification fundamentally reshapes how fleet operating costs are structured. Electric vehicles contain far fewer mechanical components, eliminate oil changes, and significantly reduce maintenance requirements. Energy costs are also more stable, and generally lower than gasoline or diesel.

According to a PwC report, fleets can achieve cost savings of 30–50% over five years. These savings can be further enhanced by revenue from carbon credits. Each tonne of CO<sub>2</sub> avoided corresponds to one carbon compliance unit, with market values ranging from \$175 to \$350\*.

When combined with available incentives and subsidies, these benefits accelerate asset payback, and improve long-term profitability.

## Clean Fuel Regulations: A powerful financial lever

The federal Clean Fuel Regulations program is built on a straightforward principle: Every kilowatt-hour consumed by an electric vehicle generates carbon compliance units that can be sold on the market.

While the regulatory mechanics can be complex, partnering with an aggregator simplifies the process, turning every vehicle charge into revenue.

For a fleet traveling approximately 1,000 km per month, carbon credits can generate several hundred dollars per vehicle per year. Over a five-year period, this cumulative revenue directly reduces TCO, and significantly shortens return on investment timelines.



Lower TCO for electric vans: up to \$10,000 in savings per year, thanks to carbon credits, and 30–50% reductions in operating costs.

## The advantage of electric over gasoline

An electric utility van can deliver approximately \$3,500 per year in fuel savings. When combined with carbon credit revenues, total annual benefits can be close to \$10,000 per vehicle.

The financial impact is even more pronounced for heavy-duty vehicles. A truck traveling 50,000 km annually can generate \$17,000 in fuel savings and up to \$45,000 in carbon credit revenue, representing more than \$60,000 in annual value compared to a combustion-engine equivalent.

While higher vehicle acquisition costs and charging infrastructure investments must be considered, these expenses are often eligible for government support programs, which helps offset upfront costs.

## Electrification: A profitable choice, amplified by carbon credits

When carbon revenues are fully integrated into TCO analysis, fleet electrification reveals its true potential. Despite higher upfront investment, lower operating costs, recurring carbon credit revenue, and available funding programs dramatically accelerate return on investment timelines.

The result: Electric vehicles emerge as a solution that is not only environmentally responsible, but decisively financially attractive. Do the math! [👉](#)

\* Values depend on market conditions and negotiation capacity. Examples reflect average amounts negotiated by Polara since the launch of its Carbon program.



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.

# PACCAR Takes Pole Position

Peterbilt and Kenworth, the two truck manufacturers under the PACCAR umbrella, have just unveiled their complete battery-electric lineups.

TEXT CLAUDE BOUCHER

**W**ith an offering spanning from Class 6 straight truck for urban delivery all the way to 82,000 lb GVW high-way tractor—including vocational heavy-duty trucks and refuse collection vehicles—Peterbilt and Kenworth have become the only manufacturers in North America to offer a full zero-emission lineup across every segment.

With the launch of the Kenworth T280E, T380E and T480E, as well as the expansion of the Peterbilt lineup with the 536EV, 537EV and 548EV, the PACCAR group is making its electric ambitions unmistakably clear.

At the core of this electric offensive is a powertrain developed entirely in-house by PACCAR. This fully integrated architecture features an electric motor paired with a three-speed transmission (10.0 | 7.92 | 3.25), engineered to deliver seamless, torque-uninterrupted shifts. Depending on the configuration, peak output reaches 450 kW (605 horsepower), paired with 1,850 lb.-ft. of torque.

PACCAR has opted for lithium iron phosphate (LFP) chemistry, a deliberate choice, given its thermal stability and longevity. This allows for capacities of either 250 kWh or 375 kWh, a range up to 450 kilometres, and an 80% charge recovery in just over one hour (with DC fast charging).

The Kenworth T480E and Peterbilt 548EV can both be configured up to a GVW of 82,000 lb, joining the already available Peterbilt 579EV and Kenworth T680E at the top of the weight

range. High-voltage ePTO options, reaching up to 100 kW (approximately 130 hp), further extend the lineup's reach into vocational territory.

## Strategic Canadian production

For the Canadian market, one detail deserves particular attention: All PACCAR electric trucks destined for Canada—with the exception of the Peterbilt 520EV and the Kenworth L770E, K270E and K370E—will be assembled at the Sainte-Thérèse, Quebec plant. That choice confirms the strategic importance of the Canadian facility in the group's energy transition.

## A long-term strategy

By covering the full spectrum of medium and heavy electric segments, PACCAR has established itself as a defining force in the North American market. Political cycles will come and go, but the electrification of road transport is part of a deeper, structural shift.

In a sector where the energy transition remains complex and costly, PACCAR has chosen to move rather than wait—a posture that could very well translate into a genuine competitive edge as the market matures. With these new complete lineups, Peterbilt and Kenworth now rank first in medium and heavy electric truck offerings across North America, claiming a position in this market that Volvo Trucks currently holds in Europe. [🔗](#)

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Dynamic Tire

# The Smart Money Move in OTR Tires

Why fleet professionals are increasingly choosing Triangle for lower acquisition costs, proven value, and repeatable performance.

TEXT JACK KAZMIERSKI

For fleet managers and owner-operators running off-the-road (OTR) equipment, tire decisions are never just about rubber. They're about uptime, budgets, predictability, and making choices that won't come back to bite anyone six months down the road.

In an environment where input costs keep climbing and capital budgets are under constant scrutiny, many fleets are rethinking the long-held assumption that pricey OTR tires are always the smartest choice.

Increasingly, fleet professionals are finding that the real value conversation starts (and often ends) with acquisition cost and cost per 32<sup>nd</sup>. That's where Triangle OTR tires are gaining serious traction.

## Cost per 32<sup>nd</sup> of tread

Talk to fleet buyers long enough and a consistent theme emerges: initial purchase price matters. Not because fleets want to buy "cheap," but because acquisition costs set the tone for total tire spend across an entire fleet.

Triangle is firmly positioned as a value-tier brand, and that's a strategic advantage.

Compared to some other manufacturers, Triangle's OTR tires come in at a significantly lower acquisition cost. "For fleets purchasing dozens, or hundreds of tires annually, that difference can translate into substantial upfront savings," says Gregory Pickering, Product Segment Manager, Non DOT at Dynamic Tire. >

Every tire sold is fully warrantied, with claims handled locally an experienced team, says Gregory Pickering, Dynamic Tire.

But Triangle's appeal doesn't stop at sticker price. End-users and distributors increasingly frame the value discussion around the cost per 32<sup>nd</sup> of tread, a metric that resonates with fleet professionals who want apples-to-apples comparisons.

From that perspective, Triangle offers a compelling cost advantage versus many competing brands. In simple terms, fleets pay less for each usable unit of tread depth. That matters when tires are a line item with real impact on cash flow.

What's especially telling isn't a single data point—it's customer behaviour.

Across multiple OTR segments, Triangle sees strong repeat business. Fleets that try the brand frequently come back and specify the same tires again. That pattern speaks volumes. In the tire world, repeat purchases are the most honest performance metric there is.

For fleet professionals, cost per 32<sup>nd</sup> isn't about chasing a spreadsheet victory—it's about aligning purchase decisions with operational reality. Triangle tires consistently perform well in this framework because their acquisition cost is lower, while tread depths and usable life remain competitive.

### Engineered for real-world applications

Value doesn't exist in a vacuum. Triangle's OTR tires are engineered with features designed to handle the realities of construction, mining, and heavy earthmoving applications. Depending on the model, these features can include:

- Self-cleaning tread designs that reduce material buildup and maintain traction in mud, clay, and loose soil

- Robust casing construction built to withstand harsh environments and heavy loads
- Optimized tread patterns for stability, cut resistance, and even wear
- Application-specific designs for dump trucks, loaders, scrapers, and other OTR equipment

Some Triangle OTR models are relatively new and seeing rapid adoption. Others have been in the lineup for a decade or more, quietly building a track record of consistent performance and strong customer loyalty. In both cases, sales trends point in the same direction: steady year-over-year growth driven by satisfied end users.

### Focus on value

Triangle's strength lies in balanced value by combining competitive pricing with solid engineering, dependable performance, and meaningful after-sale support. For fleets that want to control costs without gambling on unknown brand names or unsupported products, that balance is crucial.

In an era where some buyers are tempted to source container-direct tires with little to no backup, Triangle offers something increasingly rare: accountability.

One of the most compelling benefits for fleet professionals is how Triangle OTR tires are supported after the sale. "Every tire sold is fully warrantied, with claims handled locally by our experienced team, rather than bounced back to overseas factories," explains Pickering.



#### Triangle TB516

Designed for a range of applications, including scraper, industrial and port, loader and bulldozer, and articulated dump truck, the Triangle TB516 is a versatile tire with a wide aggressive tread design for optimum handling and outstanding traction.



#### Triangle TB516S

Engineered specifically for dump trucks, the Triangle TB516S boasts excellent durability, excellent handling, outstanding traction and lateral adhesion, as well as a tough casing designed to handle the rugged realities of the worksite. Moreover, the shoulder and sidewall were design to resist damage in harsh environments.

Warranty decisions are made by qualified Dynamic Tire professionals who understand real-world OTR applications, not just paperwork. “We don’t just sell tires—we build long-term partnerships,” Pickering adds. “Our team of experienced professionals works closely with each customer to understand their needs, offer expert recommendations, and provide tailored support.”

For fleet managers, that means fewer headaches, faster resolutions, and confidence that if a tire issue arises, it will be handled fairly and decisively. “Once a warranty determination is made, it stands—no clawbacks, no reversals, no surprises,” Pickering says.

### Nationwide availability, local expertise

Triangle OTR tires are widely available across the country through established distribution networks, ensuring fleets aren’t left scrambling for replacements. Backing that availability is a national team of sales reps, product managers, and technical experts who support dealers, and by extension, the fleets they serve.

For end users, this translates into consistent access to product, informed recommendations, and support when it

matters most. It’s not just about buying a tire; it’s about having a partner who understands your operation.

### They do the job

Ask why fleets continue to choose Triangle, and the answer isn’t flashy. It’s practical. The tires deliver the performance required. They last as long as expected. They cost less to acquire. They’re supported after the sale. Put simply, they do the job.


In a high-stakes OTR environment, this level of reliability builds trust, and trust is what turns a one-time purchaser into a long-term fan.


“We don’t just sell tires—  
we build long-term partnerships.”

GREGORY PICKERING  
PRODUCT SEGMENT MANAGER, NON DOT  
DYNAMIC TIRE

### The bottom line

For fleet professionals managing OTR equipment, Triangle represents a compelling value that directly impacts uptime and the bottom line. With lower acquisition costs, competitive cost per 32<sup>nd</sup>, proven real-world performance, and strong warranty support, the brand checks the boxes that matter most on the ground, and off-the-road

Triangle isn’t about cutting corners—it’s about spending smarter. And in today’s cost-conscious OTR landscape, that’s exactly why fleet professionals are choosing Triangle tires, and coming back for more. 

Triangle isn’t about cutting corners—it’s about spending smarter. And in today’s cost-conscious OTR landscape, that’s exactly why fleet professionals are choosing Triangle tires, and coming back for more. 



### Triangle TB598

The Triangle TB598 is ideal for articulated dump truck, loader and bulldozer applications. This radial tire optimizes traction while still delivering exceptional reliability. It features an aggressive self-cleaning tread design, rugged shoulders and enhanced sidewall protection.



### Triangle TB598S

Built to thrive in extreme conditions, the Triangle TB598S is ideal for articulated dump truck applications. This rugged tire delivers excellent traction, exceptional reliability, and boasts an aggressive self-cleaning tread design that maximized the life of the tire.



### Triangle TB538S+

The Triangle TB538S+ was engineered specifically for loader and bulldozer application, and it excels in difficult operating conditions. While the aggressive open tread pattern delivers excellent grip and traction, the rugged shoulder design enhances stability while protection the sidewall from damage.

# The Silent Workhorse

Smart hydraulic maintenance keeps dump trucks moving.

TEXT JACK KAZMIERSKI

**H**ydraulic systems rarely get the spotlight, but it's the hydraulic system that quietly does the heavy lifting on a dump truck, day in and day out. When it works, no one notices. When it fails, everything stops.

For fleet professionals, that silence can be deceptive. A small leak or a contaminated fluid sample can be the first whisper of a much bigger problem.

To understand where failures really come from—and how to prevent them—we spoke with two experts: Zac Hales, Business Segment Manager at Geotab, and Dave Broadwater, Manager of North American Fleet Management Services at Holman. Their combined insights point to one clear conclusion: Most hydraulic failures are preventable, if fleets know where to look and when to act.

## Where hydraulics fail first

According to Hales, the most failure-prone components are those that move constantly or live in hostile environments. "Hoses are the most common failure point," he says. "They're subject to constant flexing, high-pressure surges, and external abrasion. Seals and O-rings also fail frequently; over time, heat and friction cause them to harden or tear, which leads to external leaks or internal 'blow-by' that results in a loss of lifting power. Finally, pumps, which are the 'heart' of the system, are susceptible to internal wear. If a pump begins to fail, it often sends damaging metal debris throughout the entire system."

Broadwater agrees, adding that seals are often a big concern. "Seals are the most problematic component of hydraulic systems," he explains, noting that excessive debris, minor damage, and unaddressed wear can accelerate seal failure.

"Additionally," he says, "hydraulic hoses have several flex points and are commonly routed in tight areas, making them highly susceptible to failure as well."

Broadwater stresses that wear or rub points need to be identified quickly and addressed immediately, "whether that's rerouting the hose to prevent damage or adding extra protection to mitigate wear."



The hydraulic system quietly does the heavy lifting on a dump truck, day in and day out.

## The silent killer: contamination

Both experts point to contaminated fluid as the most common root cause of hydraulic failure. "Contamination is considered the silent killer," Hales explains. "Even microscopic particles of dust, sand, or metal act like sandpaper inside the system, grinding down valves and pumps." Unlike obvious leaks or broken hoses, contamination works invisibly, degrading components long before symptoms appear.

Other major causes, he adds, include heat (oxidation). Operating a system too hot thins the oil, reduces lubrication, and destroys seals. Add aeration and cavitation—where air enters the fluid and implodes inside the pump—and metal surfaces can be damaged in minutes, rather than months.

Broadwater connects contamination directly to maintenance habits. "More often than not, lack of preventative maintenance results in contamination, restricted filters, and/or low fluid levels," he says.



### Inspection: the first line of defence

Hydraulic failures rarely happen without warning. The challenge is training staff to catch those warnings early. Hales

**“Contamination is considered the silent killer. Even microscopic particles of dust, sand, or metal act like sandpaper inside the system, grinding down valves and pumps. More often than not, lack of preventative maintenance results in contamination, restricted filters, and/or low fluid levels.”**

ZAC HALES BUSINESS SEGMENT MANAGER, GEOTAB

recommends daily inspections as part of a pre-trip walk-around. “Look for several key indicators of potential problems,” he explains. “These include weeping hoses (wet spots that mean a burst is coming soon), cloudy or bubbling fluid (a sign of water or air in the oil), strange noises (a high-pitched

‘whine’ or ‘growl’ that usually means the pump isn’t getting enough oil), and scored cylinder rods (scratches on the chrome cylinder rods that will shred the seals).”

Broadwater agrees. “A thorough preventative maintenance (PM) strategy should include daily or weekly inspections (determined by utilization) by operators in the field to identify potential issues early,” he says. “Additionally, a formal PM schedule specifically for hydraulic components should be included in the vehicle’s overall maintenance schedule, and performed by an authorized repair facility. This schedule should be based on OEM recommendations and further customized based on the unit’s operating parameters.”

### Building a PM program

An effective PM program isn’t complicated, but it must be consistent. Broadwater says that a hydraulic system’s preventative maintenance program will vary by equipment, but should include a basic visual inspection to assess fluid level and condition, identify any hose damage, potential leaks, and note any performance issues.

“Additionally,” he says, “the PM program will include inspection of cylinder rods, control valves, breathers, filters, etc. Annual maintenance (potentially varying by utilization) should also include pressure checks, a full fluid drain and replacement, filter changes, and thorough hose inspections.”

Hales says that daily tasks should involve checking fluid levels and looking for puddles under the truck. Monthly (or every 250 hours), the program should include inspecting all hose routings for rubbing and greasing cylinder pins and pivot points. Annually, (or every 1,000–2,000 hours), the program should feature a fluid analysis (sending a sample to a lab to check for “invisible” contaminants or metal shavings), filter changes (replacing all

return and pressure filters), and a system flush (draining the reservoir and refilling with fresh, filtered oil). Hydraulic systems may be silent, but the cost of ignoring them can be expensive. For fleet professionals, the path forward is clear: consistent inspections, clean fluid, and disciplined maintenance. [🔗](#)

## Hunter Engineering Straight Talk for Heavy Trucks

Hunter's HawkEye XL and Quick Check Commercial help shops and fleets cut alignment time, extend tire life, and capture problems before they hit the road.

TEXT JACK KAZMIERSKI

In the commercial vehicle service world, uptime is everything. Every hour a truck sits waiting for service is money lost, and every misaligned axle is fuel wasted and tire life squandered.

Whether you run a dedicated truck shop or manage a busy fleet's in-house maintenance department, Hunter's HawkEye XL alignment system and Quick Check Commercial inspection system are engineered to cut that waste and boost productivity dramatically. These two tools work hand-in-hand: one fixes alignment issues with precision, and the other detects them before they become expensive problems.

### HawkEye XL: heavy-duty alignment

Hunter's HawkEye XL heavy-duty alignment system is built to handle everything from Class 8 trucks and trailers to medium-duty fleet vehicles—and with the right accessories, even light-duty cars and pickups. What makes it a game changer for shops and fleets alike isn't just its capability, but its speed and ease of use. Traditionally, heavy-truck alignment meant a dedicated bay, bulky wheel electronics, and a slow, multi-step process. With HawkEye XL, those barriers fall away.

### Mobility and simplicity:

Technicians can roll the system into any flat bay—no need for a dedicated alignment pit or rack. Targets mount on the wheels, and most importantly, all electronics and sensors are at the aligner console, not on the wheels themselves. That means no batteries, no cords, and far less wear and tear compared to systems with wheel-mounted electronics.

### Speed that changes the game:

"Getting accurate numbers used to take 20 to 40 minutes or more, depending on the tool you had," says Eric Watson, HD Business Consultant with Hunter Engineering. "With HawkEye XL, you can have full alignment readings in as little as four to



Hunter's HawkEye XL heavy-duty alignment system is built to handle everything from Class 8 to light-duty cars.

five minutes, so it's definitely a major improvement thanks to advances in technology." He notes that when properly equipped, the HawkEye XL can provide light-duty vehicle readings in as little as a minute.

### Trailer and light-duty support:

With optional accessories like a kingpin adaptor, HawkEye XL can see and align a 53-foot trailer. "And for fleets with mixed vehicle types—say a dozen heavy rigs and a couple dozen F-150-class pickups—a properly accessorized HawkEye XL means one alignment machine for almost everything that comes through your door," Watson adds.

### Built for ROI:

For shops, especially those doing one or more heavy-truck alignments per day, the system can pay for itself in roughly a year, Watson explains. "That's a strong return compared to the typical three-year expectation for big-ticket equipment," he adds. For fleets, the ability to perform alignments in-house saves not just cash on parts and labour, but downtime as well.

The HawkEye XL delivers a win-win situation: Shop owners can leverage the technology to boost work orders by providing a value-add service whenever a vehicle is in for regular maintenance or a safety inspection. Fleet owners can save money on tires and fuel because alignments are checked regularly, and adjust when needed.

### Quick Check Commercial

If HawkEye XL is the fix, Hunter's Quick Check Commercial is the detect—a touchless, drive-through inspection system that automatically scans every truck and trailer that enters your facility. Whereas traditional inspection means jack stands, manual gauges, or time-consuming walk-around checks,

Quick Check Commercial does its work in under 30 seconds while the vehicle moves at a slow roll through the inspection lane.

### Laser and camera-based scanning:

Using high-tech lasers and optical cameras, Quick Check Commercial measures alignment angles like camber, total toe, and scrub—the same factors you'd check during a formal alignment. It also takes precise tread depth measurements on every tire.

"The system doesn't just spit out numbers," says Watson. "It displays results in clear 3D visuals, and flags potential issues immediately." With live results and multiple display options, service advisors and technicians can easily communicate needs, and build work orders right from the inspection lane.

### Drive-through simplicity:

The key to the efficacy of the Quick Check Commercial system is that it simply doesn't get in the way, and it doesn't waste any time. Trucks don't stop—they just roll through at 2–5 km/h. Furthermore, there's no technician required to operate the inspection. In a busy shop or fleet yard, this means inspections become a regular part of every visit, rather than a separate appointment.

### More than tread and alignment:

Quick Check Commercial also captures multiple images of each vehicle, adding a damage-cam feature that can document body condition. "That's useful for fleets tracking asset condition or defending against false damage claims," Watson says.

### Fuel and tire savings:

Proper alignment isn't just good for safety—it's good for the bottom line. "Alignment issues can waste an estimated 2 %



Hunter's Quick Check Commercial is a touchless, drive-through inspection system that automatically scans every truck and trailer.

in fuel economy and shorten tire life by up to 20 %," Watson explains. "Quick Check Commercial's continuous detection loop helps you catch issues early, turning inspections into dollars saved."

### Shop owners and fleet managers: both benefit

Both HawkEye XL and Quick Check Commercial are about more than technology. They're about workflow, throughput, and profitability.

#### For shops:

- More accurate diagnoses: Less guesswork, fewer callbacks, and higher customer satisfaction.
- Faster turnarounds: Reduced alignment setup time means more jobs per day.
- Steady revenue stream: Automated inspections identify more alignment and tire work, increasing service opportunities without extra labor cost.
- Versatility: The HawkEye XL can be used in any flat bay, optimizing workflow.

#### For fleets:

- In-house capability: Do alignments and inspections without waiting on third-party shops.
- Lower operating costs: Saved fuel and longer tire life add up quickly when applied across dozens or hundreds of vehicles.
- Proactive maintenance: Catch out-of-spec conditions early, before they spiral into bigger repairs or downtime.

For commercial vehicle professionals, the right equipment isn't about having the latest gadget—it's about having tools that enhance decision-making, reduce waste, and keep trucks moving.

Hunter's HawkEye XL gives you fast, accurate alignment results on virtually any vehicle that rolls into your bay—from Class 8 rigs to light-duty pickups, SUVs and sedans—without the hassles of wheel-mounted electronics or dedicated bays. Quick Check Commercial ensures you understand every incoming vehicle's condition in a fraction of the time it used to take.

Put them together, and you have a maintenance workflow that's faster, smarter, and more profitable. In a business where every minute counts and every misaligned wheel increases expenses, that's a competitive edge.

Ready for straighter roads ahead? These two systems might be the tools to get you there. [🔗](#)



Location Brossard

## Never Closed, Never Compromised

Location Brossard has built its reputation on 24/7 availability, tailored fleet solutions and a hands-on approach that puts customer operations first.

TEXT CLAUDE BOUCHER

**F**or more than 50 years, the Brossard name has been part of Quebec's transportation landscape. The rental company, founded in 1973 by Guy Brossard, has established itself in Quebec within an industry dominated by major commercial vehicle rental brands. The secret: offering a different solution to better meet customer needs.

The medium- and heavy-duty commercial vehicle rental industry has seen many names disappear over the years. Yet one Quebec company has succeeded where many others have failed. Several reasons explain this success and longevity, but for Jérôme Léonard, Senior Vice-President and General Manager of Location Brossard one stands above the rest: The doors are always open.

"We've never locked the door," he says. "It's never closed. We don't even have a key. Even on December 24th at midnight, there are people here, because transportation never stops. We're part of the emergency response plan for many of our clients. They know they can call us if they need equipment at night, on weekends, anytime—they can call us."

That's actually where the "GO24" logo, proudly displayed on Location Brossard's trucks and trailers, comes from. Which brings us to another key differentiator for the company: While some providers only offer trucks, and others only offer trailers, Location Brossard can address all of its clients' needs—straight trucks, highway tractors and trailers. Over the years, this versatility has driven the company to develop real expertise in roll-

ing stock procurement. Knowing what to rent out starts with knowing what to buy, and for the Location Brossard team, that means looking well beyond the vehicle itself order to understand each client's entire operation.

"Everything is in the details," Léonard says. "A truck is no longer just a box on wheels—it's a tool for transportation, a logistics tool. Many of our clients, who are private companies, handle their own logistics. Their vehicle fleet is a strategic asset for them. If you help them operate efficiently and improve their processes, it's going to pay off for them."

### A diverse fleet

Meeting customer needs also means diversifying the vehicle offering. That's why Location Brossard has chosen not to limit itself to any particular brand or product.

"Every manufacturer has its strengths," Léonard explains, "and that's what we look for on behalf of our clients. At its core, the first part of GO24 is about offering consulting services. That means we can offer our clients the best the market has to offer, matched to their specific needs. That's what drives us. We love being able to walk into a client's business and help them improve how they handle transportation. What we're after is helping our clients reduce costs and improve their capacity."

### The key: preventive maintenance

Offering such a wide variety of vehicles—trucks and trailers

alike—naturally brings with it a share of challenges, when it comes to fleet maintenance, especially when Location Brossard handles all the maintenance themselves.

It all starts with a NASA-worthy control centre. At Brossard, every truck and every trailer is closely monitored to ensure clients always have a vehicle performing at its peak. To carry out this in-depth tracking, Location Brossard has opted for AttriX's Geotab telematics solution, and DataDis's MIR-RT maintenance tracking system.

"Preventive maintenance has to be taken seriously, and when it is, clients are the first to benefit," says Léonard. "When it's done properly, on time, and rigorously, we avoid breakdowns on the road, we avoid problems for our clients, and the savings naturally follow."

In many cases, maintenance is performed directly at the client's location, sparing them the hassle of moving trucks or trailers to Location Brossard's facilities. But for more complex situations, the vehicle is repaired at the lessor's shop.

"That's another area where we do things differently," says Léonard. "We can drop off a replacement vehicle while we bring the other one in for repairs, and then return it to the client once it's fixed. At the end of the day, what we guarantee is access to a vehicle for their transportation needs, every single day. If you have to pay drivers to drop-off or pick-up trucks at the shop, or if there are days when you can't use a vehicle, there are costs involved—costs that add up quickly."

To deliver this level of service, Location Brossard relies on a fleet of short-term rental vehicles. But beyond equipment, it's the entire Location Brossard team that makes it possible. In their state-of-the-art maintenance shops, technician teams stay constantly up-to-date on the latest developments in engines, transmissions and onboard technologies.

"We have all the necessary certifications," says Léonard. "We have the software, and we invest in training to keep our mechanics ahead of the curve."

The rental company has also made it a point of pride to be among the pioneers in long-term electric truck rentals, even offering on-site charging stations at Location Brossard's facilities.

### Controlled growth

Location Brossard has carved out a place for themselves in a highly competitive market through disciplined growth, which has allowed them to weather difficult cycles. It bears noting that heavy vehicle rental is a capital-intensive business.

"If you grow too fast, it can be dangerous," says Léonard. "It's better to climb one step at a time, to build solidly, steadily.



Location Brossard is never closed for business.

And that's always been the approach at Brossard. That's why we'll still be here for another 100 years."

Well established in the Quebec market, the company could be tempted to expand outside the province. Without ruling it out entirely, Léonard says it's simply not in the plans right now.

"The primary objective is to maintain the level of service that has built our reputation—to deliver on what we've promised our clients," he says. "I'm not saying it will never happen, but the conditions aren't there at the moment."

For him, what matters most is preserving what has made Location Brossard successful: a different kind of service, and a personalized approach.

"You can't compete with the big players by doing everything the same way they do," Léonard concludes. "They have incredible purchasing power, they have a network across North America. You simply can't match that. But there are other ways to stand out, other grounds on which to compete. We've chosen to make a difference where it counts—through a level of service that genuinely pays off for our clients. That's how we set ourselves apart." [🔗](#)

## Location Brossard at a Glance

Vehicle fleet: 3,600 units

- 2,800 trailers
- 800 motorized vehicles

Locations: 3 branches:

- Dorval
- Montreal East
- Quebec City

Employees: 150

# Built For Punishment

Dump truck tires face heavier loads, harsher terrain, and tougher duty cycles than standard commercial rubber.

TEXT JACK KAZMIERSKI

**D**ump truck tires have to endure a unique set of stresses that standard highway tires simply aren't designed to handle. Insights from four industry experts reveal why dump truck tires are fundamentally different—and what fleet professionals should keep in mind when selecting and maintaining them.

James McIntyre, SVP Sales Canada / Product Development North America for Sailun Tire Americas frames the issue around environment and workload. "Dump truck tires live in a much tougher world," he says. "They're built to carry higher loads while enduring sharp debris, uneven ground, and high torque at low speeds. As a result, dump truck tires need casing strength, a deeper tread, and specialized rubber compounds." Unlike long-haul tires, he adds, they're not optimized for straight-line highway efficiency, but for durability under constant abuse.

## Built for load, traction and abuse

Mike Matesic, Produce Segment Manager, TBR with Dynamic Tire reinforces that distinction, pointing to construction and mining environments where trucks spend significant time off road. Dump truck tires use reinforced casings, stronger sidewalls, and cut-resistant compounds to survive jagged rocks and debris, he explains.

Tread design is also critical. "Dump truck tires are essentially traction-focussed, featuring deep, aggressive, self-cleaning tread patterns with large lugs that deliver superior traction on mud, gravel, and loose terrain," Matesic explains, "while many highway tires use shallow, ribbed patterns to reduce rolling resistance and improve fuel economy." In some severe applications, he notes, speed capability is intentionally sacrificed to prioritize load-bearing capacity and durability.

"Dump truck tires live in a much tougher world."

JAMES MCINTYRE SVP SALES CANADA /  
PRODUCT DEVELOPMENT NORTH AMERICA,  
SAILUN TIRE AMERICAS



Dump truck tires are not just tougher versions of highway tires. They're specialized tools.

## A practical comparison

Dave Hatch, VP Sales and Operations at Huayi Tire Canada adds a practical comparison, highlighting measurable construction differences. He explains that dump truck tires often feature thicker sidewalls and substantially deeper and more aggressive tread patterns. Hatch notes that some dump trailer tires carry roughly 25% more tread depth and 5% extra weight compared to regular commercial trailer tires—clear indicators that they're engineered for harsher conditions. He stresses that fleet managers should look beyond purchase price and consider casing strength, retreadability, and warranty coverage when considering total cost of ownership.

Those decisions become more complicated when dump trucks operate on both highways and job sites. Gus Liotta, GM, Commercial Sales-Canada for Goodyear explains that mixed-use fleets must balance competing demands. Tires need enough

traction, cut resistance, and casing strength for off-road work, while still delivering stability and acceptable wear on pavement.

"Dump truck fleet managers should consider the terrain, the percentage of on- vs. off-road usage, load requirements, and the specific demands of their routes when selecting the right tire for their operations," Liotta explains.



### Choosing and maintaining the right tires

The bottom line is clear: Tire selection should start with a clear understanding of real-world duty cycles—terrain, load requirements, and the percentage of on- versus off-road use. Matching the tire to those conditions helps prevent premature wear and unexpected failures.

Maintenance plays an equally important role. Proper inflation, regular inspections, alignment checks, and early damage detection significantly extend tire life. Retreadability and casing quality further influence long-term costs, allowing fleets to extract more value from each tire over multiple life cycles. The takeaway is straightforward but critical: Dump truck tires are not just tougher versions of highway tires. They're specialized tools. Fleets that choose tires based on application—and support those choices with disciplined maintenance—can improve uptime, extend casing life, and reduce overall operating costs in some of the industry's most demanding environments. [🔗](#)





## The Slow Transition to Alternative Powertrains

After a period of excitement and product launches, the alternative powertrain market for medium- and heavy-duty trucks is hitting a speed bump.

TEXT **CLAUDE BOUCHER**

It would be tempting to blame the slowdown in the adoption of green transportation technologies on the Trump administration, which makes no secret of its disdain for green energy and its enthusiasm for fossil fuels.

While it is true that the Trump-era EPA has postponed, and even outright cancelled environmental regulations that support the development of less environmentally-damaging propulsion systems, that does not tell the whole story. This trend is not unique to the United States or North America, says Lars Martensen, Director of Environment at Volvo Trucks.

"These new alternatives, particularly in their early stages, rely on various forms of political support," Martensen says. "Without it, development will slow down—infrastructure will be deployed more slowly, and investment in both technology and renewable energy infrastructure will decrease. From that angle, this is not a positive development."

At Cummins, the world's number one independent engine manufacturer, Marc-André Caza, General Sales Manager, On-Highway Market – Quebec Region acknowledges the impact of U.S. administration policies on the EPA.

"Yes, there is an impact in the United States," he says, "but the impact is probably on the speed at which technologies will be adopted. Cummins' plan—Destination Zero—aims to reduce well-to-wheel emissions today, to promote the large-scale adoption of alternative technologies, and to reach zero emissions by 2050. Our strategy remains the same."

Here is an overview of the options now on the market.

### Full electric

On the global stage, Volvo is establishing itself as a leader in the development and commercialization of electric trucks. In Europe, this manufacturer's entire lineup is available in battery-electric versions. While adoption of this powertrain continues to grow, it is progressing far more slowly than anticipated and hoped, according to Martensen.

"It is very fragmented," he adds. "Some European countries, like the Netherlands and Sweden, have very effective policies that strongly incentivize our customers to invest in electric trucks. In other countries, however, the absence of incentives makes investing in charging infrastructure much more difficult."

In Canada—and in Quebec in particular—the return of the Écocommionage program, which offers attractive subsidies to buyers of electric trucks, should reignite interest, all the more so as the range of products offered by manufacturers continues to grow. Virtually all OEMs offer at least one electric model. The Class 5 to 7 truck market is particularly well covered, with options from Freightliner and Rizon by Daimler Trucks, Kenworth and Peterbilt by PACCAR, International, Mack, Isuzu, and others. Regional tractors are not left behind either.

While Volvo leads in Europe, in North America the title clearly belongs to the two manufacturers within the PACCAR group. Peterbilt and Kenworth have in quick succession announced not only a significant expansion of their electric offerings—covering nearly every model—but both manufacturers

also seized the opportunity to launch their all-new generations of electric trucks, the most innovative currently available in the North American market.

According to Martin Blanchet, National Sales Director, Alternative Energies at Peterbilt, range should not be the main obstacle standing in the way of battery-electric truck adoption.

"If you compare range alone," Blanchet says, "diesel obviously has the advantage. But the real question is this: With the ranges we have today, are there routes in the trucking industry where electric trucks can operate and be profitable on long-term contracts? If such routes exist, how can you afford to leave that profitability on the table? The conclusion should be obvious: Electrify that route."

Electric trucks are often thought of as a short-haul or an urban delivery solution. But Blanchet sees an even stronger case for them in the specialized segment, such as service body vehicles, construction units, and everything in between—regardless of whether we're talking Class 5 to 7 straight trucks, or Class 8 tractors. In those applications, he argues, electric simply outperforms diesel.

"Why do we always only talk about range?" Blanchet asks. "Let's talk about real-world use. Can a truck do the job for a given application profitably? If the answer is yes, electrify it. Take a mobile workshop-type truck that spends the day on a street corner doing utility work. Why run it on diesel at idle when you can electrify it?"

Blanchet is quick to point out that with the exception of the cab-over models, all of the electric trucks offered by the PACCAR group are now manufactured right here in Canada at the Sainte-Thérèse plant.

### Natural gas: an available option

Globally, manufacturers agree that there cannot be a single solution for greening transportation operations. Among those solutions, natural gas remains the only option on the market that is economically viable and operationally realistic, especially since the launch of the Cummins X15N engine.

"Natural gas is an interesting tool for allowing trucking companies to reduce their emissions right now," says Marc-André Caza of Cummins. "It is a product that is ready, mature, and meets the needs of the Canadian market with its 500 hp output and 1,850 lb.-ft. of torque. We already have units in service across Canada and in the United States."

Prior to the X15N, natural gas engines consistently fell short of their diesel counterparts in terms of performance, but that is no longer the case. Moreover, by eliminating the need

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for exhaust aftertreatment systems—namely urea injection systems and diesel particulate filters—the Cummins X15N removes one of the industry's biggest headaches.

Beyond the absence of diesel particulate matter, the natural gas engine reduces nitrogen oxide emissions by 90%. Even when running on fossil natural gas, it reduces GHG emissions by 15 to 20%. Combined with the injection of renewable natural gas (RNG) into the gas network, the natural gas engine effectively becomes carbon-negative.

At EBI Énergie, a renewable natural gas retailer, Richard Prévost oversees the RNG/CNG file for trucks. As a passionate defender of natural gas (long before the X15N came along), he has not held back his frustration since the latest Écocamionnage program wiped natural gas off the map as an emissions-reduction solution altogether.

"If you have a zero-emission vision without regard for the energy lifecycle, you've just eliminated gas," he argues. "We forget that the enemy to defeat is diesel, and instead we limit ourselves to the fantasy of zero emissions. Rather than reducing emissions step-by-step, we're chasing a single, perfect solution. Meanwhile, diesel sales have never been higher."

Prévost is careful to clarify that he is not opposed to electrification. Rather, he takes issue with the tunnel-vision approach in which electrification is seen as the only solution for all applications.

"You cannot replace a large road train at 149,000 lbs with an electric tractor with a GVW of 80,000 lbs and a range that won't get you from Montreal to Drummondville and back," he adds. "The electric option is the most expensive financially, and the most limiting operationally. We have no vision of complementarity. We have absolutely no grasp of industry reality."

The Cummins X15N is currently available from three manufacturers: Freightliner, Kenworth, and Peterbilt.

### Hydrogen: from dream to reality

Of all the alternative propulsion solutions, hydrogen is the one that generated the most excitement, and understandably so. In fuel-cell applications, it promised diesel-like range with all the environmental benefits of electric. In combustion engines, it pointed toward near-zero emissions. But those promises have been slow to materialize, admits Volvo Trucks' Martensen.

"I think there was excessive hype around hydrogen," he says, "and we have come up against certain realities: The cost of producing hydrogen has not come down as quickly as expected. As a result, we are seeing a decline in investment in the production of green hydrogen from renewable sources. So there is a shift occurring. Some of the activities we had

planned are being pushed back, but development continues."

Testing continues at most manufacturers, but beyond the complexity of the technology itself, the availability and cost of the energy source remain the primary barriers to the development of the hydrogen option. Cummins is pushing ahead with hydrogen as one of the fuels in its new multi-fuel common platform, HELM (High Efficiency Low Emission Multifuel).

"From our point of view, bringing hydrogen combustion technology to market is the best way to drive widespread adoption of a new fuel," says Caza from Cummins. "Because the internal combustion engine is a technology we have known for a long time, it is proven and reassuring for the industry. And it is currently the most economically viable option."

In short, don't expect to see hydrogen-powered trucks on our roads before 2030, at the earliest. [O](#)

## The Revenge of Gasoline

As the industry pushes ahead in its search for alternatives to traditional fuels, Cummins recently announced the launch of its all-new 10-litre engine, the X10. Diesel will be the first version out of the gate, with a natural gas variant not expected until 2030.

The company's new small-displacement engine—the B6.7 Octane—is likely to generate the most discussion in the years to come. Launching a gasoline engine may seem like a step backwards, but in today's market realities, the move makes complete sense for Cummins.

The B6.7 is without question the best-selling small diesel engine on the market. Available from virtually every American, European and even Japanese truck manufacturer, the B6.7 has sold 13 million units over 40 years. So why a gasoline version?

"The initial demand came from a truck rental company in the United States: Build a gasoline engine with the robustness and durability that the B6.7 diesel is known for," explains Caza from Cummins. "That's what we did. We came to market with a first-of-its-kind gasoline technology that delivers the same performance and durability as its diesel equivalent. We also expect improved fuel economy compared to the gasoline engines popular on the market right now. And if we reduce fuel consumption to do the same work as competing gasoline engines, we also reduce greenhouse gas emissions."

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