

You can be the HERO for your truck fleet

Managing anything is no simple task. But managing a fleet? Now there's a real challenge. Keeping drivers, maintaining trucks, and maximizing uptime is a lot to balance in today's economy. That's a lot of pressure on anyone's shoulders.

The trucking industry is the lifeblood of our goods transportation system. In fact, almost ¾ of all freight moved in the US is done by trucks. That's why it is essential that as the trucking industry changes and fleets face new problems, viable solutions are found. So, what are these challenges and what can be done to support the needs of these critical operations?

The Need for Operational Efficiency

As the trucking industry has evolved, one thing has remained the same; trucking ain't easy. Being alone in a cab logging mile after mile is a tough gig. For fleets, keeping quality drivers is no easy task. Driver retention places a lot of strain on fleet managers as they plan and assign routes, schedule maintenance, and ensure on time deliveries. Efficiency and reliability are necessities fleets simply can't survive without.

Fewer drivers behind the wheel certainly hasn't stopped the increasing demand for deliveries. Factories are endlessly producing goods and an incredible number of orders are being

shipped from distribution centers each and every day. In our just-in-time delivery kind of world, a lot of the responsibility is carried by truck fleets.

If a fleet wants to survive, more than ever before, it is crucial to maximize uptime as much as possible. More downtime is absolutely not an option. Trucks need parts they can rely on with every start, from alternators to the battery.

Times Are A Changing

Not only does the trucking industry look different today, but trucks themselves look different too. To ensure efficiency today's trucks are designed to be as aerodynamic and fuel efficient as possible. Gone are the boxy, clunky cab designs of the past. New, sleek modern models are not only faster, they're also built to run as effectively as possible with each delivery and rest stop a driver makes.

The external changes in cab designs have led to changes under the hood. To improve aerodynamics, exhaust pipes no

longer jut prominently from the top of the cab. Air flow is redirected by the skirting that has been added to today's trucks, which prevents cooling airflow from reaching the under cab components, especially the battery. A hot battery box can even cause thermal runaway within the battery, which leads to much shorter life and even complete failure.

Truck Travel and Climate Change

It is nearly impossible to drive anywhere without seeing at least one tractor trailer. Drivers on the road need to log a lot of miles over long stretches of the Country. As a result, trucks may encounter different climates and conditions during the same trip.

Extreme conditions take their toll on truck parts which are already being put to the test. Even in the best circumstances, parts like batteries can take quite a beating when a truck is on the road day after day. Every stop and start demands a lot of

power. Additionally, severe climate conditions, long routes, and frequent stops can push batteries to their limit. Using hot batteries in a hot climate forces a part that's already working hard to work even harder. Batteries that can't take the heat certainly won't handle the extra starting efforts required in the cold.

Today's truck drivers need to be ready for anything, and so do the batteries they rely on. Using batteries that can't stand up to these challenges will lead to unexpected failures, which always seem to happen at the worst possible times. That's why fleets need parts with the right technology to power them through every extreme condition they encounter.

Technology as an Enabler Not a Complicator

The new technology being integrated into today's fleets is meant to make life easier for management, but adjusting to it can be very complicated. The electrification of trucks connects fleets and their drivers more than ever before. Miles traveled and down time are tracked, truck performance measured, and routes are planned – all in real time. This helps to keep trucks operating at optimum performance levels, but it adds a whole new level of continued connectivity and technical complication.

CHALLENGES OF FLEET MANAGEMENT

In order to keep up with evolving technology, truck parts need to be designed smarter. High quality, innovative parts keep drivers on the road, not stranded on the shoulder. It is especially vital for parts like the battery to be built smart. A battery not only brings the engine to life, but it keeps electronics running after the ignition is off. Fleets cannot run the risk of putting over-complicated or unreliable technology in their trucks. They need stability and reliability with the necessary innovation to support new technology in trucks. **Bottom line: batteries need to be sophisticated yet tough enough to get the job done.**

Happy Drivers = Happy Life, Happy Mechanics = Happy Life

Giving drivers the highest quality parts shows that you are not only investing in the fleet, but that you are investing in them. Less repairs, breakdowns, and emergency situations show drivers that they are valued.

Drivers need reliable batteries that are built to be as tough, or tougher, than the job. Battery failures and frequent replacements lead to more time stranded on the side of the road, more money out of your pocket, and even more stress. Truck drivers have a tough job, and right now they are difficult positions to fill.

Supporting them with the highest quality equipment and service is a great way to encourage drivers to stay on board.

Mechanics also benefit from having reliable, high quality parts. Frequent failures and replacements for parts like batteries add even more work to a mechanics already full plate. Having the right type of battery technology that extends life is like having additional preventative maintenance pre-built into your battery. Protecting the battery from heat and vibration prevents many future service problems or unexpected replacements, relieving busy mechanics from added stress.

The right parts can help both drivers and mechanics get the most out of their time and hard work. For a fleet manager, that means smoother sailing down the road.

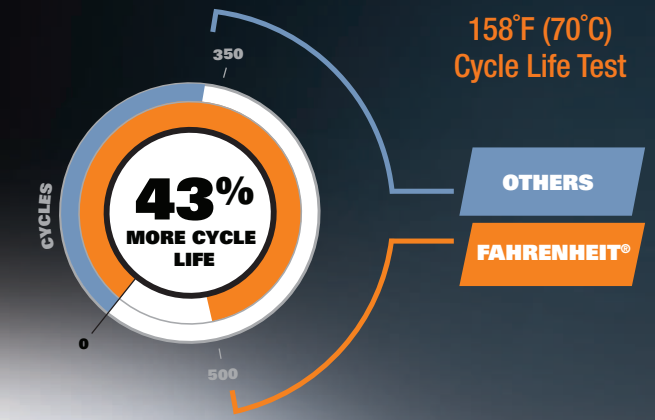
Who's Here to Help

Trucking is deeply intertwined with the health of the US economy. Fleets carry everything from food, medicine, and raw materials across the country on a daily basis. As a result, fleet managers have a great deal of responsibility. When deliveries aren't on time, businesses can be greatly impacted, even within the span of 24 hours. All of this rests on the shoulders of fleet

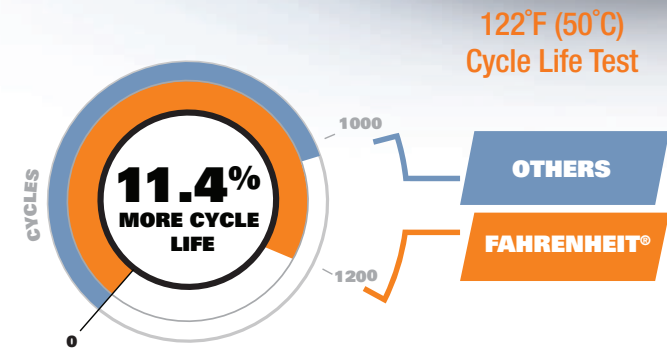
A battery not only brings the engine to life, but it keeps electronics running after the ignition is off.



Fahrenheit batteries perform better and last longer than ordinary designs.



J2185 Test at 158°F with charging at 14.2 volts. Others based on 2 part number, 2 sample average. Fahrenheit on 2 sample average.



J2185 Test at 122°F with charging at 14.2 volts. Others based on 2 part number, 2 sample average. Fahrenheit on 2 sample average.

management. With the stakes as high as they are in the trucking industry, responsibility can quickly turn into stress.

For an industry that is so closely connected to our economy, trucking can be very isolating. Not only are drivers on the road by themselves, but fleet managers can also feel like they are alone. When problems arise, it can be hard to know where to turn for help. If a part fails and a truck is on the side of the road, a lot of extra pressure is placed on fleet managers to quickly find the right solution.

That's why fleets need suppliers who understand and care enough to anticipate and be available to help meet the needs of the commercial trucking industry. They need quality products and continued customer support as they navigate the ever-changing trucking landscape.

East Penn's innovative Fahrenheit battery is designed to last, keeping trucks on the road and out of the shop. Specifically built with a reinforced cycle service design for demanding electronic needs and an exclusive Thermal Shielding Technology for extreme environments, these batteries will have your fleet covered from coast to coast. A Life Extending Catalyst protects battery performance, which extends cycle life. A reinforced case and cover safeguards Fahrenheit batteries from heat, frequent use and vibration damage. High heat is no match for Fahrenheit's TempX Alloy, which protects against extreme conditions while

optimizing power flow. Even under normal operating temperatures, Fahrenheit batteries perform better and last longer than ordinary designs while protecting your batteries, fleet, investment, and most importantly your drivers.

Whether it's scheduling maintenance, tracking routes, or adapting to change, one thing that remains the same; managing a fleet is a constant battle. East Penn's Fahrenheit batteries will help win the fight in keeping your drivers behind the wheel, your trucks on the road, and your deliveries on time. ♦



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