

KEEPING YOUR VEHICLES CLEAN

Top 5 Results of Clean Trucks



BY JACK JACKSON

There are many reasons to have a clean truck. We thought we would list the top 5 rewards of a clean vehicle this month as we head into the most difficult time to keep any vehicle clean - winter.

Company image is enhanced! The public view of your company is a professional image that you truly care about - the way you are portrayed on the highways and at customer locations. If you care about your image, others perceive that you care about

your business, your employees and your customers as well.

Employee morale increases! Just as anyone who washes their car feels a sense of pride and is left with the impression that the car just drives a little better, employees feel the same way about the company vehicles they drive. Imagine showing up to a dirty, dusty office building every day with grime and filth. Imagine if your computer screen, your window to the world in your office, was filthy and the screen was full of dead bug parts and a film of dirt. Hardly a good feeling to start your day! Even employees who don't drive take pride in clean, crisp looking trucks in the parking lot ready to drive to customer locations.

Vehicles last longer! Any mechanic or auto manufacturer will tell you that never washing your vehicle

only leads to issues, no matter which area of the continent you live in. Salt and dust, dirt and oil not only lead to rust on the body, but the inner parts of your vehicle's underside feel the lack of care and begin to corrode as well. People respect clean vehicles and will go out of their way to make sure they take care of them. It just makes common sense.

Washing lowers overall cost of maintenance! Just as regular washing reduces dust and dirt penetration, it also lowers the cost of maintenance on brakes, bodies, electronics and handles, as well as other parts. As with any machinery that is ignored, dirty vehicles break down sooner and costs increase as parts are replaced more frequently.

Customer Referrals! By showing you care about your staff, your vehicles and your company, you are also demonstrating that you care for your customers. Perception is reality. Check out the largest companies in the world that have a presence with their fleets. How did they get that big and have such a great customer base? Ask yourself the question,

"What do their vehicles look like?" I think you will find the answer on how they view their image.

Awash Systems Corp. is the premier wash design company that solves washing issues where no one else can. Contact Jack Jackson, President of Awash Systems Corp., by email at jjackson@awashsystems.com, call 800.265.7405 or visit www.awashsystems.com. ■

CANADIAN TRUCKING ALLIANCE

Alberta Driver Training Standard

A minimum training standard could be on the horizon for professional truck drivers in Alberta.

The Alberta Motor Transport Association (AMTA) announced this week that it is conducting a survey about driver training and a minimum

training standard. The data from the survey will then be used by University of Alberta researchers who are conducting work for AMTA on a minimum driver training standard.

"AMTA is exploring a minimum training standard for commercial drivers in Alberta," said Don

Wilson, Executive Director of AMTA. "Many professional transport drivers already undergo extensive training that goes well beyond what is required for a provincial license. Yet at this time there is no recognition for that advanced training or the high-level of skill

that professional drivers attain."

Whether you're an AMTA member or not, all truck drivers, employers, and those involved in commercial driver training are invited to fill out the 20 question survey. It can be obtained at the association's website. ■

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