

KEEPING YOUR VEHICLES CLEAN

The Impact of Road Salt on Your Trucks



BY JACK JACKSON

It has been a long struggle to eliminate or prevent salt from corroding important components of trucks and buses. But what does this

really mean in terms of life expectancy? According to a recent survey across North America in the bus industry, there were some stunning results. In the survey, 81% of the respondents encountered salt on their roads, 19% did not. The impact on the average bus retirement age was different by nearly 25%. The average large bus retirement age was 14.1 years with salt and 18.3 years without salt.

What does this mean? For anyone washing and

eliminating salt from their vehicles this is an opportunity to extend the life of your fleet by 25 percent - and promote a positive corporate image to the public by driving your clean vehicles down Canada's highways.

How you wash and eliminate salt depends on the methods you are willing to invest in.

A mobile spray company in your yard works to some extent, but is not the preferred method as this cleaning approach may not remove that fine film

of salt that is beginning to oxidize on your metal. Also, note that most of the time the back of the truck is not accessible, thus the most visible part of the truck stuck in traffic is the dirtiest!

Public Washes undertaken by professional companies you drive to use a variety of methods: Touchless is one and maybe a bit better than the mobile company, but it still leaves a film. The brush method, either by hand or mechanical assistance, will remove that

film. Consider though how much it costs in terms of fuel and paid time to do this?

Owning your own wash bay can be the best alternative. You can determine your needs, your cost and equipment type best suited to satisfy your image and prolong truck life. Significantly, it's not as expensive as you think to have a wash bay or to convert an area to wash automatically. Water restrictions and costs are minimized with the adoption of readily available

low cost water recycle systems.

How do you wash your trucks today? Can you do better? There are so many options available that cost far less than replacing a vehicle 25 percent sooner than you should!

Jack Jackson is President of Awash Systems Corp. "We solve vehicle washing issues where no one else can.". Contact Jack by email at jackjackson@awashsystems.com, by phone at 800.265.7405 or visit www.awashsystems.com. ■

ANNOUNCEMENT

Polaris Transportation Announces New VP for U.S.

The management at Polaris Transportation Group is excited to announce the appointment of David Bush as VP of Business Processes. The newly created position will focus on improvements to the U.S. infrastructure for the fast growing Transborder LTL carrier.

As a Canadian based operation, Polaris saw a need to add a senior person with a strong U.S. carrier background. President Larry Cox ex-

to us through our partnership with his former employer. He's great with detail and has a comprehensive blend of ops, sales, technology and carrier relationship experience. He is the ideal candidate to fine tune and expand the U.S. markets we serve."

David's past career accomplishments have seen him in senior roles with A. Duie Pyle, Translogistics and most recently with Land Air Express. David's new position will see

sively as he assesses and implements the changes he feels will boost Polaris's position in the U.S. David states, "I've been told I'm relentless when I come across something that isn't working like it should. I have always been able to see the broken links in processes and operational procedures and I don't give in until they're fixed and working properly."

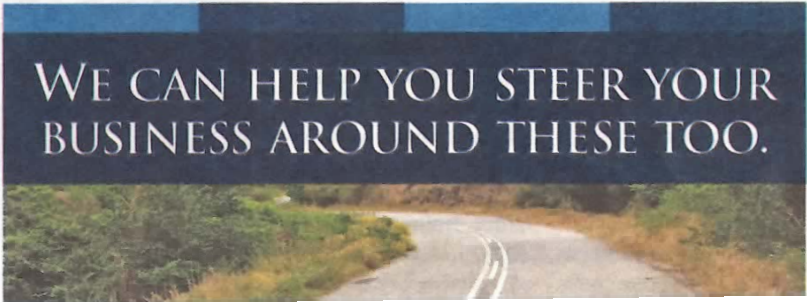
David resides in Birdsboro, PA, a small community of 5,166 people

holiday season.

Founded in 1994, Polaris is best known for its scheduled LTL service between Canada and the USA, specializing in the

shipment of dry goods. Making life easier for the shipping community is a core company value. Polaris offers a full suite of services while providing

customers with real-time shipment updates and EDI interface. For more information on Polaris visit their website at www.polaristransport.com. ■



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