

**MANAGEMENT PERSPECTIVES**



Doug Batcheller, General Manager

Happy New Year!

We at Holcomb hope you and your family had a safe and joyous holiday season.

We are excited about the coming year; we have new products from a "new" company, and we continue to invest in our parts, service, and body shop departments to serve you better. Daimler Trucks North America LLC replaces Freightliner LLC as the parent company for Freightliner, Sterling, Thomas Bus, Western Star, Detroit Diesel, Freightliner Custom Chassis branded trucks, and Alliance Parts. As far as we're concerned nothing has really changed; we continue to sell Freightliner and Sterling (in Sioux City) trucks. What does continue to change are the models and engines available to us.

Freightliner will be rolling out additional models and options for the new Cascadia Class 8 truck. The Cascadia is available along with the Century and Columbia and will completely replace both of these models by 2010. If you have not seen or driven one of these truly revolutionary new vehicles, we encourage you to stop in and do so today.

Detroit Diesel will begin building the DD15 engine; available in Freightliner and Sterling trucks beginning in second quarter 2008. This engine is the first of four models in an entirely redesigned engine family that will, by 2010, replace the Detroit Diesel Series 60 and the MBE 4000 engines. The early results for this new engine are very promising both in performance and fuel economy. Call your Holcomb Salesman today for more information about this engine.

Sterling introduced two new products to the market in 2007 that will be in full production this year; the Bullet and the "360". The Bullet is a conventional truck chassis for the Class 3 through 5 markets, and the "360" is a Class 4 through 6 cabover truck chassis. We haven't had products like this to sell in the past, so we're excited about the new markets that these open up for us. We have both of these products on the ground at our Sioux City location; come and see!

Please stop by and see our new body shop in Sioux Falls as well; it's quite an improvement. We now have two of the best body shop facilities in the area.

We've also invested more money in training during the past twelve months than in other period in our history. The products in this industry are just plain more complicated than ever before, and we anticipate investing as much or more on training in 2008.

For the first time in our history we have more than \$1,000,000.00 in parts inventory in each location. New products, and our continuing efforts to have the parts that you need have driven these inventory levels, and we don't see them going anywhere but higher.

The times are changing. We're confident that we have the products available from Daimler Trucks to meet the challenges that these changing times require. We're also committed to invest the time and money required to do our part in supporting your businesses in 2008 and beyond.

Thanks for your business, we're truly grateful for it.

Here is to a prosperous New Year for all.

Doug Batcheller, General Manager, Sioux City location



**EMPLOYEE SPOTLIGHT**



The Holcomb Freightliner feature employee of the quarter is Greg Heisterkamp. Greg is our vocational salesman at our Sioux City location. If you are in need of a vocational truck, Greg is the one to contact. He is very knowledgeable in all aspects.

Right now he is extremely busy handling the orders for Sterling's new light duty truck the "Bullet". (See article on page 2 "Nothing stops the Bullet")

Greg has been with Holcomb for 6 years. He was born and raised in Onawa, Iowa. He has been living in Sloan, Iowa for the last 34 years. He and his wife Jane have three children: Trisha, Emily and Max. Trisha is a dental assistant and has given Greg six grandchildren. Emily is currently in Vienna working on her master in musicology. Max is a sophomore at Iowa Western Community College, Council Bluffs, Iowa.

Greg and his family enjoy their summer home on the river. So of course his hobbies are boating, fishing, entertaining and just enjoying life. Greg is very active in his church and a member of the Knights of Columbus. He has held several other positions in his local city.

We are grateful for Greg's hard work and enthusiasm. We wish him continuing success in vocational sales.

**Inside this Issue:**

- Management Perspectives ..... 1
- Employee Spotlight . . . 1
- Nothing Stops a Bullet . 2
- Holcomb Freightliner Featured Products ..... 3
- Service Department Update ..... 3
- Monthly Coupons..... 4

**COUPONS HONORED AT BOTH LOCATIONS**

**Holcomb Freightliner, Inc.**

**Ten Percent (10%) off Service Labor**  
 \* One time offer only  
 \* Discount not to exceed \$100  
 \* Must present coupon at time of service  
 Expires March 31st, 2008

**Holcomb Freightliner, Inc.**

**Free Computer Print Out and Consultation with Purchase of an Overhead**  
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 Expires March 31st, 2008

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# NOTHING STOPS A BULLET



**INDIANAPOLIS** - Sterling Truck Corporation has a tough new vehicle in its lineup: the Sterling Bullet™. This highly anticipated chassis-cab product was introduced today at the NTEA Work Truck Show 2007 in Indianapolis. The Bullet is the latest addition to the company's full line of Class 3-8 work trucks and was

available at select Sterling dealerships in late fall 2007.

The Bullet joins the low cab-over Sterling 360™ to round out the company's mid-range vehicle lineup. Competing in the Class 4/5 markets, the Bullet is ideal for demanding applications including construction, residential services, landscaping, municipal services, utility, and pickup and delivery.



"Together with the Sterling 360, the Bullet makes Sterling the only commercial vehicle manufacturer to offer a complete line of Class 3-8 vehicles," said Matthew Stevenson, director of light commercial vehicles for Sterling Truck Corporation. "We gave this truck the tagline Nothing Stops The Bullet because there isn't an application this truck can't tackle. Like all Sterling trucks, the Bullet can be customized for the demands of any job."

## Features and Options

Several impressive features come standard on the Bullet, including a powerful Cummins 6.7L ISB engine with exhaust brake, a power take-off prep package, and a rugged 34-inch wide, 50,000 psi frame for easy body builder upfit.

Boasting numerous options, the Bullet is offered as a regular cab in four wheelbases or as a quad cab in two wheelbases. It also features two- or four-wheel drive and optional snow plow and towing packages.



Drivers will appreciate the smooth shifting manual or the optional fuel-saving automatic transmission. Standard air conditioning, easy-to-read gauges, and an adjustable tilt steering wheel reduce operator fatigue, while driver and passenger airbags make the Bullet a safe operating environment.

Notable base model options include cruise control, fog lights, power windows and locks, power trailer tow mirrors, and numerous radio options. A premium interior package is available, and features options such as a navigation radio with available GPS, a cloth six-way power seat, an Infinity MP3/CD player, and much more.



## Some popular specs include:

Regular cab (123-inch BBC), quad cab (143-inch BBC) with 2WD and 4WD drivelines available GVWRs of 16,500 to 19,500 pounds for both regular and quad cab with a GCWR of 26,000lbs.

Wheelbase offerings/cab-to-axle measurements for regular cab include 144.5 inches/60 inches, 168.5 inches/84 inches; 192.5 inches/108 inches, 204.5 inches/120 inches, and for quad cab include 164.5 inches/60 inches, 188.5 inches /84 inches.

Industry-standard 34-inch frame rail spacing and flat, clean frame rails

6.7L Cummins ISB turbo diesel EPA '07-compliant engine powers 305hp with 610lbs.-ft of torque and standard exhaust brake

Transmission options of manual six-speed or automatic six-speed with overdrive

Transmission Power Take Off capability standard Axle ratios 4.10, 4.44 and 4.88 Front axle rating of 7,000 pounds, rear axle rating of 13,500 pounds

Eight exterior standard paint options; special paint options available

## Dealer Support

The Bullet will be available at select Sterling dealers throughout the United States and Canada.

"Sterling dealers are work truck experts and are equipped to provide customers with all of the solutions they need to get the job done right," said Stevenson. "Plus, customers will get the kind of service they expect from a commercial vehicle dealer: service centers with longer hours, and technicians trained to get trucks back to work fast."

[www.sterlingtrucks.com/sterlingbullet](http://www.sterlingtrucks.com/sterlingbullet)

## PARTS MGR.



Jeff Fritz  
Sioux Falls  
Brad Williams  
Sioux City

There was a time when simply selecting the battery with the most cold cranking amperage and greatest reserve capacity that would fit in your truck guaranteed that you got the best battery for the job. Those days have long since past! The decision just isn't that simple anymore. Of course, you still need sufficient cranking power and reserve capacity to turn that truck over in even the coldest weather, but merely buying the "biggest and baddest" battery on the planet might end up being a costly and even time-consuming mistake. Today, a truck is much more than simply a cab and trailer. Drivers spend so much time in the truck that they feel like they live in it—and they outfit it accordingly! Trucks are equipped with refrigerators, auxiliary A/C, computers, television, stereos, etc. etc. While all of the accessories - not to mention Auxiliary Power Units that also cycle batteries - make drivers time in the truck much more pleasant, they can be a leading cause in pre-mature battery failure.

In fact, engineers in the electronics industry - with input from major battery manufacturers - have suggested that over-discharge and frequent battery cycling are now leading causes of battery and alternator failure. It seems that vibration isn't the only battery killer that we have to worry about anymore. We are told that each discharge of 50 percent of capacity negatively impacts a battery's life. Each discharge of 75 percent is so harmful that only a handful of such events can end the useful life of a truck battery! Routine cycling even as modest as 30 percent of depth of charge can reduce battery life.

- What this means to the truck owner is that selecting the right battery is more important now than it even has been. There are four questions that should be asked when making that selection.
- \* What type of truck will the battery go into? ie: sleeper cab or day cab, etc.
  - \* What type of route will it run? Long haul or city delivery?
  - \* How many accessories are going to be used in the truck?
  - \* How much time will the driver actually spend in the truck?

If you are simply running a line haul, Business Class application or a day cab where there are limited accessory demands and not so many starts and stops, then a traditional starting battery is likely right for you. If you do much starting and stopping in your day or your driver runs a lot of accessories, then it might be wise to consider a dual purpose battery. They are designed for a combination of cranking and cycling.

East Penn Manufacturing, the world's largest independent battery manufacturer, conducting testing on three fleets of over the road sleeper cab trucks. Two of the test fleets were using dual purpose batteries and the third fleet was using starting batteries. Each group of trucks was similarly equipped and traveled similar routes. The first two groups of trucks traveled an average of approximately 90,000 miles each, without a single battery failure. Within the first year, the third group using only starting batteries had traveled and average of only 65,000 miles and had a experienced battery failure rate of twenty percent! What their test demonstrated was that the dual purpose design clearly outperformed conventional starting batteries in sleeper cab trucks that run a number of accessories.

What that should tell us is that industry and trucks are changing and choosing the right battery for any given application is more important now than it has even been. When selecting your next set of batteries, check with your Holcomb Parts Professional about getting the right battery for you job!

## SERVICE MGR.



Denny Blow  
Sioux Falls  
Lyn Stanek  
Sioux City

## Service Department- Bendix Winter Maintenance Tips:

With winter weather upon us this quarter our Service Departments have some helpful hints from Bendix regarding Winter Maintenance with:

**Thawing Frozen Air Lines** - Here are some simple Do's and Don'ts for prevention and thawing:

### Don't

- Do not apply an open flame to air lines or valves. This practice is unsafe and can result in a vehicle fire. It can also damage the valve and melt the air lines.
- Do not pour fluids into air lines or glad hands. Certain fluids can cause immediate and severe damage to rubber components. Even methanol, which is used in Alcohol Evaporators and Injectors, should not be poured into air lines. Fluids poured into the system wash lubricants out of valves, collect in brake chambers and valves, and can cause malfunction. Loss of lubricant can affect valve operating characteristics, accelerate wear and cause premature replacement.

• Do not immediately park a vehicle outside after thawing its air system indoors. Condensation will form in the system and re-freeze. Place the vehicle in operation when it is removed to the outdoors.

### Do

- Check the air dryer for proper operation, changing the desiccant cartridge and purge valve as necessary.
- Thaw out frozen air lines and valves by placing the vehicle in a warmed building. This is the only method for thawing that will not cause damage to the air system or its components.
- Use dummy hose couplings on the tractor and trailer.
- Check for drooping air lines, which could form water traps.

**Engine Idle** - Avoid idling the engine for extended periods of time. Winter idling is a major factor in compressor discharge line freeze-ups, which account for a significant number of compressor failures annually.

The discharge line recommendations - listed in the section below - are important for all vehicles, especially when extended engine idling cannot be avoided.

**Discharge Lines** - The discharge line should slope downward from the compressor discharge port without forming water traps, kinks, or restrictions. If it crosses over from one side of the frame rail to the other, it should occur as close to the compressor as possible. Fitting extensions must be avoided.

**System Leakage** - Check the air brake system for excessive leakage using the Bendix Dual Circuit Brake System Troubleshooting guide (BW1396). Excessive system leakage causes the compressor to pump more air and moisture into the brake system

**Reservoir Draining** - (System without an air dryer) Routine reservoir draining is the most basic step (although not completely effective) in reducing the possibility of freeze-up. All reservoirs in a brake system can accumulate water and other contaminants, which must be drained. The best practice is to drain all reservoirs daily. After turning off the engine, drain all of the air