

The Fuller® UltraShift® Transmission Helps Averitt Express Improve Driver Satisfaction and Retention.

BACKGROUND

Established in 1971, Averitt Express of Cookeville, Tennessee, is a leading provider of freight transportation and supply chain management. Transportation services include less-than-truckload, truckload, time-critical, and importing/exporting. Averitt's supply chain management capabilities feature dedicated fleet operations, warehousing services, and transportation management. The company has a fleet of about 4,000 tractors, 11,000 trailers, and a network of 100 distribution facilities. Nearly 99 percent of Averitt's power units are Class 8 (heavy duty).



CHALLENGE

As with many fleet operators, Averitt consistently is tasked with finding qualified drivers. Statistics from the American Trucking Association estimate a current industry shortage of 20,000 drivers. By 2014, that number is expected to grow to 111,000. Recruiting new drivers

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Steve Maxson
Averitt Express Vice President of Equipment



often involves a steep learning curve and intensive training. This and rising fuel costs are two of the most critical issues facing Averitt Express and the trucking industry today.

SOLUTION

In their ongoing efforts to identify and help overcome issues that their customers face, Roadranger National Accounts Manager Joe Ellison and National Accounts Service Manager Dan Pesce approached Averitt Express Vice President of Equipment Steve Maxson with an innovative resolution.

"We had recently completed development and internal testing of the UltraShift LST (Linehaul Standard)," Ellison recalled. "Averitt took 50 units, which underwent rigorous testing at their facilities and in practical applications."

"Averitt then placed an order for 700 units for two different original equipment chassis," Pesce added. "They're looking at ordering several more UltraShift units in the next year."

RESULTS

Maxson is encouraged with the results to date. "The Roadranger people are extremely responsive, supportive, and knowledgeable," he said. "They have become a highly valuable resource for us. As for the UltraShift specifically, we anticipate significant savings as return-on-investment from a fuel and maintenance standpoint. We're beginning to see improvements in our driver retention and an influx of new drivers as well.

"As has always been the case, Joe and Dan did an excellent job identifying a couple of our most pressing issues and offering us a highly effective, on-target solution."

Make the shift to Fuller UltraShift transmissions and cut the cost of ownership.

What they're saying about the Fuller® UltraShift® LST...

STEVE MAXSON



"The UltraShift is more fuel efficient over long distances and requires less maintenance, but the biggest return on our investment is

driver satisfaction. Drivers like it, and we want to make their driving experience as safe and pleasant as possible.

"The UltraShift also has a higher resale value. The trend toward automatics will begin to catch on more in the industry in a few years. Right about the time we're ready to trade in our first units, there should be a good market for them."

– Steve Maxson, Vice President of Equipment, Averitt Express

SCOTT WOLF

"We're excited about this transition. We've heard nothing but good things from our drivers who work with the UltraShift. We feel confident about the benefits of converting our entire over-the-road fleet."



– Scott Wolf, Vice President of Corporate Services, Averitt Express

The Fuller® UltraShift® 10-speed transmission provides the best overall value of any two-pedal automated transmission on the market. The superior value of the UltraShift can be attributed to several factors:

- Fully automatic operation using the industry proven, and industry preferred, Fuller 10-speed "B" ratio transmission. This results in greater driver comfort and less stress than manual shifting, increasing satisfaction and safety. It also means less time and expense to train new drivers.
- Provides additional torque in the top-two gears (200 lb. ft. for the direct model and 100 lb. ft. for the overdrive model), improving efficiency and gradability in on-highway fleet applications.
- Designed for linehaul operations up to 80,000 lbs. [36,287 kg] and GCW at cruise speeds up to 65 mph [105 kph].
- Electronic shift protection feature helps reduce the potential for drivetrain abuse. Continuous electronic monitoring provides for quick, accurate diagnosis and repair.
- Modular components allow for easy service and replacement – often without removing the transmission.

ROBERT HESTER



"I never thought I would like an automatic. I always thought the more gears, the better, but I just love it. I'm not as tired from shifting and am able to pay more attention to the

road. That's especially important considering today's traffic congestion. I had to learn a different driving technique, but it only took a few minutes. Now I wouldn't go back to shifting gears for anything."

– Robert Hester, Averitt driver since 2000, Cookeville, Tennessee

GARY CRAIGHEAD



"The UltraShift is 100 times easier on my arms and legs. I feel like I can really rest when I lay down instead of aching from shifting gears. You'd have to put

up a fight to take my truck away from me."

– Gary Craighead, Averitt driver since 1984, Cookeville, Tennessee

DARYL HALL



"My overall opinion of the UltraShift is excellent. My level of fatigue is lower, and with the automatic transmissions, drivers are able to have both hands on the steering wheel at all times."

– Daryl Hall, Averitt driver since 1989, Knoxville, Tennessee

To learn more about our industry leading automated transmissions, visit our Web site at www.roadranger.com.

Roadranger®



EATON

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