



MACK

TOTAL COST OF OWNERSHIP

**BUILT
TO BOOST
YOUR
BOTTOM
LINE.**



When it comes to managing costs, you need to take the whole picture into consideration. Mack trucks are designed with the bottom line in mind to help you save in areas like fuel efficiency, uptime and productivity. Because when you add everything up, the answer is Mack.

MackTrucks.com

BORN READY.

TOTAL COST OF OWNERSHIP

From the outside in, Mack trucks are built to meet your needs and make you money. Their aerodynamic exteriors save fuel, and their powertrains are completely integrated to increase performance and cut down on maintenance—so you can decrease your total cost and boost your bottom line. And Mack’s dedication to customers extends to industry-leading support that improves uptime, so your total cost of ownership is minimized and your return on investment is maximized. Plus, Mack trucks deliver excellent residual value, with their reputation for reliability, durability, fuel economy and driver comfort.

INCREASED FUEL EFFICIENCY

Mack trucks are carefully constructed to reduce payments at the pump. By combining Mack’s fuel-efficient integrated powertrain with available aerodynamic aids, it’s possible to save over \$10,000 in fuel per year—even at today’s low diesel prices.

A Pinnacle™ DayCab equipped with a Mack® MP®8 445 HP engine, Mack *mDRIVE*® automated manual transmission and Mack rear axles can reduce fuel consumption by 3 percent. When you add cab roof and side fairings, chassis fairings, plus aerodynamic bumper and mirrors, the fuel savings can reach 18 percent.

Mack’s ClearTech™ emissions reduction SCR technology ensures you get clean-running, fuel-efficient engines that boast near-zero emissions and meet the strictest standards.

Mack’s ClearTech uses almost no fuel compared to other aftertreatment packages that use diesel to ignite regeneration, saving Mack owners another 1 percent of fuel.

As an example of the potential fuel savings with Mack’s integrated powertrain and ClearTech technology, let’s make the following assumptions based on a single truck:

Gallons of fuel per day	100
Days per week on the road	x 6
Weeks per year	x 50

Total fuel per year 30,000 gallons

Potential fuel savings of Mack MP8, <i>mDRIVE</i> , Mack rear axles and aerodynamic options	18%
	x 30,000 gallons

Total gallons saved per year	5,400
Average price per gallon	x \$2.50

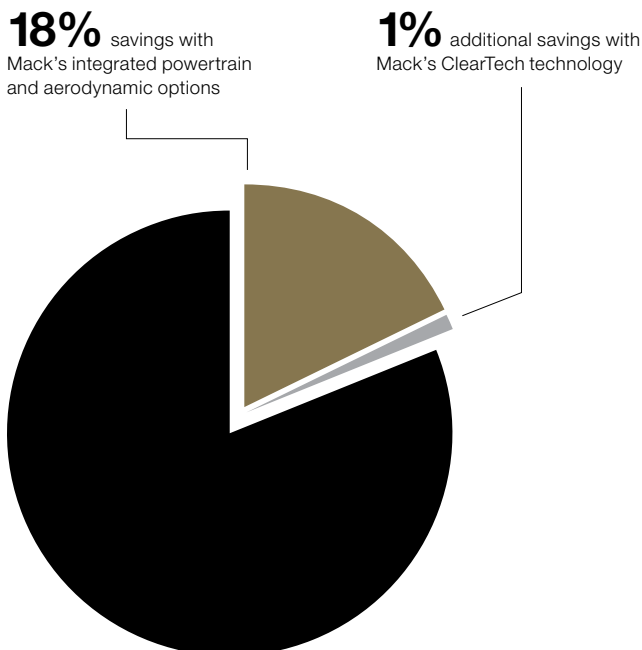
Total savings per year \$13,500

Additional savings with Mack ClearTech	1%
	x 30,000 gallons

Additional fuel saved per year 300 gallons

Average price per gallon	x \$2.50
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Additional savings per year \$750



Integrated powertrain and aerodynamic savings	\$13,500
Mack ClearTech savings	\$750
Total savings per year	\$14,250
	x 5
Total five-year savings	\$71,250



REDUCED MAINTENANCE

Combine components designed to work together seamlessly with a complete network of top-of-the-line telematics and expert support, and you have a fleet that stays out of the shop and on the road where the money is made.

Powertrain

- When your complete powertrain is designed and built to run as an integrated system, the parts work better, last longer and require less maintenance.
- Powerful MP engines work with Mack's own diesel particulate filter to eliminate the need for fuel-wasting DPF active regens, meaning more uptime, less maintenance and longer component life.
- Engine oil and filter service intervals of 45,000 miles for normal duty cycles and a DPF service interval of 400,000 miles save you thousands of dollars over the life of your truck.

Uptime Solutions

- When you drive with Mack, you're backed by an expansive network of more than 400 authorized dealers and parts and service locations.
- GuardDog® Connect and OneCall® come standard on your truck for the first two years to monitor your vehicle's performance and offer 24/7 support.
- When issues arise, Mack ASIST's web-based case management system gathers information about your truck to provide driver, dealer and Mack's Uptime Center everything needed to get you back on the road faster.
- Mack teams up with best-in-class technology and intelligence software platforms Telogis and Omnitracs to deliver Fleet Management Services that give you greater control over your trucks.

LIGHTER WEIGHT, MORE FREIGHT

Mack trucks are made to make the most of each trip. Mack's integrated powertrain and other top-of-the-line parts are expertly engineered with strong, lightweight materials that allow you to load up your trucks so you can carry more with every haul.

- Powerful MP8 engines cut the weight of your truck by nearly 300 pounds compared to competing 15-liter engines.
- Twin Y™ air suspensions use an innovative Y-shaped, high-strength steel design that weighs up to 400 pounds less than other air suspensions for a much lighter option.
- Aluminum options for wheels, fuel and air tanks and other components reduce the weight of your truck.

IMPROVED DRIVER RETENTION

These are the trucks drivers want to drive. Spend less on recruiting and training by putting your drivers in Mack trucks. Spacious, well-designed interiors keep drivers comfortable and reduce fatigue while improving productivity.

- Mack's ergonomic wraparound dash puts vital information and control at your drivers' fingertips, including the Co-Pilot™ driver display with real-time information.
- Mack's *mDRIVE* automated manual transmission is operated via an intelligent shift pad module and managed by sophisticated electronics to allow drivers to make smooth shifts with less effort.
- Hands-free Bluetooth provides safer and more convenient communications.
- Built-in closets, cabinets and overhead storage in the sleeper, along with a tilt/telescopic steering column, mean Mack cabs have plenty of room to spread out and stay comfortable—no matter how long the drive.
- Mack cabs are built with high-tech, lightweight, sound-deadening material for a quiet ride or rest.
- Visibility is enhanced by a low hood profile, large windshield and visibility doors.

