



SPRING 2016

THE YEAR OF GROWTH



At TransEdge Truck Centers, **2016** is the Year of Growth...

One of the most exciting transitions for us has been the expansion of our leasing division. We have experienced tremendous

growth in both our full-service leasing operations and short term rental accounts, a trend that we expect to continue. We are refining our leasing operations to meet this demand.

Earlier this year, we hired Jeff Schmidt to head all of our leasing and rental operations. Jeff will soon have two great sales people joining his team. We've also rebranded our leasing division, changing the name from Mack Leasing System Lehigh Valley, Inc. to TransEdge Leasing Group. We are continuing to develop our leasing and rental by adding new trucks to the fleet and expanding the array of services we provide to help your business succeed.

But leasing is just a part of our growth. In January, we opened our new Modification Center in Allentown. This eight-bay, 7,500-square-foot facility – which provides truck modifications for fleet customers all across the country – is a cornerstone of our business. We're proud to provide this important service.

Great things are also happening on the Volvo side of our operations. We were recently named the 2015 Northeast Dealer of the Year for Volvo Trucks, an honor we received due to our strong performance in both market share and new truck sales.

None of this would have been possible without the support of our customers. Thank you for choosing us to be your partner in the trucking industry. We are proud to be your local Mack, Volvo, and Hino dealer. We look forward to growing with you this year and for many years to come. 

Warmest Regards,
Bob Dwyer, *President*
TransEdge Truck Centers



LOOKING TO LEASE? LET US HELP!

Today's trucks are more technologically advanced than they have ever been. With changes to the federal laws on the horizon, expanding a fleet is becoming more complicated. If you're looking to grow your fleet operations, it may be time to consider a full service lease.

TransEdge Leasing Group offers some of the most flexible lease and rental programs in the industry, including daily, weekly, and monthly rentals / leases; with full-service leases and contract maintenance. Our programs are available for Mack, Volvo, and Hino trucks.

"Whatever the customer wants, we can do it," explains Jeff Schmidt, the new Director of Leasing and Rental at TransEdge Truck Centers. "Whether you want a long-term lease, short-term rental or just need a truck for a day, we'll customize a solution to fit your needs."

Why Lease?

There are several advantages to leasing rather than buying a truck, including:

- No upfront costs
- More credit flexibility
- Ability to upgrade to newer technology sooner
- Reduced taxes
- Streamlined maintenance operations
- Maximum uptime

Customers across the area are realizing these benefits. In fact, we've seen such tremendous growth in our leasing and rental operations over the past year that we're hiring two new leasing specialists.

Our New Leasing Leader

Although Jeff Schmidt is new to his role at TransEdge, he is an expert when it comes to creating customized leasing plans. Prior to joining the dealership in February, he served as the national account manager for North American Truck Leasing Group, the leasing group for Mack Trucks and Volvo Trucks North America. During his tenure, he was instrumental in the development of a leasing estimate tool called iLease, which is now used throughout the Mack and Volvo dealer network.

"I'm so honored to be working with TransEdge and our great group of customers," Schmidt says. "My job is to make your job easier, to give you better solutions for your transportation needs. Please give me a call and let me know how we can help!"

To learn more, call our leasing department toll-free at 1-800-982-9640. 



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TRANSEGE TRUCK CENTERS NAMED VOLVO TRUCKS' 2015 NORTHEAST DEALER OF THE YEAR

Volvo Trucks has selected TransEdge Truck Centers as its 2015 Dealer of the Year for the Northeast Region, recognizing our dealership's strong performance in both market share and new truck sales in 2015, including a high number of Volvo VHD models sold.

"The TransEdge team has a long history of delivering outstanding service and support to Volvo Trucks customers in the Northeast Region, and they excelled once again in 2015," says Göran Nyberg, president of Volvo Trucks North America. "We appreciate their dedication to excellence, as well as their ongoing commitment to the Volvo Trucks brand and our customers."

TransEdge Truck Centers had an excellent year for parts sales, customer satisfaction, and adherence to Dealer Operating Standards. TransEdge also

expanded use of Volvo ASIST, an online service management tool that helps ensure seamless communication between the customer, the dealer, and Volvo's Uptime Center experts.

"We are honored to receive this prestigious award as Volvo Dealer of the Year for the Northeast Region," says Bob Dwyer, TransEdge president. "This would not be possible without the efforts put forth by our employees and the support from our loyal Volvo customers. We look forward to continuing to grow the Volvo brand." 



From left to right: **Goran Nyberg**, *President of Volvo*; **Robert Dwyer**, *President / CEO of TransEdge Truck Centers*; **Chris Gossler**, *VP of Northeast Region - Volvo*; **Dave Stahl**, *Sales Manager of TransEdge Pittsburgh*; **Terry Billings**, *VP of Marketing - Volvo*

Click Here!

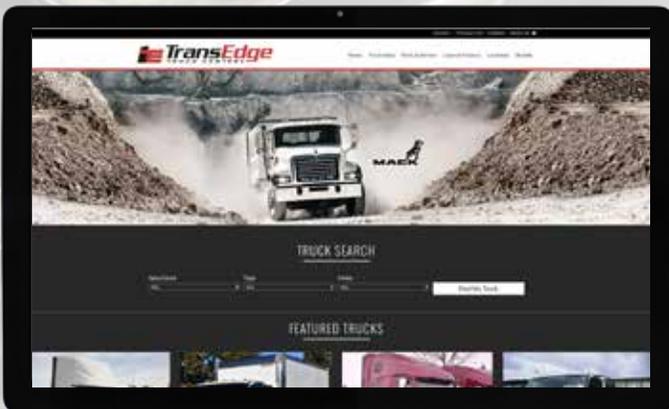
New trucks, used trucks, parts, service, leasing, rentals – learn more about everything TransEdge Truck Centers has available by visiting our new and improved website!

Launched earlier this year, the redesigned www.transedgetruck.com is faster and easier to navigate. With just one click, you can:

- Search our online inventory of medium- and heavy-duty trucks
- Learn more about our remanufacturing and modification facilities
- Contact our parts, service and sales departments
- And even apply for a job with our award-winning team

Plus, the site is mobile friendly. So whether you're at the office or on the road, you've got the information you need right at your fingertips.

Log on today and see everything we've got to offer! 



NEW BUILDING EXPANDS MODIFICATION CAPABILITIES

The TransEdge Modification Center opened its doors on November 30, 2015. The completely renovated site at 5344 Tilghman Street will be the second Allentown location for TransEdge Truck Centers.

“The team decided to use the facility to take on additional modifications,” explains Dave Wirth, Director of Service for TransEdge Truck Centers. “The TransEdge Modification Center is currently being used to broaden modification capabilities for National Account and Mack Distributor customers.”

Today, the eight-bay, 7,500-square-foot facility is humming with a steady stream of modification work. In the facility’s first couple months, the team has taken on a 600-truck order, with 60 vehicles coming in monthly; a 150-truck order that just wrapped up, and regular deliveries from all across the country.

Generally, every truck in an order receives the same modifications. Each order begins with a pilot truck that it is modified by our team and approved by the customer. Once it is approved, it serves as a model for the rest. This proven approach not only allows us to complete orders quickly and efficiently,

but also creates a strict quality control process that ensures every truck is modified according to the customer’s wishes.

Most advantageous for customers is our participation in the Mack / Factory Freight Equalization program. This means a layover at TransEdge for modification work will not impact a customer’s destination or freight charges. “Any national freight customer who wants a truck and wants options put on it can have it moved to us for the work and then moved back to Mack’s in-transit company for a flat fee,” Wirth explains.

The Tilghman Street modification center employs 10 technicians, including two Master Techs. Four of the technicians and one of the foreman are seasoned vets who transitioned from our TransEdge facility located on Bulldog Drive in Allentown.

“This new facility presents a great opportunity for TransEdge, National Account, and Mack Distributor customers,” Wirth says. “We are proud to provide this service which helps expedite the delivery process for these customers.” 

Address: 5344 Tilghman Street, Allentown, Pa.

Operating Hours: 7 a.m. – 4:30 p.m.

Manager: Joe Orsulak

Supervisor: Mike Casey

Activities: New vehicle preparation and modification for Mack national fleet customers



INDUSTRY NEWS: THE ERA OF ELECTRONIC LOGS

The trucking industry – for both medium-duty and Class 8 customers – is changing how drivers keep track of their hours on the road.

The Federal Motor Carrier Safety Administration (FMCSA) has adopted a new rule mandating the use of Electronic Logging Devices, or ELDs, by commercial drivers to keep track of their hours on the road. These ELDs will also monitor engine hours, truck movement, miles driven and location information. This mandate will take effect within the next two years.

The good news for Mack, Volvo and Hino customers is that these trucks already come equipped with the technology from their respective OEMs. It is ready to connect with a third-party system such as Telogis or Omnicracs, making implementation of ELD use affordable and user friendly. No other installation is required. All you need is a smart phone or tablet and the monthly subscription, and you are ready to go.

For more information on how we can help your fleet migrate to electronic logs, please contact the TransEdge Truck Centers sales department near you. 

TRANSEGE EMPLOYEE FEATURE: JOE ORSULAK & PAT MCCLAREN



Joe Orsulak

TransEdge Truck Centers is proud to welcome an old friend back to the dealership and celebrate another's new position within the organization.

Joe Orsulak was a service technician when he first worked at the dealership in 1985. At that time, the building was a factory-owned shop known as the Allentown Branch of Mack Trucks. Orsulak later transitioned to Mack's corporate headquarters, where he held several positions. In 1996, he followed in his father's footsteps to become Mack's national fleet service manager for waste accounts, working

with companies including Republic Services, Waste Management, Allied Waste Industries and Browning-Ferris Industries (BFI).

After retiring from Mack Trucks in December 2015, Orsulak was looking for a new challenge that kept him closer to home. In January, he joined the TransEdge team as the new Modification Center manager. Orsulak is now responsible for getting the new Modification Center for Mack national fleet account trucks up and running in Allentown.

"My years of experience working at Mack and with national accounts were the perfect foundation for this job," Orsulak says. "When it comes to modifications, we go by the book. We check and double check to ensure every truck runs just like it came directly from the factory. We want to be sure your truck runs strong out on the road for as long as possible."



Pat McClaren

Pat McClaren is also enjoying a new challenge with TransEdge. The former heavy-duty parts salesman, who worked on Beaver Avenue in Pittsburgh, moved down the street in February and is now a Hino medium-duty specialist at our Preble Avenue location.

McClaren is well versed in the unique challenges facing the medium-duty industry. Although he worked in heavy-duty parts sales for five years, McClaren comes from a long line of mechanics and medium-duty drivers.

"Hino is the most reliable medium-duty truck on the road today," McClaren says. "It has the strongest engine and the strongest engine warranty – bar none – of any other medium-duty vehicle. I'm excited to join this team and will go out of my way to help my customers however I can."

