

REAL COST OF OWNERSHIPSM

REAL-WORLD RESOURCE



SMART SPECS AND SERVICES THAT HELP MAXIMIZE YOUR PROFITABILITY

FREIGHTLINER[®]



HELPING LOWER YOUR REAL COST OF OWNERSHIP

We're broadening the Total Cost of Ownership discussion to help you recognize the real value of your truck — your Real Cost of Ownership (RCO). RCO is the comprehensive evaluation of the hard and soft costs over the lifetime of your truck, which determines its real value to your business.

You can determine some costs of ownership using a calculator — like monthly diesel expenses — but soft costs, including driver turnover rates and customer loyalty, are more difficult to express in dollars and cents.

That's why Real Cost of Ownership is different for every truck owner. Your individual RCO is based on real-world factors that impact your profitability. These real-world factors are the five pillars of Real Cost of Ownership: Fuel Efficiency, Connectivity, Safety, Quality, and Uptime.

“THE MOST IMPORTANT ELEMENTS OF OUR OPERATION WHEN IT COMES TO COST OF OWNERSHIP ARE **SERVICEABILITY, FUEL ECONOMY, RELIABILITY IN PRODUCT, AND OVERALL RUNNING COST...ALL OF THAT PLAYS A BIG PART IN WHY WE PURCHASE FREIGHTLINERS.**”

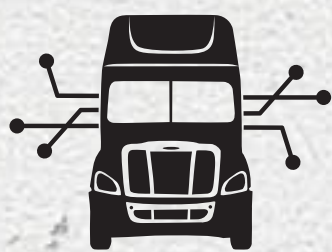
— **DAN COUTU**
REGIONAL OPERATIONS MANAGER,
OLD DOMINION TRUCK LEASING



Real-world factors that impact your profitability:



**FUEL
EFFICIENCY**



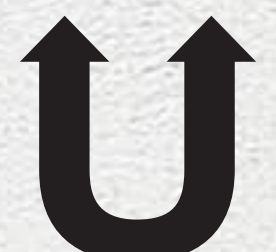
CONNECTIVITY



SAFETY



QUALITY



UPTIME



REAL FUEL EFFICIENCY

“IN THE 12 MONTHS WE’VE OWNED OUR CASCADIA EVOLUTION, WE’VE SAVED OVER \$30,000 IN FUEL. IT’S LIKE A FREE TRUCK. THE FUEL SAVINGS ALONE MAKE THE PAYMENT ON THE TRUCK.”

— **JIM FOWLER**
CO-OWNER/CO-OPERATOR,
FOWLER TRUCKING




Aerodynamics, proper spec’ing, and powertrain integration all play a role in optimizing fuel efficiency.


SMART SPECS & SERVICES

CASCADIA® EVOLUTION AERODYNAMIC PACKAGE Maximizes aerodynamic design to increase fuel efficiency


- Chassis side fairings
- 20-inch side extenders
- Bumper: closure, air dam, hood-to-bumper fill
- Integrated antennas
- Side extender filler piece
- Quarter fender with riser
- Elliptical-shaped mirrors
- Smooth windshield seal
- Rear wheel covers

integrated DETROIT™ POWERTRAIN

-  **DETROIT™ DD15® ENGINE**
400 HP, 1,750 lb-ft torque
 - Lowers operating RPM to reduce fuel consumption

-  **DETROIT™ DT12™ TRANSMISSION**
Automated Manual Transmission
 - Controls shift points and manages engine operation for fuel-efficient operation

- Intelligent Powertrain Management (IPM)**
 - Adjusts cruise control, preselects gears, and slows the engine for efficient operation in upcoming road conditions

-  **REAR AXLE RATIO**
 6x4 (2.41) 6x2 (2.28)
 - Sets up the engine RPM to maximize fuel economy

LOW ROLLING RESISTANCE TIRES

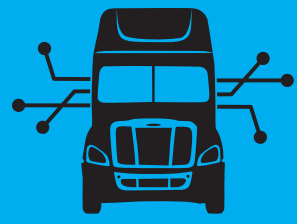
- Reduces rolling resistance with a harder tire compound

PARKSMART™ AUXILIARY HVAC SYSTEM

- Draws power from a battery pack to keep the main engine from running during sleep hours

IDLE PROGRAMMING Detroit Optimized Idle®

- Monitors coolant temp and battery voltage; will automatically start the main engine to keep the coolant warm and batteries charged



REAL CONNECTIVITY



“I HAVE MORE CONFIDENCE IN TAKING A TIME-SENSITIVE JOB BECAUSE I HAVE THE REAL-TIME NOTIFICATIONS. VIRTUAL TECHNICIAN PUTS YOUR MIND AT EASE, SO YOU CAN KEEP GOING AND KEEP MAKING MONEY.”

— **CINDY FOWLER**
CO-OWNER/CO-OPERATOR,
FOWLER TRUCKING

Real-time vehicle data can dramatically improve your efficiency.

SMART SPECS & SERVICES



DETROIT CONNECT (standard)

- Notifies operator via email of an engine fault code and its severity within minutes; sends the fault, if critical, to the Detroit Customer Support Center; delivers expert analysis, preliminary diagnosis, resolution recommendations, and if needed, directions to nearby service locations through **Virtual Technician™** onboard diagnostic system



ZONAR ON-BOARD 2020™ COMMUNICATIONS TABLET

- Improves efficiency via four applications: hours of service e-logs, pre- and post-trip inspections, two-way messaging, and truck-specific navigation
- Delivers real-time data on your entire fleet, making it easier to monitor the status of one or all of your trucks; quickly audit truck location, speed, mileage, routes, overlapping paths, stop times, idle times, and more from the web device of your choice through **Visibility Fleet Software** (also known as Ground Traffic Control)



BLUETOOTH®-ENABLED RADIO

- Allows driver to wirelessly connect cell phone and keep their hands on the wheel



SATELLITE RADIO

- Gives drivers up-to-date traffic and weather information



CB RADIO

- Gives operator the ability to communicate with docks, other drivers, and other highway personnel



DASH DISPLAY

- Offers more information and diagnostics through the dash



AC/DC INVERTER WITH SHORE POWER

- Allows the driver to operate AC and DC voltage-powered accessories without running the engine



REAL SAFETY

“AS NORTH AMERICA’S SAFEST TRUCKING FLEET, FREIGHTLINER’S FOCUS ON SAFETY HELPS BISON ACHIEVE ITS SAFETY GOALS, WHICH ULTIMATELY PROTECTS OUR PEOPLE AND IMPROVES OUR BOTTOM LINE.”

— **DON STREUBER**
PRESIDENT AND CEO, BISON TRANSPORT



Safety impacts everything from driver health and retention to insurance and liabilities.

SMART SPECS & SERVICES



LED HEADLIGHTS

(standard)

- Improves illumination and visibility to increase safety; extends bulb longevity



ERGONOMIC CAB & WRAPAROUND DASH

(standard)

- Enhances driver productivity through comfortable, ergonomic cab interiors; improves the reachability and readability of switches and controls



FIT SYSTEM

- Provides drivers with an affordable, convenient way to stay fit in the privacy of theirsleeper cab while on the road



6 SENSOR/ 6 MODULATOR ANTILOCK BRAKING SYSTEM (ABS)

- Improves ABS performance and tire life with 6 sensors on all wheel ends



DETROIT ASSURANCE™ SUITE OF SAFETY SYSTEMS

- Brakes the truck safely when needed through Active Brake Assist
- Maintains a safe following distance through Adaptive Cruise Control
- Warns the driver if the truck crosses a lane without a turn signal through Lane Departure Warning (optional)



STABILITY CONTROL

- Detects a rollover scenario through Roll Stability Control; monitors steering wheel position and adjusts front wheel brake through Electronic Stability Control (which includes RSC)



SEAT BELT STATUS INDICATOR & AUDIBLE ALARM

- Sends the driver a series of warnings (audible and visible) if seat belt is not connected



BLUETOOTH®-ENABLED RADIO

- Offers hands-free operation of the driver’s cell phone



TIRE PRESSURE MONITORING SYSTEM (TPMS)

- Monitors tire pressure and temperature to warn the driver of any potential tire issues



STEERING WHEEL AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM

- Inflates to protect the driver during severe frontal impacts



HILL START AID (HSA)

- Prevents the truck from rolling backward or forward, depending on the uphill or downhill grade



HEATED SIDE MIRRORS WITH LEFT- & RIGHT-HAND REMOTE

- Keeps ice and cool fog off mirror for better visibility



REAL QUALITY

“WE CHANGED OUR ENTIRE FLEET OVER TO FREIGHTLINER DUE TO HIGH DRIVER ACCEPTANCE, GREAT FUEL MILEAGE, DEALER NETWORK/PARTS AND SERVICE AVAILABILITY, AND MOST OF ALL, RELIABILITY.”

— BRENT NUSSBAUM
CEO, NUSSBAUM TRANSPORTATION



High-quality construction and materials give our trucks industry-leading resale values.

SMART SPECS & SERVICES

- ✓ **CHASSIS ROUTING & CLIPPING SYSTEM** *(standard)*
 - Separates the fuel, air, and electrical harnesses from each other and helps prevent chaffing

- ✓ **ENGINE DYNO-TESTED AT FACTORY** *(standard)*
 - Assures engine performs to manufacturer's specifications

- ✓ **CHASSIS DYNO-TESTED AT FACTORY** *(standard)*
 - Confirms drivetrain is operating within manufacturer's specifications after assembly; tested in the only OEM-owned, full-size wind tunnel for maximum fuel efficiency

- ✓ **LASER-ALIGNED AT FACTORY** *(standard)*
 - Ensures truck is accurately aligned to specifications to minimize tire wear and maximize steering performance

- ✓ **WATER INTRUSION TEST AT FACTORY** *(standard)*
 - Ensures no water leaks into cab

- ✓ **RESALE VALUE** *(standard)*
 - The Freightliner Cascadia® and Cascadia Evolution have held the best resale value among Class 8 On-Highway Tractors in North America for the last six years, according to NADA and KBB

- ✓ **HENROB™ RIVETS THROUGHOUT CAB** *(standard)*
 - Provides high-strength clamping without piercing the body panels; prevents corrosion and potential leaks

- ✓ **HUCK SPIN FASTENERS THROUGHOUT CHASSIS** *(standard)*
 - Ensures maximum clamping; lessens the possibility of loose bolts/nuts

- ✓ **E-COATED FRAME RAILS, NON-PAINTED AIR LINES** *(standard)*
 - Reduces corrosion potential of chassis parts; allows easy identification for servicing

U REAL UPTIME

“MY CASCADIA EVOLUTION SAVES ME A NET \$13,500 PER YEAR IN INCREASED PRODUCTIVITY... IT’S LOGGED ALMOST 250,000 MILES WITHOUT ONE EVENT. THAT’S GOLDEN TO ME. I HAVE TO GET MY PRODUCTS THERE. SOMEONE’S LIFE MAY DEPEND ON IT.”

— LES WILLIS
OWNER/PHARMACEUTICAL EXPEDITER,
GODSPEED EXPEDITERS LLC



Maximizing uptime on the road can significantly help lower your Real Cost of Ownership.

SMART SPECS & SERVICES

✓ AFTERMARKET PARTS DISTRIBUTION NETWORK (standard)

- Allows dealers to maintain stock and acquire parts as quickly as possible through a vast network of distribution hubs

✓ FLUID LEVEL CHECKS ON DRIVER’S SIDE (Except for Washer Fluid) (standard)

- Improves ease of pre-trip inspections and driver training

✓ LONGER ENGINE OIL CHANGE & FUEL FILTER CHANGE INTERVALS (standard in Detroit)

- Increases oil change intervals to 50k miles on long-haul applications; reduces number of fuel filters to change on the road

✓ 3-PIECE BUMPER & 3-PIECE HOOD (standard)

- Allows for quicker and less expensive repairs

✓ LED LIGHTS (standard) Headlamps, side light, roof marker lights, optional back-of-cab lights, optional taillights

- Offers longer lifespan than incandescent bulbs

☐ BULB OUT DETECTION SYSTEM

- Provides a warning when an exterior bulb has stopped working

✓ 2-PIECE WINDSHIELD (standard)

- Allows for quicker and less expensive glass damage repairs

✓ CONMET PRESET HUBS (standard)

- Improves ease of maintenance and replacement using this bearing retention method

☐ TIRE PRESSURE MONITORING SYSTEM (TPMS)

- Monitors tire pressure and temperature to warn the driver of any potential tire issues

✓ DEALER NETWORK SUPPORT (standard)

- Offers hundreds of Detroit factory-certified technicians, over 400 dealership/parts & service locations, over 150 Elite Support-certified dealers, almost 200 ServicePoint® facilities, and 24/7 toll-free customer support hotline; ensures quick and accurate service repairs through dealers who pass and maintain a rigorous quality program

✓ EXPRESS ASSESSMENT (standard)

- Communicates single service issue diagnosis; checks parts availability; provides an estimate of cost and repair time within two hours of your service write-up



REAL-WORLD SIGNIFICANCE

Real Cost of Ownership recognizes your truck as a critical part of your business, not just a cost center. The five pillars of RCO — Fuel Efficiency, Connectivity, Safety, Quality, Uptime — offer a better understanding of how your trucks influence a full range of critical factors in your business.

Managing your company's individual Real Cost of Ownership is an efficient way to maximize profits. Skilled, safe, and satisfied drivers in reliable, fuel-efficient trucks, equipped with advanced telematics and backed by a broad service and support network, can help you maintain a profitable trucking operation.



Real-world factors that impact your profitability:



FUEL EFFICIENCY

- World-class design & advanced aerodynamics
- Customizable lightweight solutions
- Vehicle operation & best-in-class components



CONNECTIVITY

- Telematics solutions capture, transmit & analyze real-time data
- Simplified driver communication, repairs & maintenance



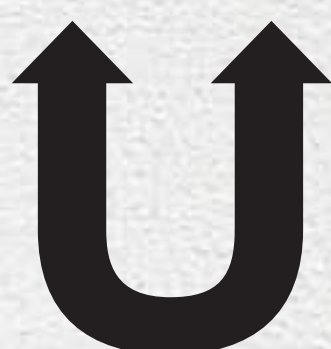
SAFETY

- Industry-leading safety systems
- Ergonomically designed noise-minimizing cab



QUALITY

- Cutting-edge manufacturing technology
- Rigorous testing
- Maximum reliability & longevity



UPTIME

- Hundreds of Detroit factory-certified technicians
- Over 400 dealership/parts and service locations
- Over 150 Elite Support-certified dealers
- 200 ServicePoint® facilities
- 24/7 toll-free hotline

FIND A DEALER NEAR YOU AT [FREIGHTLINERTRUCKS.COM/DEALERS](https://www.freightlinertrucks.com/dealers).