



ALLIANCE CONCRETE PUMPS ALIGNS WITH M2 106

Alliance Concrete Pumps has been manufacturing concrete pumps for the U.S. and Canadian markets for more than a decade. The company was founded shortly after industry veterans Ken Friesen, president, and Mike Enns, national sales manager, discussed the possibility of a new business that would distribute South Korea-based Jun Jin Concrete Pumps in North America.

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THE FIVE PILLARS OF REAL COST OF OWNERSHIP

Real Cost of OwnershipSM (RCO) is Freightliner[®] Trucks proprietary comprehensive consideration of hard and soft costs over the lifetime of a vehicle. Some of the costs are hard numbers you can get easily by using a calculator — like monthly diesel expenses — and others, such as ease of upfit, safety and productivity, are a bit more difficult to measure when it comes to vocational trucks. Real-life costs are critical components of the RCO for your business, just as much as an increase in the price of tires.

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MOTHER NATURE NOT A MATCH FOR 114SD

Central North Carolina native Pat Godwin is an example of what hard work and persistence can lead to in America. Godwin grew up on a farm with humble beginnings and worked in his backyard with a borrowed welder to get his repair shop off the ground. With hard work, dedication and a genuine attitude, Godwin succeeded in growing his business, which became The Godwin Group.

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