

MAACK[®]

Mack Driver Development



One of the single most effective ways to cut costs and improve productivity.

Every transport operator wants to reduce fuel costs, increase productivity and improve safety, but how can you manage all these things?

The answer is simple: Mack Driver Development!

It's all about you

Years of research have made one thing quite clear: the most important factor affecting the overall productivity of a truck is its driver.

Whatever model of Mack you're using, the key to getting the best out of it is a well-trained driver. Drivers who use the correct techniques are way ahead of the rest on all measures.

They get the most out of your trucks and provide a consistent boost to your bottom line. And guess what? You already have these drivers working for you. You just need to invest in them.

Benefit from experience

We've been guiding drivers through our Mack Driver Development program for years, so we know which techniques work. Our customer and application specific training will promote confidence and product knowledge, lower driver fatigue levels and overall safety of your most vital asset, your drivers.

Our program delivers five measurable differences to your operation, because once they're trained, your drivers will:

- » drive more safely
- » use less fuel
- » increase productivity
- » increase uptime
- » reduce maintenance costs

What we show your driver

Driving a Mack is simple, right? Perhaps, but doing it really well requires concentration, the use of particular techniques and a clear understanding of modern truck technology.

Your company ambassador

We help drivers to take a calmer, more analytical approach to operating the truck, and really think about how to drive in a safer and more fuel-efficient way. We also encourage them to take responsibility for being an ambassador for your business and its values.

Knowing what the driver can and can't influence

Knowing what determines fuel consumption is critical to reducing it. We show your drivers which aspects of their driving burn the most fuel and explain how to eliminate these behaviours from their driving style. Just because you've got a Bulldog in front of you doesn't mean you have to use all of its power all of the time.





How driver development makes a difference.

Less fuel burned

Drivers who've been through our program use less fuel. Extensive experience working with drivers across the range of Macks, from concrete agitators to heavy haul, has shown that small changes in technique lead to big cuts in fuel consumption.

Increased uptime

An informed driver is calm and in control, and as a result, their driving causes less wear and tear. Your truck stays on the road for longer, spends less time in the workshop and has lower maintenance costs.

Safer journeys

Safety is a priority for Mack, and it's everyone's responsibility to make the roads as safe as possible for all road users.

An informed driver is a safe driver, and that's the only kind of driver you want behind the wheel of one of your trucks.

Reduced emissions

It's no longer enough to have lots of horsepower, you have to consider how to get the most out of it. With carbon emissions now forming an additional and unavoidable expense, reducing them is a priority for every transport operator. We demonstrate to your drivers how best to operate the truck's engine, not only to reduce fuel consumption, but to improve the efficiency with which the engine burns every precious litre.

Happy drivers

Drivers love Macks, but with experienced drivers in short supply and fewer new ones entering the industry, retaining the good ones is a high priority for many companies. By developing your drivers' skills, you're showing them that you have an interest in improving their prospects in the industry. Properly-trained drivers are happy drivers, because they know they're at the top of their field and are doing a good job.

Using the road

There's a lot involved in driving a Mack truck safely and efficiently. A good driver looks ahead, plans their actions and uses the road environment to their advantage.

Knowing when to coast and let the vehicle's momentum do the work, when to use cruise control, and how to anticipate obstacles like traffic lights and roundabouts, are techniques that make a difference to your fuel bill and your drivers' fatigue levels.

Using the truck's technology

Mack trucks offer a wide range of technologically advanced systems to help your drivers stay safe on the road. They also have a host of features that improve fuel efficiency and help reduce wear on the tyres and the truck itself. Many of the most powerful features are at your fingertips, yet many drivers are either unaware of them, or aren't sure how to use them to maximise the benefits. Our trainers explain and demonstrate the technology in the truck and how to use it, so your drivers get the true value of the truck you paid for.



Ask us how

We're serious about helping your business, and Driver Development is one of the easiest ways we can do this. We'll come to you and develop your drivers' skills and knowledge in your own trucks, in your own working environment. By doing this you will improve your whole fleet's efficiency at a single stroke. Who doesn't want that?

For more information, contact your local dealer
www.macktrucks.com.au/buy-mack/find-a-dealer/

MACK®

GET THE TOTAL PACKAGE.

We've got you covered.

If maximum profitability is your goal, Mack offers a range of holistic services designed to simplify your fleet management and maximise your productivity. Mack's combination of connected vehicle telematics and optimised service planning is designed to help keep you on task and on time. And when something does happen to your truck, Mack's large dealer network offers trained technicians, more accurate diagnostics and improved communication that gets you back on the road quicker than ever.

Mack Connect:

If you've enlisted in one of Mack's driver development programs, you'll want to monitor the impact. Monitor your fuel costs, keep your drivers on track and maximise your investment on coaching, advice and technology with Mack Connect. Mack Connect uses predictive analytics to provide real-time analysis and top-line reporting to help you improve business operations.

For more information about Mack's total package solutions visit

MackTrucks.com.au/parts-and-services/services/

**To learn more about Mack Driver Development, contact your dealer today by calling
1300 696 225**

macktrucks.com.au

