



TRUCKS MAXXFORCE ENGINES SERVICES CURRENT OFFERS OWNERSHIP EXPERIENCE

## E-NEWSLETTER

Customer Spotlight

March 2011

### ▼ FLEET'S HEAD-TO-HEAD TESTS POINT TO PROSTAR®+ WITH MAXXFORCE® 13

Benny Whitehead, Sr., the owner of BWI Trucks, squeezes every mile he can from his fleet. So when it was time to invest in 60 new 2010-compliant vehicles, he bought comparable test trucks from three different OEMs and tracked their dependability and fluid economy over several months. The winner would get his business.

"Our thinking was, we're going through changing times when it comes to trucks, so we wanted to make an educated decision," says Whitehead. "We did a study based on the price of the vehicles, but also the costs of operation and, most importantly, fuel costs."

With one of the three trucks, aftertreatment problems resulted in shutdowns on the highway; drivers commented that another featured too much bumpiness in the cab. Only the International® ProStar®+ with the MaxxForce® 13 engine scored high across the board, delivering dependability, a comfortable ride, and easily beating the other two contenders with 7.5 miles-per-gallon in fluid economy.

"Our goal with the ProStar+ is 8 miles-per-gallon," says Whitehead. "We think that's very achievable."

BWI has been in business for 45 years, providing refrigerated transport of everything from fresh food to pharmaceuticals across routes from the southeast to up and down the west coast. Headquartered in Eufaula, Ala., the carrier has a reputation not only for on-time delivery but also for closely monitoring its fuel costs. In fact, Whitehead, 66, frequently hosts seminars where he shares fuel-saving tips.

In addition to conducting his own research before purchasing new trucks, he is a big proponent of lower highway speeds. At a time when the federal government is considering limiting the speed of all heavy trucks to 68 miles-per-hour, BWI claims that, by requiring its drivers to go from a top speed of 68 mph to 59 mph, he's reduced his fuel costs by 30 percent.

"It's amazing; the numbers will blow you away," he says. "We run 80 trucks. When you start talking about changing that speed, it's good for at least a half-a-mile to the gallon. We've monitored our fuel costs and found that when fuel hits \$3.50 per gallon, we're saving \$1,500 per trip. That's major bucks every year. It's helped us stay in the black and make money, even during the hard times."

Another key to BWI's success: Sharing that money with its drivers. Those who hit the required fuel savings benchmarks get 33 percent of the money, or approximately \$500 extra per trip. "When you drop several thousand dollars in their pockets every month, they don't mind driving a few miles-per-hour slower," adds Whitehead. "They're motivated."

The fluid economy savings was the most important, but other factors contributed to this longtime Freightliner customer's decision to purchase 60 International ProStar+ trucks.

Whitehead cites the quietness and how easy it is to drive. And because his fleet runs teams of drivers, the comfort and layout of the cab help keep both drivers fresh and rested. And he stresses that the 13-liter engine is plenty capable during regular runs through the Rocky Mountains, offering the horsepower he needs along with stellar fluid economy.

He's also a fan of the MaxxForce engines' less-is-more design, which attacks emissions in-cylinder—as opposed to SCR-equipped engines that utilize additional aftertreatment systems and fluids to meet 2010 standards.

"The less systems you have on the truck, the less you have to manage and the less trouble you're going to have," he says. "And we don't have to deal with urea. That's a good thing."

For more information on Benny Whitehead, Inc. go to [Benny Whitehead, Inc.](#)

To learn more about the International ProStar+, go to [International ProStar+](#).

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February 2011

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