

# THE DISPATCH

4TH QTR | 2009

YOUR QUARTERLY STOP FOR TRUCKING RELATED NEWS, INFORMATION AND SAVINGS.

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### :: NEW TIRE PROGRAM

TruckersB2B is excited to announce a new tire program that protects you against paying too much for your tires over-the-road. SelectFleet offers guaranteed pricing on Goodyear and Dunlop tires and service with no membership fees, no dispatch fees, and no credit authorization fees. Visit [www.selectfleet.com](http://www.selectfleet.com) or call 1.866.241.0869 to learn more. [See article on page 2]

### :: NEW OFFER ON CASTROL OIL

TruckersB2B Members can now receive rebates on Castrol lubricants. Members enjoy a \$.60 per gallon rebate on Castrol Hypuron and a \$.35 per gallon rebate on Castrol Tecton Extra. For more information visit [www.truckersb2b.com](http://www.truckersb2b.com) or call 1.888.937.6334. [See article on page 3]

### :: TRUCKERSB2B LAUNCHES NEW PRODUCT STORE

TruckersB2B has launched a new product store where you can get all your TruckersB2B gear, including our Run with the Big Dogs T-shirts and hats! Visit the store today at [www.truckersb2b.com](http://www.truckersb2b.com)

### :: HAPPY NEW YEAR

TruckersB2B would like to wish you a happy and prosperous new year! We look forward to helping you save even more money in 2010!



## 2010 Fuel Outlook

» BY BRUCE GRESS, DIRECTOR, PETROLEUM RISK MANAGEMENT, PILOT TRAVEL CENTERS, LLC

The great Danish physicist, Neils Bohr, once said "Prediction is very difficult, especially about the future." I'm reminded of these words as I take on the task of looking into the future of oil prices. If a Nobel winning physicist has trouble with predictions, what chance do I have? That said, there are few things we know - or think we know - about the future.

First, oil fundamentals involving supply and demand are the weakest we've seen in years. Crude oil in the developed world is hovering at over 60 days worth of supply - much higher than the more than comfortable level of 55 days which is the first alarm to make OPEC and the rest of the industry even start paying attention. These bulging inventory reports don't include several hundred million barrels of crude oil and refined products that are in floating storage, already loaded on tankers with nowhere to go.

Just a couple of years ago there was emergency talk of using abandoned military bases to locate and build new refineries. Current refinery rates indicate that close to 20% of the nation's refining complex is not being utilized as demand lags. Capacity is certainly not the problem.

Demand, as this audience certainly knows, is exacerbating the situation. Trucking demand

in the U.S. is down nearly 20% below 2 years ago and is struggling to recover.

At this point, you must be wondering why oil prices have doubled since January. Many analysts point to strong demand and GDP growth in China and India and indeed they have been the only bright spot on the demand side of the ledger. Still, supply is at historically record high levels.

The primary driver of oil prices today is the money flow from investment funds choosing between foreign currency exchange (U.S. Dollar, Euro, Yuan, Yen, etc), equity markets (DJIA, S&P, NYSE, etc) and commodity markets (gold, silver, manufacturing metals, grains, wood, and energy). With money being offered at near zero interest rates under the auspices of economic recovery, banks and investment firms are looking for the best return possible on their investments, and that has been betting against the USD...and betting on commodities.

Currently, oil has an inverse relationship to foreign exchange: as the USD weakens, oil prices rise. This hasn't always been the case, but recently the two investment vehicles have been strongly linked. Recent Federal Reserve "easy money" moves have also raised the specter of possible looming inflation. Traditionally, the best hedge against rising

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# SO LONG 2009...CHEERS TO 2010

>> BY DANIELLE VIDAURRE  
DIRECTOR OF SALES, TRUCKERSB2B

As TruckersB2B wraps up yet another year of providing rebates and savings for our over 20,455 member fleets, we would like to thank our Members who turn to us for relief not only during the last year of economic strife, but also in the "good times". During 2009, we sent out over \$3,471,000 in rebates to our Members. In addition to those rebates, we have also provided up-front discounts to thousands of fleets and their drivers for our non-rebate programs, such as wireless phone service, office supplies, motel/hotel, tax service, tolls, and insurance.

Since our goal is to help small to medium-sized fleets operate more efficiently and enjoy savings that they couldn't necessarily obtain on their own, we are always searching for new vendors to bring something to the table. For example, in January 2009, we partnered with Thermo King to provide rebates on APU and reefer units. In April 2009, we rolled out discounted pricing on truck stop scanning through our new partnership with TRANSFLO Express®.

In June 2009, we were pleased to announce the

addition of Petro Stopping Centers to our Fuel Rebate Program, bringing the total TruckersB2B Fuel network to over 550 Pilot, TA, and Petro locations. In addition to adding Petro, we increased the fuel rebate to up to \$.05/gallon. We also increased the rebate amount to \$15 on tractor oil changes performed at TA and Petro locations.

During the Summer of 2009, we offered a substantial increase in rebates on select Goodyear and Dunlop tires, in addition to our standard rebates on Michelin, BF Goodrich and retreads. Just recently we announced a new tire program called SelectFleet, which is a nationwide emergency tire program offering set pricing on Goodyear and Dunlop tires without any dispatch fees (see article below).

As TruckersB2B looks to celebrate our 10th Anniversary on February 7, 2010, our resolution for the New Year is to continue to look for ways to save our Members more on trucking-related products and services, whether your fleet runs over-the-road or local, and regardless of how

many trucks you have. Through our partnerships with our vendors, we hope to make 2010 a much smoother road for many more fleets. Thank you for being a Member of TruckersB2B!

As always, we value your input, so please let us know if there is anything that you would like to see added to our list of programs, or if you have any feedback about our current programs. Email us at [memberservices@truckersb2b.com](mailto:memberservices@truckersb2b.com) or call us at 1.888.937.6334.



## The Importance of an Over-The-Road Tire Program

>> BY MATT SHARRETT, DIRECTOR BUSINESS DEVELOPMENT, TRUCKERSB2B

It is well known that tires are a fleet's second-highest, non-labor operating expense for an over-the-road fleet. In today's environment, fleets are looking at every possible area to save money and cut costs. But what do you do when you can't plan for a tire breakdown? How do you control costs that you can't plan for? One way to do this is to have a program in place for your over-the-road tire needs.

One of the most costly over-the-road issues for a fleet is tire failure. When tires fail, you need to have a program in place that will ensure your drivers get back on the road fast, safe, and at a reasonable price. Larger fleets typically have national accounts or an inside breakdown service to handle these situations. However, the vast majority of fleets don't have any program in place.

Typically, for these fleets, when drivers have a tire issue over-the-road, they call dispatch who will search the yellow pages or the

Internet to try and find help. This results in hours of downtime and often having to pay double the price for a lower quality tire.

The good news is that there are over-the-road tire programs available to small and mid-sized fleets to help protect them against paying too much over-the-road and minimize downtime. When choosing an over-the-road tire program, look for:

- **Quality Brand Tires** – A good over-the-road tire program will offer replacement tires that match your specs. Don't get stuck paying twice as much for off-brand tires.
- **Set Tire and Service Pricing** – A good over-the-road tire program will offer set tire and service pricing so you know exactly what you are going to pay.
- **No Additional Fees** – A good over-the-road tire program will not have hidden

fees. Look for a program that doesn't charge you membership fees, dispatch fees, or credit authorization fees.

TruckersB2B recently launched SelectFleet, a nationwide emergency tire program that protects you against paying too much for your tires over-the-road and offers quality Goodyear and Dunlop tires and service. With SelectFleet, you receive guaranteed pricing where you enjoy the same competitive prices over-the-road or at an authorized Goodyear dealer. Plus, SelectFleet costs you nothing until you actually use it. There are no membership fees, no dispatch fees, and no credit authorization fees.

To learn more about SelectFleet or to enroll today, visit [www.selectfleet.com](http://www.selectfleet.com) or call 1.866.241.0869.

**Select FLEET**  
▲ EMERGENCY TIRE PROGRAM

# Drain Your Oil...Not Your Bottom Line

» BY MATT RUDD, FLEET MARKETING MANAGER, CASTROL HEAVY DUTY

You don't need reminding that the last 18 months has been the toughest business environment in living memory, but the good news is that economies are cyclical and things seem to be starting to pick up. The recovery will be slow, but it will happen. Operators who are still around (congratulations!) are well placed to capture increased business and rates as capacity gets in line with demand.

The real opportunity is going to be in making sure that as much top line revenue as possible falls to the bottom line. There are lubricant products and services out there that can help make that happen, but to get to the financial benefit, there are some long held behaviors and beliefs around heavy-duty oils that need to be challenged.

The first is around maintenance schedules. A common characteristic of larger fleets, aka the "Big Dogs", is that they take time to learn exactly how far they can safely push the envelope with regards to PM intervals. This pays off in spades in terms of operational efficiency and bottom line impact. Just think what it would be worth to your business if you were able to take on more work in the coming months without having to increase your cost base by buying more oil or hiring more mechanics. To do this you'll need to take a careful look at your type of operation, duty cycles and your tolerance to risk. However, the products and services to help you do this do exist and they are tried and tested (how else did the "Big Dogs" get there?). Any reputable oil partner should be able to talk you through how to get there too. Just ask them.

Secondly, extending drains safely – note the word "safely" – requires a move away from conventional oils. An oil that is strong enough to cope with extended service requires some synthetic basis. That's counter-intuitive to many as the long held belief is that synthetics are somehow "weaker" than conventionals and not as robust. That just isn't true. The simple science is that synthetic oil has fewer weak points in its molecule chains, so it resists breakdown better for longer. A synthetic blend oil will help you safely extend drains and a full synthetic should allow you to go

even further. Extended maintenance intervals are the norm in Europe and consequently, so are synthetic oils.

Finally, viscosities are changing. The era of 15W40 being a byword for heavy-duty is coming to an end. It'll take a while to get there totally, but expect OEMs to start specifying lighter weight oils more and more. They are doing this as part of the drive to greater fuel efficiency. A lighter oil provides less resistance to moving parts, giving better fuel efficiency. Just like extended-drain oil, the main reason these lighter weight oils are possible is because of synthetics.

As a fleet owner, the challenge with fuel economy is being able to track it accurately and see the benefits. Many "Big Dogs" still struggle with measuring fuel economy accurately and find it tough to track improvements of just 1 or 2%. Unless you have a well tested and reliable method, look for an oil that gives you the potential of saving more than 2% – otherwise it can get lost in the "noise" of normal operational variability. Such an oil will have not only the lighter visc grade (which gets you part of the way in terms of fuel economy), but will also have a higher quality additive pack that enhances the fuel saving performance.

As you can see, there are many factors to consider when choosing your lubricants. Castrol has been formulating premium quality lubricants for over 100 years and is the heavy-duty market leader in synthetic oil technology and extended-drain maintenance programs. Building on their vast experience, they have developed a wide range of premium fleet lubricants to help you protect your equipment. Using Castrol in your fleet can help protect what's most important to you...your investment.

TruckersB2B has recently teamed up with Castrol to provide you with special pricing on your lubrication needs whether you are buying by the gallon or bulk. Call TruckersB2B today at 1.888.937.6334 to learn more.



# THE ROAD TO RECOVERY



## WAYS TO ENSURE A SMOOTH RECOVERY

### 1. POISED FOR GROWTH

Consider accounts receivable financing or factoring to help your business grow. It provides an ideal resource for fleets seeking a reliable, consistent source of working capital. Plus, TruckersB2B Members are eligible for a 2% rebate on all fees paid to our financing partners, Marquette Transportation Finance and Advance Business Capital.

### 2. OPERATE EFFICIENTLY

Consider ways to improve your efficiencies with trucking software. Whether you are looking for a fuel tax solution or dispatch software, our vendor partners have you covered. Plus, TruckersB2B Members receive a 10% rebate on software solutions from Innovative and Prophecy.

### 3. IMPROVE CASH FLOW

Consider truck stop scanning to help speed billing and improve cash flow. It provides you with same-day access to your documents so you can bill customers and process payroll immediately. TruckersB2B Members receive discounted rates on TRANSFLO Express®.

### 4. BE PROGRESSIVE-MINDED

Consider extended-drain intervals for your oil changes to help save money. By using a quality lubricant, like Castrol-branded lubricants, you can give your equipment better protection at the same time. Plus, TruckersB2B Members are eligible for rebates on extended-drain products from Castrol.

### 5. CONTROL YOUR COSTS

Consider an over-the-road tire program, like SelectFleet, to help protect you against paying too much over-the-road. SelectFleet offers guaranteed pricing on quality tires to help control your costs. Or consider The Gold Program, our Goodyear national account tire program, for your stock purchases.



## SPEAK OUT....

We want to hear from you! Use this section to provide us with your comments and/or request more information. Just complete and fax to **1.888.855.9633**.

I'd like to see the following topic(s) discussed in an upcoming issue of THE DISPATCH:

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I'd like our fleet to be featured in an upcoming issue of THE DISPATCH's Member Spotlight:

[CONTACT NAME] \_\_\_\_\_

[COMPANY NAME] \_\_\_\_\_

I'd like to see the following products/services added to the TruckersB2B lineup of savings.

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I'd like to learn more about the following products/services featured in this newsletter:

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[CONTACT INFO] \_\_\_\_\_

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inflation has been to own commodities, bringing even more buying into the oil market. The weak USD has also brought life to the stock market as money flees the staggering USD and looks for better returns in equities.

But, that was 2009; will the same forces be in place in 2010? It doesn't appear that a return to a fundamentally driven market is in the cards. Oil prices in 2009 rose due to strong investment money flows into the commodity. Logically, a recovering world economy (with the accompanying fuel demand increase) won't necessarily lead to even higher oil prices. In fact, economic recovery may lead the Federal Reserve to increase interest rates and bring more strength to the USD, weakening oil prices. The lingering question is whether the oil / USD link holds at that time (bringing lower prices) or revert back to a period of little correlation.

Another wild card is potential geopolitical events. The world has been strangely quiet for an extended period of time. Although Nigerian oil disruptions are a continuing

problem, the real hotspot is Iran / Israel and possible retaliation for noncompliance with the IAEA's call for ceasing nuclear development. Iran is a leading OPEC exporter and a disruption would surely send ripples through the oil markets.

Clearly, the myriad of price pressures dictate that this isn't your father's oil industry. Oil prices are caught in the middle: too high will retard world economic recovery...too low will retard investment in future oil development. It is likely that we will see more of what we've witnessed in the last 6 months: a slow, grinding, volatile sideways march that is mimicking overall world economic recovery. ■

No matter what fuel prices do in 2010, one thing is certain...the TruckersB2B Fuel Rebate Program can save you up to \$.05 per gallon off the cash price. A one-time enrollment form and fueling in the network is all it takes. Call TruckersB2B today at 1.888.937.6334 to learn more.

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TruckersB2B Members have already earned:

www.truckersb2b.com | 1.888.937.6334

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