

TRUCK NEWS - 8/17/2009

Freightliner's Slice of Life program puts drivers behind wheels of SCR-equipped trucks

PORTLAND, Ore. -- Freightliner has announced it's expanding its popular 'Slice of Life' program, which allows people to follow three professional drivers online as they traverse the US with Detroit Diesel DD15-equipped Freightliner Cascadia's.

However, as the program moves forward, the three drivers -Dick McCorkle, Henry Albert and Kurt Grote - will be behind the wheels of Freightliner trucks with EPA2010-compliant engines using selective catalytic reduction (SCR).

"Given the positive response we've received so far, we decided to extend the program and introduce the drivers to BlueTec emissions technology by giving them three new Cascadia trucks to test drive with DD15's with BlueTec technology," said Jamie Heck, owner operator product marketing manager for Freightliner Trucks. "As Kurt, Henry and Dick continue to cross North America, we will be eager to read their blogs and hear their reports detailing their experiences and the performance of these new products."

The three drivers that take part in the program blog about their travels on the program's Web site: www.SliceofTruckerLife.com and also share better business practices. They drivers also attend popular truck shows, including the upcoming Great American Truck Show (Aug. 20-22 in Dallas) and the Mid-America Trucking Show (March 25-27 in Louisville).

Freightliner officials say they're confident the three stars of the Slice of Life program will enjoy their experiences with SCR.

"With BlueTec emissions technology, Henry, Kurt and Dick will continue to realize the outstanding fuel efficiency they've grown used to in the comfort of their Cascadia trucks," said David Siler, director of marketing for Detroit Diesel. "Just as they've been impressed with the Slice of Life experience so far, we have no doubt that the DD15 with BlueTec will exceed their expectations. In fact, with the BlueTec DD15 our Slice of Life Drivers will enjoy the levels of fuel efficiency that they experienced back in the days before EGR systems were used to meet emissions regulations. That is a powerful benefit for drivers."