



MACK DRIVER DEVELOPMENT

The smart way to
boost your bottom line

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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 your driver

Macks are renowned for being tough, reliable trucks, but did you know that the most important factors affecting the efficiency and performance of your fleet are the attitude and ability of your drivers?

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 our experience

We've been guiding drivers through our Mack Driver Development Programme for years, so we know which techniques work. Our one-day practical workshop will transform the way your drivers approach the road environment and how they operate and manoeuvre your trucks.

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

- drive more safely
- use less fuel
- increase productivity
- increase uptime
- want to remain with you as an employee
- reduce maintenance costs.

What we show your drivers

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 ambassadors

We help drivers to take a calmer, more analytical approach to operating the vehicle, 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 TRAINING MAKES A DIFFERENCE

Less fuel burned

Drivers who've been through our programme 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, his 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.

By making your drivers aware of the need to scan the road, plan their movements and adapt to traffic and pedestrians, we dramatically reduce the chances of accidents.

An aware 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 just to have lots of horsepower, you have to consider how 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 major 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.

Happy drivers stay put, unhappy drivers move on. Which do you want?



Using the road

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

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 all 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?



**Contact your dealer today and ask them to arrange for a
Mack Driver Development Trainer to contact you.**

