



MACKMART™



In Overdrive

BALTIMORE • BLADENSBURG • FREDERICK • GAINESVILLE • HAGERSTOWN

News And Great Sales, Service, Parts And Products From Baltimore Mack Trucks, Inc. & Potomac Truck Center

December 2010

FROM THE DESK OF THE OWNER - STEVE PARKER



IN THE DRIVER'S SEAT

ENERGY. EXCITEMENT. BIG NEWS. MACK-STYLE.

That's what happened last month when we joined 1,000 other Mack professionals at the World Sales Conference in Allentown, Pa.

We couldn't be happier about what we heard. It's a great time to be part of Mack, thanks to the introduction of our EPA2010 trucks (the cleanest in the world), ClearTech™ engines, and mDRIVE™ transmissions.

We build the best trucks in America. With the focus on fuel efficiency, performance, and our "Made in the USA" brand, we're in a fantastic position to put you in the driver's seat.

At the conference, Mack unveiled a spectacular new 65-acre complex called the Mack Customer Center (MCC). Located in Macungie, Pa., the MCC features a test track, showroom, museum, and training facility. It's a place to see where we've been—and where we're going.

Participating in the conference fueled something in us: a renewed commitment to you. While we've never wavered in our dedication to exceeding customer expectations, it was especially gratifying to have Mack's CEO Denny Slagle reinstate Mack's corporate theme from 40 years ago: You make the difference.

We believe that to be true of our customers. You really do make the difference.

Our new models, and emerging technologies and trends make this truly one of Baltimore Potomac Truck Group's most exciting times, and we're thrilled to have the privilege of serving you.



VOLVO VALUES





MACKMART™

MAINTAIN SUPERIOR QUALITY. CHOOSE MACK® GENUINE PARTS.

People buy MACK trucks because Mack stands for quality. And when it comes time to replace a part on a MACK, the only way to maintain that superior quality is to choose a Mack Genuine Part.

A Mack Genuine Part is any part used during the production of a MACK, including vendor genuine parts that have been rigorously tested to meet the high standards of Mack engineers. In contrast to Genuine Parts, 'will-fit' parts may fit your truck, but they won't deliver the longevity and dependability you rely on from Mack.

"I've heard many reasons why someone would choose a 'will-fit' part, with price and availability topping the list," says Chris Gossler, Mack Trucks, Inc. and Volvo Trucks North America's Vice President of Parts Sales and Support. "But the fact is, Mack's prices are very competitive. And even if a 'will-fit' part saves a buck today, you'll pay the price down the road if the part fails prematurely or compromises the quality or safety of your vehicle."

In terms of availability, many Mack dealers participate in the LPA inventory management program. The program allows dealers to boast a 93 percent over-the-counter fill rate. In the rare instance when a Genuine Part is not immediately available, dealers have the support of Mack's national network of Parts Distribution Centers to get you what you need fast.

"If you want your MACK truck to stay built like a MACK truck, don't take chances with 'will-fit' parts," says Gossler. "Our Mack dealers are ready to meet your needs for quality Genuine Parts with prices and availability you'll appreciate. You have my word on it."

To learn more, visit www.macktrucks.com or our new truck sales department.



PROTECT YOUR INVESTMENT



Air dryers collect and remove air system contaminants before they enter the brake system. They provide clean, dry air for reservoirs, valves, and other components, increasing the life of the system, reducing maintenance costs, and preventing air line freeze ups.

Bendix® Air Dryers have proven themselves tough for nearly 30 years, and are designed to be exceptional cleaning machines. In fact, the AD-9™ model is the industry standard

because of its proven performance and reliability. It is a completely self-contained unit, and does not require an extra purge tank or additional valves. And unlike other air dryers, the AD-9™ doesn't steal air from the brake system to complete a system purge. Built to endure, no other air dryer has logged as many miles as the AD-9™.

Stop by or call our Parts Department for information on Genuine Bendix®

BRAKE COMPONENTS



Part # 745-107794X **\$20⁹⁵***
AD-9 REMAN CARTRIDGE
Part # 745-109477X **\$199⁹⁵***
AD-1P REMAN DRYER
PLUS CORE*



WIPER BLADES



Part # 6450-2618 **\$6⁷⁵**
18" WINTER BLADE
Part # 6450-2620 **\$6⁹⁶**
20" WINTER BLADE
Part # 6450-2622 **\$7³⁹**
22" WINTER BLADE



EXHAUST



\$9⁹⁵
DIESEL EXHAUST FLUID
2.5 GALLON JUG
55 AND 330 GALLON CONTAINERS
ALSO AVAILABLE (CALL FOR PRICING)



COIL



\$44⁹⁵
Part # 8498-113400
COILED AIR LINE 15'
W/40" LEAD
\$82⁹⁵
Part # 8498-309920
ABS LECTRACOIL
15' W/48" LEAD



VOLVO VALUES

Service at your doorstep:
Meet Our Outside Parts, Sales, and Service Representatives

Some dealerships might tell you that selling trucks is the key to their business. At Baltimore Potomac Truck Group, we believe that what you do for a customer after the sale is equally as important. We're committed to long-term relationships with our customers and to meeting their needs for the long haul. That's why we maintain a team of outside parts, sales, and service representatives who visit customers' locations and work hand in hand with them to properly maintain their vehicle or fleet.

"One of the most important things I do for my customers is educate them about the new products on the market," says Parts Sales Representative Jim White, who has been with Baltimore Mack for 14 years. "I bring in trainers from the different parts vendors to customers' location to teach classes on brakes or another products or service. It helps ensure our customers have the knowledge they need to take care of their vehicles."

White, who's been in the customer service business since he had his first paper route at age 13, also helps customers maintain their parts stock and take advantage of warranty services provided by the dealership. His favorite part of the job is solving problems and coming through for customers when they need it most.

Jim's counterpart, Ken Spicer, has been with Baltimore Mack for 26 years and has been on the road working with customers for 21 years. In that period of time, he's formed lasting relationships with his customers, who he also considers

his friends. He has also learned that the most important factor in truck part sales is availability.

"Knowledgeable salesmen, good delivery service, and price all matter to customers, too," says Spicer. "But as an outside sales rep, it's my job to really go the extra mile for customers. I find them the parts they need as quickly as possible because they simply can't afford to have their trucks down any longer than necessary. I look at my customers' fleets the way I look at my own car—I can't work without my vehicle and I know my customers are in the same boat. So I do whatever I can to take care of them."

In the D.C. area, Jim Bragg visits and works with Potomac Truck Center customers, helping to evaluate and meet their parts and service needs. He enjoys the challenge of meeting with different customers and helping them with a wide variety of needs. And he's an expert when it comes to helping customers resolve their transportation challenges and keep their businesses moving forward.

"This company really takes care of its customers and puts their needs first," explains Bragg. "If a customer buys a new truck and has an issue with it, they can count on us to straighten it out and get them back on the road. That's what keeps customers coming back."

For more information about our outside parts sales and service reps and what they can do for your business, contact your local dealership to schedule a visit with Jim, Ken, or Jim today.



Jim White,
Baltimore Mack



Ken Spicer,
Baltimore Mack



Jim Bragg,
Potomac Truck Center

I-SHIFT



A TRANSMISSION WITH INTELLIGENCE

Say goodbye to missed gears, sticky clutches and lousy fuel mileage. With I-Shift, you'll always be in the right gear at the right time.

Volvo I-Shift is a 12-speed, two-pedal, automated mechanical transmission that maximizes driver comfort, payload and fuel economy. It's designed to integrate seamlessly with all Volvo engines. There's no clutch pedal, and the gearshift is operated by intelligent electronics.

Using microprocessor technology, I-Shift continuously monitors changes in grade, vehicle speed, acceleration, torque demand, weight and air resistance. With the engine and transmission in constant communication, there's no compromising.

I-Shift automatically selects the best gear for the engine, allowing every driver to shift like a fuel-efficiency expert. This puts less stress on the driveline, for longer life and less maintenance.

No matter the application, be it line haul, heavy haul, construction, distribution or pickup and delivery – there is an I-Shift for you.

For additional information, visit your local dealership or www.volvotrucks.us.com

MUD FLAPS



- Part # 8752-062424 **\$6²⁰**
24" PLAIN BLACK
- Part # 8752-062430 **\$6⁵⁰**
30" PLAIN BLACK
- Part # 8752-062436 **\$7²⁰**
36" PLAIN BLACK



LAMPS



- Part # 8413-80800
SNOW PLOW LIGHTS
\$133⁹⁵



FUEL CONDITIONER



- Part # 3076-VIP21768 **\$5²⁵**
QT. WINTER FUEL
CONDITIONER
- Part # 3076-VIP21769 **\$10⁶⁴**
½ GAL. WINTER FUEL
CONDITIONER



COOLANT / DE-ICER



- Part # 3076-AF9100 **\$9²⁵**
50/50 EXT LIFE COOLANT
- Part # 3076-AF977HD **\$8⁵⁰**
HEAVY DUTY COOLANT
- Part # 3076-AS250 **\$3⁴⁵**
WINDSHIELD DE-ICER





MACKMART™



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Dublin, OH 43017

BALTIMORE MACK

610 Nursery Road, Linthicum, MD
(410) 636-6200 • (877) 636-6200
Mack • Hino

POTOMAC TRUCK CENTER

7750 Progress Court, Gainesville, VA
(703) 753-6426 • (800) 207-6964
(703) 753-6456 (fax)
Mack • Volvo

POTOMAC TRUCK CENTER

3371 Kenilworth Avenue, Bladensburg, MD
(301) 864-2000 • (800) 207-6964
(301) 864-4558 (fax)
Mack • Volvo

BALTIMORE MACK TRUCKS

12821-A Salem Avenue, Hagerstown, MD
(301) 733-1707 • (800) 296-1707
(301) 739-5016 (fax)
Mack • Mitsubishi Fuso

BALTIMORE MACK TRUCKS

7908-A Reich's Ford Road, Frederick, MD
(301) 668-2330 • (301) 668-2334 (fax)
Mack

BALTIMORE VOLVO

803 Central Avenue, Linthicum, MD
Located off 695 and I-95
(410) 636-9330 • (410) 636-9335 (fax)
Volvo

All offers listed subject to change and availability.

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Offers expire January 31, 2011.

BAL1210

VOLVO VALUES



Delco Remy Alternators

BRUSHLESS TECHNOLOGY AND HEAT RESISTANT DESIGN

Delco Remy premium brushless alternators have long offered many advantages for Volvo truck applications. There are few internal components to wear out, and they offer resistance to environmental contaminants while providing reliability and long-life.

The Delco Remy 35SI HP 140-amp alternator provides the benefits of both long life premium brushless construction and a heat-resistant design tested to produce high amperage in environments up to 105°C/221°F.

The 35SI HP also features remote sense technology capability. This direct connection from the alternator to the batteries monitors the battery state of charge, optimizing the output of the alternator.

When replacing existing brushless or brush design alternators, upgrade to the new Delco Remy 35SI HP.



For more information, visit our dealership or www.delcoremy.com

BRAKLEEN® BRAKE PARTS CLEANER

Cleans Fast. Dries Fast.

CRC® Brakleen® quickly removes brake dust, brake fluid, grease and other contaminants from all types of brake systems. Cleans fast and dries faster!

Use CRC® Brakleen® on ABS, disc and drum brakes, rotors, cylinders, drums, linings, brake shoes, calipers, clutch discs and disc brake pads.

Non-Chlorinated Brakleen® is available where compliance calls for a chlorine-free product.

CRC Industries is a worldwide leader in the production of specialty chemicals for do-it-yourselfers and maintenance professionals.

CRC is ISO 900:2000 certified and adheres to the strictest guidelines for quality in all facets of research, development, and production.

For details, visit our dealership or www.crcindustries.com.



STARTERS



Part # 2132-10461052
REMAN 42MT (MACK) \$193^{26*}

Part # 2132-8200288
NEW 39MT (MACK) \$295⁹⁵

Part # 2132-8200289
NEW 39MT (VOLVO) \$285⁵⁰

PLUS CORE*



ALTERNATORS



Part # 2132-19020310
NEW 22SI 150AMP \$145⁹⁵

Part # 2132-8700016
REMAN 35SI 140AMP \$310^{95*}

Part # 2132-8700018
REMAN 35SI 140AMP PAD \$310^{95*}

PLUS CORE*



CHEMICALS



Part # 4710-05401
GLASS CLEANER \$1⁷⁰

Part # 4710-05089
BRAKE CLEAN \$1⁹⁹

Part # 4710-05084
NON CHLORINATED BRAKE CLEAN \$2⁰⁸



CHEMICALS



Part # 4710-05671
STARTING FLUID \$1⁹⁹

Part # 4710-05532
AIR LINE ANTIFREEZE \$2⁸⁶

Part # 4710-05002
FREEZE OFF PENETRANT \$3⁹⁵

