

24/7 ON CALLTM

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This year concludes our fifth year of publishing ON CALL 24/7 for you, our friends and customers. It has been a trying time this last year for most due to the weakened economic conditions. But many of you who I have had the opportunity to visit with lately have commented that you are seeing improvements in your businesses and are quite optimistic as you prepare for the winter season.



Towers are a resilient bunch, used to tackling the toughest of jobs at a moment's notice, all hours of the day in all sorts of inclement weather. I believe that has enabled most of you to adapt to the present business conditions and prepare to emerge stronger for the future. We too at Miller Industries have also been forging ahead, continuing to design and build new products as well as make improvements in our existing models to better meet your business demands for reliability, versatility, safety, and ease of operation. This year we have introduced a complete line of the revolutionary LCG (Low Center of Gravity) carriers, a 30-ton CENTURY® rotator, a new CENTURY® and VULCAN 12-ton integrated towing and recovery unit, the HOLMES 440-SL and 220 Snatcher (two new economical self-loaders) and a power tilt function on the Vulcan Intruder. We chose not to curtail research and development so we can continue to provide you with the best in innovative equipment. We also pressed forward with our continued support of education and training, having completed two very successful and well-attended rotator training seminars conducted by Tom Luciano and John Hawkins in addition to the many training classes held at our distributors locations by Tom, and in conjunction with several state associations.

We have also continued our ongoing support of WreckMaster with the latest in towing equipment for their training programs. I had the recent opportunity to attend one of their classes and was impressed with the level of professionalism and quality of their program. If you have never attended, I encourage you to check it out. I personally consider it well worth the investment. We are also finishing our final preparation for the AT Expo in Baltimore this year with bigger and better things planned than previous years. We are also laying the groundwork for next year's Florida Tow Show in Orlando and Western States Tow Show in Reno.

I look forward to seeing and visiting with many of you in the near future at one of these great events and encourage you to continue to send us suggestions for future issues along with pictures and stories of your trucks in action. Wishing you all safety on the roadways and a prosperous New Year.

Randy Olson, Editor, On Call 24/7
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ON THE COVER

Miller Industries District Sales Manager and Training Specialist Tom Luciano stands atop a CENTURY® 1140 (40-ton) rotator during a Miller Industries rotator seminar in northeastern Maryland. Tom explains the demonstration scenario to attendees: the rotator will be used to execute a reverse roll on a loaded tanker and tractor using the main winch lines, while the auxiliary turret-mounted winches will be rigged as catch lines. Miller Industries conducts several rotator seminars at different locations throughout the year. Over 90 individuals participated in the seminar along with 10 Miller rotators conducting 10 different recoveries, making this another successful event. See Tom's article on page 8 for details of another recovery from this seminar.



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Inside View

SERVING YOU THE RIGHT WAY

Customer service at Miller Industries encompasses more than service after the sale of the product through our distribution network. We realize that no matter how well we market our products, it is your total experience with our company and our distribution networks' services that define our long-term success in this industry. Our goal is to execute a strategy of customer service that provides you with a "sense of security" regarding your purchase decision throughout the product's lifecycle.

Accomplishing that task requires a total company effort. Engineers must design high-performance products that fit your needs. Sales personnel must be knowledgeable about our offerings to answer technical questions. Plant personnel must understand the quality requirements and our technicians must be able to troubleshoot issues with distributor personnel if they arise. Inventory requirements must be available for shipment to augment distributor's inventory for efficient service of both new and older product requirements. Lastly, and most importantly, there must be an organizational commitment and desire to service you, our customer.

Our goal has surpassed accomplishing these tasks – we now strive to excel in each area. My belief is that throughout our organization and distribution network, the desire to service you is deeply rooted. I also know that desire alone does not always provide success initially for complex issues. Knowledge is imperative. Fortunately, we are blessed with extremely capable people at both the distributor level and in our factories.

That combination still does not always yield perfect and successful results. However, a feeling of loyalty to you, our customer, does. We are honored that you choose to incorporate our products in your operation. With your commitment to us comes a pledge of responsibility to you to continue earning your business in a manner that reinforces the choice you made about the product you purchased.

Thank you for choosing Miller Industries equipment. We believe it is the best towing and recovery equipment in the world and we are proud to have what we consider the best people behind that equipment.



By Jeff Badgley
President and Co-CEO

24/7 ON CALL™



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Industry News



BETTER ODDS THAN THE LOTTERY

One lucky person will drive home from the 2010 Florida Tow Show® in Orlando in a new, fully-loaded Hino truck equipped with a CENTURY® 12-series LGG carrier. This is the second year Hino Truck and Miller Industries have teamed up to supply a unit to the Professional Wrecker Operators of Florida (PWF) to be raffled at their tow show, with all proceeds benefiting the PWF's education and legislative programs. You can check out this unit or test-drive it at many of the PWF's chapter meetings or at tow shows around the country prior to when the winning ticket will be drawn on April 18, 2010 in Orlando. For more information, visit www.floridatowshow.com.



STAYING CONNECTED

Miller Industries wants to keep you informed on the latest happenings with our products, places and people so we are now on Twitter. Kipp Felice, Miller Industries Assistant Director of Marketing, says he had been receiving a lot of phone calls and e-mails from towers asking if someone from Miller Industries will be at a show, what new products are available, what's happening at the tracks with the Miller Race Recovery Team and more. By using Twitter, Kipp says it's easy to supply instant communications and updates on all the happenings and events in a fast, user-friendly manner. To stay connected, just sign up at twitter.com and follow the tweets from millerind.

Due to the popularity of the Web cam on Miller Industries Web site, www.millerind.com, we recently added a second Web cam. Our primary Web cam shows completed units in the delivery building at Miller's main plant in Ooltewah, Tennessee, with our newest Web cam showing additional units going through final quality check or waiting for customer pick up. Visit www.millerind.com and click on the extra tab in the right-hand corner, then choose either the inside or outside Web cam to take a peek at the world's finest towing equipment on our live feed as it is prepared for shipment to destinations around the world.



OUR WELCOME MAT IS ALWAYS OUT

At Miller Industries, we're proud of our products and facilities and we're always pleased to have customers drop by for a tour, or just to chat over a cup of coffee. We appreciate comments and suggestions on how we can improve our service and equipment. Pictured is a recent group of towers who visited our plant in Ooltewah, Tennessee. Their backdrop is one of the several CENTURY® 1060 (60-ton) units mounted on off-road Kenworth chassis headed to the oil fields in the Middle East. We look forward to seeing you next time you're passing by on Interstate 75. Just take the Ooltewah Exit Number 11. Our plant is hard to miss.

EDUCATING THE INDUSTRY

WreckMaster recently took delivery of a new International 4300 equipped with a CENTURY® 2465 and a Dodge 5500 with a Vulcan 806 towing and recovery unit. The 2465 is an integrated 12-ton unit that features multi-position hydraulic spades, 12,000-lb. planetary winches with a split hydraulic system and an aluminum modular body. The VULCAN 806 is an integrated 8-ton unit with features that include dual 8,000 lb. winches, aluminum modular body with two spacious tool compartments and Vulcan's popular strapless wheel-lift system. WreckMaster is the world's largest towing and recovery training organization.

"We believe placing our units in WreckMaster's program is an ideal way to provide hands-on experience to a large number of towers performing recoveries under the direction of WreckMaster's experienced staff," said Randy Olson, Miller Vice President of Marketing.

The two units will be used in addition to a CENTURY® 21-foot carrier with a SP 8000 Sidepuller and a CENTURY® 3212 equipped with a SP 12000 Sidepuller currently in service with WreckMaster. These units will rotate out of the program during the year. For more information about the WreckMaster program or their training schedule, visit www.wreckmaster.com. To purchase one of these training units, contact your local Miller distributor.



RODEO SUPPORTS ST. JUDE CHILDREN'S HOSPITAL

For the last 12 years, Doug Yates of Yates Towing in Chattanooga, Tennessee, and his crew have volunteered countless hours and dollars to host an annual rodeo that benefits St. Jude Children's Hospital. As the rodeo has grown, the crowds quickly outgrew the bleachers and facilities. So Doug approached local businesses for assistance in this great cause. The Miller Family Foundation stepped up to make the new and larger bleachers a reality. Several local construction companies, along with employees from Miller Industries, took on the task of assembling the new seating. This year, Miller Industries and several of our chassis suppliers, including Freightliner of Chattanooga, Dodge Trucks, Nalley Peterbilt and MHC Kenworth, continued their years of financial support as sponsors of the event. For the

past several years, the employees of Miller Industries have had an ongoing rivalry for bragging rights between the heavy-duty and light-duty departments, each putting up one employee to enter the bull riding contest. This year's winner was the light-duty department, with David Bryant, a light-duty assembler, lasting a quarter second longer than his competitor, Brandon Cooley, a painter in the heavy-duty department. The friendly competition also raised an additional \$1,000 for St. Jude through contributions from several Miller suppliers, including Valley Mechanical, Engineered Mechanical Systems and AirGas. Last year's rodeo raised about \$70,000 for St. Jude. Vince Tiano, Vice President of Miller Industries who has been instrumental in the company's involvement, said, "We congratulate Doug Yates for all his hard work and effort in making this a reality. We are proud of our continued support in helping make it a huge success for such a worthy cause as St. Jude." **24/7**



Fans pack the bleachers at the Miller Arena for the three-day annual rodeo that has long been a successful fundraiser for St. Jude's Children's Hospital.



(Left to right) John Hawkins, Vice President of Heavy-duty Products for Miller Industries, presents the money raised from the Miller Bull Riding Competition to St. Jude representative Megan Emmert while Doug Yates of Yates Towing and the two Miller bull riders, Brandon Cooley and David Bryant, enjoy the moment.



In Close, Tight Conditions – And Catching

By Tom Luciano, District Sales Manager and Training Specialist

The conversation about catching casualties comes up frequently these days. As a general rule of business, I do not believe in “catching casualties.” However, there are recoveries where it is necessary. Some towers I’ve spoken to have a company policy of catching casualties so obviously, if that’s your case, follow your company policy. The most common problem with catching casualties is that the recovery technician does not look at the job from start to finish; that is, the catch winch line in relationship with the casualty.

Gravity wants to center the load no matter how you try to fool it, and being centered with that catching device is critical, otherwise the casualty will roll forward,

backward or even skip sideways. This is especially true when the recovery is done “in lane style,” that is, the recovery vehicle is positioned either in front of or to the rear of the casualty.

We recently held a rotator class in northeast Maryland where we staged a casualty catch. We rolled over a dump truck that was in a foundation with the dump box up, fully extended. The casualty was a fully-equipped 1977 tandem Autocar with a steel dump box and an empty weight of 24,800 lbs.

Rotators have greatly impacted our industry, as evidenced by the rotator in our demo providing us with a choice of being able to swing the boom to both lift and catch the unit as we upright it. Our other consideration will be the use of the drag winch to plant the front of the rolled dump to assist in an even uprighting procedure.

To start, we use a 20-foot-long, one-half-inch Grade 8 chain for the rear attachment. We connect the chain to the lower rear frame rail of the truck frame. We then route it under the rear lower corner of the dump box, then up and under the right upper ear of the box. (This would be the upper right dump box ear as it is standing upright.) The chain is then run across the top of the box and attached to the right winch line, our uprighting line. We are using a chain due to the abrasion that could cut a strap. The best situation would be to place a piece of old fire hose over the edge of the box as we start to tighten. We have all the brakes on the casualty locked and have positioned wooden blocks to keep the unit from rolling forward or backward.

As we engage the lifting winch line, it will pull the chain under the box intentionally. It is very important not to have your lifting attachment on the very rear of the vehicle; this will make the unit roll and slide into the rear of your recovery unit as it starts to lift.

The 1140 rotator we are using is equipped with a drag or third winch, and as far as I am concerned, it is the best enhancement that you can have on a recovery unit. We can attach two lifting lines to evenly upright, allowing us to catch with the third line.

Thanks to Chris King for handling the controls very well, especially as a new operator of such a great unit. Helmrich Transportation of Pennsauken, New Jersey, recently purchased their CENTURY® 1140 rotator. We hope this demonstration assists in those future tight recoveries. As always, this is not the only way to do this recovery but another tool for your toolbox. Feel free to call at any time with questions on this or other recoveries.



Note how we attached the spade attachment to our left rear outrigger then routed the drag winch to the D-ring. We attached an endless loop strap to protect the painted outrigger, then ran the winch line through a snatch block and up to the top front of the steering axle tire. Notice the chain through the rim of the tire is a basket hitch, not a single leg.

We attach an Eliminator, 3/8-inch grade 100 chain bridle for our catch line. This is attached through the front wheel and to the frame of the truck for the front leg. The rear leg is attached between the duals of the tires on the front drive axle. This will allow us to stay away from the cab and fuel tank as the unit is being uprighted. With the three-stage boom, we are able to extend it far enough so the catch line is vertical. This is very important because if it is forward of the lift point, it will allow the casualty to roll forward when gravity starts to take over. You may notice a hook and line attached by the rear tailgate: This was a line used during the set up and was not used or factored into the recovery.

Chris King is the operator of Helmrich's new rotator and uses the wireless remote control for the demonstration. Notice how they have painted the sheave heads, winch cable hook ends and the control handles to color-coordinate for easy identification. He first engages the drag winch to plant the front of the truck and keep it from skipping. Then the lift line is engaged, which starts to lift a little. But as the chain slides around the side of the dump box, it actually starts to close the box and pulls farther forward. Notice how the chain is lifting up near the headboard of the dump box now and not on the rear of the box. The dump box closes evenly as it starts to upright: Chris is engaging the lift [blue] line and the drag winch line to keep the unit lifting evenly. The catch line [white] has now just tightened up.



The rotator is slowly engaged to swing clockwise. This allows us to continue to lift and close the box at the same time. Chris had to keep the catch line engaged slowly to lift for what we call the pass over – the transition from roll to catch. Look closely how the catch line remains vertical and how it is away from the fuel tank and the side of the body.



To complete our recovery, we continue to slowly swing while still keeping the catch line snug as we lower the casualty. Notice that our front catch line chain did get into the front fender. This was caused partly from the front wheel turning. We were not concerned for the demonstration due to the front end already being damaged. Securing the front wheels straight would have helped prevent the chain from further damaging the fender. Notice how the unit is positioned right behind our recovery unit and ready for us to unhook our recovery lines or prepare the unit for towing.

24/7



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Finance and the Business Environment

By Michael Paez
Sovereign Bank/Banco Santander

We have all experienced a tremendous amount of change over the past few years but few if any anticipated the financial upheaval of the past year. Those of us in the towing and recovery industry have almost become accustomed to a new annual business challenge, insurance, fuel costs, emissions changes, regulatory edicts and the list goes on. What none of us had foreseen was the wide-ranging impact across the entire economy, where our clients and their clients have struggled to merely survive.

In January 2009, Banco Santander, one of the top 10 financial institutions in the world and a majority shareholder in Sovereign, acquired Sovereign Bank. Banco Santander, based in Madrid, Spain, is a \$1.5 trillion (yes trillion dollar) global bank that has been and remains solidly profitable throughout the banking crisis. They have invested heavily in Sovereign Bank (no government bailout) and have committed themselves to becoming a premier institution in the U.S. marketplace. Banco Santander has retained the entire management and business team for our specific business based upon our strong industry-based franchise, including the Miller Finance Advantage Program.

Today Sovereign Bank is well capitalized with strong fundamentals and the ability to look forward and plan for the future. We remain optimistic about the future of the towing industry and our affiliation with Miller Industries affords us the ability to continue our long-term commitment, weathering the inevitable

business cycles. What we have all learned is that cash flow really is king and managing expenses rather than revenue is the make or break difference in today's new back-to-basics business model. Surviving is winning during these times.

Financing, contrary to what you may read or hear in the news, is readily available. At Sovereign Bank, we never stopped making funds available to our customers. We rely on our 15+ years of industry know how and large loyal customer base to support us as we invest in their future. When you combine this experience with the strong and proven products Miller Industries builds, you get the Miller Finance Advantage. What does this mean to you?

- A financing alternative for almost every credit profile
- Customized structure to meet your specific needs
- Personalized service from your distributor and a dedicated Sovereign Account Manager
- The ability to finance up to 100 percent of the acquisition cost with credit available up to \$5,000,000

- Pre-approvals so you can shop with confidence
- Service and commitment from the two industry leaders: Miller Industries and Sovereign Bank

Sovereign Bank is open for business and, now more than ever, it is critical that you pick the right partner. You made the commitment for 24/7/365 when you chose this rewarding but sometimes crazy business. Don't choose a partner any less committed. If you have not yet experienced the Miller Finance Advantage by Sovereign Bank, give us a try. Call Sovereign Bank at 1-800-238-4009 and ask for your dedicated account manager or contact your local Miller distributor.

To our loyal new and long-term customers, thank you for your business and support as we embark on our next 15 years in the industry.

If you are planning a trip to Baltimore for the tow show, make sure to call and get pre-approved so you can drive home in or order your new Miller Industries world class recovery vehicle. **24/7**



A Wet, Wonderful Weekend in Chattanooga

Although the weather did not cooperate for this year's weekend events that included the International Towing and Recovery Hall of Fame and Museum's Induction Ceremony and the unveiling of names on the Wall of the Fallen, it did not dampen the spirit, camaraderie and sense of family that makes up this great industry as towers from around the world converged in Chattanooga. Miller Industries would like to congratulate the I.T.R.H.F.M. on another successful event and thank all of our friends and customers who stopped by the plant to watch a demonstration, take a plant tour or just to say hello and visit.



This year's Class of 2009 Hall of Fame inductees are nine outstanding individuals who have made significant contributions to the towing industry and have had a major impact within their communities. Miller Industries would like to congratulate these men for their unselfish service and devotion. The Class of 2009 standing in back of their escorts from left to right includes Patrick D. Gilboy (Butte, Mont.), Hal Borhauer II (Peoria, Ariz.), Lloyd D. Yates (Chattanooga, Tenn.), Gerald R. Olson (Minot, N.D.), Mike Seamon (Longwood, Fla.), William G. Bowser (Centennial, Col.), Ronald J. Gardas (Arden Hills, Minn.), Louwrens J. Riekert (Pretoria, Gauteng, South Africa) and David H. Girard (Burbank, Cal.).



This year's events at the International Towing and Recovery Hall of Fame and Museum included a first peek at the totally new building exterior. The recent remodeling included re-facing the front and side of the Museum with stone and stucco to give it a more uniform and modern appearance, which also better compliments the Wall of The Fallen monument located in front of the facility. Other changes included new exterior lighting, signage and an awning on the building. The work was funded by a generous donation from the Miller Family Foundation to help preserve our industry's history, educate present and future generations about the rich heritage of the towing and recovery industry, and honor the brave men and women who play such an important role in servicing the motoring public.



As heavy rains poured down, the crowd of over 500 friends, family and guests moved to the Museum's Learning Center for the emotional ceremony as this year's list of names added to the Wall of The Fallen were read and honored.



Throughout the weekend, many attendees braved the elements to pay their respects at the Wall of the Fallen, honoring the men and women from around the world whose names were added for the ultimate sacrifice they made serving the motoring public. The Wall not only remembers our industry fallen, but also helps increase public awareness of the dangers towers face every day in their profession.

As The Race Season Comes to a Close, **THE RACE RECOVERY UNITS HAVE TO GO!**



By Kipp Felice, Assistant Editor

As the 2009 NASCAR Season comes to a close, fans will watch with anticipation to see if their favorite driver receives the championship trophy at the conclusion of the final race at Homestead. The Miller Industries Race Recovery Team will be standing by as they have done at so many other races throughout the season to clear any incidents on the track. We thank all the experienced tow operators who have volunteered their time and talents to project a professional image of the towing industry to the general public throughout the race season.

It is also time to begin designing and building next year's set of Miller Industries Race Recovery Units. But we also need to find homes for this year's fleet. The race recovery units are a mixture of carriers and wreckers mounted on 2008 and 2009 regular and extended cab International 4300s. If you are interested in purchasing one of these units that come equipped with factory incentives and discounts, contact your local Miller Industries Distributor.

We hope to see you next year as either a fan or Race Recovery operator at one of the many races where Miller Industries equipment is used.

24/7



“IT’S OFF TO WORK I GO”



To transport heavy compressors, generators, air-conditioning units or equipment to construction sites, Charlie Napoli, owner of C & L Towing in East Hanover, New Jersey, says he can always depend on his CENTURY® carriers to get the job done. C & L's latest addition to their 50-truck fleet is a tandem steer Kenworth equipped with a 48 metric ton knuckle boom crane with a 72-foot reach and a

CENTURY® 30,000 lb. industrial carrier. C & L has built a reputation for having the right equipment and personnel to tackle the tough jobs in a fast, safe and efficient manner. According to Charlie, that's why he only invests in CENTURY® equipment. **24/7**





You've Come A Long Way

*By Fred Grueber,
Midwest District Manager*

Some 90 years ago, Ernest Holmes, a man of vision and innovation, saw the need for a better way to tow and recover the growing number of automobiles hitting America's highways. Although famous for his wrecker technology, Holmes built a tilting flat bed that was tested, but ahead of its time.

Some 50 years later in the 70s and 80s, the slideback carrier as we know it today, began to grow in use, and has exploded in popularity over the last decade. Although improvements have been made in components and features, the overall design of a deck that slides on a subframe mounted on top of the chassis frame and hinged at the rear of the truck frame had stayed relatively constant. That is until last year when Miller Industries introduced a complete line of a revolutionary new design, the Low Center of Gravity or LCG carrier.

The LCG was first introduced as an industrial carrier with a 20,000- or 30,000-lb. deck for tandem or tri-axle chassis. We then expanded the LCG concept into the lighter carriers, offering a 12,000-lb. model in aluminum or steel and a Series 16 in steel with a 16,000-lb. capacity. The design for the 12- and 16-Series LCG moves the subframe rails outboard and below the top of the chassis frame rather than over the top of it. The slide cylinder is recessed in the center of the subframe and the rear deck pivot point has also been lowered. The end result is a deck that sits 5 to 6 inches lower than a conventional carrier, offering many benefits and advantages over the conventional design.

The carrier is available in deck lengths of 21 to 22 feet in the 12 Series and 21 to 26 feet in the 16 Series, all 102 inches wide to accommodate wider loads. There are many options for winches, side rails, stabilizers and wheel-lifts so you can order it built to your specific hauling needs. The LCG carrier offers you a lower load angle

for easy loading of low clearance vehicles, better dump angle for quick unloading of damaged vehicles and a low deck height that allows for hauling taller loads. The LCG also offers better stability when loaded, and greater ease tying down a load. Increase your hauling capabilities and performance with the new lower LCG carrier available from your CENTURY® and VULCAN® distributor.





The dump angle of 20 degrees on the 12-Series LCG makes unloading of damaged or disabled vehicles and machinery quick and simple.

The lower deck height provides additional overhead clearance, making the LCG Series ideal for transporting taller loads such as vans, forklifts, manlifts or backhoes as well as providing better stability due to its lower center of gravity.



With the bed slid back and tilted up or in the traveling position, the operator can easily tie-down the vehicle without straining to reach across or having to climb on the deck, making for safer operations.



The 12-Series LCG is standard with a 102-inch wide bed and 12,000-lb. deck capacity, making it ideal for hauling heavier loads or vehicles with wide or dual rear wheels. The wheel-lift has 3,500 lbs. of lift capacity with 68 inches of reach to provide adequate clearance for towing vehicles with longer overhangs such as pickups or vans.

With a load angle under 11 degrees on most chassis (with the air dumped), the 12-Series LCG can load most low-clearance vehicles without the use of wood or ramps, making loading faster with less chance of damage to low-hanging bumpers, spoilers or exhausts.

24/7

POWER+VERSATILITY

Ready to expand your business? Need more capability in your recoveries?

CENTURY® has the power you need with the industry's number ONE selling line of rotators in 30-, 40-, 60- and 75-ton capacities.

But **CENTURY®** knows you need more versatility in your rotator beyond tough recoveries, so we design and build our rotators using components fabricated with high-tensile steel for maximum strength without excess weight that decreases your towing capabilities. Our lightweight aluminum body design provides ample storage for both your towing and recovery equipment.



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ITY = PERFORMANCE



The Century 1130 (30-ton) rotator provides the versatility of a rotator for recovery applications with a weight-conscious design for increased towing payload.



The Century 1140 (40-ton) rotator fits most applications, with options such as a 2- or 3-stage recovery boom, dual 35,000-lb. 2-speed winches, LDU underlift and a combination of auxiliary winch and outrigger systems.



The Century 1060S (60-ton) provides 360-degree continuous boom rotation, a 3-stage recovery boom, optional turret-mounted and deck-mounted winches, your choice of outrigger package, and the proven SDU-4 underlift.



To tackle your most difficult recovery jobs for heavy loads, rely on the brute strength of the Century 1075S (75-ton), equipped with a 3-stage recovery boom and available with up to 6 winches for a combined winching capacity of 234,000 lbs.

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AAA
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New Products

16 SERIES LCG CARRIER

The LCG (Low Center of Gravity) carrier introduced last year in a 20,000-lb. and 30,000-lb. deck was made available earlier this year as a 12,000-lb. model and is now available in a 16,000-lb. series. Carrier deck lengths range from 21 to 26 feet, with a 102-inch-wide deck and 11 key slots as standard. The 16 Series LCG is designed for chassis with 26,000-lb. to 33,000-lb. GVW and sits 5 to 6 inches lower, accommodating taller loads, providing lower load angles and easing the securing of loads by avoiding stretching or climbing on the deck. The wheel-lift on the 16 Series VULCAN or CENTURY® LCG has an impressive 72 inches of reach with a 4,000-lb. lift capacity. The 16 Series is available with a manual or hydraulic dock stabilizer as well as many side rail, winch and pylon options.



12 SERIES LCG NOW AVAILABLE IN ALUMINUM

Miller Industries recently added a 12 Series LCG with an aluminum deck to our wide selection of carrier choices. The LCG series of carriers has revolutionized the carrier market with deck heights 5 to 6 inches lower than conventional carriers, plus a lower load angle, more stability on the road, easier load securement and a 20-degree dump angle. The new aluminum 12 Series CENTURY® or VULCAN LCG is available in 21-, 21½- and 22-foot deck lengths with a standard width of 102 inches. The carrier is available with solid tri-hollow side rails or several removable rail options. The durable aluminum deck is constructed of aluminum extrusions with 4 inches on center cross-member spacing and weighs about 1,500 lbs. less than comparable steel decks. The wheel-lift provides 68 inches of reach with a 3,500-lb. lift capacity.



SWING ARM DOLLY BRACKET

Miller Industries now offers a new dolly bracket specifically designed to be used with the VULCAN® 806 and 807, INTRUDER®, CENTURY® MIDNIGHT EXPRESS® and EXPRESS series. The bracket mounts on the rear tailgate section next to the wheel-lift boom, allowing for better rear visibility and freeing up the upper deck area for mounting additional equipment such as fuel cans or air tanks. The swing arm is released by a camlock that allows the dollies to swing past the side or tail section for better access. The lower mounting height makes lifting on and off much easier. The bracket is lockable and designed to be used with the popular In-The-Ditch self-loading dollies. Order your bracket today by calling your local Miller Industries distributor.



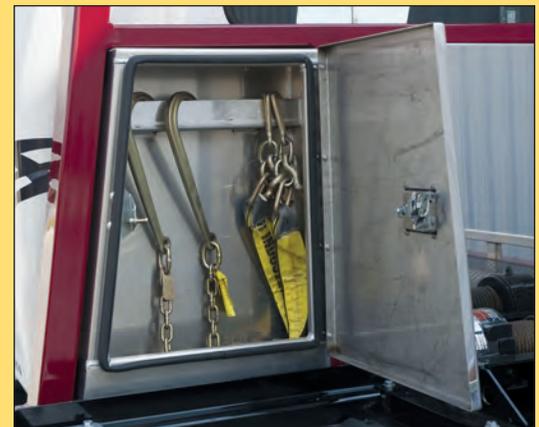
SIDE MOUNT CARRIER WINCH



Miller Industries has introduced a new design for their side-mount winch option available on CENTURY® and VULCAN® 10- and 15-Series carriers as well as the new 12- and 16-Series LCG models. The side-mounted winch is available with a 9,000-lb. or 12,000-lb. planetary winch and allows the winch line to be easily positioned for a straight-line pull when loading vehicles with screw-in tow eyes that have become very common on many newer models. The cable pulley assembly easily slides from side to side and locks into position with a plunger pin.

TRI-BOX PYLON

Miller Industries now offers a Tri-Box Carrier Pylon that is available for the complete line of 12-, 16-, 20- and 30-Series LCG carriers. The pylon is a fixed position, mounting directly to the chassis frame independent of the carrier deck. The pylon features three locking stainless steel compartments where the chains and straps can be hung for easy access when securing a load. Check out the Tri-Box Pylon option when you order your new LCG carrier.



A Simple Secret to SUCCESS

Fletcher's Towing in Richmond, Virginia, began towing in 1997 with one truck. In just over 10 years, the fleet has grown to 50 vehicles handling more than 68,000 calls a year. I had the opportunity to speak with owner Paul Fletcher to gain insight into his company philosophy that has led to his business' rapid growth.

By Randy Olson, Vice President of Marketing

QUESTION: To what do you attribute your company's success?

PAUL: There is no one thing, but a combination of items that all add up; basically, it has to work for everyone involved. Everything we do needs to benefit our customers, our employees, our business, partners like AAA and, of course, you need the right equipment to get the job done.

QUESTION: Can you expand on each of these factors, starting with your customers?

PAUL: There is no real big secret, just a simple philosophy of treating our customers like family. We set a goal of a maximum ETA of 30 minutes and are presently averaging about 25 minutes. When our driver arrives, we pride ourselves on appearance of both the operator and the equipment. The drivers are taught to be polite and courteous with customers. Simply put, we tell the drivers to treat the customer how they would like to see themselves or members of their families treated. Our company motto is "The company that cares" and we should be conveying that to our customers from start to finish. If there is a problem, we stand behind our service and try to resolve it.

QUESTION: What about your employees? How do you find operators to meet your company's objectives?

PAUL: The most important thing I look for in new employees is attitude. The second is mechanical ability. From there we can train the rest. We have found that it is easier to train an employee than it is to change them. Attitude is tough to change. We have in-house training that includes working with experienced drivers. Our operators also know if they encounter a problem, the manager on duty will come out and assist them. Ongoing training and follow-up is also important and a training driver will ride along periodically to ensure proper procedures are followed. We furnish our drivers with a good work environment and the latest, well-maintained Miller Industries equipment to make their job easier. And like our customers, we consider our employees to be part of our family. Most of our employees have quite a bit of longevity with the company — we actually still have the first employee we ever hired.



QUESTION: You mentioned partners such as AAA. How do they fit in?

PAUL: When we first started, we began with what I thought was, and still do consider, the best motor club, AAA. Many towers start out with a motor club and then as business grows, drop them. Our philosophy was to grow with them. I consider myself a partner with them in both their success and mine. The experience that their members have with their service reflects directly on both of us. Our business is comprised of a mix of state and local police, dealerships, light- and heavy-duty commercial accounts along with being AAA Mid-Atlantic's largest contractor. They are the major percentage of our volume and I value our relationship.

QUESTION: What about your business itself?

PAUL: I have always said, "Find something you like to do and you will never have to work another day in your life." So I haven't worked for years. I love this business and I love dealing with people. I know my business needs to be profitable to continue to grow for my customers, employees and myself, but following my simple philosophy and making sure everyone benefits also continues to benefit my company. We continue to move forward and try new ideas and concepts. We presently run six battery vans that have been successful. We also have developed a Web site that promotes our company's





professional image and services. Our customers can even request roadside assistance service online.

QUESTION: Lastly, you mentioned equipment. How important do you consider your equipment in the mix?

PAUL: I consider the choice of equipment to be extremely important to our company's success. We believe in operating top-line equipment that we can rely on and that's why we choose Miller Industries for all of our towing equipment. We have tried the others and Miller Industries equipment is just plain the best, period. And not only do I feel that the equipment is the best, I feel their people are also the best. If I have a problem, I know they will take care of it. About 75 percent of our trucks are Century, Vulcan and Champion carriers, which make up the backbone of the fleet while the rest of the towing fleet consists of Century and Vulcan light- and heavy-duty units. We like to rotate the equipment every two to four years and have found that operating the best equipment and properly maintaining it brings the best resale value. I can't say enough good things about the relationship with our local Miller Industries distributor and my sales person who takes care of our equipment needs. I believe in Miller Industries' products, along with my sales contact John Phifer from Auto Equipment, so strongly that I have endorsed the product and have included John's phone number on my Web site. Their philosophy of taking care of customers is very similar to ours and I enjoy doing business with them.

There's nothing complicated about what we have done to build what I feel is a successful towing business. We feel that we have chosen the right partner with AAA, the best equipment with Miller Industries and employees with the best attitudes. By providing them with proper training we have found they treat our customers politely, professionally and like family. As long as we continue to follow this simple philosophy, I believe the business will continue to grow and prosper. **24/7**

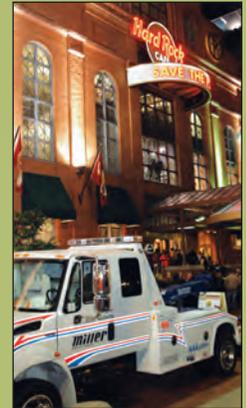


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- Stop by Miller's booth for autographs and pictures during scheduled times with the stars of the SPEED TV smash hit WRECKED.
- Don't miss the latest towing and recovery equipment from the World Leader – Miller Industries.
- Be entertained and amazed by the tricks and illusion of "Magic Boy" in our booth.
- Experience virtual demonstrations of the latest equipment and techniques from Tom Luciano, John Hawkins and other Miller Industries Product Specialists.
- Win valuable prizes, including limited-edition die-cast tow trucks, with drawings after each set of demonstrations.



For more information or to register for the AT EXPO, visit www.towman.com or call 800-732-3869.

All in a Day's Work



RIGGED FOR RECOVERY ▲

Albert Delgado of Delgado's Wrecker Service in Eagle Lake, Texas, said he always looks forward to reading recovery articles to further increase his knowledge for different techniques and procedures. After receiving his last issue of OnCall 24/7, Albert said he studied Tom Luciano's article on advanced rigging and then had the opportunity to put it into practice the next week. Delgado's received a call on a busy holiday Friday afternoon that a tractor-trailer loaded with cardboard had overturned and was blocking both lanes of the highway. Delgado's responded with a CENTURY® 5130 and his CENTURY® 1075S rotator. Due to the traffic conditions, unloading the trailer was not an option. Delgado's crew went to work rigging the 1075S to perform a reverse roll using several traveling blocks to distribute the weight. Albert said his CENTURY® 1075S handled the procedure exceptionally well and in one hour and 15 minutes, the tractor-trailer had been righted and all the lanes opened.

COMBINED FEATURES MAKE A GREAT "COMBINE" CARRIER ▼

Jeff Poquette, an owner of Southside Wrecker Service in Union City, Georgia, knew he had the right equipment to perform the job when he received a call to haul a 1910 Case combine that had been sitting behind an agricultural museum for several years. Other towing companies had been contacted to handle the call, but turned it down due to the height, length and unknown weight issues. Southside responded with their new CENTURY® Series 12 LCG Carrier to move the unit to a local farm festival. Jeff said, "We had no issues loading the combine with the LCG's low load angle and with the low deck height, it was easy to secure it on the bed. During transport, we had no height issues and even with the top-heavy combine, the lower center of gravity made it easy to handle on the road." Jeff said he is looking forward to more challenging hauls with his CENTURY® LCG.





LIVING UP TO THEIR REPUTATION

Wheeldon's Towing, on Australia's Gold Coast, has built a reputation for having both the equipment and knowledge to handle difficult and unusual recoveries. When a sightseeing helicopter lost power and crashed to the ground, Wheeldon's received the call. Although the pilot and four passengers managed to walk away with minor injuries, the mangled helicopter wasn't as lucky. Wheeldon's CENTURY® 1075S rotator was positioned alongside the helicopter and two slings were placed around the casualty. The helicopter, lying on its side, was slowly uprighted to prevent further damage, then lifted so a trailer could be backed under the wreckage for transport back to a storage yard. Wheeldon's confidence in their CENTURY® rotator and their experienced operators get the job handled quickly and efficiently.



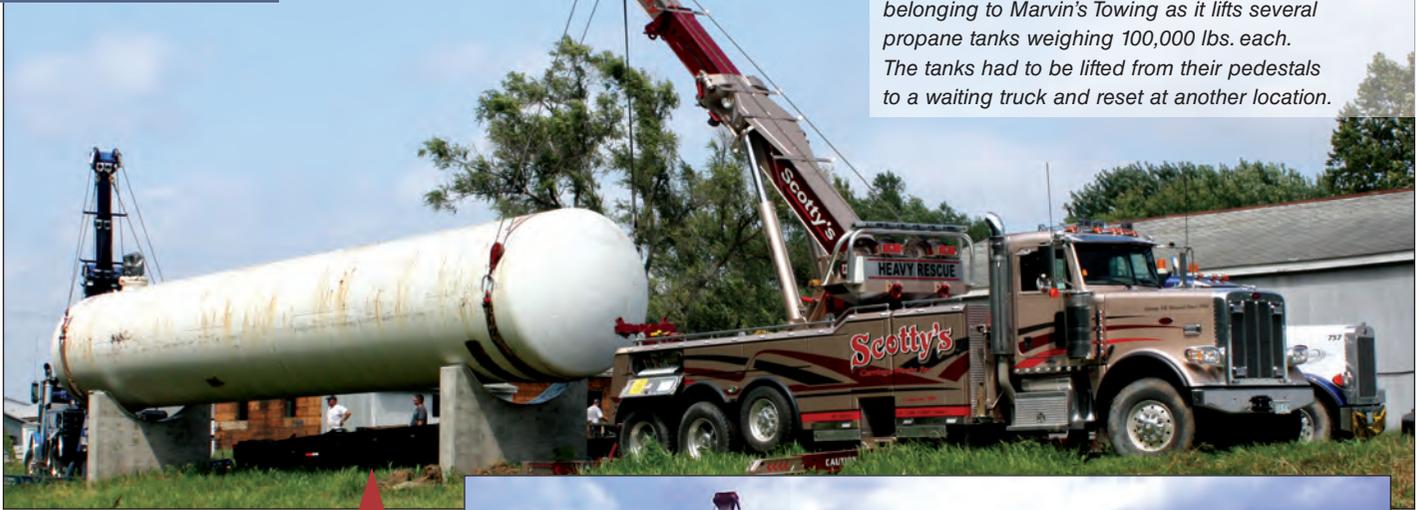
THE BEST EQUIPMENT FOR BEST RATE

Joe Johnson, owner of Best Rate Towing in Belgrade, Montana, is accustomed to working on tight, narrow country and mountain roads.

But Montana's topography is no match for Miller Industries equipment. That's why he has five Sidepullers in his fleet: two SP8000s on carriers, two SP8000s on CHEVRON® light-duty wreckers and one SP20000 on a CENTURY® 7035. When a loaded tractor-trailer became stuck in the mud in the tight confines of a local building site, Best Rate positioned their unit to handle the recovery with little effort and kept their unit from getting stuck in the muddy conditions.

See Day's Work on Page 24





Scotty's assists a CENTURY® 1060S Rotator belonging to Marvin's Towing as it lifts several propane tanks weighing 100,000 lbs. each. The tanks had to be lifted from their pedestals to a waiting truck and reset at another location.

SCOTTY'S ROTATOR AT WORK AND PLAY

Since receiving his new CENTURY® 1075S rotator early this year, Mike Scott, owner of Scotty's Carriage Works in Cameron, Missouri, has kept it busy with a variety of work – from setting transformers to lifting a collapsed roof on an airport hanger and extracting a half dozen planes inside. Mike said, "It has done everything I have asked it to on heavy recoveries or assisting in lifting 100,000-lb. propane tanks or shipping containers. I have been happy with the performance." Scotty's is known for having the right equipment along with the proper training and works closely with other towers in the Kansas City area on difficult jobs.



Scotty's CENTURY® 1075S, working with a CENTURY® 1075S Rotator from Independence Towing in Kansas City, lifts loaded rail containers onto waiting trucks.

A BIG RIG PERFECT FOR NARROW ROADS

Van Eijck International Car Rescue was started as a small towing service by Jack van Eijck in Hulten, a village in the southern part of the Netherlands. Today the 40-truck fleet company provides heavy-duty towing and recovery as well as transports cars throughout Europe. For difficult recoveries on their homeland's narrow roads, van Eijck says their Scania equipped with a CENTURY® 9055 and SP850 XP has the winch and holding power to get the job done off the side without blocking roadways. They also find the 9055 and their MAN chassis equipped with a Century® 7035 well fitted to transport broken-down buses and coaches that are very common in Europe.



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Miller Industries: The Heavy Hitter in Heavy-Duty Equipment

*By John Hawkins III
Vice President of Sales, Heavy-Duty Products*

When we sat down to outline this article, we all agreed that we needed to focus on the products that placed Miller Industries heavy-duty product line ahead of the competition for both towing and recovery applications. We realized this would be an easy article since our heavy-duty equipment offers features and benefits our customers use every day to make their tasks easier, safer and quicker, which all adds up to a stronger bottom line.

Most towers agree that recovery work is what the average tower lives and dies for. But it is the towing side of the business that most often pays the bills. Over the past five years, due to engineering and manufacturing techniques using fabricated parts from high-tensile steel, Miller Industries rotators and inte-

grated units can now carry and tow heavier fixed-frame vehicles; those mixer, packer, pumper and snorkel trucks.

One of the most overlooked features on our heavies is the front axle weight of Miller-mounted units. We work hard so our products offer the ability to maximize front axle capacities of the cab and chassis after installation and equipment layout. We do this by design, not by counterweights, which are expensive, bulky, and of no useful value.

Over the past five years, fixed-frame vehicles are getting larger and more demanding. So let's take a look at some of the day-to-day challenges you encounter.



Motor Coaches and/or Tour Buses

Without a doubt, these monsters are the number one challenge. I regularly hear about companies that turn down these tows due to fear of damaging the vehicles (for whatever reasons and of course this could be the right choice depending on your equipment). I think back to Steve Rosenberg's (Suburban Towing in Philadelphia) post on tow411.net. He questioned the proper procedure of towing a Van Hool passenger bus. I believe this post has been read as much as any other post on the site. Just the knowledge that is needed to prep the vehicle for tow is demanding, forget the actual driving!

Hopefully these examples demonstrate the Miller Industries equipment advantages when it comes to tough towing demands. Sound cab and chassis programs and support, towing and recovery units that are designed and tested to offer the best all-around towing and recovery applications in the market place today, and attachments that are designed not only to handle structural challenges but also to simplify the task at hand adds up to a winning combination for a totally versatile package. As icing on the proverbial cake, Miller Industries products have historically proven to have the highest resale value of any equipment in the industry.



Prevost is the dominant high-end manufacturer of about 12 different coach conversion companies. Pictured is a Liberty. Notice the sheer size of this coach as it dwarfs this 330-inch wheelbase 9055. This coach has the newly designed front suspension along with a tire and rim package that allow the capacities to easily exceed 19,000 lbs.

Our Low Rider, which is 30 percent lower than the standard underlift, with the 25,000-lb. fabricated crossbar and matching tire-lift kit, not only handles the increased reach of tour buses and coaches, but also the demand for clearance as the vehicle is elevated into the tow position. This keeps the crossbar and attachment away from front mounted generators, sway bars, struts, etc. Once elevated, this package allows for good heel clearance of the underlift and tire clearance of the coach's tires while minimizing rear bumper drag from the coach. With these high-end applications, it is always important to plan your route according to the overall height of the tow.



Fire Trucks

Without a doubt, fire trucks are the number two challenge for our industry. Over the past five years, fire trucks' ladders have gotten longer, baskets are bigger, the units are heavier, and the front undercarriages have great demands for clearance. Our jobs only become more difficult and some manufacturers of these vehicles demand wheel-lift towing only. The HME version pictured is 76,500 lbs. with a front axle weight of 23,000 lbs.



Once again we use the Low Rider to meet the challenge. Pictured we are using a rotator and, unlike some of our competitor's abilities, rotating the boom forward over the cab to reduce rear axle weight, increase front axle weight, and reduce the overhang (or reach) of the underlift. This is a huge advantage for you. Now if you were using one of our 9055s, the Low Rider still allows you the reach to keep out of the way of the front basket. The specially designed 25,000-lb. tire lift, unlike our competitors, increases the reach of the underlift 12 to 16 inches. This is critical in this application. Another benefit is it reduces the minimum reach requirement of our lift over other units on the market when using the standard fork packages. With a Series 60 Detroit oil pan in this HME vehicle, we have the low profile of the lift, crossbar and attachment to clear the pan during the initial part of the lift, which is an everyday challenge for all our customers.

See Heavy Hitter on Page 28



Removing the front bumper offered us a chance to use the underlift as if it was the crossbar of a truck hitch. By lifting at the front of this vehicle, we pick up less weight. The 124002229-hook adaptor (an idea from Dennis Harris, Greensboro, North Carolina) fits into the fork holders and allows the adaptors to be moved in and out easily to adjust for the proper width of the tow application. We are using a piece of hard wood to help distribute the load across the support plate of the vehicle.



This photo demonstrates how our fork riser can be used in a similar application as the hook adaptors. Here the crossbar and the taller face of the attachment spread the load. Each of these techniques minimizes the weight the tow truck is lifting thanks to the decreased overhang.



I selected this vehicle to cover the heavy end of the vocational market. It is, like mixers and packers, abused more in daily applications. It does not have the higher cosmetic demand as the first two examples, which allows us to reduce the demand on the tow vehicle. This tandem/tandem pumper weighed 78,000 lbs. Notice in the photo that most of the weight is on the front two steer axles (engine, transmission, outriggers, turret, swivel, etc.) We removed the front bumper to find a stout and strong front support plate that had a skid plate protecting the engine and transmission.



Pumper Trucks

The right equipment properly spec'd is the fundamental answer for most situations, as evidenced by how this Miller-spec'd Pete chassis with a Century 9055 handles this lift in a frame fork application. The CG (Center of Gravity) design of this tow vehicle allows it to lift this kind of weight, maintain a safe front axle weight, keep a stance and road appearance as seen in this picture, and provide spacious storage for all your tools and equipment with our standard lightweight aluminum boxes and no counterweight required. Very impressive if I say so myself.

Committed to Automation

Diversified industrial manufacturer Eaton Corporation and Miller Industries Towing Equipment Inc. recently completed a joint study and evaluation of Eaton's UltraShift® Highway Value (HV) medium-duty automated transmission. The study followed more than two years of Miller offering the transmissions as an option on its lineup of towing and recovery vehicles and included the review of more than 50 Miller towing and recovery units that have been working in the field and equipped with the UltraShift HV transmissions.

The consensus: By all accounts the two companies agree that the UltraShift HV transmission has a lot to offer.

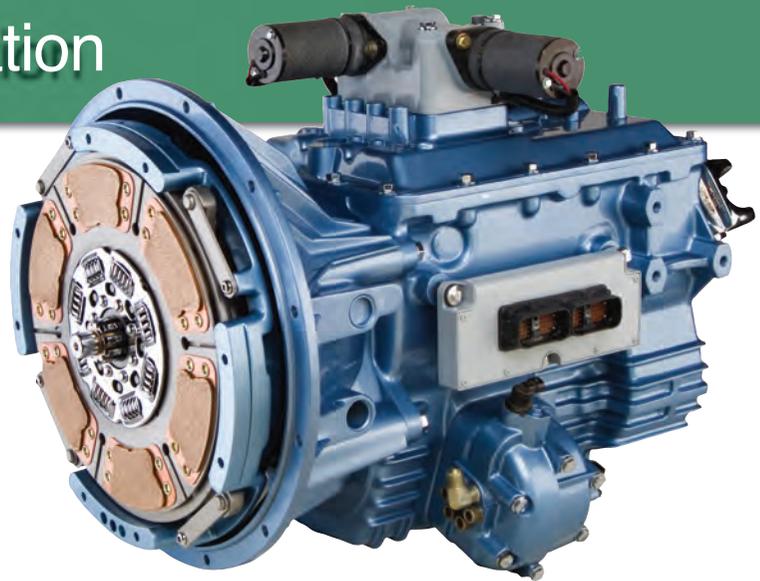
Vince Tiano, Vice President for Miller Industries, says, "The fuel efficiency and reliability of the product have been excellent. We're also a big proponent of the software that Eaton provided to us as it allows us to offer our customers the option to go with an electric-shift PTO instead of a hot-shift PTO to power the recovery equipment on their vehicles. The electric-shift is less expensive, yet maintains all of the benefits of a hot-shift design so our mutual customers are also saving money with this feature."

The UltraShift HV software used for this tow/recovery application was developed specifically for the needs of the towing industry, explains Staci Kroon, Senior Vice President and General Manager for Eaton's Commercial Vehicle Transmission business.

She says, "It also includes a built-in safety feature that will not allow the truck to take off with the PTO engaged. The PTO will automatically disengage once the truck starts moving. Towing and recovery is an application that lends itself ideally to the features of our automated transmissions. For example, the low maintenance requirements for these transmissions are significant, and help bring about reduced service and downtime costs."

The UltraShift HV is an automated mechanical transmission, designed with automated clutch and shift actuation – all directed by on-board shift control logic. Using SAE-sanctioned on-road fuel economy testing, the UltraShift HV has achieved fuel economy savings ranging from seven percent to 19 percent as compared to a conventional automatic transmission.

Miller Industries and Eaton are not the



only organizations speaking highly of the UltraShift HV transmissions. Here are two takes from equally-satisfied customers.

Doug Yates has been running his towing operation, Yates Towing & Recovery Enterprises LLC in Chattanooga, Tennessee, for close to 50 years that was originally founded by his father in 1946. "We tow everything from the smallest automobile to the biggest truck," says Yates. "We purchased an International 4300 in 2006 with an UltraShift HV automated transmission and we have not had a problem with it since day one. Our driver, Brian Ratchford, loves the transmission and it's doing an excellent job for us. We would definitely consider purchasing another Eaton transmission."

Yates has roughly 24 wreckers in his fleet and all have been delivered by Miller Industries.

Kenny Byrd currently has two International tow trucks from Miller Industries with Eaton UltraShift HV automated transmissions. Byrd runs the 20-truck Charlie's Towing, based in Vero Beach, Florida, with three of his brothers along with his mother and father.

"We are definitely seeing fuel efficiency improvements," Byrd says. "On top of that, we have not had maintenance issues due to the smooth shifting. That's especially impressive when you consider that one of the trucks has more than 160,000 miles on it and the other has more than 100,000 miles."

For more information on Eaton transmissions and other Roadranger products and services, visit www.roadranger.com, or call 1-800-826-HELP (4357) in the U.S. and Canada. In Mexico, dial 01-800-826-4357.

24/7



SHOW RECAP

The 2009 Florida Tow Show in Orlando, Florida, and Western States Tow Show in Reno, Nevada, were action-packed as Miller Industries introduced and demonstrated several new products, including the 12-Series LCG™ (Low Center of Gravity) carrier; the CENTURY 2465 12-ton integrated towing and recovery unit; the VULCAN INTRUDER® with a new power tilt feature; the new HOLMES 440 SL; and the newest member to CENTURY's family of rotators, the 1130.

If you missed seeing these units in action, stop by your local Miller Industries distributor to learn more. We look forward to visiting with you next year at one of these events or at one of the many tow shows we attend during the year. For more information regarding the Florida Tow Show, which will be held April 15 - 18 in Orlando, visit www.floridatowshow.com. To learn more about the Western States Tow Show in Reno, June 2 - 5, 2010, go to www.ctta.com.



The newest member of the CENTURY® family of rotators, the 1130 (30-ton) lifts and rotates a tandem dump truck around the rear of the unit during one of the demonstrations at the Florida Tow Show®.



Demonstrations of Miller equipment lasted into the evening hours as several recoveries and demonstrations were performed, including a CENTURY® 1140 (40-ton rotator) lifting and rotating a Mack dump truck.



A CENTURY® 1140 (40-ton rotator) and a CENTURY® 9055 demonstrate an in-line roll of an overturned tractor and trailer on the narrow streets of downtown Reno.



A new CENTURY® 1130 (30-ton rotator) was on hand at the Western States Tow Show as several customers checked out the power and smoothness of the unit's operation under load as a demonstration vehicle was lifted and rotated from side to side.



A Chevron carrier equipped with a SP8000 Sidepuller easily rights an overturned school bus during the Miller Recovery Roundup and Barbecue on Friday evening at the Western States Tow Show.



A crowd packed the Miller Industries booth in Florida to find out who would be the lucky winner who would drive home from the show in a new Hino equipped with a Century 21-foot 10-series carrier.

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