

24/7 ON CALL™

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COVER PRICE \$5 each

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Leadership Through Innovation



By Jeff Badgley
President and Co-CEO

Leadership in any market requires a variety of successful initiatives. One of those key initiatives is a continual focus on innovation. All of us marvel at industry leaders who continually perform and create brand loyalty through innovation.

At Miller Industries, innovation continues to be a driving force of our organization's focus. Our personnel are challenged daily not only to improve our product offering through innovation but to also improve our processes through innovative techniques to enhance your experience with our product.

Statistics verify our initiatives. We have been the recipient of numerous patents through the years and we have several patents pending. That, coupled with investment of over \$17,000,000 in process enhancement in the last four years, verifies our commitment to the towing and recovery industry.

In this issue of *On Call 24/7*, we showcase seven new product initiatives developed by our engineering team over the summer months. My pledge to you is that Miller Industries will continue to invest to enhance our product offering for you.



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Let's Not Forget Where We Came From

By Tom Luciano, District Sales Manager and Training Specialist

In past issues, I have focused on larger recovery equipment in the market today. In this issue, I discuss basic recovery units like the ones on which we all cut our teeth. Many of us still use this equipment daily and it remains our company's bread and butter.



This recovery occurred during a seminar. There was a large drop off overgrown with brush. At the bottom was a creek/swamp area. This worked great as a simulation of a roadside ditch. As in most classes we had a briefing with students before allowing them to place or install all rigging.

We used a single-axle V-50 Vulcan 25-ton integrated unit for this recovery. The recovery truck was backed in at a slight angle (10-degree offset) facing the rear of the casualty. We positioned the recovery truck in this manner so we could work the job from start to finish without repositioning during the middle. It is very



important to preplan your recovery method to limit how many times you reposition your wrecker during the job. It avoids what I call "wishful thinking" by an operator who has not developed a plan. The casualty was a bucket truck, which had a load of wood chips in the rear dump section. Its estimated weight was around 30,000 lbs.



We placed oil pads around the casualty to contain contamination from any possible oil leakage since the fluids had not been drained from the chassis. The right winch line was routed as a two-part line to a 16-foot endless loop strap (blue strap lying against the casualty). This was placed in a basket hitch around the boom turret attached directly to the frame of the bucket truck. Note: I never recommend the use of a choker hitch; always use a basket or a vertical hitch with rounded shackles to get strap maximum rating and strength.

We positioned a second recovery unit that was used as a deadman. The left winch line off the V-50 was routed to the deadman (the rear of the other wrecker) and then a snatch block was installed as a directional change. The line was then routed back to the rear of the bucket truck and back to the deadman. This gave us a two-part line to the casualty on both left and right winches off the V-50. This also allowed us to utilize the 25K winches at the second and third layers of wire rope, which has a higher winching capacity than the fifth layer. The attachment to the rear of the casualty was two ½-inch, 15-foot, Grade 100 chains that routed around the rear frame at the cross member and then out to form a bridle attachment. We caged the air-brake chambers but not completely so we would have a small amount of rolling resistance. The lower wheels were blocked because during uprighting, we did not want the casualty to roll down the embankment.



We were then ready to upright. We lowered the rear spades of the wrecker and positioned the boom at about 30 degrees. We extended the boom about halfway to give us additional clearance where the endless loop strap was against the casualty body. The left winch was tightened to eliminate any creeping down the embankment while the truck was winched back to its wheels.

The right winch was engaged to upright the casualty. Note: While uprighting, the left winch should be slowly engaged inward with constant tension while the unit is coming to its wheels. This is a great tool to use for operators who have confidence and are experienced with recovery procedures. The placement of the uprighting strap on the turret allows for a spiraling effect on the bucket truck.

As the casualty was spiraled to its wheels, the boom elevation kept the strap high — out of the path of the truck's cab — and stabilized the unit. We were still engaging the left winch and winching the casualty rearwards toward stable ground. The two-part line allowed us to decrease line tension, which in turn allowed us to finish the winch-out with the brakes slightly applied. Notice the use of the deadman allowed us to winch off the rear and left side of the 25-ton wrecker unit at the same time. The integrated boom was positioned in the saddle, or between the guides, while pressure was applied rearward at the same time off the left side. This ensured that no twisting would occur to the wrecker.

I hope this photo demonstration is useful for everyone in future recoveries requiring mid-size heavy-duty units. Remember, recovery equipment is only as good as the man rigging it.

24/7



□ NEW PRODUCTS

Increase Your Road Service Revenue



Last year an estimated one million plus batteries were sold in North America through mobile service trucks. In addition, the largest percentage of roadside assistance calls did not require a tow but were jump starts, out of fuel, lock-outs, tire changes or minor repairs. The problem towers may encounter when dispatching a service vehicle, however, is if the car does require a tow, then extra travel is required for a tow truck while you have an angry customer due to extra wait time. Many times a tower may have only one or two drivers working a designated zone – such as during night shifts or in non-populated areas – and it becomes extremely inconvenient to have to return to the shop and switch trucks.

Miller Industries has introduced the T.S.V. (Towing Service Vehicle), built to haul up to 36 batteries, equipped with an electric air compressor for tire work and ample storage space for everything from fuel cans to a floor jack and a variety of other equipment. The aluminum modular body is designed to optimize storage for all of your necessary equipment and batteries. For those situations where the disabled vehicle requires a tow, the T.S.V. is equipped with a Holmes 220 Snatcher with a self-loading wheel-lift system. The T.S.V. is designed to go on a dual wheel chassis with a minimum GVW of 13,200 lbs. Order the T.S.V. without the tow unit and mount it on a single wheel chassis with a minimum GVW of 8,600 lbs. for use as a light service vehicle. Both units are available with extensive tool and equipment packages to outfit your new truck.

With the Miller T.S.V., you will no longer have to worry if you sent the right equipment on a service call.



Solution For Security And Protecting High-End Rims

We all know the importance of having a secure four-point tie down for a vehicle being transported on a carrier (besides the fact that it's a law). It is difficult to reach the securement points on many vehicles, such as low profile or exotic cars, with the easiest route often over the tires or through the wheels. Miller's new Pro-Pack Wheel Tie Down Kit was designed to secure high-end vehicles through the rims with a wheel strap that connects to a ratchet and cradles the rim rather than "choking" it. In addition, foam padded fleece sleeves with Velcro closures fit over the straps to help prevent damage to the finish on expensive rims. The complete set of four straps, ratchets and sleeve protectors store neatly in a small duffle bag to keep all supplies together and ready to use when you need them.



Increased Chassis Options For LCG 20 Series

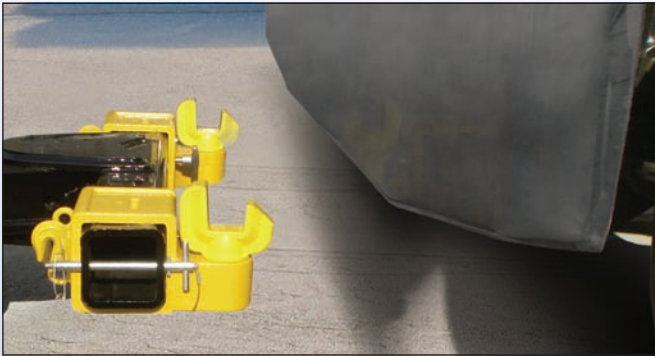
Since its introduction in late 2008, the revolutionary patent-pending design of Miller Industries' LCG (Low Center of Gravity) carrier has continued to evolve from industrial haulers to the entire range of Century, Vulcan and Chevron carriers with deck capacities ranging from 12,000 lbs. to 40,000 lbs. The original 20 Series

LCG industrial carrier required that it be mounted on a tandem chassis with super single tires. Miller engineers recently redesigned the 20 Series LCG so it can be mounted on either a single- or tandem-axle chassis with dual rear wheels, providing a wider range of choices in truck brands and specifications.



See New Products on Page 8

Easier Lifts With New Fork Kit



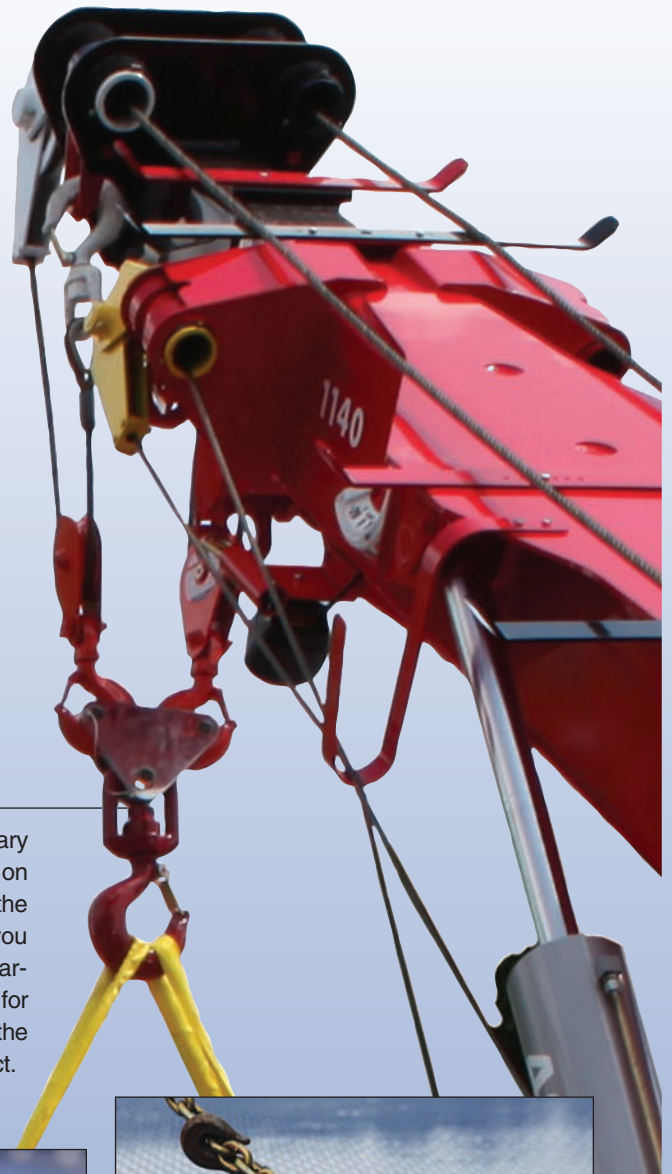
Miller Industries strives both to build the world's finest towing equipment and develop new equipment and attachments to make your job easier. The new Short Axle Fork Kit is another example of that commitment. The forks feature a new, lower front leading fork design to fit more easily under a front axle. It also has a tighter, tapered distance between the forks to better pinch the axle, and an increased width to help prevent sliding when positioned between the spring U-bolts.

Load Rotation Made Easy

Many times when lifting heavy machinery or equipment, it is necessary to turn or rotate the load to get it out of a tight situation or to place it on a precise spot. The Miller Industries 17 Metric Ton Equalizer Hook is the ideal attachment device for this type of work. With the Equalizer Hook, you connect both of your winch lines to the attachment, creating enough clearance for the use of snatch blocks while maintaining a single lift point for your load's rigging. The suspended load can be easily rotated due to the bearing located on the lift hook, making your positioning easy and exact.

Port-A-Ring To The Rescue

Ever have this problem when securing or winching on your carrier: no right place to hook a snatch block or a chain? The Port-A-Ring solves this quickly and easily. The patent-pending design portable "D" ring allows the operator to drop the ring into a key slot and slide it until it secures. The Port-A-Ring is designed for Century, Vulcan and Champion steel carriers and rated at 6,500 lbs. The D ring is the easy solution for winching or aligning a vehicle on a deck or securing a load anywhere you have a key slot.



Heavy-Duty Multi-Tasking Tools

It's always important to use the right tool for the right job. In the case of Miller Industries' lightweight spreader bar, this particular tool is right for almost any job. Last year, Miller introduced a spreader bar that weighs a mere 108 lbs. totally assembled, and operators have been using it for jobs ranging from utilitarian to glamorous.

Rated at up to 20 tons, the bar was ideal for Quality Auto Body Inc. from Vails Gate, New York, to use with their HHU-equipped Century 1075 rotator for the tricky recovery of a tractor and trailer from beneath an overpass (right).

Meanwhile, Nick's Towing Service Inc., located in Rutherford, New Jersey, doubled-up their spreader bars and used them to lift and place the apocalyptic-looking display vehicle at the Times Square world premier of *Transformers 3* (below).



Since the introduction of the Miller Industries spreader bar, we have received positive feedback along with photos of the bars in action. Operators say the lightweight bars are easy to assemble and easy to use, making many difficult lifts both easy and damage-free.

We also heard your request for a shorter tube length for lifting generators, air conditioning units and machinery. To meet these needs, Miller Industries created a short spreader bar tube that can be used with the standard kit to provide a lifting width of 58, 63 or 68 inches. The short spreader bar can also be used in conjunction with the standard length bar, as demonstrated in the photo (right) where the two combined are lifting a 30,000-lb. loader.

From boats, planes, vehicles and trailers to machinery, spreader bars are ideal rigging for many lifts. But don't take our word for it — ask one of the several hundred operators who presently use them. Always versatile and easy to use — that defines Miller Industries' products.



See New Products on Page 10

PolyBilt – New Durable Body Alternative



Miller Industries recently introduced a new PolyBilt body for their popular Vulcan and Century heavy-duty integrated towing and recovery units. Before being introduced this April at the Florida Tow Show, the units were extensively tested on a Century 9055 that has been in the field for six years with over 170,000-plus miles and a newer Vulcan V100 with an SP850 XP. Both units are part of the Lanser Towing and Garage fleet in Belgium, Wisconsin.

Third generation tower Jamon Ingelese at Lanser's said the bitter, freezing cold Wisconsin winters and scorching hot summer days in extreme heavy towing and recovery conditions have been a true testament to the strength and durability of the PolyBilt body. One of the units even came out of a collision with another truck with just paint damage. No surprise, since at the show attendees were invited to beat a section of the body with a hammer.

The PolyBilt body has also been used extensively for years in fire and rescue bodies under severe working conditions. The Vulcan or Century bodies feature high-quality ROM brushed aluminum roll-up doors with remote locks that provide increased safety by not having a traditional door protruding into oncoming traffic. Other features and benefits, besides the obvious increased rust and corrosion resistance, include adjustable poly shelving and built-in storage racks and holders for lift forks and other attachments.



Vulcan Intruder II Ready to Rumble

Since its debut more than a decade ago, the Vulcan 810 Intruder has been one of operators' top choices for towing private property, repossession work and light-duty commercial towing.

Not content to simply rest on their laurels, Miller Industries engineers and production personnel met with operators and focus groups to try to improve upon an already popular product with a superb track record. The result is the new Vulcan 812 Intruder II.

The Intruder II features increased visibility between the boom and subframe for easier hook-ups. The hose tracking system has also been redesigned for longer life and easier maintenance.

The really significant updates, however, occur in the totally new, low profile crossbar and jaws that were redesigned to better grip the tire. The crossbar center has also been recessed to increase clearance for oil pans. A patent-pending crossbar pivot pin system increases bearing surface for longer life and smoother operation, while the jaw cylinders have been enclosed for better protection. Finally, the Intruder II features both positive and negative tilt with adjustable limiter switches to stop the stinger at a predetermined height.

All in all, these modifications and updates mean that the new Vulcan Intruder II makes hook-ups a breeze. Check out the Intruder II at your local Vulcan distributor or view a video of the Intruder II in action at www.millerind.com.



For safety and ease of hooking up from inside your truck, the Intruder II provides increased visibility between the boom and rear tailgate.



The Intruder II's totally redesigned low profile crossbar assembly features a recessed center section for extra oil pan clearance along with a new patent pending pivot pin system.



The new sleek, low profile 47-inch Attack lightbar features stop/tail/turn and work lights along with a total of 24 Generation 5 LED flashing amber lights. It fits great on the Intruder's optional aluminum pylon. The Attack bar is also available in a 61-inch length with 30 amber LED lights from your local Miller distributor.



Tired of winding up cords for your tow lights? Your local Miller distributor offers a 21-inch wireless LED tow light with two powerful magnets and a plug-in transmitter. For your heavy-duty unit, a 36-inch long version straps onto a truck bumper using four attached bungee cords.

Navistar Congratulates Miller Quality

In addition to providing technical support and expertise to the U.S. military, Miller Industries also provides towing and recovery equipment to Navistar Defense for the armed services in Iraq and Afghanistan.

Recently, Navistar honored Miller Industries with their prestigious Diamond Supplier Award. According to Navistar, the award is for "exceeding expectations on quality, delivery and responsiveness, and for demonstrating unwavering commitment to improvement and innovation."

Military-specific versions of the Century 1130 Rotator, the MR30 and the MaxxPro are two of several models being furnished. These units are mounted on heavy-duty International chassis and are Miller's way of helping support the U.S. troops overseas.

"We are honored to receive this award from Navistar," said Miller Industries Vice President of Marketing Randy Olson. "Out of the

thousands of suppliers that Navistar works with, Miller Industries was one of just 32 to receive the Diamond Supplier Award. We understand the importance of providing Navistar and the U.S. military with quality equipment on a timely basis and are pleased that Navistar recognized our efforts. We believe in providing the same level of commitment to all of our customers, and we realize that operators worldwide all depend on our equipment – whether they're in a military zone or on a busy roadway."



AAA Honors Miller Industries with Prestigious Hall of Fame Award

Miller Industries had cause to celebrate following the recent AAA/CAA Automotive Conference held in Phoenix, Arizona, this past June. That's because the world leader in towing and recovery equipment was honored with the prestigious Hall of Fame Award for preferred suppliers at the conference.

AAA Vice President of Automotive and Financial Services Marshall L. Doney and AAA Senior Vice President Mark Brown presented Miller Industries Vice President of Marketing Randy Olson with the award. The Hall of Fame award is one of several that the AAA has bestowed upon Miller Industries over the years.

"I'm pleased to present this award to Miller Industries for their strong brand and dedication to providing value and quality equipment to AAA/CAA fleets and service providers," said Doney. "Miller Industries has been a valued partner of AAA for the past six years, and we look forward to our continued relationship."



Calling All Recovery Specialists

Robert Hicks from Johnson's Wrecker Service in Orlando, Fla., was last year's recipient of The Heavy Duty Donnie Cruse Recovery Award. The awards, which are sponsored by Miller Industries, are open to all recovery operators in light-, medium- and heavy-duty categories. This year's awards will be presented at a special luncheon on Friday, Nov. 18, during the AT Expo in Baltimore.

Download your application form at www.millerind.com under NEWS and click on the Donnie Cruse Recovery Awards nomination forms. 24/7



Randy Olson, Vice President of Marketing for Miller Industries, and AAA Preferred Supplier Program Manager Dawn Dobosh, are pictured with the new Miller Towing Service Vehicle, which was displayed at the AAA/CAA Automotive Conference.



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Video Promotes Towing Museum

When Cheryl Mish, Executive Director of The International Towing and Recovery Hall of Fame and Museum, told the museum board of directors they needed a new video to help promote the museum, Miller Industries stepped up and answered the call. The Miller marketing team consisting of Tim Cofield, Randy Olson and Wendy Black went to work writing and filming a new video lasting just over four minutes.

"I couldn't be more thrilled with the final results," Mish said.

"The video showcases the museum wonderfully and should be helpful as a marketing tool to draw more visitors both from within the industry and from the general public. In addition, the video will help promote the overall towing industry and its importance to the motoring public."

The towing museum video received almost 2,000 views in just a short time after its release and can be seen on YouTube or by visiting the museum's website at www.internationaltowingmuseum.org.



Class of 2011 Inducted into Hall of Fame



Miller Industries congratulates the Class of 2011 for their recent induction into the Towing and Recovery Hall of Fame: Heather A. Llewellyn (Nova Scotia, Canada), John D. "Doug" McLendon (Sanford, FL), Donald J. Mesaros (Loveland, OH), Eilís M. Murray (Wicklow, Ireland), and Timothy J. Vibert (Unionville, CT). The ceremony was held on September 17, 2011, as part of a weekend event honoring the five industry leaders and also recognizing individuals who have been killed while working at a towing and/or recovery scene.

CAA Continues Support Of Survivor Fund

Industry estimates state that as many as 100 tow truck drivers are killed annually while on the job in North America. To provide immediate financial assistance to the families of towing professionals who lose their lives in the line of service, the International Towing Hall of Fame and Museum established the Survivor Fund. For four consecutive years, CAA has proudly contributed to the Survivor Fund. This year's check brings CAA's total donation amount to \$9,000, and CAA plans to continue the tradition in years to come.

Randy Olson, a museum board member and Survivor Fund committee member, accepted the check from CAA delegates at the June AAA/CAA Automotive Conference.

"The Museum would like to thank CAA for their continued support of the fund as well as their ongoing efforts to promote safer conditions for towers by pushing for Slow Down/Move Over laws," Olson stated.

"As Canada's largest provider of roadside emergency services, we understand the risks faced by tow operators," said Mike Mager, President of CAA Manitoba and Chair of the CAA Automotive Services Task Force. "We are pleased to do our part to help the families of those who have lost loved ones."

Visit www.thesurvivorfund.com for more information about how you can support the fund.

24/7

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The optional SP 8000 Sidepuller provides you a multitude of recovery options that you can perform from either side of your carrier with minimal lane blockage.



The low deck height makes it easy for the operator to reach when attaching the front tie-down chains or straps with the bed slid back and tilted compared to conventional carriers.



With 5 to 6 inches of lower deck height compared to a conventional carrier, the LCG provides better stability when driving down the road loaded as well as improved height clearance when hauling taller loads or operating under many lower awnings or in garages.



The extremely low load angle makes it ideal for loading vehicles with low spoilers, bumpers or exhaust pipes without the use of ramps or wood.

ALL IN A DAY'S WORK

Living on the Edge

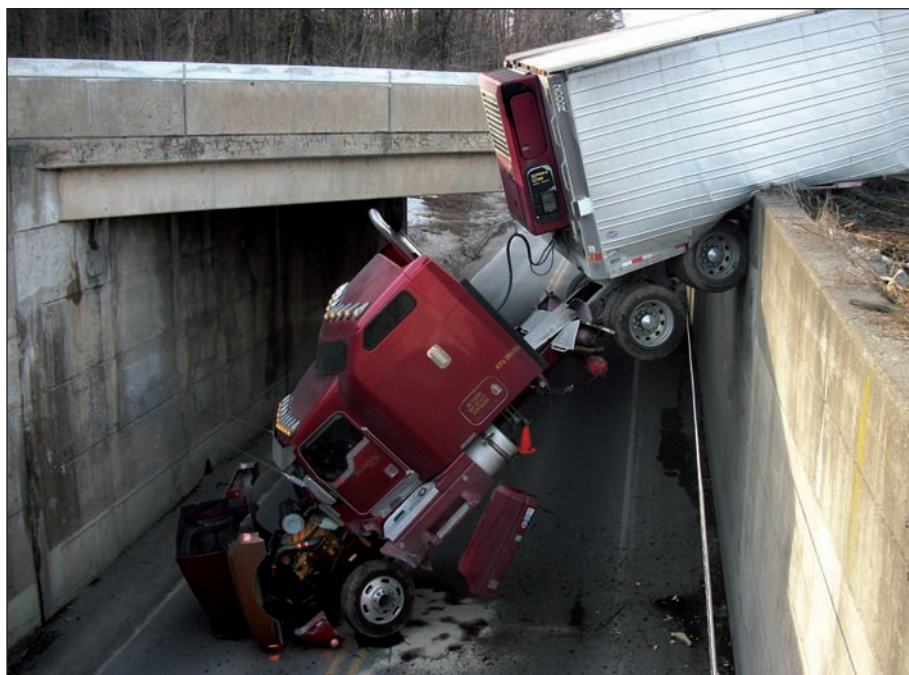
There's nothing like a complicated recovery to make a towing operation rise to the occasion. Such was the case last February in Pennsylvania when an 18-wheeler lost its brakes, and to avoid the traffic ahead on the interstate, veered into the median.

The result: the tractor-trailer dangling off a 30-foot overpass. Wreckers International owner Jim Schlier received the call. Schlier began Wreckers International in 1975 and has since expanded it to six locations throughout the state with a fleet of 55 trucks.

"We had some help from another towing outfit, Janeway Towing. All together, we used two Miller Industries rotators and a 40-ton and 35-ton wrecker," said Schlier. "We had four of the best pieces of towing and recovery equipment in the world to take care of it, so we were able to keep everything intact."

The units were two Century 1075 rotators on Kenworth chassis – one a twin-steer – as well as a Century 1040 on an all-wheel-drive Freightliner and a Vulcan V-70 mounted on a Freightliner Coronado.

Richard Guttman, driver of the twin-steer, explained the situation: "We had a tractor-trailer loaded with 39,000 pounds of tomatoes hanging off of an overpass. The tractor's rear tandems were tangled



After losing his brakes on a 5 percent grade, the loaded tractor-trailer ended up dangling off a 30-foot overpass.

in fiber optic phone lines. Up above the trailer were high-tension power lines, maybe 22 feet in the air."

Turned out, the tractor and trailer needed to be lifted together. The trailer couldn't be unloaded because the rear was 14 feet in the air and unstable because it had snapped in the middle

and was sitting atop a 30x4-foot concrete wall.

Via a bucket truck, four winch lines were attached to the casualty from the rotators that were set up on either side of the trailer. Once it was lifted, they turned the tractor so it didn't hit the overpass.

"We only wanted to turn it halfway," said Guttman. "But the only way to miss the overpass was to turn it a lot. Then we attached my drag winch to control the back of the tractor. Both rotators had to work their way through the power lines above, rotating and moving the booms to not crush the trailer. Because the back of the trailer was so high and unstable, we had to use the two wreckers to stabilize the rear of the trailer."

Eventually, they lifted the tractor-trailer and set it on solid ground where it had to be winched backward off an eight-foot mound of dirt.

According to Schlier, it was a very challenging job. "We started in the middle of the afternoon and we weren't out of there until almost midnight," he said. "Fortunately, we had the best possible equipment for the job in our Century and Vulcan heavy-duty recovery units."



The two rotators positioned on each side of the trailer delicately lifted the tractor and front of the trailer.



To rig the recovery lines from the rotators to the dangling casualty, operators from Wreckers International utilized a bucket truck.



As the tractor was elevated, it had to be turned to miss the overpass.

Rotators – Not just for Recoveries

When most people think of the ideal towing vehicle, they don't usually consider a heavy-duty rotator. Fortunately for Paddack's Transport in Westfield, Indiana, that's exactly what they considered. Called out to tow a truck loaded with jet fuel weighing 100,000 pounds, they employed their Century 1140 RXP rotator with a Lowrider underlift. The operator simply rotated the boom forward over the cab to transfer more weight to his front axle – a boom feature unique to Miller rotators – and headed down the road with no problem. In addition to handling heavy loads, the Lowrider underlift with a 165 1/2 inches of reach is ideal for towing vehicles with long overhangs. No doubt, Miller rotators are truly *towing* and recovery equipment.



ALL IN A DAY'S WORK

Another Fine Mess

Recovery work can be extremely unpredictable. In fact there's no telling what might affect a "normal" recovery. Such was the case last February on Kentucky's Interstate 64 when a tractor-trailer hit a bridge abutment, careened off the bridge and landed in a small creek. Because of recent storms, the "small creek" had become a raging river rising 15 feet and moving so fast that white caps were visible.

That's when Roberts Heavy Duty Towing & Recovery of Lexington was called out for what turned into a 31-hour job. To further complicate matters, the trailer and tractor had separated, and the tractor had barrel rolled in the water three times.

"When we arrived on the scene, it took five hours to find the tractor," said owner Lee Roberts. "This job started out as a rescue mission because we thought the driver was still in the tractor. As it turned out, the tractor was actually 10 feet below the surface of the water."



Overnight the water level dropped six feet as Roberts' team prepared to begin the recovery of the tractor-trailer that split apart in the raging creek.



After recovering the tractor from the creek, the cab and other pieces were loaded on the chassis before lifting it back onto the bridge.



The Century 1060 performed the recovery with minimal lane blockage, only having to close an additional lane as they swung the load to a waiting trailer.



"We picked up the tractor and put it on the bank," he said. "When it barrel rolled in the water, the current was running so fast that it ripped the whole shell of the cab off the floor. We collected all the pieces, laid them on the chassis, picked the whole thing up and swung it up onto our trailer. We later found the driver's body about 500 yards down the creek. The most challenging thing about this recovery was finding the tractor and being able to get hold of it with the water running so fast."

Once the tractor was located, they found themselves on deadline to remove it before dark because the rushing current was carrying large chunks of debris dangerous enough to be feared in the daylight, much less in the dark.

"There were trees two feet around coming through the water," recalled Roberts, adding that it was about 20 degrees outside with a wind chill of 6 degrees. "They told us the river had crested and would be dropping

overnight. We had found the tractor but rather than let anybody else get hurt, we decided to get out of the water and come back the next day."

Overnight, the water dropped leaving the tractor still submerged but now only by about four feet. Roberts wound up plunging into the freezing water to hook the tractor. Then, to pull it from the water, they employed a Century 1060 rotator mounted on a 2005 Peterbilt 378.

Heavy-duty recoveries like this are Roberts' specialty, as their company name suggests. They currently run five heavy-duty Century wreckers including two rotators and employ 12 individuals who are ready to tackle any recovery, no matter what unpredictable conditions they might face.

Recovery of a Lifetime

For aviation buff and Fries Automotive owner Paul Fries, a recent call was bittersweet. While recovering an emergency-landed B-17 from an Illinois cornfield is an amazing opportunity, it's still a B-17 that went down in flames. Fortunately, the flames were minimal and injuries minor. Fries collaborated with two other towers, using a Century 1060 rotator to dismantle the plane and two carriers to remove the undamaged engines, propellers and tail assembly. In the end, the Miller products helped facilitate the recovery and Fries spent the day immersed in a vintage airplane.



Photo By Lee Hogan

ALL IN A DAY'S WORK

JAF Clears the Way When Catastrophe Strikes



JAF operators receive their morning briefing on the day's operations.

This past March, one of the greatest disasters in history struck Japan. An 8.9-magnitude earthquake hit the island and set off a devastating tsunami, creating an enormous tidal wave that all but obliterated numerous coastal cities in Japan. The overall death toll was approximately 14,500, while another 11,700 remain missing, according to surveys.

Additionally, per international news reports, thousands of homes were destroyed, roads were impassable, trains and buses were not running, and power and phone services were out. What helped clear the roads to assist in recovery efforts, however, was the Japan Automobile Federation (JAF) and its fleet of Century towing and recovery equipment.

According to its website, JAF is a public-service organization dedicated to providing drivers with services to enhance safety and security while aggressively promoting campaigns for the safety and the smooth running of traffic. JAF also contributes to the overall development of the automotive community.

Never were JAF's Century wreckers more necessary than when this particular disaster struck. Within a week of the earthquake and tsunami, JAF had already assigned 90 employees to road service support. These workers performed 10-day towing and recovery stints before being replaced to avoid fatigue. At last count, JAF had recovered a remarkable 2,600 vehicles.

As Japan tried to recover, the country continued to be plagued by smaller-scale earthquakes as well as the threat from a nuclear power plant near the epicenter of the initial earthquake. In spite of all this, JAF continues to provide service.

Over time, the municipalities' requests to clear the roads have fallen off, leaving JAF free to tow disabled vehicles at owners' requests. Additionally, as the roads are cleared of debris, JAF continues to tow inoperative vehicles from residential areas that were previously inaccessible.

No doubt, these events are some of the most tragic in Japan's history. While there is no solace for the loss of life and considerable property damage, there is knowledge that perhaps some lives were spared, thanks to the way the country handled the catastrophe and also the professionalism and availability of JAF. **24/7**



Many vehicles that had been tossed about by the tsunami needed to be lifted off of other vehicles and piles of what used to be houses and buildings.



A casualty is hooked up to one of the Century units to be towed away.



Many of the vehicles buried under debris had to be winched out before being towed away.

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IT'S SHO



Continuing with our westward march several weeks later, Miller Industries set up temporary shop at CTTA's Western States Tow Show. Miller again took over the streets of downtown Reno for the annual Recovery Round-Up and Customer Appreciation Bar-B-Q.



When passing through Chattanooga, visit the International Towing and Recovery Museum located on 3315 Broad Street. Don't forget to stop by Miller Industries Facility for a plant tour or visit. We are located just off of Interstate 75 at exit 11 in Ooltewah.



From Florida, the Miller Industries crew headed west. In May, our next stop was San Antonio, Texas, for the Tow Expo International. Not only did Miller provide demonstrations of a brand-new Century 1075 Rotator in the Convention Hall, we followed that up by sponsoring the Southwest Chili Cook-Off. Needless to say, a really hot time was had by all — thanks to Miller Industries!

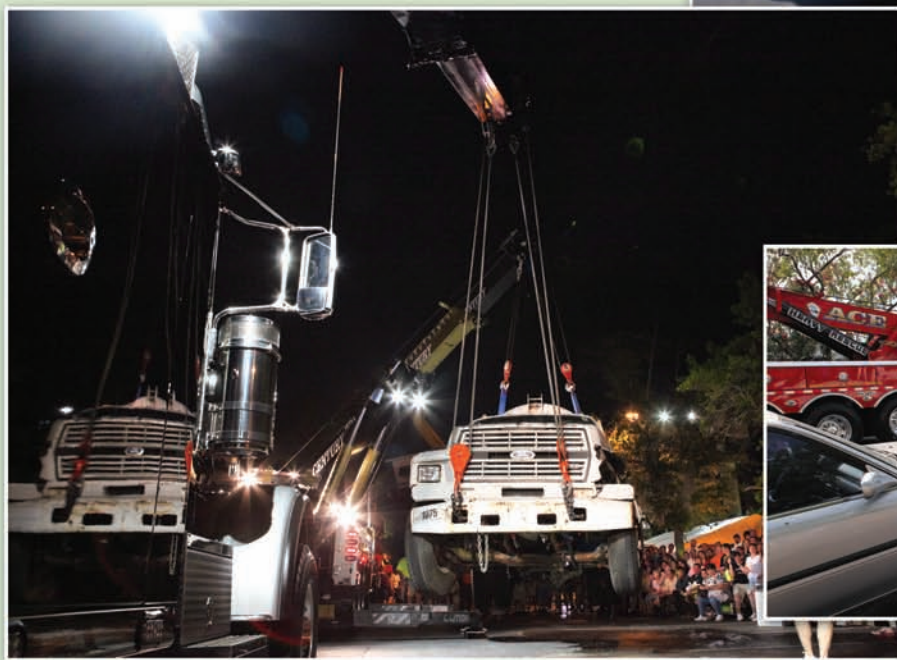


Southwest Chili Cook-Off



W TIME!

Miller Industries once again kicked off the 2011 Tow Show Season in style. At April's 2011 Florida Tow Show in Orlando, Miller Industries hosted a concert by CMA recording artist Randy Houser for a couple thousand of our close friends at our annual Customer Appreciation Night. In addition to great music, good food and a lot of fun, attendees also experienced the world's finest towing and recovery equipment in action.



Then it was back east for the Midwest Regional Tow Show at the Great Wolf Lodge in Mason, Ohio, in September.

If you missed us at these events, we hope to see you at the American Towman Exposition in Baltimore the weekend of November 18 - 20, where you will see the latest and greatest in towing and recovery equipment and also enjoy Miller Industries' legendary hospitality. For more details or to register for the AT Expo in Baltimore, visit www.towman.com.

Be sure to check out the latest Miller Industries video from the 2011 Florida Tow Show with your smart phone or visit our website at www.millerind.com. Just click on the "On Call 24/7 Live" tab to view all of the Miller Industries videos. **24/7**

Travel, Training &

I haven't been around as much lately – in fact, I have been working assisting as a trainer and demonstrator with the U.S. Army this past year.

Miller Industries, in conjunction with Navistar Defense, has provided towing and recovery equipment to the military in Iraq and Afghanistan. One of the models we built specifically for them is the MRV, a Military-specific version of the Century 1130 Rotator mounted on a heavy-duty International chassis. I have to really congratulate all the guys back at the plants who ramped up to produce these units while still maintaining production levels for our commercial customers.

I've been spending time at the military bases in the United States and in Kandahar, the largest U.S. military base in OEF (Operation Enduring Freedom) instructing the military on how to use the MRV and making sure the trucks are functioning properly. However, most of my time is spent training instructors on the ins and outs of the MRV so they can then train the war fighters.

One major difference I've encountered is that in the commercial world, vehicles to be towed or recovered can be fairly fragile. In contrast, the military vehicles are so beefy there's always something to hook to. At the same time, it's a challenge to constantly be interfacing with vehicles I don't see commercially. It has definitely been a learning curve for me as well.

Training on a military base in Kandahar is unique in several ways. Obviously life on a base isn't glamorous and our military goes without many of the items we consider necessities. But also, our commercial towing and recovery equipment is

new to most of the soldiers. And of those who are somewhat knowledgeable about wreckers, they have only run standard military wreckers that don't have an underlift, or a rotating boom, or three winches. So it's back to the basics.

The positive side of this is that the soldiers don't come into the training with any

preconceived notions. They absorb everything you tell them and they're excited to learn. Upon their completion of duty, their skills and training in towing and recovery should make them desirable candidates to be hired in our industry.

I'm excited because I'm helping them work safer, smarter and quicker with the



More Travel

By Tom Luciano, District Sales Manager and Training Specialist

MRV. And the quicker they can hook up a vehicle – with the MRV they can hook up in 20 minutes compared to their old system that took an hour – the quicker they can get out of potential harm's way.

As for harm's way, there's also an element of danger that simply comes with doing the training at the perimeter area of the base. The boundary is just a chain link fence, so it's very easy to be the target of a sniper. We dress out in what the soldiers call "battle rattle," a bulletproof vest, Kevlar helmet, the works. That protects us from the flying scrap metal that results when a mortar or grenade comes in.

All that gear helps with safety but it also means we're carrying an additional 50 to 60 pounds. And when it's 115 to 125 degrees, just wearing the gear is a workout in itself. Not to mention when you're hauling chains

down into a ravine or up a mountain. This is definitely work for young guys, not us old timers.

I feel very lucky to have the privilege of showing these guys new ways to do their job – how to winch off the side, for example. The roads are narrow and a lot of them are on the sides of mountains where before, they couldn't work off the side. With the MRV, they can. Huge grins come over their faces when they see how much easier their jobs have just become. It's exciting for me to see the similarities in many of the recoveries and how great the 1130 performs in both military and commercial applications.

At the same time, it's been a hard road and I've missed being home and spending time working with my old friends and customers in the commercial towing industry. I didn't attend the Florida Tow Show this past



year because of all the travel. Fortunately, I'll be at the Baltimore show in November and am looking forward to seeing everyone and catching up.

I believe it's the civic duty of every American citizen to assist his country in any way he can, and that's what everyone at Miller Industries is doing by being a part of this project. **24/7**

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To learn more or to apply for a pre-approval so you can drive home from the next tow show in your new Century or Vulcan heavy-duty unit, call Michael Paez, Miller Finance Advantage representative, at 800-238-4009, ext. 820601. **24/7**

Smarter Does Not Always Mean Longer

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

Over the past several years we have seen a huge swing in the auto industry. No longer do the big SUVs dominate. Much smaller, sleeker, newly-designed European style models are hitting U.S. streets. The reasons vary, mostly governed by fuel economy, but maneuverability, eclectic appeal and innovative styling are also driving this change. This is the world of the ever-defining marketplace and it is important to be on top of customers' needs.

In the heavy-duty towing industry, we too are seeing a shift. Unlike in days gone by, when winches saw daily use and abuse to lift and tow vehicles, that task now falls on underlifts. The Miller team has dominated equipment style and design for decades with equipment such as the Vulcan 940, Century SDU, Challenger T-50, Jige's first four-stage Mega lift and the Boniface knee boom. There is no underlift manufactured anywhere in the world today that in some way does not follow these early designs. But over time, each one of these models has been updated to adapt to the changing marketplace — the 940 to the Euro stinger, the SDU and T-50 to the SDU-4, the Mega to the Long Boom and the Boniface knee boom to the H and I versions of the Low Rider. Every day, in every corner of the world, a Miller underlift is busy at work.

Like the automobile, the heavy-duty market's needs are changing. Over the past decade, Europeans have demanded that underlifts have a lot of reach, four-plus meters of reach — and depending on how the underlift is attached to the up-and-down boom, four plus meters of reach could be as much as 175 inches. That's a lot of additional reach. And with that extended reach comes the need for increased wheelbases or heavier front ends on towing units to handle loads being towed at these increased underlift lengths.

In the U.S., we are blessed that a majority of our roadways

The shorter, retracted length of the Street Low Rider provides increased clearances when operating the recovery boom.

have room for equipment to properly maneuver and travel, although in many crowded and older cities with narrow roads and cramped conditions, it can be difficult. Most of the vehicles we tow do not have the reach demand required in other world markets such as Europe, where coaches with set back axles are commonplace. So over the past year we took a whole new look at reach, manufacturing methods and clearance issues.

On a road trip in 2009 with one of our chief engineers, Mark Dyer, we discussed "what ifs." We landed hard on the Low Rider and we questioned if this product's popularity was driven by its reach or its low profile. With the first Low Rider going into the field April 2005, we had nearly four years of production to examine. What we determined was that the reduced height of the overall outer housing (some 30% lower than standard production outer housings) was the most mentioned feature by operators.

The highest expense with the design that Boniface Engineering had given us in the first Low Rider was material cost, followed by preparation to weld the assembly and then the welding itself. These three main requirements, which are much needed to structurally sustain loads with the longer-reach lift, needed revisiting. We determined that if we took the standard reach of the three most popular underlifts Miller sold – the 7035, the 9055 and the SDU4 – we could return to 110k-yield material and reduce the cost and weight dramatically. So with the research done, we executed engineering time.

After drafting and designing, then mapping and reviewing finite analysis, we had what was needed to go out and order

parts to build the first two prototypes. These underlifts were field tested with over a year's worth of critical road miles. We then prepared for the unveiling at the 2011 Florida Tow Show of the new Street Low Rider — a Low Rider underlift that reduced the retail cost by \$5,000, dropped 300-plus pounds and offered the ability to get under the lowest of vehicles with minimal, if any, interference, which was what our survey results had asked for. And let's not forget the title of this article, "Smarter Does Not Always Mean Longer." In excess of 95% of what we are challenged to tow here in the U.S. does not require the reach demanded in the European and Asian countries. For an underlift to offer reach of 175 inches, it means that even if the underlift is totally retracted for a normal tow, it is further off the tailboard. We call this overhang. The more overhang, the greater the rear axle weight, less the front axle weight and greater the tire wear. None of these results is positive.

The 9055 Street Low Rider (pictured) shows the 25,000-lb. tire lift in use. Unlike the competition, both the 13,000-lb. and the 25,000-lb. tire lift can increase the reach of an underlift (when needed) by 12 to 16 inches. That is because the axle of the vehicle in tow is moved that distance from the crossbar. What does this mean? When you need the extended reach for hard-to-get vehicles, you can use an attachment in lieu of carrying the increased overhang around all the time. On the other hand, if



The Street Low Rider with the optional tire lift has no difficulty towing most vehicles with long overhangs and set-back axles.



The Street Low Rider, available on the Century 7035 (pictured), 9055 and SDU-4, gives you the benefits of the low profile stinger found on the Coach Low Rider without the additional length that translates into increased overhang, heavier rear axle and lighter front axle weights on your unit. Miller offers both models, so you can choose the equipment that best fits your specific towing needs.



The Street Low Rider with its low profile, fabricated stinger easily gets under difficult-to-tow vehicles with room to spare.

your business requires the every day increased reach for city and passenger buses, municipal equipment or fire vehicles, we still offer the Coach Low Rider in those three models.

So once again, with very little change, our product offering can dial into your exact requirement. You are not forced to purchase something that does not exactly match your needs. It is important to mention that both the Street and Coach models of the Low Rider have the power to extend and retract rated capacities. Thus, the smart decision becomes that you, the customer, can determine the length required.

Contact your local dealer for information, visit the New Product section on our website (www.millerind.com) or feel free to contact the factory for additional information. **24/7**

As the Sun Sets on Another Race Season

At the end of this year's season, the Miller Race Recovery team will have covered over 51 ARCA, Indy Car, Grand-Am and NASCAR Camping World Truck, Nationwide and Sprint Cup Series races. We are proud to have added the Atlanta Motor Speedway to the list of tracks where Miller equipment is "The Official Towing and Recovery Equipment."

To all of the towing operators who volunteered their services to staff the equipment at these races and present such a professional image of our industry to millions of spectators – thank you. We enjoyed working with you.

It is also time to replace this year's race fleet - International 4300s equipped with 21-foot carriers and Century 602 (10-ton) and 612 (12-ton) wreckers with between 3,000 and 9,000 miles. You can be one of the lucky few to own one of these units. Call your local Miller distributor to learn about the factory incentives being offered so we can make room for the 2012 race fleet. **24/7**





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