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Where can I get a Truckload of Carrots, Cheap?

Los Angeles, CA (May 18, 2005) - There's a lot of talk in our industry. Over the recent years the talk was about driver retention. These days it's about fuel economy. Before both of these, it was safety and insurance rates. We've seen what fleets do about these problems. They go bankrupt, get acquisitioned, or just sell the trucks. Fuel costs too high, drivers are hard to find, may as well sell the truck. Sounds like a joke, but it's not.

One would surmise that all the talking going on would produce conclusions, solutions or answers. What do all those trucking organizations do anyway? Take the May issue of *Heavy Duty Trucking* wherein a six page article titled, "Guide to Fuel Economy" offers solutions to the problems of today. In nearly 3,000 words and 16 areas of concern, it suggests insulate, integrate, automate and invert, among others. That's about as condensed as it gets. What is ironic is the *end* of the article begins with three words, "Drivers are Key". The finale of this very informative guide states "You can spend many hours and dollars setting up trucks to attain good fuel economy, but that won't matter if drivers don't care."

Brilliant conclusion! I wonder how many people took the time to read through the first 2,737 words about 15 things they should do or buy to improve fuel economy only to find out none of them will work in the end. It's for sure we all have enough to do and enough to buy, namely fuel, to read an

article that long in its entirety. It's just talk, and the solutions are the same. Spend money or time.

Dangle carrots to make drivers succumb to your desires of an increasing profit margin. Only you won't increase your margins because the savings will be converted into carrots and go to the drivers. It's no wonder the talk keeps going in circles.

All the buzz about carrots one would think we were talking about horses. We're talking about people, people and let's face it, you need to dangle a lot more than a carrot to get *people* to change their ways. Do better than that. As the old saying goes, put yourself in their shoes. Think back to what it was like to drive truck, if you ever have. Driving a truck is not easy, rather stressful, to say the least. They're loud, obnoxious to handle, and slow, and now you want the drivers to add to their problems and drive for efficiency above all? Think again.

Consider what drivers deal with rather than "Dealing with Drivers". Consider is a good concept. Be considerate of drivers. Drivers in Nebraska have a joke. "The only time they get nervous is when it's NOT windy". If you have ever driven a high profile truck or trailer in the Midwest you know that the joke isn't funny at all. Drivers who frequently encounter windy conditions know to be on guard, to be ready to counteract the steering inputs caused by the wind, or even a passing truck they didn't notice was coming up from behind. The joke is really about drivers letting their guard down when it appears to be safe, knowing that a sudden gust of wind could happen at any given time.

If you gave one of those drivers a choice between a Nose Cone on their trailer that would improve their trucks stability, increase acceleration and improve mileage, or a free steak dinner every month they keep their mileage up, they would take the Nose Cone. Why? Because they know that being less affected by the winds would allow them to relax their muscles and their mind. They may actually finish

the day in the mood to throw a ball with their son and cook a burger at home instead. That would be a better approach to driver retention. Think of all the problems that are solved by one simple change to the truck (or trailer); driver retention, fuel economy and safety, all three in 707 words, one product, and one hour to install. Make a small initial step toward your drivers investing in the Nose Cone. You may have better luck with those carrots and reduce the chances of getting your hand bitten off!

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