

Truckinginfo

Freightliner Expands 'Slice of Life' Program with 2010 Technology

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Freightliner has expanded its 'Slice of Life' program, with plans to give the three participants new Cascadia trucks equipped with Detroit Diesel's BlueTec selective catalytic reduction emissions technology.

For the past year, participants Dick McCorkle, Henry Albert and Kurt Grote have been test driving their 2009 Freightliner Cascadia trucks as they've traveled through all types of climate and terrain across North America. The original program was only supposed to last one year.

"Given the positive response we've received so far, we decided to extend the program and introduce the drivers to BlueTec emissions technology by giving them three new Cascadia trucks to test drive with DD15's with BlueTec technology," said Jamie Heck, owner-operator product marketing manager for Freightliner Trucks. "As Kurt, Henry and Dick continue to cross North America, we will be eager to read their blogs and hear their reports detailing their experiences and the performance of these new products."

Over the past year, the three drivers have been blogging about their experiences in using the equipment. They've been pleased with how the vehicle helped them run their business.

"At the end of the day, this is a business, and the Cascadia and DD15 are instrumental in achieving our business goals," said McCorkle.

"I'm really enjoying everything about the Slice of Life program - from bonding with Dick and Kurt, to meeting other drivers along the way, to simply enjoying how well the truck rides," said Albert. "It's been a great trip."

During the second phase, the drivers will test the company's BlueTec technology, which was selected by Detroit Diesel in 2005 to meet upcoming EPA emissions standards in 2010.

"With BlueTec emissions technology, Henry, Kurt and Dick will continue to realize the outstanding fuel efficiency they've grown used to in the comfort of their Cascadia trucks," said David Siler, director of marketing for Detroit Diesel. "In

fact, with the BlueTec DD15 our Slice of Life Drivers will enjoy the levels of fuel efficiency that they experienced back in the days before EGR systems were used to meet emissions regulations."

For more information about the program, visit www.SliceofTruckerLife.com.