

BEYOND ROLLOVERS: WEATHERING EXTREMES WITH ELECTRONIC STABILITY CONTROL

How Bendix® ESP® protects J&R Hall from western Canada's intense driving conditions

J&R Hall Transport, Inc.

- Ontario, Canada
- A third-generation trucking company founded in 1947, J&R Hall specializes in the Less Than Truckload (LTL) transport of general freight to and from western Canada.
- 70 trucks and 130 trailers in the fleet
- www.jrhall.ca



The Need: Stability in the Most Hazardous Conditions

Maneuvering the mountainous roads of western Canada can be a challenge for any driver. But put that driver in the cab of a heavy-duty truck, load up the trailer, and factor in the wet, icy, and snow-covered roads that come with Canadian winters and the situation goes from challenging to hazardous.

That's what the 70 trucks in the J&R Hall fleet face every winter. Specializing in the LTL transport of general freight to and from western Canada, the family-owned fleet's customers rely on the company to make their deliveries safely and on time. So when the fleet experienced three single-vehicle, weather-related jackknives in just one Canadian winter, President Jeff Hall knew he had to do something.

"We're committed to safety for all – our drivers and the public we're traveling with," Hall said. "So after three jackknives in the winter of 2005, I knew it was time to take action."

We drive through the mountains and travel in a lot of extreme weather here in Western Canada. In 2005, we had three weather-related jackknives in one winter. After seeing Bendix ESP demonstrated for the first time, I couldn't get my hands on it soon enough. Now we spec it on every single truck we buy.

Jeff Hall
President, J&R Hall

Case Study: Bendix® ESP® Electronic Stability Program

The Solution: Bendix® ESP®

"I saw a demonstration of the Bendix ESP system at a Kenworth event ... I couldn't get my hands on it soon enough," Hall said.

The Bendix® ESP® Electronic Stability Program is full-stability technology. Bendix ESP quickly and automatically intervenes to mitigate potential jackknife and loss-of-control situations by selectively applying tractor and trailer brakes, as well as dethrottling the engine to help redirect the vehicle along the driver's intended path – something roll-only systems can't do.

J&R Hall needed technology that could help alleviate a variety of weather-related road conditions, including the challenges of extreme Canadian winters. And only full-stability technology, such as Bendix ESP, fits the bill. Bendix ESP is capable of mitigating hazardous situations on both dry pavement and on slick, low-friction surfaces such as wet, icy, or snow-covered roadways. Hall said Bendix efforts to prove its system could perform in such conditions set the technology apart from competitive options.

"I felt Bendix had done more homework when developing their system. They did extensive testing in a variety of conditions. No other company did this type of work to prove the technology before introducing it."

Hall said the opportunity to see the technology first-hand sealed the deal.

"Seeing the technology in person is much more convincing than a Web site or a video ever could be," Hall said. "The demonstration really was the most instrumental thing for me in terms of making the decision to purchase Bendix ESP. Having the opportunity to see the technology convinced me to move forward."



Only full-stability technology, such as Bendix ESP, is capable of intervening to mitigate potential jackknife and loss-of-control situations on both dry pavement and on slick, low-friction road surfaces such as those that are wet, icy, or snow-covered.

J&R Hall's drivers are now convinced as well. The company rolled out the technology to its drivers by providing them with a demonstration CD and training information provided by Bendix. The company also talked to drivers about the importance of the technology and the situations in which it could help.

"There was some squabbling from our drivers at first," Hall said. "They thought our purchase of the system meant we didn't think they were good drivers. But once they saw the demo video, they were in full agreement with

our investment in the technology. They know it's an extra tool to help keep them safe. It's been nothing but positive."

The Result: Fewer Weather-Related Incidents

In the three years since first implementing Bendix ESP, J&R Hall has experienced one-third the number of weather-related jackknife incidents it did during just one winter prior to the implementation of full-stability technology.

"We've had only one incident in three years, and we had three just in the winter of 2005. Our goals for purchasing Bendix ESP were directly related to safety. We've definitely seen a difference," Hall said.

More than 50 of the fleet's trucks now have Bendix ESP, and 12 more ESP-equipped vehicles are on order. Hall said the company's investment in Bendix ESP technology has paid off.

"The safety factor that Bendix ESP provides for our drivers, our customers, and the public is huge. And the savings on insurance claims is also huge. Now we spec it on every single truck we buy."