

The Mack® Trucks, Inc. 10-Point Service Commitment

1. Customers will have service available to them on a 24/7 basis.
2. Customers will be able to schedule a service appointment promptly.
3. Customers will find knowledgeable service advisors/managers at all Mack dealers.
4. Customers will have their problem diagnosed within 2 hours.
5. Customers will have parts available when and where they need them.
6. Customers will be updated/communicated with during the repair process.
7. Customers will be notified promptly of completed repair.
8. Customer repair will be finished when promised.
9. Customer problems will be resolved correctly the first time.
10. Customers will have assistance in understanding warranty coverage and resolving warranty questions.



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Success Story — Mercer Vu Farms

When Glenn Hissong returned from World War II, he and his wife Mae bought a farm and seven cows in Mercersburg, a small Pennsylvania town near the Maryland border. Sixty years later, when grandsons Rick and Rod graduated from Penn State, they expanded the operation to 1,500 acres, 1,600 cows and 25 employees.



Today Mercer Vu Farms has revenues of \$8 million a year and an indirect economic impact on the region of more than \$22 million. It ships 120,000 pounds, or more than 14,000 gallons, of milk each day with its own trucks, a rarity in the industry. The all-Mack® fleet transports milk to the Land O'Lakes, Inc. co-operative, which markets the milk on the East Coast to name-brand manufacturers like The Hershey Company and HP Hood.

For Rick Hissong, who owns the farm with his brother Rod and parents Ron and Judy, success comes from running the farm as a business.

“We always ask the question, ‘What will help to make the next pound of milk?’” said Rick. That involves everything from growing their own silage, breeding their own stock and religiously attending to livestock health. The brothers, who have degrees in agricultural mechanization and dairy and animal science, have used that training to grow the business. But there’s more to innovation than education. “It’s paying attention to detail that makes the difference,” Rick said.

One of those details is cow comfort. Mercer Vu innovations include lining the holding pen floor with rubber for better comfort, using sand as bedding for greater cleanliness and monitoring herd health through a transponder on the leg of each cow. The farm even replaced the concrete feed floor with tile that won’t hurt the cows’ tongues.

Another detail involves environmental responsibility. Waste is recycled to irrigate and fertilize the fields. Aeration keeps wastewater clean and odor-free.

For the brothers, being proactive is their greatest innovation. And the best example of that is the new milking parlor.



“We border the small town of Mercersburg, which has the prestigious Mercersburg Academy,” said Rick, who noted the college-preparatory school boasts graduates like actor Jimmy Stewart. “There were lots of concerns about odor, water quality and nutrient management. We had to do a lot of education. We designed our website to explain what we wanted to do. We met with state and local officials very early on. We wanted to do everything possible to make our facility as odorless as possible.”

Completed in 2002, the facility is friendly to both the animals and the environment. It features 40 milking stalls, cow handling and

treatment facilities and equipment to recycle sand and manure. It’s also equipped with a sprinkler system and more than 130 fans.

Being proactive with equipment has also delivered a big payoff.

Mercer Vu recently purchased a 2008 Mack Pinnacle™ model powered by a 485-HP MP8 engine with a 13-speed Fuller® transmission, Mack PowerLeash™ engine brake and 40,000-lb.-capacity Meritor® rear axles with Mack Air Ride rear suspension. The truck is decked out with dual chrome stacks, dual 93-gallon polished aluminum fuel tanks and four-way West Coast mirrors.



“It’s a lot more fuel efficient than our older models,” Rick said. “We’re well over six miles a gallon and maybe closer to seven. We have three drivers and they love it. I found that the prettier the truck the easier it is to find drivers.”

That’s important, now that Mercer Vu has its own fleet.

“Not too many farms haul their own milk. When I pay a hauling rate I’m paying someone to run their own truck. We make a profit each year by hauling our own milk, and that’s after paying for the truck and the driver.”

That only works if you have reliable equipment and service. Rick Hissong said he gets both with Mack.

“The dealer, Baltimore Mack, has been very good. The sales rep, Harold Jones, has been excellent. He wants to do what’s best for me.”

As for equipment, the new truck delivers. “Mack has been very reliable for us. If I can’t haul milk everyday, that milk goes down the drain. You invest in what makes the best return.”