



The Trucker

WHERE THE NEWS IS FIRST

Bicycle maker Montague, Prime inc., partner to pioneer industry advancement: creating trucker fitness culture

THE TRUCKER NEWS SERVICES

SPRINGFIELD, Mo. — Starting in late summer, Montague Corp., a Cambridge, Mass.-based bicycle company, and Prime inc. of Springfield, will partner to pioneer an advancement in the trucking industry: A dramatic change in driver health, the two companies said last month.

America relies on its trucking industry for economic success, but hundreds of hours behind the wheel add up. As a result, long-haul trucking has one of the highest obesity rates of any industry. Obesity and related health issues have been linked to high crash rates, but Prime is committed to changing that, according to Robert Low, founder and president of Prime and chairman of the Truckload Carriers Association.

Low has made a solemn commitment to create a culture of fitness in the trucking industry.

At the forefront of this movement is Siphwe Baleka of Fitness Trucking Inc., who has joined Prime as driver fitness coach. (See related article Page 53.)

A former Ivy League swimming champion and recent distinguished triathlon winner, Baleka has been working to create this culture of fitness, even while working as a lease-operator with Prime.

Montague bikes, which fold in less than 20 seconds to a compact 36x28x12 inches, are equipped with standard components, full-size wheels and a patented folding system that doesn't compromise ride quality.

In an industry where space, speed, and performance are crucial, Montague bikes provide the opportunity for fitness on the go: Folding saves space and saves time — no tools required, Low said, adding that a Montague folding bike provides an onboard solution for fitness in one of America's great industries, improving health, fitness, and



Courtesy: MONTAGUE

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quality of life for those on the road.

Baleka will be promoting a culture of fitness in the industry, with Montague folding bikes as the onboard gym.

Fitness Trucking already offers services to individuals and fleets who want to improve their health.

SEE BIKE ON P7 ➔

TCA chair wants trucker appreciation to include fitness aspect

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ALEXANDRIA, Va. — Truckload Carriers Association Chairman Robert Low is adding a caveat to the National Truck Driver Awareness Week celebration.

He's encouraging TCA member carriers and other trucking companies to adopt the unofficial title of National Truck Driver Awareness and Wellness Week.

Low said the additional component will help drivers benefit from the ultimate thank-you present: the education, resources and programs they need for good health to live fuller — and longer — lives.

Officially, the title of the celebration, which is a program of the American Trucking Associations, remains National Truck Driver Appreciation Week, but Low is encouraging companies to go a step further than in past years.

"During the week, companies can continue hosting driver appreciation events and providing giveaways like they've done in the past," Low said, "but we're asking that they mix in

some type of health component this year. How about giving away cookbooks with low-fat recipes for people 'on the go'? Perhaps you could bring in a speaker to discuss stress reduction techniques. At your driver appreciation picnic, why not trade that heavy potato salad for fruit or a pasta salad with light vinaigrette? Anything that offers people healthier ideas or alternatives is going to be a step in a positive direction."

TCA and state trucking associations are coordinating a number of health-oriented events for celebration week.

On Sept. 18 from 3-8 p.m. (local time), they are teaming up with TA/Petro to host health and wellness events at 12 truck stops that are located within a high concentration of TCA members.

Locations can be found at driverappreciation.com.

The sites will feature health fairs that include glucose testing and sleep apnea information. Participants can take one- to three-mile walks

— with well-known trucking leaders/personalities at some of the locations — and tour StayFit gyms located on the properties.

On Sept. 20, TCA will host "Ditch the Pack" day, designed to encourage all trucking-affiliated smokers to reduce or even give up the habit for 24 hours. The goal is to raise awareness of the benefits of quitting and to show support for those starting or continuing their smoke-free journey.

TCA is asking all companies that are planning activities to post details about their promotions on driverappreciation.com. Drivers can easily locate events they want to participate in and plan their schedules accordingly.

Events can be searched within a specified state/province, city, and/or distance in miles from a city. Event listings provide not only basic contact and location information, but also the type of activity (free meal, discount offer, prizes/gifts, etc.), drivers who may attend (all CDL holders, only CDL holders affiliated with the host company, etc.), and if the general public and media are invited to participate.

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EIA projects price of oil to average about \$103 a barrel for 2nd half of 2012

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The Energy Information Administration of the Department of Energy projects that the Brent crude oil spot price will average about \$103 per barrel during the second half of 2012, about \$3.50 per barrel higher than in last month's EIA Outlook.

The forecast Brent crude oil spot price falls to an average of \$100 per barrel in 2013. The projected West Texas Intermediate (WTI) crude oil spot price discount to Brent crude oil narrows from about \$14 in the third quarter of 2012 to \$9 by late 2013. These price forecasts assume that world oil-

consumption-weighted real gross domestic product (GDP), which increased by 3.0 percent in 2011, grows by 2.8 percent in 2012 and 2.9 percent in 2013.

With higher crude oil prices, EIA has increased the average regular gasoline retail price forecast for the third quarter of 2012 to \$3.49 per gallon from \$3.39 per gallon in last month's Outlook. EIA expects regular gasoline retail prices, which averaged \$3.53 per gallon in 2011, to average \$3.53 per gallon in 2012 and \$3.33 per gallon in 2013.

EIA expects U.S. total crude oil produc-

tion to average 6.3 million barrels per day in 2012, an increase of 0.6 million barrels per day from last year, and the highest level of production since 1997. Projected U.S. domestic crude oil production increases to 6.7 million barrels per day in 2013.

As a result of drought conditions affecting corn harvests and prices throughout the Midwest, ethanol production fell from 920 thousand barrels per day for the week ending June 8 to 809 thousand barrels per day for the week ending July 27.

EIA has reduced its 2012 ethanol production forecast from 900 thousand barrels

per day (13.8 billion gallons) in last month's Outlook to 870 thousand barrels per day (13.3 billion gallons). EIA expects ethanol production to recover in the second half of 2013, averaging about 880 thousand barrels per day for the year.

Natural gas working inventories ended July 2012 at an estimated 3.2 trillion cubic feet (Tcf), about 17 percent above the same time last year. EIA expects the Henry Hub natural gas spot price, which averaged \$4.00 per million British thermal units (MMBtu) in 2011, to average \$2.67 per MMBtu in 2012 and \$3.34 per MMBtu in 2013. ■

Bike from page 4

Prime will be increasing the scope of this mission over the next year, including the formation of trucker triathlon teams.

To show its support for fitness in the trucking industry, the U.S.A. Triathlon team contracted Fitness Trucking/Prime to carry athletes' bicycles to the final U.S.A. Triathlon Olympic qualifier this year in San Diego.

Riding foldable bikes allows truckers to bypass the limited hours and monthly membership fees of a gym, and to fit more extensive, rigorous workouts into their busy schedules. Low noted.

"This kind of exercise is a powerful weapon in the battle for health and wellness. Studies have shown that the majority of truck drivers are overweight or obese," he said. "One obesity-related health concern is sleep apnea. Persistently disrupted sleep, which is the hallmark of apnea, leaves overweight operators exhausted and driving long distances in a chronically fatigued state. Further studies have linked this chronic fatigue to high rates of collisions. Tired drivers are more likely to cause crashes, making the roads more dangerous for all users. The fitness movement within the trucking industry aims to change these trends."

Trucking demands a high level of focus and commitment for countless hours behind the wheel, Low said.

"This focus and commitment, when directed toward fitness, is sure to yield success. Together Montague Corp. and Prime are working to ensure the health of an industry at the heart of America, making the roads safer for everyone, whether they're on two wheels or 18," he said.

For more information about Prime, visit primeinc.com.

For information about Montague's complete line of full-size bikes that fold, visit montague-bikes.com or contact Montague at (800) 736-5348. ■

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