

Distributor going greener

By JOSEPH SZCZESNY
Of The Oakland Press

Powers Distributing Co. of Orion Township recently purchased 15 hybrid trucks from Navistar International Corp.

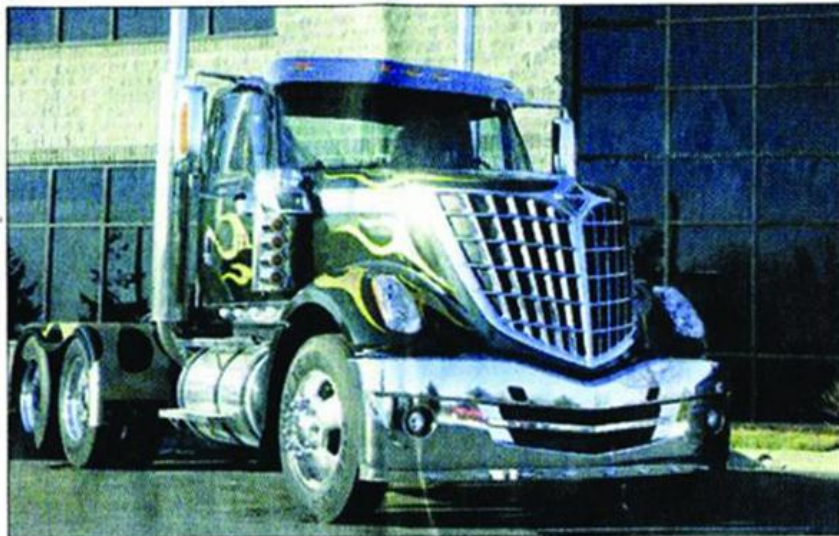
Mark Chapman of Tri-County International Trucks Inc. and C&S Motors Inc. in Dearborn, said Powers' commitment represents an investment of more than \$1 million in green technology.

"Power Distributing is proud of its efforts to be a responsible corporate citizen," said Gerald Powers, one of the company's two co-presidents.

"This is a major investment by our firm that we hope will lead the way and influence other businesses to take similar action to help preserve our nation's energy resources and improve the quality of our environment," he said.

Gary Thompson, Powers' chief operating officer, said the company truck fleet covers more than 700,000 miles annually as it delivers more than 5 million cases of beverages, such as beer, to retail outlets and restaurants in southeast Michigan.

"We're looking forward to significantly lowering our fuel costs and emissions through our use of the International DuraStar Hybrid and LoneStar trucks,"



The new LoneStar truck is part of Powers Distributing Co.'s plan to increase its fuel economy.

Thompson said.

The International DuraStar Hybrid Truck matches a diesel engine with a hybrid drivetrain that combine to improve fuel efficiency by as much as 40 percent.

The brand new Class 8 truck, the LoneStar, also features new powertrain technology and state-of-the-art aerodynamic engineering and modern styling.

Powers Distributing started its shift to green technology in 2008 by switching its

fleet of more than fifty trucks from regular diesel to biodiesel.

With the International DuraStar hybrid's ability to increase diesel fuel economy anywhere from 25 to 40 percent in standard in-city pickup and delivery applications, Powers Distributing is looking to greatly reduce its diesel fuel bills.

The Navistar International DuraStar and LoneStar trucks feature advanced in-engine technology, allowing them to meet the strict new 2010 federal emissions standards without using complicated and expensive urea-based SCR (selective catalytic reduction) post-emissions technology that other North American truck manufacturers employ.

Navistar International of Chicago also was the first to develop and deliver hybrid technology to the truck industry, said Steve Sexton of Tri-County International Trucks Inc. in Dearborn.

Powers Distributing was established in 1939 and was one of the first distributors of Miller Brewing products.

In addition to standards such as Miller, Coors, Heineken and Guinness, Powers Distributing now offers roughly 100 regional and internationally known beverage products.