

Dock duties for Stralis one-spec



Stralis Active Time 505 model illustrated. Specifications refer to Stralis ATi435.

STRALIS SPECS

SPECIFICATIONS OF the Iveco Stralis ATi435 6x4 as supplied to Millers Transport are:

ENGINE:	Iveco Cursor turbocharged and intercooled diesel
DISPLACEMENT:	10.3 litres
POWER:	435hp/324kW @ 1900rpm
TORQUE:	1400ft lb/1900Nm @ 1050rpm
TRANSMISSION:	Iveco Eurotronic II automated 12-speed direct drive with automatic or manual shift control
REAR AXLE:	Meritor RT 160E 20 tonnes capacity and ratio 3.07
REAR SUSPENSION:	Iveco 8 bag, air suspension with ECAS electronic control and dual anti-sway bars. 20 tonnes capacity
BRAKES:	4-circuit full air system with ABS

Despite narrow margins in container transport, Melbourne-based Millers realised the cost effectiveness in updating their fleet to new cabovers for their single 40ft trailer applications

MILLERS IS a company famous for transporting containers to and from Melbourne Docks. Their proud and long history dates back to 1923, but today the company is undergoing a period of change.

Anyone who hasn't been on the Melbourne scene for a couple of years would be forgiven for thinking Millers must have sold out to another outfit. The dark burgandy colour scheme has gone, the trucks are new Ivecos rather than old 'clunkers' and if you go to the head office or meet the people, you'd find a very new attitude prevails.

As Dean Miller explains: "We used to buy second-hand trucks in the belief that we could make as much money out of a second-hand truck as a new one. And we used to think that computers were good for accounting and not much more. There was a lot of thought about running a business that was appropriate in its day but isn't any longer.

"We had to change. We had to achieve more reliability from our trucks to meet customer satisfaction goals. We had to have more comfortable trucks for our drivers so that we could attract them, keep them and motivate them to act as our sales reps. We had to improve our costs and that meant improving fuel

efficiency and reliability.

"Our first move was to shift from buying second-hand trucks to new ones and we did that with an Iveco Powerstar about two years ago and then bought another," Dean adds. "Once we put the Powerstars to work we started to see evidence of the fuel savings that we would come to enjoy. But I guess the aspect about them that we totally underestimated was how much the drivers suddenly appeared to enjoy their work a whole lot more.

"The Iveco Cursor engine and Eurotronic automated shift transmission is just superb; they give Iveco and us a huge advantage and the drivers just love the combination.

"With our Powerstar experience, we followed up with a purchase of two cabover Stralis 505hp models which work in B-Double configuration, and they do it beautifully I might add.

"With the four Ivecos then operating in the fleet and our performance reporting capability, the financial improvement and further opportunity for improvement became absolutely clear. Our reliability targets were achieved, our fuel economy gains were improving our bottom line and then the intangible benefit of better, happier drivers was making an impact on customer relations."

So with that confidence behind them, Millers set out to replace four older trucks that were originally purchased second-hand with new cabovers for the single, 40ft trailer applications.

"The fact that we were looking for single trailer prime-movers put an emphasis on purchase price that we weren't quite as sensitive about with the B-Double applications. Because of fine margins in container transport, we simply had to have a low cost base for these single trailer trucks," Dean says.

"As luck would have it, Iveco had just introduced a new, fully imported, one-spec Stralis which met our specification needs beautifully. It's standard with the 10-litre Iveco Cursor engine rated at 435hp which is combined with a 12-speed Eurotronic transmission. The Meritor RT 160 rear end is under a full 8-airbag suspension which means there's plenty of strength at the back end. Otherwise, it's just a strong, well-specified truck at a very good price."

Ron Jowett, National Sales Manager for Iveco Trucks, explains that Iveco had successfully introduced the Stralis range in 2005 and that the philosophy was very much based on building a premium truck on a high-tensile chassis manufactured at the

Dandenong plant. This gave Iveco the flexibility to offer a range of wheelbase options including 8x4 configurations and engine and cab variants.

"As the success of the Stralis range continues, we recognised that at the low-end of the heavy-duty market a wide specification offering is simply not required.

"We worked with Iveco to develop a specification to meet the needs of this market and subsequently brought in 50 fully-imported, one-spec chassis to be offered as a new and additional model to the Stralis range," Jowett says.

"The customer response has been so positive that we've decided to make it — the Stralis ATi435 — an on-going model. The Iveco Stralis ATi is particularly suited for local and intrastate haulage in single trailer applications just like Millers. It would also be particularly suited to tipper and dog applications where its heavy back end gives a degree of durability that doesn't automatically come with trucks aimed at this segment." ■

DEALER NETWORK



Heavy Duty sales points listed.

For full network details, please refer to 1800 4 IVECO (1800 4 48326) or www.iveco.com.au

NEW SOUTH WALES



Dealer Location	Dealership	Address	Phone
Albury	Taig Bros	541 Wagga Road, Lavington NSW 2641	(02) 6040 1977
Arndell Park	Sydney Truck Sales	598 Great Western Highway, Arndell Park NSW 2148	(02) 8822 3456
Coffs Harbour	RH Taylor & Co	299e Pacific Highway, Coffs Harbour	(02) 6651 4665
Gosford	RHTaylor & Co. Pty Ltd	9 Dell Road, Gosford NSW 2250	(02) 4323 3000
Moree	Black Truck Sales	Newell Hwy, Moree NSW 2400	(02) 6752 2277
Narellan	Tri City Trucks Pty Ltd	335 Camden Valley Way, Narellan NSW 2567	(02) 4647 4488
Newcastle	RH Taylor & Co	9 Babilla Close, Beresfield NSW 2322	(02) 4964 3888
Nowra	Nowra Truck & Tractor	12 Victa Way, Bomaderry NSW 2541	(02) 4421 7188
Tamworth	RH Taylor & Co	75-77 Plain Street, Tamworth NSW 2340	(02) 6762 1500

NORTHERN TERRITORY



Dealer Location	Dealership	Address	Phone
Darwin	Airpower Pty Ltd	1810 McKinnon Road, Berrimah NT 0828	(08) 8939 0200

QUEENSLAND



Dealer Location	Dealership	Address	Phone
Brisbane	Black Truck Sales	1801 Ipswich Road, Rocklea Qld 4106	(07) 3373 6666
Cairns	Macquarrie Corporation Pty Ltd	101-103 Aumuller Street, Portsmith QLD 4870	(07) 4035 3442
Gympie	Hi-way I Truck & Tractor	Bruce Highway, South Gympie Qld 4570	(07) 5480 5000
Kunda Park	Hi-way I Truck & Tractor	Cnr Enterprise St & Industrial Ave, Kunda Park QLD 4556	(07) 5445 1122
Maryborough	Hi-way I Truck & Tractor	123 Gympie Road, Maryborough Qld 4650	(07) 4190 4190
Rockhampton	Hi-way I Truck Centre	Cnr Port Curtis & Gladstone Rds, Rockhampton Qld 4700	(07) 4922 3500
Toowoomba	Black Truck Sales	494-498 Boundary Street, Toowoomba Qld 4350	(07) 4634 1999
Townsville	Macquarrie Corporation Pty Ltd	485 Woolcock Street, Garbutt Qld 4814	(07) 4725 0799

SOUTH AUSTRALIA



Dealer Location	Dealership	Address	Phone
Mount Gambier	J&B Inter	Millicent Road, Mount Gambier SA 5290	(08) 8725 7999
Regency Park	Stillwell International Trucks	503a South Road, Regency Park SA 5010	(08) 8340 1488

TASMANIA



Dealer Location	Dealership	Address	Phone
Hobart	Webster Limited	16 Ruthwell Street, Montrose Tas 7010	(03) 6238 0200
Launceston	Webster Limited	274 Georgetown Road, Rocherlea Tas 7248	(03) 6336 0600

VICTORIA



Dealer Location	Dealership	Address	Phone
Bendigo	Bendigo Truck Centre	12-16 Sullivan Street, Golden Square Vic 3555	(03) 5440 9111
Hampton Park	Melbourne International Truck Centre	Cnr Sth Gippsland Hwy & Quantum Close, Dandenong Sth Vic 3175	(03) 9702 7200
Laverton	Adtrans Truck Centre Pty Ltd	Cnr Boundary & Raymond Rds, Laverton North Vic 3026	(03) 9360 9922
Shepparton	Taig Bros	2-6 Wheeler Street, Shepparton Vic 3632	(03) 5821 9811

WESTERN AUSTRALIA



Dealer Location	Dealership	Address	Phone
Belmont	Skipper Trucks	268 Great Eastern Highway, Belmont WA 6104	(08) 9333 1888
Bunbury	Skipper Trucks	97 Forrest Avenue, Bunbury WA 6230	(08) 9721 7177
Geraldton	Purcher International	99 Flores Road, Geraldton WA 6530	(08) 9921 2166