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Truck City of Gary One of First in North America to Unveil Freightliner Cascadia



Truck City of Gary Owner and President Art Davis, Owner and General Manager Gerri Davis and Owner and Secretary/Treasurer Paul Davis pose in front of the new Freightliner Cascadia.

Four years and an unprecedented \$450 million went into the construction of the new Freightliner Cascadia, scheduled to begin full-scale production in August. Truck City of Gary became only the third Freightliner dealer in North America to receive the honor of unveiling the new truck to customers on July 31 in

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Pat Reilley from Patten Cat can be found just about anywhere. At the Cascadia unveiling, he spoke about

In order to create a truck that would increase productivity and drivability, Freightliner did something unusual – they basically built the entire truck in a full-scale wind tunnel. This move, as well as more than 2,000 hours of wind tunnel testing, has provided the Cascadia with superior aerodynamics, thus increasing fuel economy.

engine options for the truck.

Not only did Freightliner analyze their previous models as well as their competition's trucks, Freightliner went to the people. Insights from drivers and customers helped engineers refine the Cascadia. Because drivers have generally increased in size over the years – from an average of 190 lbs in 1988 to 230 lbs today – Freightliner has adjusted seating size and interior room in the Cascadia. Thinking about maximum comfort for the driver, seats in the Cascadia are two inches wider, taller and longer than most others. Additionally, there's a full 24 inches between the driver and passenger seats, which gives the driver more freedom of movement while driving and easier access to the sleeper cab.

They have also created a system of plug and play instruments on the dashboard, along with three-piece bumpers and hoods – all to decrease down time on the road. Drivers can opt for either a Caterpillar, Mercedes-Benz or Detroit Diesel engine.

According to Truck City's owner and general manager Gerri Davis, her dealership is one of the oldest Freightliner dealers still owned



The Truck City of Gary Sales team: (L-R) Brad Rullman, Bob Anderson, Dan Hibbard, Tod Reese, General Sales Manager Ron Coffman and Joe Huegel.

by the original family.

Gerri's grandfather Paul G. Davis teamed up with Jack Erickson to form Gary White Sales and Service in 1946. Five years later, in 1951, Freightliner began and entered into an agreement to allow the White dealer network to distribute the new Freightliners.

Truck City of Gary has sold Freightliners ever since, and also was selected to represent Freightliner's other franchises, Sterling and Western Star. With a sales team possessing a combined 168 years of sales experience, according to general sales manager Ron Coffman, Truck City of Gary has a very knowledgeable background of the Freightliner franchises.

The dealership will begin receiving its first Cascadias in September, Coffman said.

After growing out of not one but two facilities, Truck City of Gary's new facility is now under construction just off of Interstate 94, near Taft and 25th in Gary. This new facility, scheduled to open in 2008 will encompass 25 acres with a 55,000 square foot warehouse.