

Loyalty to Detroit Diesel and the Series 60 Runs Deep with McKevitt Trucking

Long-time Detroit Diesel customer embraces innovation

Redford, Mich. – Nov. 17, 2008 – In the more than 60 years that McKevitt Trucking Ltd., has been in business, company founder John McKevitt has seen a lot of change. But there has been at least one constant with McKevitt Trucking over the past 21 years: its loyalty to Detroit Diesel engines.

The company was started in Schreiber, Ont., in 1948 with a single two ton '46 Chevrolet truck that was used to haul pulp wood and lumber. Since then, McKevitt Trucking has grown to more than 160 trucks and 200 employees, with customers throughout the United States and Canada.

One of the main things McKevitt credits to his company's ongoing success is relationships.

"Many of our partners have become friends of my family," said McKevitt. "It is because of these solid connections that we have been able to grow."

McKevitt's relationship with Detroit Diesel is no different. Partners since 1972, when McKevitt first purchased a Detroit Diesel 8V71 engine, the two companies have developed a mutually rewarding partnership.

A Turning Point

In 1987, when Detroit Diesel introduced its Series 60[®] engine, the sales team knew exactly where to go to demonstrate the incredible new engine – McKeivitt Trucking.

“Detroit Diesel gave us a prototype of the Series 60, and we ran it against another engine to compare mileage – and since then, we have never purchased another brand,” said McKeivitt.

In fact, that demo Series 60 – 6R1000– now has more than 1.6 million miles on it and is still in use.

“The introduction of the Series 60 was truly a turning point for our business,” said Johnny McKeivitt, vice president of operations, McKeivitt Trucking Ltd. “It was the first electronic engine, and was designed to perform differently and more efficiently than any engine before it. Embracing the latest technologies has since become our claim to fame.”

Added McKeivitt, “To this day, we feel the Detroit Diesel Series 60 engines in our fleet are more efficient and competitive than any engine on the market except one – the DD15[™] .”

Passing the Torch

“We’ve trusted Detroit Diesel, so when they came to us earlier this year with their most advanced engine ever, the all new DD15, we immediately jumped on board to see for ourselves the outstanding fuel economy and performance,” said McKeivitt. “We knew if there happened to be any issues that Detroit Diesel would take care of them immediately. We have been thoroughly impressed with all that the DD15 has delivered.”

Added Johnny McKeivitt, “Our relationship with Detroit Diesel is built on trust, loyalty and performance,” said Johnny McKeivitt. “Detroit Diesel’s team has always treated us like a partner, and of course, their engines continue to be ahead of the curve in economy, reliability, and performance. The Detroit Diesel dealer and distributor service network provides us outstanding service and parts support as well.”

Detroit Diesel Corporation is a leading manufacturer of on-highway heavy-duty diesel engines for the commercial truck market. Headquartered in Redford, Mich., Detroit Diesel is engaged in the design, manufacture, sale and service of these products, in addition to supporting alternative and hybrid engine strategies for the commercial truck marketplace. Detroit Diesel is a Daimler company, the world's leading commercial vehicle manufacturer.

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