

Pacific **TRUCK** AND TRAILER LTD.



PACIFIC TRUCK & TRAILER

"While maintaining our strong position in logging, we plan to become a greater factor in the construction and oil industries."

One common denominator of logging operations in Swaziland, Tasmania, New Zealand, North Borneo, Philippines, Eastern Canada and all areas of the province of B.C. is "Pacific" logging trucks and trailers, hauling payloads from the bush to the mills.

"Pacific" trucks and other special equipment are not exclusive to logging operations, as witnessed by units used in sugar cane hauling in Hawaii, ore hauling in the western U.S. and B.C., mine sites and very specialized trucks for hauling hydro electric equipment in India and South Africa.

Pacific Truck & Trailer Ltd., is a relatively small, but in the past few years rapidly expanding, West Coast custom manufacturer of heavy duty on/off highway trucks and trailers.

The key to Pacific's success has been its concerted effort to maintain a reputation in both domestic and foreign markets of providing a well designed and dependable unit. Although Pacific's management feel their product is the best in the field they recognize and pride themselves

on providing efficient and reliable after-market service to each of their units throughout the world.

Pacific's success can be measured by:

- twenty-eight years of continued operation and growth;
- excellent representation of product in the major forest companies and independent truck haulers in B.C.;
- product distribution to eight foreign countries.

Production and sales have continued to rise steadily since acquisition by International Harvester. The company's unfilled backlog of orders remains good.

Pacific was founded in 1947 by Claude Thick, Vic Barclay and Mac Billingsley. As an attestation to the competence and reputation of the founders of Pacific their first order was from Bowaters logging operations 3,000 miles away in Newfoundland. They quickly established themselves in the B.C. market, producing logging trucks and trailers for both major forest companies and independent haulers. Some of these independents

are now major hauling contractors, owing their initial start to Pacific product and financing.

Pacific's first operations were conducted on a wharf at West Coast Shipyards in the False Creek area of Vancouver. Within a year production requirements dictated a move to larger facilities on Franklin Street in the east end of Vancouver. In 1953, the Franklin Street facilities were expanded to include a sheet metal department and additional parts storage. During this period the staff expanded from 11 to 53 employees.

Pacific opened its first service branch in Nanaimo on Vancouver Island to ensure fast efficient service to the expanding parts business on the Island.

To keep pace with the increasing growth of truck population on Vancouver Island Pacific:

- in 1970 opened at the north end of the Island its Port Hardy parts store;

- in 1972 at the west side of the Island it opened a similar parts operation in Port Alberni;

- in 1973 at the original Nanaimo location it added service facilities; and

In the fall of 1973 the new Campbell River parts branch was opened.

Pacific opened its present Vernon parts and service branch in 1963 and from that location serves the B.C. Interior.

Pacific's Prince George parts and service operation opened in 1961 has since been closed and merged in 1973 with International Harvester's truck sales, parts and service centre.

In 1967, Pacific moved to its present location at 935 West 3rd Street, North Vancouver, B.C. Increasing demand for Pacific's equipment and service forced Pacific to seek larger and more modern facilities. The company purchased 4.2 acres with options on adjoining property. The plant, Butler style building, comprises 46,000 sq. ft., housing manufacturing, general office, service parts, service repair facilities and O.E.M. parts storage. Now, only 8 years later, the existing facilities are inadequate.

In August, 1970, the International Harvester Company acquired 100 percent of the shareholdings of Pacific Truck. Mr. R. D. (Bob) Musgjerd, then president of International's Canadian company, observed that it had been his company's desire to acquire a well established and recognized West Coast manufacturer of on/off highway trucks to enable the combined organizations to offer to forest companies and independent operators a full range of trucks.

International's Canadian management were astute in adhering to a hands-off policy at Pacific. Far too often small companies acquired by Canadian/American multi-million dollar corporations are burdened by forced procedures, complex accounting and other information systems

and top level changes of management. Pacific was a highly successful operation prior to acquisition and accordingly International's policy has been one of assistance when requested.

Although the benefit to International was a full product line to offer to the West Coast logging industry, Pacific's management immediately took steps to utilize all the benefits afforded by its huge parent. The marketing benefits were enormous. Pacific had four branches at the time of the merger and four people capable of quoting and selling new product. International's Canadian, American and world-wide dealer and distributor organizations immediately afforded thousands of qualified sales staff to handle truck product.

It took Pacific's staff six months to organize the sales literature, price lists and technical data to equip the I.H. dealer organization. Only selected geographical areas were utilized, basically because of Pacific staff's limited ability to handle the paperwork and, more importantly, to deliver the product. If only 1,000 I.H. dealers ordered one truck each it would take Pacific several years to fill the last order at present production rates. In B.C., selected I.H. dealers handle a large portion of Pacific's production, and coupled with the new product there has been a considerable increase in parts sales to I.H. dealers. Pacific's engineering staff now have available to them the vast I.H. engineering resources, should they require these. By utilizing I.H. contract prices, improved credit terms and access to I.H. parts depots, Pacific has been able to enhance its component and parts supply.

Pacific manufactures four models of trucks, three of which are strictly off-highway. The remaining unit, the P-500, with a standard rated G.V.W. of 56,000 lbs., is manufactured for use both on and off the road. P-500s are produced more often than any other model of Pacific truck. Of the off-highway models the P-10 has a rated G.V.W. of 81,000 lbs., while the P-12 and P-16 have identical ratings of 128,000 lbs. All models except the P-16 are based on flexible channel, bolted frame rail construction. The P-16's frame, on the other hand, is a rigid weldment built around a pair of 16" "I" beam rails.

Of the trailers manufactured by Pacific, the majority are for logging applications and have rated capacities ranging from 30 to 60 tons. Pacific also manufactures lowbed trailers of 75, 90 and 200 ton capacity.

Pacific also manufactures mobile water reservoirs for forest fire fighting, (3,600 gallon capacity) under the trade name "Porto Tanks".

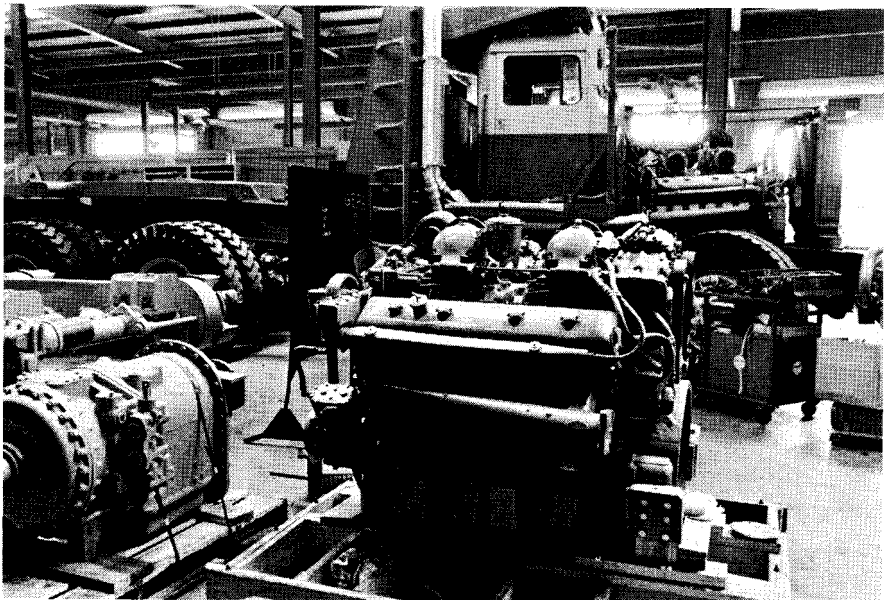
As a heavy duty truck manufacturer Pacific is in a somewhat unique situation. Relative to the major high volume truck producers, Pacific is a small company. This smallness, however, allows Pacific to adjust its product to comply with specific job



A vital part of Pacific is their large engineering department.



Parts warehouse with more than \$2 million inventory.



475 Detroit Diesel used in P-16.



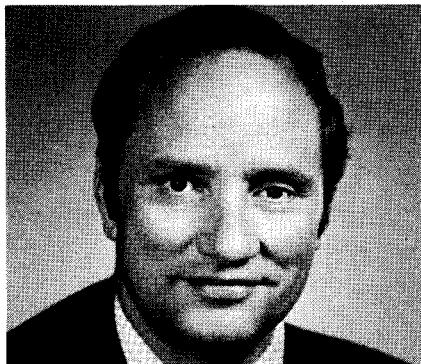
MANAGEMENT TEAM



George Gray, vice-president and general sales manager.



W. K. (Bill) Stevens, manager of manufacturing.



Steve Mostardi, president of Pacific Truck and Trailer Ltd.



Gwynn Jenkins, manager of sales engineering and product development.



Harold G. Coleman, comptroller.

requirements. Further, the relatively low volume of production allows Pacific to pay attention to details that might be overlooked by the high volume manufacturer.

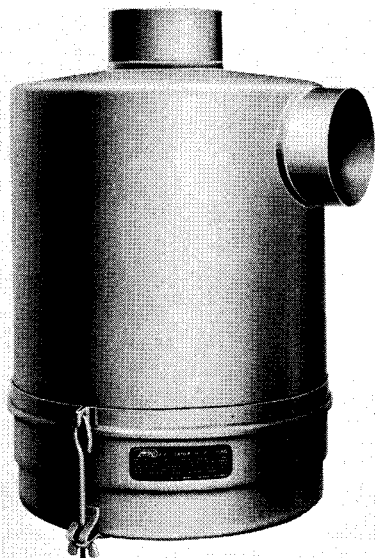
The flexibility of Pacific's operation, especially its engineering staff, is evidenced by the method of approach to a recent problem. In August, 1971, Pacific received an invitation to tender four trucks from International Harvester of South Africa. The concept of the trucks was originated by the South African Railway, which was to be the end user. Pacific reviewed the tender and advised International that it would not



George Boulet, manager of engineering.



Pete Baker, material controller.

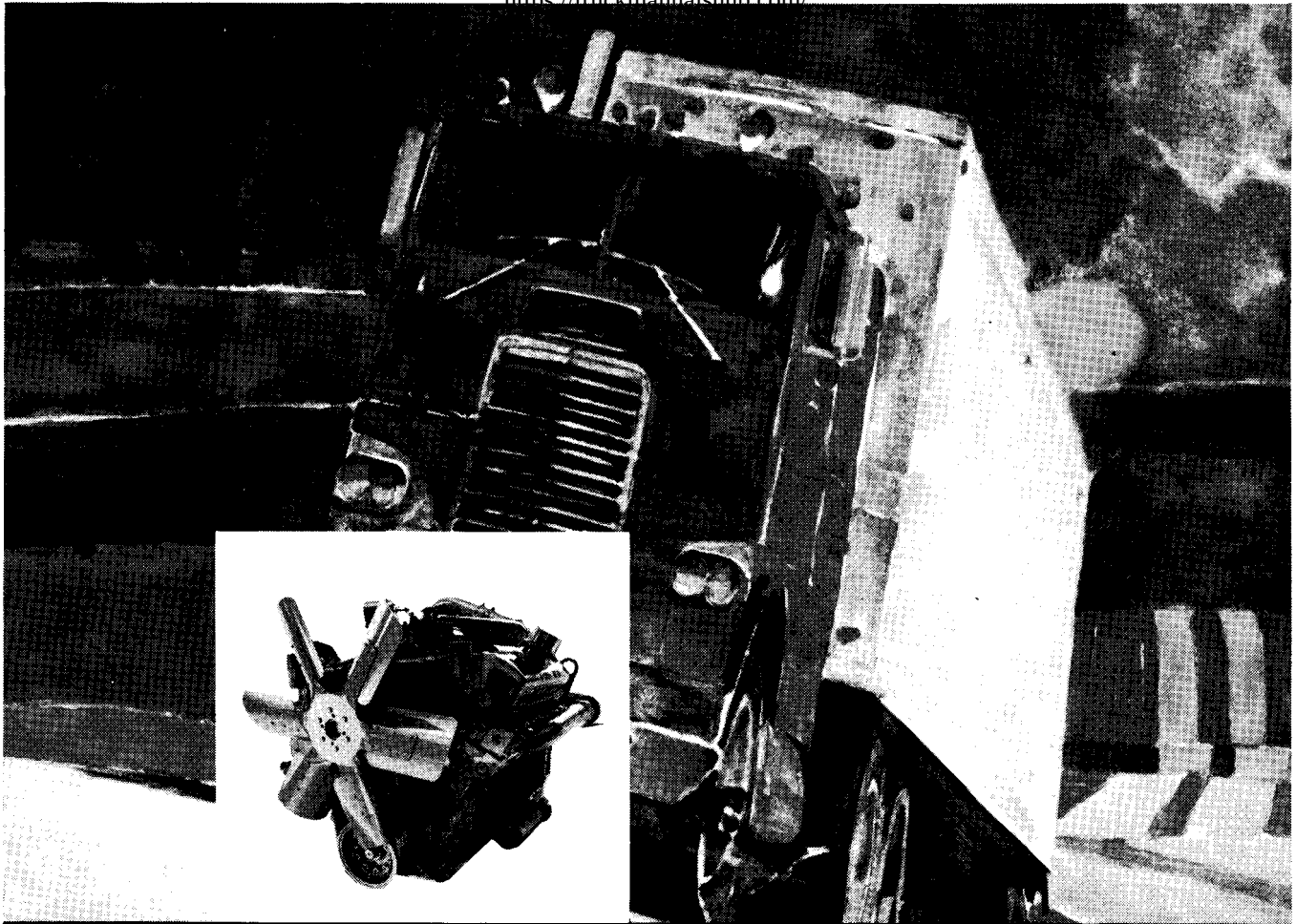


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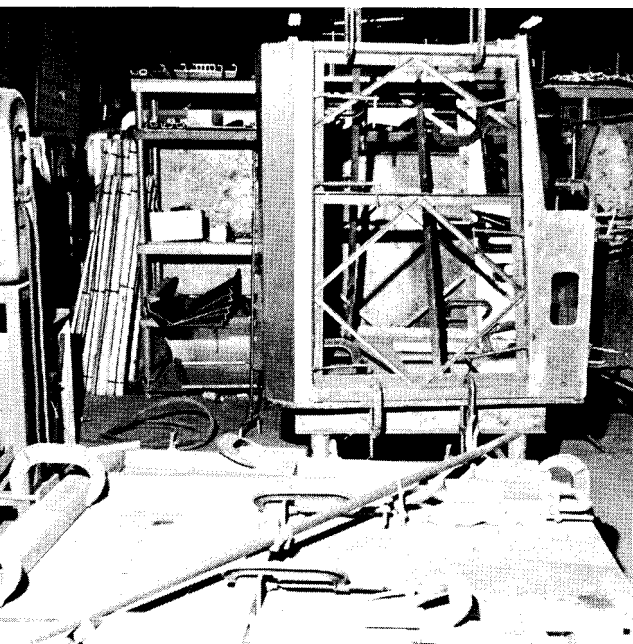
HP. @ SAE Std. Conditions.



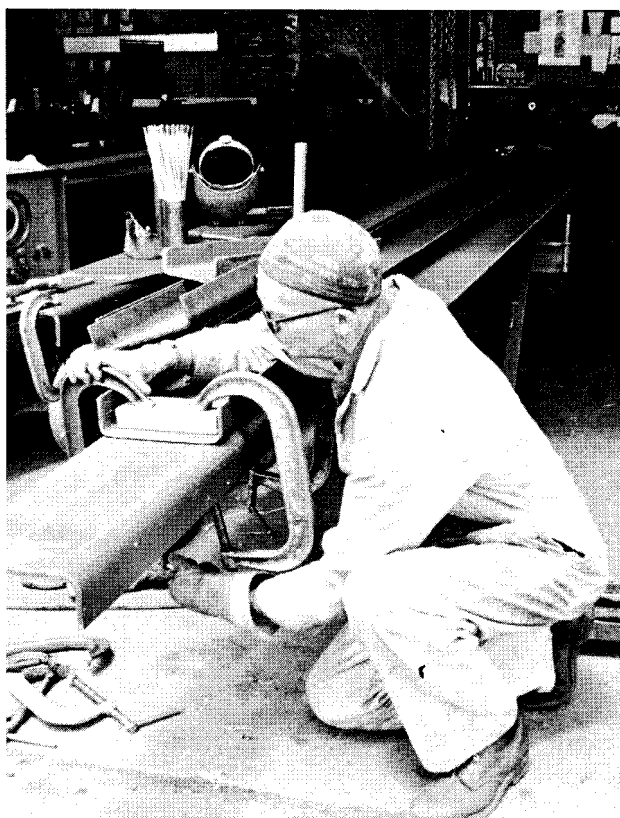
Detroit Diesel Engines

We make it go.

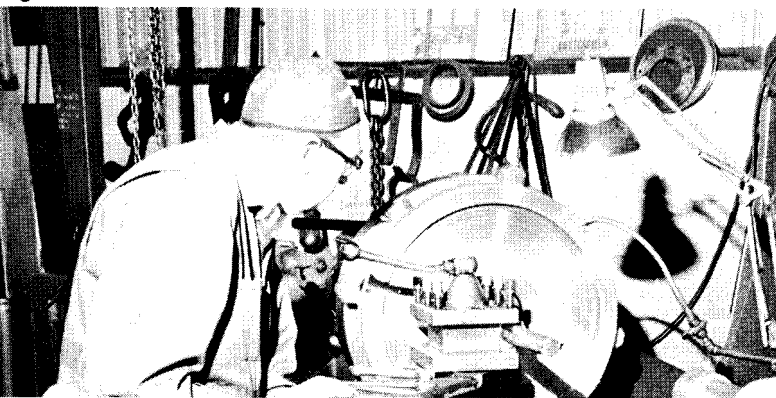
FROM START TO FINISH,



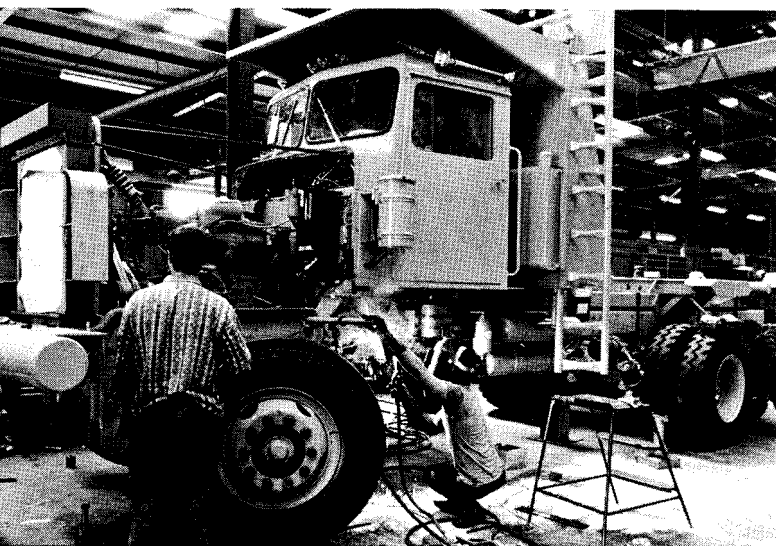
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2



7



1. The start of another cab in the initial stages of development.

2. Frame is laid for the start of another P-500.

3. Heavy steel is worked as cab progresses.

4. Cab finishing area and installation of instruments.

5. P-500 in final assembly area.

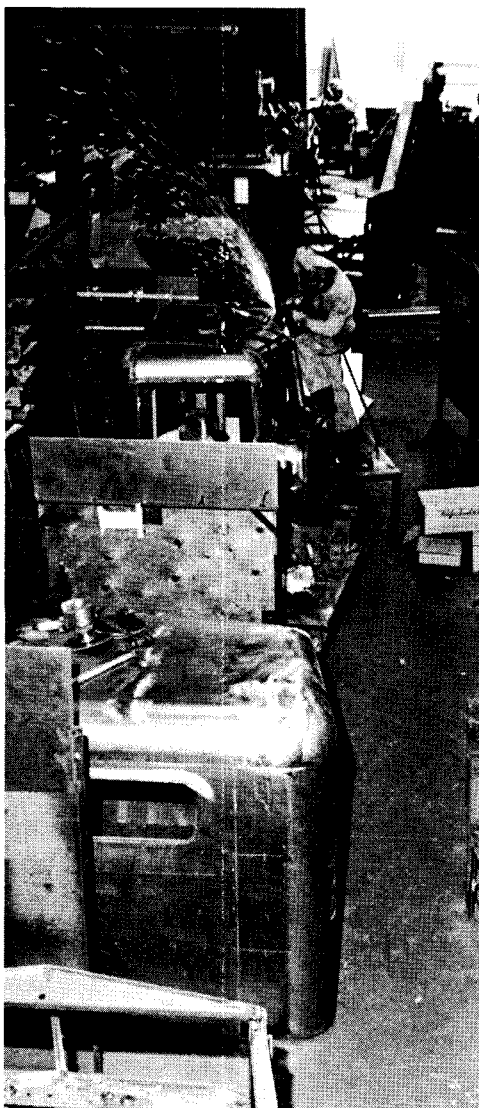
6. A bunk turntable is precision tooled in machine shop.

7. Final touches to P-10 in finishing area.

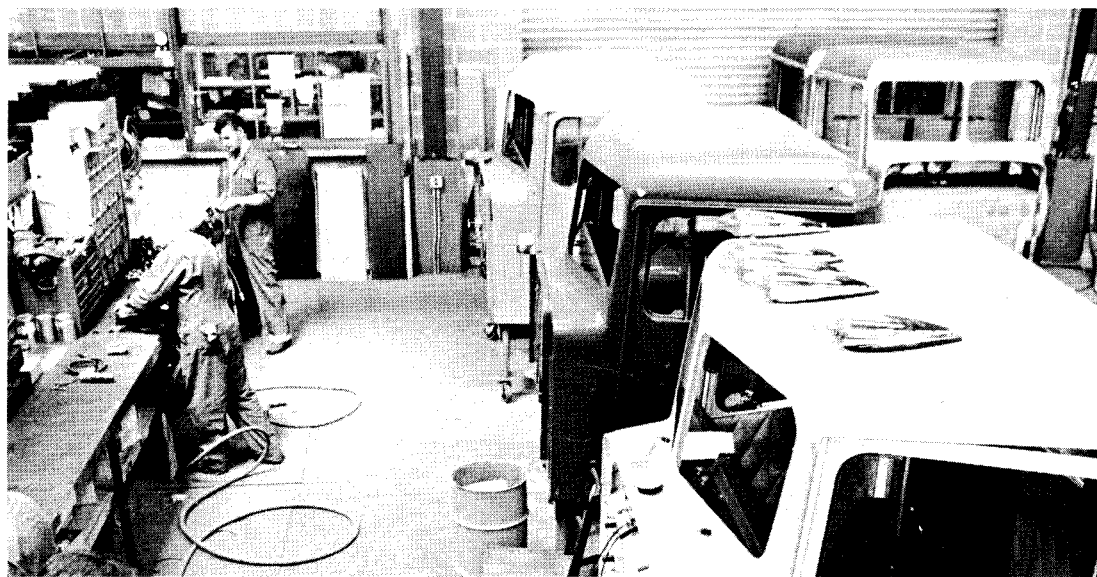
8. P-16 begins to take shape.

9. Finished P-16 rolls out ready to be shipped.

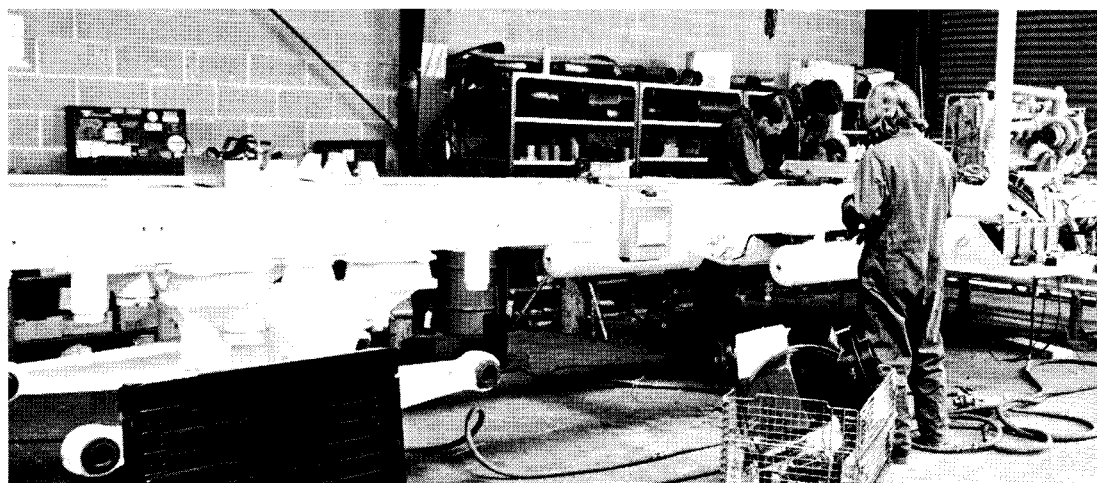
PACIFIC EMPHASIZES DEPENDABILITY



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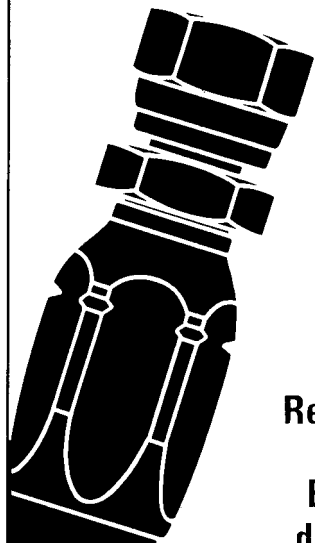


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submit a quotation until such time as Gwynn Jenkins, Pacific's manager of sales engineering and product development, had consulted with the final user.

Mr. Jenkins went to South Africa in September, 1971, and in the first week of October, Pacific submitted its bid for a Model P-12, a truck which had never been built. During the first week of May, 1972, Pacific was informed that it was the successful bidder. Then the effort began in earnest.

Preliminary drawings were completed and mailed by mid-July to the South African Railway for approval. On August 1, final layout and shop drawings were commenced for each part to be manufactured by Pacific. The drawings were released to the production department in September and on November 22, 1972, all four units were shipped by vessel from the Port of Vancouver. After arriving at Johannesburg in January the trucks were tested, modified slightly where required, and fitted with auxiliary equipment by International Harvester and the railway before going into full service in May, 1973.

Amazingly, this full sequence of events from receipt of order to full service had taken only 12 months. Even more impressive was the fact that only four months elapsed from the commencement of the shop drawings to shipment of the totally

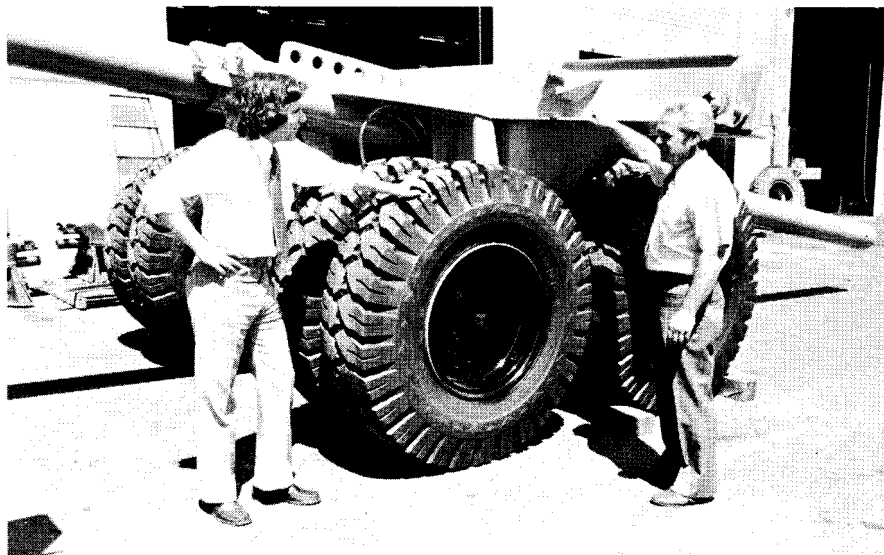
new Model P-12 trucks.

One might query why Pacific undertook the project at all, as it seems to have been an enormous expenditure of energy for a single project of limited application.

When this question was put to Pacific management they indicated that prior to becoming involved with the South African order, Pacific had sensed a number of limited applications which could be well served by variations of one model of truck. Apparently no major manufacturer was supplying the vehicle required. The South African order proved to be the needed catalyst to hasten Pacific's new design. Apparently Pacific's reading of the market has been correct, as further P-12 orders have since been placed with the firm.

Pacific's liaison with International Harvester has proved beneficial in another important area. While Pacific operates as a separate entity it has ready access to all the highly sophisticated test equipment and facilities of International Harvester Company. As an example, Pacific shipped a truck cab to an International test laboratory where the cab was tested and subsequently certified safe under both the United States and Canadian highway regulations.

Pacific's parts and distribution has developed with consistency during the past 15 years to the point where it is the most profitable portion



Bill Hercus, plant superintendent, (right) discusses 60 ton pre-load logging trailer.



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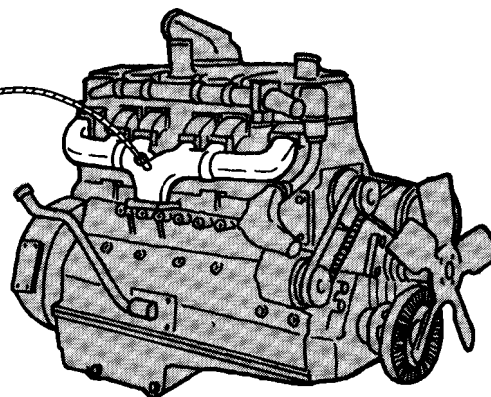
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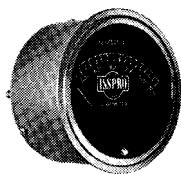
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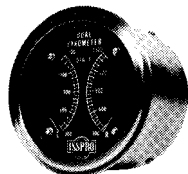
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of the company's business. Pacific firmly maintains that a top notch parts and service organization requires competent staff, sufficient inventory to meet customers' needs and as direct an access from the manufacturer to the customer as possible. Every Pacific truck is delivered to the customer with its own service manual processed by the engineering department. The complete manual details schematics of the electrical and

air systems as well as illustrating and numbering every pertinent part of the vehicle. Pacific has continued to develop, even after the I.H. acquisition, this direct link to the final user from plant or service branches.

Pacific's organization comprises 15 key personnel, headed by S. Mostardi, president, and G. A. Gray, vice-president. The company payroll fluctuates between 170 to 200 employees. The management

style is a team effort. Being a small company it is necessary for most of the managers to wear several hats. Mr. Mostardi's belief is that if an individual is a manager he deserves to be paid well but in turn he must be competent and able to make decisions in his area of responsibility. The organization develops operating plans three years out and is continually monitoring its performance to these plans and strives to be

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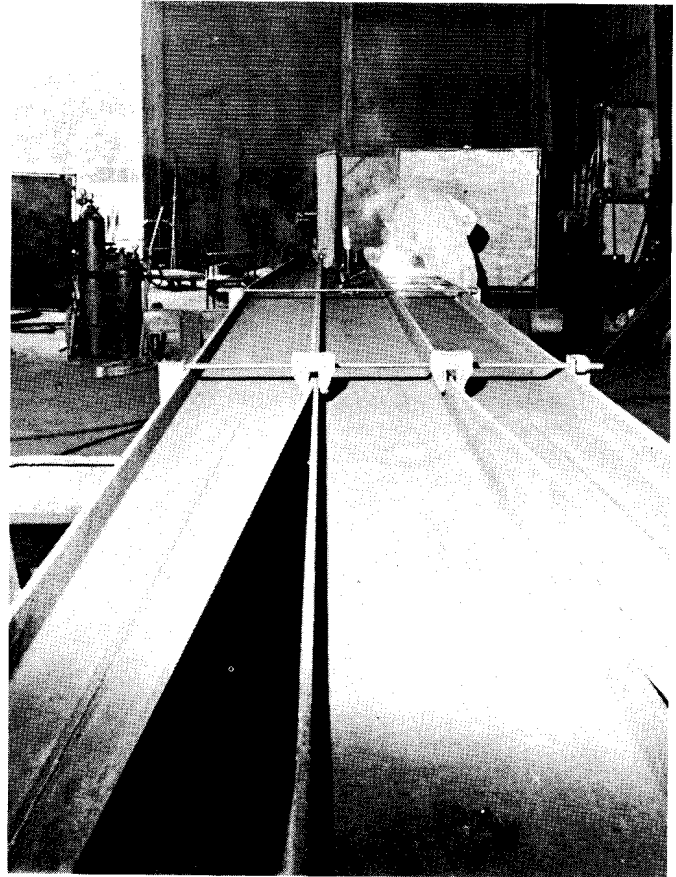
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dealing with future actions and problems rather than be absorbed in past results and putting out current fires. Once a week the management team meets to keep everyone informed and in tune with all facets of the business.

Mr. Mostardi states that dealer demand for Pacific product remains good as dealers further penetrate the logging market and increase sales to the construction and logging industries.

Dean Dunbar, manager of Vancouver Island operations, has been with the company over 23 years and is the driving force behind Pacific's rapidly expanding after-market service on the Island.

George A. Gray, vice-president and general sales manager, joined Pacific in November, 1974, and is recognized as the leading authority on heavy duty logging trucks in western Canada. He is in charge of all sales activities, wholesale and retail, for the company.

Gwynn Jenkins, manager of sales engineering and product development, and George Boulet, manager of engineering, are the key to Pacific's excellent product reputation. They keep Pacific's existing product updated to conform with

<https://truckmanualshub.com/> government regulations and standards and, more importantly, incorporate the latest technical advances. They keep in tune with end users and many customers have come to Pacific for their ability to design and custom build products tailored to their needs. Pacific has led the industry in many technical advances because of Jenkins' and Boulet's ability to incorporate customer ideas in engineering design.

Bill Stevens, manager of manufacturing, and Bill Hercus, plant superintendent, head the manufacturing facilities and have the difficult task of trying to keep pace with sales demand, and keep product cost down in the face of spiralling inflation.

Harold G. Coleman heads the financial area of the business and together with John Lyseng, office manager, and Vern Hunchak, chief accountant, monitors in financial terms the progress of the company.

Mr. Mostardi credits the employees of the firm for its continued success. "Pacific has an excellent nucleus of professional truck people with a tremendous knowledge of logging and construction needs. We plan to continually build on this base of knowledge, increasing production

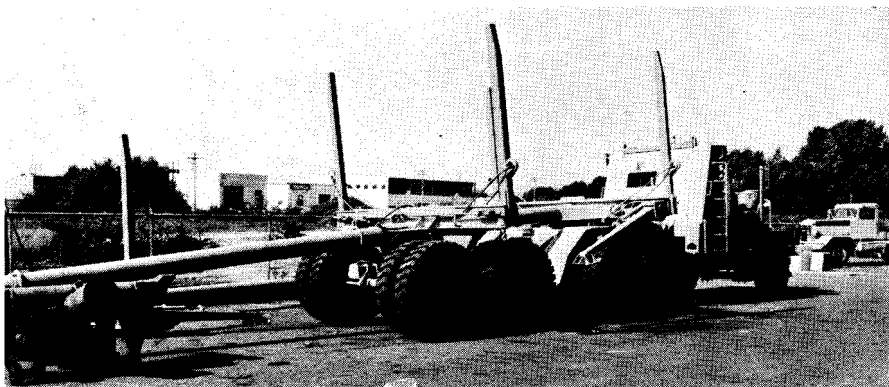
and sales. We plan to broaden the base of the company to become a greater factor in the construction and oil industry, while maintaining our unique position in the logging industry."

Mostardi goes on to say, "We have accepted the challenge to build the vehicle our customers require to increase work capacity and lower their operating costs."

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