



## ANHEUSER-BUSCH DISTRIBUTORS COUNT ON INTERNATIONAL® HIGH-PERFORMANCE VEHICLES TO DELIVER BEER, PROFITABILITY.

The sports fans in Wisconsin like their beer. Sports fans in Iowa and Texas are known to enjoy a cold one too. And large contingencies in New Hampshire partake in happy hours and pre-game parties. In fact, it wasn't that long ago the ninth smallest state was bestowed the title of highest beer consumption per capita. In states like these, beverage distributors need reliable and efficient trucks to deliver their customer's beverage of choice.

Five Anheuser-Busch distributors discuss their fleets, company philosophy and reasons for stocking their fleets with International® trucks.

### NEW HAMPSHIRE DISTRIBUTORS SAVE TIME, MONEY WITH MAINTENANCE ACCESSIBILITY



Ron Beede and Wendell Holbrook can attest to a growing demand in New Hampshire. As two of New Hampshire's Anheuser-Busch distributors, the pair has delivered countless loads of the popular beverage.

"Anheuser-Busch didn't get the lion's share of the beer industry by lying back and letting things happen. They're very aggressive in their marketing. They demand a very high-end truck. As far as the customers seeing their name and products, they want things to look good."

Anheuser-Busch's aggressive marketing position even spills over to their trucks.

"Every three years, the trucks get new Anheuser-Busch decals and fresh paint jobs to make sure they represent the company's image properly," Holbrook explained. "As the industry leader, they demand quite a high-end truck."

To accommodate these high demands, Holbrook has been phasing International® model trucks into his growing fleet. Once a fleet split evenly between two makes, Clarke Distributing is now over 80 percent International with plans to standardize the entire fleet to International to take advantage of better parts support and streamline maintenance costs. Holbrook services 25 of the trucks himself and cites ease of maintenance on the International® models as a distinguishing factor.

**IOWA COMPANY USES  
HIGH-PERFORMANCE FLEET  
TO BOOST COMPANY MORALE**

Beede shares Holbrook's appreciation for maintenance accessibility and familiarity. Having grown up in his family-owned wrecker business, Beede became accustomed to working under International® hoods. When Great State Beverage hired him nearly 20 years ago to straighten out their fleet, the first thing Beede did was switch the all-gas fleet to diesel engine International® 4000 Series trucks. The company saw an immediate increase in fuel economy and efficiency due to these new International® diesel engines.

*"International was really the truck Great State Beverage needed to succeed in this business. All around it was the right truck – reliable and easy to work with. International was definitely the way to go,"* said Beede.

Holbrook says the ease of maintenance means less downtime and, ultimately, leads to higher performance and profitability. He notes that with International, maintenance checks take less time, and drivers have fewer concerns.

For Duncan Cameron of Vanguard Distributing Corporation (Davenport, Iowa), driver concerns are the first order of business. Cameron's team has close to a 60 percent market share across four Iowa counties and credits Vanguard's high employee morale for the company's success.

*"In my industry you are far better off to over spec a truck than to under spec it. Frequent breakdowns lead to downtime and unhappy employees. Good equipment puts people in the right frame of mind, and great products have worked consistently. We have seen a significant growth in market share because our employees have confidence in the products and in themselves,"* Cameron notes.

This confidence comes from not only the reliability of the International® equipment, but its driver-friendly features as well. The tight turning radius and set-back axle of the International 4000 Series provides outstanding maneuverability, making it easier to negotiate through cramped spaces and increasing driver efficiency and productivity. Visibility is enhanced with a swept-back wide panoramic windshield, giving the driver a commanding view of the road while helping to deflect debris – minimizing glass damage. The spacious cab offers more shoulder, head and belly room while the best-in-class HVAC system provides optimum temperature and airflow control. The resulting comfortable driver environment makes for satisfied and productive drivers.



**WISCONSIN DISTRIBUTOR  
SWEARS BY NEW INTERNATIONAL®  
4400 4x2 MID CAB**

“My drivers have a heightened sense of control in these vehicles,” says Cameron. “They all appreciate how responsive the International is compared to other equipment they’ve driven.”

Cameron replaces two to three trucks every year in his 12-truck fleet. He currently owns seven International® models, six of which (all International® 4300 models) are less than two years old. Both Cameron and his drivers have noticed significant improvements in the newer models.

International recently introduced the 4400 4x2 Mid Cab tractor. This newest available model in the International® medium-duty family includes all of the characteristics of a truck engineered for beverage-specific applications. Responding to customers in urban and regional delivery businesses seeking a sturdy, efficient on-highway tractor that delivers reliable performance and economical diesel power, the International® 4400 Mid Cab is ideal for beverage applications. Its standard air cab suspension means drivers enjoy smooth, comfortable ride and handling.

Greg Baer of Baer Beverage (Wausau, Wis.) was one of the first Anheuser-Busch distributors to take advantage of this unique product. This past summer, Baer had two standard International® 4400 models on order when he read about the new Mid Cab design.

“I turned around, picked up my phone and called Cliff,” Baer says, referring to Northwest International sales dealer Cliff Batka. Baer now calls the International 4400 Mid Cab his favorite International model, saying “it blows the other ones away.”

The International 4400 Mid Cab model is four inches higher than the standard International 4400, which gives Baer extra room to reach under the hood. Because all his maintenance work is done in-house, the time he saves in routine procedures feeds directly into increased uptime. For example, he cut service time in half for water pump changes.

For Cameron, the dealer relationship overshadows many product-related benefits of being an International customer. “I recently ordered two International® tractors and am looking at buying two more,” he says. “My dealer sales representative has really played a key role in forging our relationship with International. He comes out to our warehouse and visits the warehouse manager on a monthly basis. He educates him on the products so our company can make well-informed decisions.”

## LARGE TEXAS DISTRIBUTOR FOCUSES ON THE END PRODUCT

Despite varying roads and regions of delivery, many Anheuser-Busch distributors are voicing their decision to use International® model trucks. As Baer puts it, "If you're an Anheuser-Busch wholesaler, you're in a big family, and the trucks are the most important thing in the beverage world. If you don't have anything going out, then you don't have anything coming in."

At the end of the day, Paul Holton wants his drivers and trucks home safe, his employees satisfied and his customers happy. He oversees the 233-truck fleet at the Ben E. Keith Beers in north Texas and is primarily responsible for the operational side of the business.

Holton supervises the International-dominant fleet (he obtained three trucks from another manufacturer during a recent acquisition) and has seen a consistent improvement in the International models since joining Ben E. Keith in 1980.

"The technology is better today, and International keeps finding new ways to increase efficiency without sacrificing driver comforts," said Holton.

As an exclusive Anheuser-Busch distributor with eight locations serving 55 counties, Holton knows his competitors and their drivers are watching his every move.

"I've had drivers from other companies come and sit in my trucks and they can't believe how comfortable they are," said Holton. "We have the best drivers and we want to give them the best trucks to keep them happy and comfortable."

All Ben E. Keith beer distribution trucks include air-ride seats, automatic transmission and air-conditioning. Each one also includes AM/FM radio and either a cassette or CD player. Holton believes each of these amenities contributes to a less fatigued and more productive driver. And at the end of the day, a happier customer.

Holton states that, "Here at Ben E. Keith Beers we sell and distribute quality products with quality employees in quality equipment."

"Thank you, International, for keeping the quality in your product."