



## Brian Deeds

Fleet Account Manager  
Kenworth Sales Co.  
Idaho, USA

“The TruckScience reports are shaping the fleets of my big fleet customers. They choose to do business with me because I have the data.

Compare that to the ‘That’s what we’ve always done’ guy, who’s just selling a product!”

Established in 1945, Kenworth Sales Co. is the oldest Kenworth franchise in the world, and one of the largest dealers in North America. The dealership in Boise, Idaho sells the full line of Kenworth trucks, from Class 8 on-highway and vocational trucks, to medium-duty trucks.



### Before TruckScience

Brian Deeds is Fleet Account Manager at Kenworth Sales Co., selling to fleets with trucks in all 50 states and Canada.

Before TruckScience, when Brian needed weight distribution and payload calculations, he had to rely on body builder Engineering departments. It was difficult to find complete information, and frustrating not being able to test out different ‘what-if’ scenarios. While he could use a Bridge Sheet to determine what the truck *should* weigh, it was impossible to predict what it *would* weigh.

Brian was searching for a reliable tool that would provide meaningful information for his customers when he found the TruckScience Axle Weight Calculator at NTEA’s Work Truck Show.



### Implementing TruckScience

“When I built my first complete spec, it really opened my eyes. Just because you’ve got 20k lb capacity on the front axle and 40k lb on the rear, doesn’t mean that 60k is legal.

Inner Bridge regulations can be complicated, and getting it wrong could result in tickets for my customers, so we need to know we’re selling the right truck.

I can show my large fleet customers, ‘Here is what adding an axle will do for you.’ or ‘Watch what happens when I move this pallet to the back or the front.’

Now that I’ve got my trucks set up in there, I can do a new report in 20 minutes. The more I experiment with it, the more I realize how powerful it is.”



### Impact of TruckScience

“We’re all about relationships, and this is an important part of the value-added service we provide.

When my customer is making a large scale purchase, being able to provide this kind of information gives them confidence that we’re the right people to buy from. It changes the conversation from the truck itself to Operations. This is information you just can’t get off a spec sheet.

I’ve had customers say to me, ‘Those TruckScience reports you gave me were the whole reason I bought that truck.’”



### Favorite Feature

“I love having the built-in regulations for all the different states and being able to verify compliance on the fly, but what I love most is when I move stuff around, and say, ‘Watch what happens.’ My customers’ eyes pop open!”