



### **Mack Dealers Get an “ASIST” for Customer Service Estimates**

**LEHIGH VALLEY, PA** (May 15, 2008) – Mack Trucks, Inc. introduced an innovative process called MVASIST to provide customers with faster, more accurate service estimates and write-ups when their trucks need service. MVASIST is an internet application that simplifies the critical first step of the service process by providing the service writer with integrated fleet and manufacturer information. Customers benefit with greater uptime, improved cost management and a better overall service experience.

MVASIST is fully integrated into Mack systems to give service writers at dealerships instant access to parts information, service bulletins and MVPPreferred® customer specific parts pricing. This information is based on the individual vehicle identification number (VIN) and a customized fleet profile.

When a customer’s truck pulls into a participating Mack dealership for service, the service writer discusses the truck’s issues with the driver and performs an initial evaluation. Using MVASIST, the service writer is able to access Mack build information for that specific vehicle. This alerts the service writer to required maintenance operations and inspections for the truck (some of which can be part of the fleet’s customized MVASIST profile). The program then creates a comprehensive and accurate estimate, including related service operations, parts, labor, shop supplies, waste disposal fees and taxes. It also incorporates pricing for fleets that participate in Mack’s MVPPreferred parts program.

An important benefit of MVASIST is that fleets are assured of uniform service procedures and information, regardless of which Mack dealer performs the service. In addition, the estimate and service information is available online for fleet managers to review and approve.

"Our customers told us they wanted a more precise estimate of charges upfront and they want the estimate to match the invoice at the end of the repair," said Dave Albert, Mack customer satisfaction marketing manager. "MVASIST directly addresses these two common requests by providing dealership service personnel with an intelligent, integrated write-up process that pulls vehicle specific parts and service information so service personnel can more accurately estimate the costs and the labor needed to complete the job. This is the most complete and versatile service estimating tool in the industry."

"In our business, knowing accurate equipment and maintenance costs is absolutely essential for making good decisions," said John Rauschl, manager of fleet accounts for Kenan Advantage Group, Canton, Ohio. KAG was a pilot customer for the MVASIST program.

"MVASIST provides up-to-the-minute reporting that takes all the guesswork out of service and repair decisions, and means lower costs and greater vehicle efficiency and productivity. The more we use it to communicate with dealers and service locations and make better decisions, the greater the benefits we derive from it."

MVASIST was developed for Mack by Decisiv, Inc., Glen Allen, Virginia. MVASIST is available in two configurations for use by Mack dealers: MVASIST/Fleet is designed for customer fleets and incorporates fleet-specific operations, inspections and contact information; MVASIST/Pro expands on MVASIST/Fleet capabilities to provide estimating capabilities for any truck. Mack is in the process of rolling out MVASIST/Fleet to its dealer network. In addition, dealers may also sign up for MVASIST/Pro.

Dedicated to quality, reliability, and total customer satisfaction, Mack Trucks, Inc. has provided its customers with innovative transportation solutions for more than a century. Today, Mack is one of North America's largest producers of heavy-duty trucks, and MACK® vehicles are sold and serviced in more than 45 countries worldwide. All Mack manufacturing locations are certified to the internationally recognized ISO 9001 standard for quality and ISO 14001 standard for environmental management systems. Mack is also a proud sponsor of *Share the Road*, an American Trucking Associations' public information campaign aimed at enhancing the safety of our nation's roadways.

**Mack** is a member of the Volvo Group, one of the world's leading manufacturers of trucks, buses and construction equipment, drive systems for marine and industrial applications, aerospace components and services, and is the world's leading producer of heavy-diesel engines (9-16 liter). The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 100,000 people, has production facilities in 19 countries and sells its products in more than 180 markets. Annual sales of the Volvo Group amount to over \$42 billion. The Volvo Group is a publicly-held company headquartered in Gothenburg, Sweden. Volvo Shares are listed on OMX Nordic Exchange Stockholm and are traded OTC in the US.

*For more information about Mack, visit our Web site at [www.macktrucks.com](http://www.macktrucks.com)*

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