



News Release

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FOR IMMEDIATE RELEASE

BENDIX® AIR DISC BRAKES DELIVER FOR SAFETY AWARD-WINNING ROCHA TRANSPORTATION

California Fleet Equips the Bendix® ADB22X™ on Tractors and Trailers

ELYRIA, Ohio – Dec. 8, 2016 – Driver safety, vehicle performance, and fleet uptime are among the highest priorities at Rocha Transportation – and Bendix® air disc brakes are one way the Modesto, California-based fleet sets a high standard for all three. Founded in 1973, Rocha has spec'ed Bendix® ADB22X™ air disc brakes on all its fleet-owned tractor and trailer orders since 2011.

“We knew there were new stopping distance regulations coming, and we knew air disc brakes were a great option,” said Zach Dirksen, a principal at Rocha. “We started ordering every new piece of equipment with the ADB22X: If it has an axle, it’s getting a Bendix air disc brake on it.”

Currently, there are Bendix air disc brakes on 26 of the company’s 53 fleet-owned tractors – a mix of Peterbilt and Freightliner day cabs – along with 38 intermodal trailers, and two of its 27 dry van trailers, with four more dry vans on order. A family-owned and family-oriented hauler serving northern and central California, Rocha primarily focuses on local transportation of food products and beverages.

Investing in Safety

Rocha’s commitment to safety is well-recognized: They’ve won three National Fleet Safety Awards from the Truckload Carriers Association, and four safety awards from the California Trucking Association.

The company's safety investment of time and resources is apparent from the moment a new hire walks through the door. Drivers attend two days of intensive safety training, covering everything from FMCSA regulations to getting safely in and out of a vehicle.

"There's a whole wide range of specific training before they get on the road," Dirksen said. "If they're running containers, we look up close at things like locks and sliders, or the distance between tandems if it's a split axle. If they're running tankers, we have a different but equally thorough tanker orientation. We make sure to cover everything – even the most mundane things – before anyone gets behind the wheel."

Bendix® air disc brakes offer shorter stopping distance and greater reliability due to virtually no brake fade or degradation of stopping power. They help fleets exceed the federal Reduced Stopping Distance (RSD) requirements mandated by the National Highway Traffic Safety Administration (NHTSA). That means the ADB22X™ also matches well with Rocha's philosophy of investing in safety.

"Air disc brake components are slightly more expensive, but we view that cost as just one more investment we're making in a safer fleet. Safety and stopping distance are the biggest factors in our choice," Dirksen said.

Another benefit of air disc brakes is their ability to complement active safety technologies such as full-stability and collision mitigation systems, and bring maximum value to them. The stopping power of ADBs allows these systems to work their best.

"By making it happen with a strong investment in training and technology, Rocha is clearly a leader by example," said Scott Burkhart, Bendix vice president – sales, marketing, and business development. "When a company that's so well-recognized for its safety efforts – in both its home state and on a national level – trusts in Bendix for its air disc brake solutions, it's a reminder of what's at stake on our roads, and helps push us to continue developing systems that not only meet, but exceed, their justifiably high expectations."

Superior Performance

Driver feedback offers another look at why Rocha equips the ADB22X. Many of the fleet's regular routes involve city driving and a full day of constantly applying and releasing the brakes, and drivers notice a difference.

"They say we've got some of the best spec'ed equipment, and usually one of the first things they point out that they like in particular are the brakes," Dirksen said. "They grab smoothly and consistently from first press to full stop – nothing jerky or hard about them. It's like driving a car."

The open, patented lightweight design of the Bendix® ADB22X™ allows for more rapid heat dissipation during brake application, virtually eliminating brake fade. Additionally, Bendix ADB technology dramatically improves in-line braking stability – ensuring braking force that is applied and maintained efficiently to all wheel-ends, with little or no difference between left-side and right-side performance.

Uptime and Return on Investment

When it comes to maintenance, air disc brakes offer significantly quicker and easier pad changes than drums – about 15 minutes, once the wheel is removed. Longer brake lining life adds to greater uptime and lower maintenance costs. Air disc brakes also include an internal self-adjustment mechanism that can help lower the risk of brakes being found out of adjustment during inspection, which can affect Compliance, Safety, Accountability (CSA) scoring.

“The ease of the friction replacement and the longer friction life cycle made a believer out of our longtime shop manager – and he’s a hard sell when it comes to change,” Dirksen said. “We’re definitely seeing return on investment on the maintenance end. And during brake adjustment checks, the inspectors look under there, see an air disc brake, and say, ‘Okay – you’re good!’”

The Bendix ADB22X holds a strong position in the North American market and is released at the six major truck manufacturers, including Peterbilt, Kenworth, Daimler Trucks North America (DTNA), Mack®, Volvo, and International®. The brake has been standard equipment on the steer axle of all Peterbilt Motors Company Class 8 tractors since 2011.

The ADB22X is manufactured by Bendix Spicer Foundation Brake LLC (BSFB), a joint venture of Bendix Commercial Vehicle Systems LLC and Dana Commercial Vehicle Products, LLC. BSFB began producing the ADB22X in 2005 – a first for the North American marketplace – and recently exceeded the 1.5 million-unit production mark. The brake is 100 percent North American manufactured and assembled. In September, Bendix expanded its air disc brake portfolio with the launch of the new Bendix® ADB22X™-LT – the first Bendix air disc brake engineered specifically for trailers.

The full lineup of Bendix® brand air disc brake and foundation drum brake solutions is commercially available and produced at BSFB’s state-of-the-art manufacturing facility in Bowling Green, Kentucky. They are part of the complete lineup of wheel-end solutions – also including automatic slack adjusters, spring brakes, friction, and remanufactured brake shoes – that delivers on safety, reliability, and stopping power, plus other areas critical to fleets’ success. By improving vehicle performance and efficiency, and providing thorough post-sales support, BSFB

helps fleets and drivers strengthen return on investment in technologies that make the highways safer for everyone.

For more information about Bendix® ADB22X™ air disc brakes, call 1-800-AIR-BRAKE or visit foundationbrakes.com.

About Bendix Spicer Foundation Brake LLC

Bendix Spicer Foundation Brake LLC combines and expands the complementary wheel-end foundation brake technologies of two global leaders – Bendix Commercial Vehicle Systems LLC and Dana Commercial Vehicle Products, LLC. The joint venture, formed in July 2004, is a single, complete source for OEM brake system design, manufacturing, hardware, and support for all foundation brake components and actuation systems, as well as all-makes coverage of nearly 50,000 medium- and heavy-duty aftermarket parts. Contact us at 1-866-610-9709 or visit foundationbrakes.com. Stay connected and informed through Bendix expert podcasts, blog posts, videos, and other resources at knowledge-dock.com. Follow Bendix on Twitter at twitter.com/Bendix_CVS. Log on and learn from the Bendix experts at brake-school.com. And to learn more about career opportunities at Bendix Spicer Foundation Brake, visit bendix.com/careers.

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