



MACK TRUCKS, INC.
7900 National Service Rd.
Greensboro, NC 27409

November 4, 2009

Dear Dealer Principal, Service Manager, Parts Manager:

First of all, let me take a moment to thank you and your personnel for the very positive developments in our Customer Satisfaction Index overall. You have made a significant contribution in this regard enhancing the value of our products, and ultimately the value of your franchise, as we work together to serve our customers.

Second, I have received feed back from some dealer principals that we need to be more sensitive to the challenges dealers are facing in these difficult times, as we ask you to make investments to ramp up for 2010. We take this constructive criticism seriously, and will strive to keep the to do list to an absolute minimum, or more succinctly, to a minimum level to support EPA 2010 product introductions, and those support services that our customers are demanding. One of the most exciting enhancements to our service offering is the introduction of MVASIST, which dramatically improves the service initiation and communication processes involved in the execution of vehicle repairs.

To that end, here is the latest update on MVASIST:

Customers are asking for it

A panel of fleet executives identified the following needs while at TMC:

- Clear communication, accurate estimates and accurate invoices
- To know all of the warranties that apply to their vehicles
- Consistency in SRTs between service facilities for a given repair
- Truthful and accurate information on the status of a repair

MVASIST allows for you to deliver all of the above to your customers. At UPTIME 2009, we announced a commitment to make MVASIST a cornerstone communication bridge between:

- Mack Dealer Locations and Mack Customers
- Mack OneCall
- Mack Field Staff

Now we need your immediate commitment to implement MVASIST at your dealership locations.

More Fleets Means More Service Business – Critical in Today's Challenging Times

MVASIST is rapidly rolling out to large and medium Fleets who want to bring their vehicles into your shops – and have stated they strongly prefer dealer locations using MVASIST for creating estimates and for streamlined communications throughout the service process. National, regional and local fleets include: Kenan Advantage and Braun's Express. Coming soon: Big G Express and others. We currently have over 30,000 VINs loaded into MVASIST. These trucks are coming your way – we need you onboard.

Unique in the Industry – The Only Unified Communications Platform

No one else in the industry is doing this on this scale. In addition to rolling out MVASIST to our customers, we are making investments in Mack OneCall to implement MVASIST so that they too can communicate on the same platform. Current plans have OneCall working in MVASIST by April 30, 2010. Phones and faxes won't go away tomorrow but moving to MVASIST has already delivered a much more streamlined service process. We have made the commitment to lead the industry – we need you to join us now.

DMS Integration

You have asked for MVASIST to be integrated into your dealer management system. Pilots have been completed with both ADP and Karmak. Both DMS providers will soon announce that Phase 1 integration into MVASIST is complete and ready for general release. Phase 1 integration is the creation of a repair order within ADP or Karmak from the initial estimate. Additional enhancements to the integration will continue. Look for more information in the near future from ADP and Karmak.

Get Started Now!

Our fleet customers and Mack OneCall have assisted in identifying dealer locations in the critical drive lanes. We are contacting those dealer locations and giving them priority in implementing MVASIST so they can begin today to communicate with the customer, VAS and our field staff. Incorporate the tool into your operations by looking for old, outdated processes that MVASIST can replace. If your dealership has not yet been contacted please visit the following web site - http://mack.asist.decisiv.net/dealer_register/signup or contact your DSM for information to get started ASAP.

For those dealers who already subscribe to MVASIST Pro but are not utilizing the tool to its fullest potential, we encourage you to make it a part of your daily processes. MVASIST helps drives efficiency and productivity into your fixed operations. The result is a more efficient process, additional business coming into your service facility and improved CSI.

Sincerely,



Bill Dawson
Senior Vice President
Customer Satisfaction

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