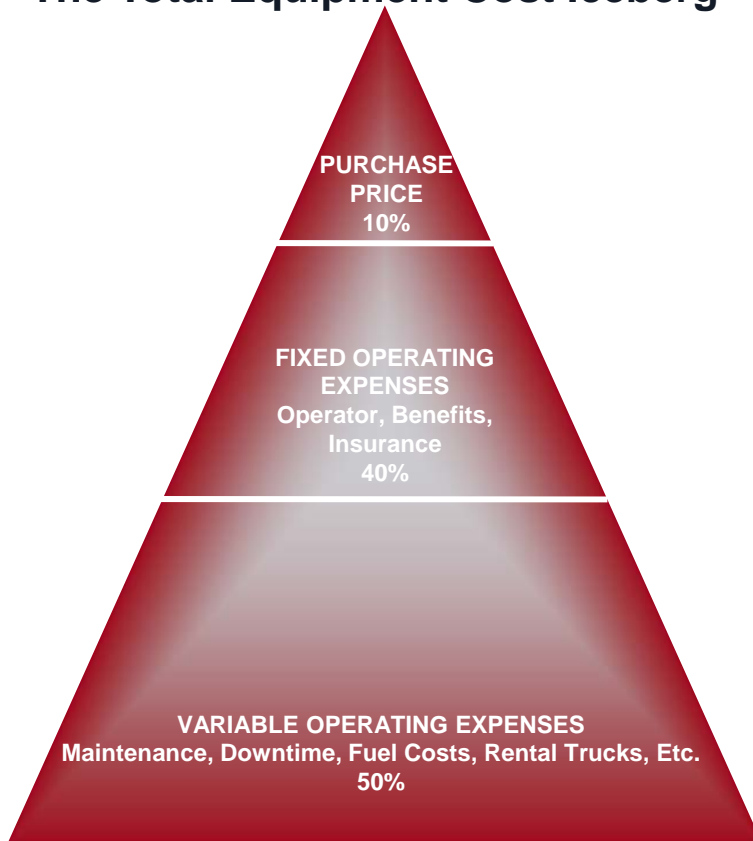


Economics of Capital Equipment Acquisition and Utilization

Purchase Price: Just the Tip of the Iceberg

The Total Equipment Cost Iceberg



Total Cost of Truck Ownership = 100%

