

# KEEP ON TRUCKIN' - OH WAIT THERE'S AN APP FOR THAT

By Kenneth E. Seaton



**K**EEP ON TRUCKIN' MOST OF US ARE FAMILIAR WITH THIS ICONIC EXPRESSION. IT IS

GENERALLY ATTRIBUTED TO R. CRUMB'S ONE PAGE COMIC THAT WAS PUBLISHED IN ZAP COMIX'S FIRST EDITION.

It went on to become one of our most popular counterculture slang expressions of the 60s. Everyone who has heard it has their own definition of what it meant! From; keep on doing what you're doing no matter what, staying focused on a particular job, keep taking care of business, etc.

Since this article is about trucks and trucking apps, it most likely meant; put the pedal to the metal or don't stop moving. Big rigs (and little ones too) are front and centre on our busy by-ways heading to and fro on important missions. Truckers are often expected to drive long hours, through all types of weather and to always keep moving towards their destinations. In other words, to Keep on Truckin'.

According to the Canadian Trucking Alliance 90 percent of all consumer products and foodstuffs are moved by trucks within Canada. It accounts for almost two thirds – by values – of our trade with our largest trading partner the United States. It's a \$65 billion industry that employs over 260,000 drivers with a combined employment of approximately 400,000 Canadians across the country.

In Atlantic Canada's Transportation Strategy 2008-2018 it stated that there were 40,000 registered trucks operating on 55,000 km of provincially maintained roads and highways. The report also identified that, "Atlantic Canada, with its strategic location on Canada's east coast, offers year-round, deep-water ports, proximity to major world shipping routes and some infrastructure that is not at capacity. The region has tremendous potential as Canada's Atlantic Gateway to attract

## KEEP ON TRUCKING'S KIDDIES CORNER!

*These apps are designed with your little one in mind and are in no particular order*

**Kids Trucks: Preschool Learning** (Free - Android and iPhone apps) - This app is for preschoolers and toddlers and helps them with learning letters, colours, numbers and shapes. It helps motivate children to learn with positive incentives and encouragement.

**Truck Modz Build and Drive** (\$1.99 iPhone app) - A fun app for pre-reading kids who love cars and trucks. Kids can build and paint their own cement mixers, fire and dump trucks and then take them for a drive down an ever changing highway.

**Trucks - by Duck Duck Moose** (\$2.11 Android and \$1.99 iPhone app) - Kids who love trucks and cars can explore five different activities with this app. From washing a car in a carwash to driving a dump truck and front-end hauler at a construction site.

**Ants Smasher for Kids** (Free - Android and iPhone apps) - Kids will have a great time as they chase and smash scurrying ants with their fingers.

**Kids Trucks: Puzzles** (Free - Android and iPhone apps) - A fun animated puzzle game for kids who love trucks and is for preschoolers; toddlers and kids from ages 1 to 6.

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these opportunities, benefiting the region, the country and the continent.” In other words with room to grow the best is yet to come.

There is a history, a romance, a whole whack of books, songs and movies dedicated to the Truckin’ mystic. It seems only fitting that there is now a bunch of apps designed specifically for trucking and truckers. By now, most of us know that the term app is really short for application, which is another name for a computer program and are generally used on mobile devices. i.e. smartphones, tablet computers or hand-held devices.

Whether you are a professional trucker, a wanna-be trucker or just a weekend warrior there is an app made just for you. Apps that were specifically designed for professional truckers and their companies can also be used by anyone driving a pick-up or 4x4. Drivers, who want to improve their driving experience, can now use apps to track and cut their fuel consumption, check on traffic conditions, and

monitor the weather in real time.

The trucking industry – like many other industries – is not only adopting but



is embracing the use of mobile technology to help it deal with heightened regulations, sky rocketing operational costs, ever more demanding customers and driver shortages. More and more owners are looking at employing professional and personal apps – such as Skype, Facebook, Voice Text and Twitter – to help relive the strain on their drivers as they try to maintain long-distance communications with

friends and family.

In a recent survey conducted by uShip – an online transportation marketplace company – of more than 6,000 owner-operators described how they used their cell phones and mobile apps while on the road:

57% use their phones more for daily business this year than they did the previous year.

37% use their phones to book loads, and 35% use them to bid on loads.

33% use mobile apps to monitor the weather, gas prices and traffic conditions.

20% no longer travel with a laptop.

### APPS FOR THE PROFESSIONAL

(In no particular order and prices range from free to more)

#### COPILLOT TRUCK USA & CAN

(Android and iPhone apps, image at top left) – Safe and accurate voice-guided turn-by-turn directions with Text-to-Speech technology. Utilizes truck-specific GPS navigation featuring industry standard PC\*MILER routing. By employing customizable truck dimensions for height, length, width and weight/axel weight, drivers can calculate the optimal route.

#### BIGROAD FREE TRUCKER LOG BOOKS

(Android and iPhone apps) – This app allows professional truckers to keep track of their daily driver logs, vehicle inspection reports. Scan documents and transmit them directly to their company from their phone. It can also print or save PDFs of logs, find truck stops, weigh scales, and supply traffic directions. Push button technology makes it simple and easy to use.

#### MY DAT TRUCKER SERVICES

(Free Android and iPhone apps) – The most accurate truck stop locator available to truck drivers. It displays nearby truck stops, plazas, diesel prices, truck-friendly hotels and services, Walmarts, rest stops and CAT Scales. Drivers can use it to locate up to 25 nearby loads through the DAT truck stop load board network.

#### BESTROUTE

(Free & paid versions Android and iPhone apps) – Made for drivers who need a multi-destination route planner and trip management application all in one. Input the addresses of each location, and the app will provide the shortest route that

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stops at them all. Use this app to save time and gas. Drivers just enter their waypoints (can be selected from current location or Address Book contacts) to build a route and the app will optimize them into the fastest order or arrange them manually.

### TRUCKER TOOLS

(Free Android and iPhone apps) – This app finds the latest & lowest diesel prices (fuel prices are updated hourly), nearest truck stops, live traffic with turn-by-turn directions. Supplies current promotions on food, products and services at truck stops across the country. Drivers can use the Jobs button to search & apply for jobs on largest trucking jobs board. Supports U.S. FMCSA DOT & Canadian hours of service rules.

### MISCELLANEOUS APPS FOR EVERYONE

(In no particular order and prices range from free to more)

#### AROUNDME

(Free Android and iPhone apps) – Uses the drivers position to locate the nearest supermarket, bank, hospital, hotel, movie theatre, restaurant, etc. Choices are arranged into convenient business listings. These listings can be seen on a map which includes a route plan and then the information can be added to your contact list or even emailed to a friend.

#### IHEARTRADIO

(Free Android and iPhone apps) – Internet Radio that covers everything from country and rock to pop and news, iHeartRadio makes streaming live AM/FM stations simple. Additionally, this app allows divers to build their own music station from a catalog of more than 450,000 different artists.

#### POCKET FIRST AID & CPR

(\$1.99 Android and \$1.99 iPhone apps image at top right) – This app is from the American Heart Association and provides lifesaving information on the most common first-aid scenarios; such as choking, burns, bites, and even diabetic, CPR and AED emergencies.

#### CALORIE COUNTER

(Free Android and iPhone apps) – An essential app that is simple and easy to use to find nutritional food information for favorite foods, brands and even restaurants. The app includes a diary that tracks meals, exercise and weight.

#### WIFI FINDER



(Free Android and iPhone apps) – Removes the worries of locating free or paid

public Wi-Fi internet connection. Works both online or offline – perfect for Skype users on the go.

No article on trucks and trucking would be considered complete without mentioning CB radios (Citizen Band). Many truckers still use or at-least fondly remember using this device to set the airwaves alive with its own unique lingo. CBs were the apps of their day and aided many a driver to check on traffic, look out for speed traps and probably most importantly of all to help ease the loneliness of being on the road.

Also, thanks to such 70s classic films, as “White Line Fever,” “Smokey and the Bandit” and “Convoy” almost everyone has heard or understands and can’t help but smile when they hear immortalized sayings like; Good Buddy, 10-4 (Affirmative or OK), Pregnant Roller-skate (Volkswagen Beetle) and Smokey the Bear (Police Officer). One wonders if CB slang will still sound the same or have the same

resonance when it’s heard coming out of a smartphone. 📱