

Freightliner

C.O.E.

**Six days
on the road.**



The Efficient Machine

"Load on every last pound this Freightliner can carry!"

It's been dark all the way to the dock. But now the sky's soaking up light like a sponge. Makes you anxious to beat the morning stampede through town and be out on the open road before you've worked up an appetite for breakfast.

First, though, you've got to tend to the appetite of this big Freightliner. Its high payload capacity is there for the taking, so there's no reason to head out with less than every last dime's worth of extra profit.

Freightliner is still miles ahead in the way it uses aluminum to save weight and add reliability. Take one of its classic feats of engineering, the semi-monocoque cab. It utilizes the principles of aircraft design to eliminate heavy, rigid sub-structuring and to absorb stresses through the cab skin.

While other manufacturers were still sticking to "the more armor the better" theory of truck design, Freightliner was developing the techniques by which aluminum is drilled, drawn, forged, riveted, cast, cut, and stamped. It's this experience and versatility that keeps them the one true custom truck builder. With more cab and fuel tank sizes. More component placement options. More ways to add pounds and ounces to payload.

This morning you're looking down a highway six days long. A lot of tedious, tiring and lonely miles will be behind you before you pass by here again. At least you know, though, that by your own good sense and some extra efficiency from Freightliner, you'll be earning top dollar for the job.



(Top) Semi-monocoque cab structure saves hundreds of pounds without sacrificing durability.

(Middle) Aluminum alloy leadership is why spec for spec, Freightliner can be the highest payload truck on the road and a standard of reliability.



Monday.
5:35 a.m.



**"It tilts easy.
Better yet, it
needs to be
tilted less
often."**

Since morning you've seen half a dozen trucks dead on the roadside, eating dust until the tow arrives. Thinking of all the ways a little disaster like that can set you back is a sure-fire way to give yourself the willies.

And a sure-fire reason for appreciating Freightliner.

To Freightliner, reliability begins with building precisely to your specs, to match your kind of hauling. It means using materials like aluminum and stainless steel, that resist rust and corrosion. It means keeping plumbing and wiring in tough nylon tubing and braided hose, up and away from road grime. It means frame rails that flex without rolling. And components, right down to the dimmer switch, specifically built for heavy-duty hauling.

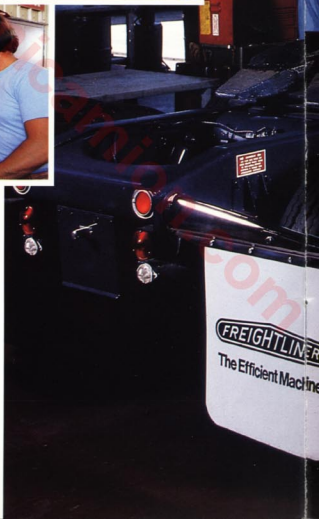
To Freightliner, reliability means encouraging regular maintenance with water and oil checks possible without tilting the cab.

Servicing is also dependably simple. Riveted cab panels are easily replaced, as are the flat glass windshields. The cab tilts to a full 90°, with a safety stop at 45° for routine service maintenance. Freightliner suspensions and other components are of durable, low-maintenance design. Modular components, such as Freightliner radiators, save replacement costs. Throughout, mechanical access is simple and sensible.

No driver is looking for trouble. But if trouble does crop up, you want to find it, and fix it fast. That's not looking for trouble: that's looking for Freightliner convenience.



(Top) Tilting the cab a full 90° is quick work, thanks to Freightliner's exclusive, highly reliable double-action cyclomatic valve pump. Every stroke is a power stroke.



Tuesday
1:45 p.m.



NER
achine

Wednesday.
10:55 p.m.



“Whoever designed this interior has spent some time in a truck.”

Human engineering is a six-bit phrase for helping man and machine get along together.

In that department, there's no equal to this: Freightliner's all-new Advanced Interior System.

Look at the new wrap-around instrument panel: it's made of structural foam to offer an unusually high strength-to-weight ratio. It accommodates almost any number of standard and optional instruments without add-on panels. Everything is in its place: every gauge is easy to read. Every switch is easy to operate.

The new heater-air combo is hidden below the dash on the passenger side. A new ducting network controls airflow without drafts. Defrost to windshield and side windows is so powerful that dash-mounted fans are never needed. Controls are so simple you can operate them by touch.

Flip open the padded tunnel cover, and the centralized wiring harness, junction block and wiring diagram are at your service. Freightliner designed new tools to custom-build and pre-test every wiring panel before installation—so it's more reliable than ever.

Start with more cab size options than anyone else, then add optional interior groups like Brougham, featuring diamond-pattern Naugahyde® upholstery, and Sundance, with flat padded Naugahyde. All interiors are beautifully designed and integrated with the entire cab, and include a new choice of handsome trim schemes.

You've taken your share of miles the hard way. Now it's time to take the rest of them in style.




(Top) Conveniently at your side, under the padded tunnel cover, is the custom-designed, fully diagrammed and factory-pre-tested wiring harness.

(Bottom) The new wrap-around dash is so solid that its warranty, like that of the new heater/air combo, has been increased five fold, to 100,000 miles.

Thursday.
Sunset.

www.pegaso.com





“You have to love it.”

The attraction to driving? Independence, maybe. Or being on personal terms with America when the average Joe just sees her on T.V.

But it can't just be a flirtation. If you thrive at the business, you love everything about it: The bookwork. The maintenance. The longest, loneliness stretches.

You learn exactly what works and what doesn't. What you like and what you need.

And that's why you drive a Freightliner. From paint to power train, you can have it exactly the way you want it. Freightliner offers more performance and custom options. They engineer from the ground up...never jerry-rig on options at the end of the production line. So the machine is more dependable. More serviceable. More smoothly efficient.

Seeing America up close is one thing. But seeing her from the driver's seat of one of the most impressive machines on the road—a machine custom-built exclusively for you—that's first cabin all the way.

Thursday.
10:10 p.m.



"I could sleep in any sleeper. But in this one, I can relax."

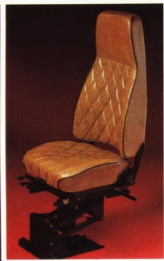
Wait till you're tired enough, and you can sleep on gravel. But what a difference when there's some real comfort to look forward to.

Your standards of comfort are as individual as the clothes you wear and the places you live. So Freightliner starts by offering more cab sizes, than anyone else: up to 104-inch cabs with double bed sleeper quarters. The cabs' semi-monocoque construction means that there are fewer posts and pillars to cramp your head and elbow room.

Choose from foam custom-contour or spring mattresses. Add extra lighting to the standard high intensity reading lamp. Add extra speaker and radio controls alongside the standard temperature and airflow regulator. If your work takes you through chilly winters, Freightliner will install double-thick insulation and floor mats.

And if you want the cab and bunk just as quiet and plush and inviting as can be, you can specify Freightliner luxury interior packages in which upholstery, carpeting and trim flow smoothly through the cab and sleeper areas. No add-on look here: everything's tailored to transition smoothly.

No truck will ever provide you with the comforts of home. But Freightliner's committed to being the next best thing. You can rest assured.



(Top) Roomy exterior baggage compartment is lighted as a standard, can be carpeted if you wish.

(Bottom left) Another Freightliner standard feature: the Anchor-Lok air-ride driver's seat.

“The trickle of time saved and money earned keeps mounting up.”

Top it off for tomorrow's home stretch. You know your mind has shifted—the only thing that matters now is getting home. Time drags. The miles don't pass fast enough. Still, experience tells you there's no profit in exceeding your limits. Squandering fuel. Being less than alert and methodical.

That's part of knowing how to pace yourself. Knowing that success doesn't come in big gulps, but gradually. Steadily. Mile after mile.

That's why you invested in Freightliner's Energy Saving Package: custom options that can add a mile or more to every gallon. Like special power trains. Radial tires. Temperature modulated fan drives. And, of course, hundreds of lightweight components, standard and optional, that help you haul more pounds per gallon of fuel burned.

Another smart investment consideration: Freightliner ties you into one of the top parts and service networks in the country, including computerized parts inventory and fast order-fill on emergency parts through any of Freightliner's 200 dealers. At Freightliner dealerships, service people are full fledged, top-flight heavy-duty diesel mechanics.

With Freightliner, you've invested in a warranty that's as long and strong as they come. In superior resale value. In legendary reliability. Some trucks may be cheaper to start with. It's down the road that they cost you a ton.



(Top) When maintenance is easy, it's more likely to get done: like oil checks through a door in the C.O.E. grille. The spout telescopes out for dripless filling.



Friday.
8:15 p.m.



Saturday.
7:30 p.m.

www.pedagogy.com



"What a haul!"

You can be optioned out with every instrument in the book. But it's only when you step down back home that you get a reading from three of the most important gauges of all: Your watch. Your wallet. And your state of mind.

They'll tell you if your truck is really doing its job. If all its components work together as one well-oiled machine, not only to let you *afford* to keep trucking—but to make you *want* to.

Good time and good money aside, it's pride in what you're driving that makes all the tough competition, the tight squeezes and turnpike crazies bearable.

Knowing you're sitting on top of the best engineered truck on the road, driving a machine that turns heads as well as profits—those are fringe benefits to your Freightliner that you can't put a price on.

There's no other truck quite like your Freightliner. Because it is custom-built to be everything you want. Custom-crafted by people who care. Because it's an expression of your way of doing business and taking care of yourself.

Whatever you do tomorrow—fishing, tinkering, or just loafing around—there may be a part of you that's starting to hanker, just a bit, for climbing aboard bright and early on the next trip out.

And that may be the best thing of all about The Efficient Machine.



(Top) Little things make all the difference: like Freightliner's flat glass windshields, quickly replaceable through any automotive glass shop.





Optional equipment shown
is available on request.

Specifications are subject
to change without notice.

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Litho in U.S.A. SA-203 (OPP)



**Sales and Service
Nationwide**