



R Model







The Most Popular Heavy-duty Conventional Truck in the World.

More Mack® R Model trucks are on the road today than any other Class 8 conventional in the world. And with good reason. Today's R Model has earned an enviable reputation for versatility, reliability, and all-around efficiency. It forms the backbone of thousands of successful trucking operations, and has thoroughly proven that there is simply no substitute for Mack value and low life-cycle cost.

"The Mack Theory of Evolution" is a process of continuous change and meticulous refinement. Today's R Model incorporates more than 15,000 advancements developed since its introduction . . . all delivering productive operating benefits. Its distinctive, timeless styling makes a powerful statement: This is the truck that respects your bottom line. This is a smart investment. This is "the profit machine!"



Today's R Model is the proud successor to Mack's original Bulldog® — the renowned AC Model, first built in 1915.



Mack's Level III interior. Deep-cushioned cloth seats, thick pile carpeting, and luxurious accommodations.

The Comforts of Home on the Road.

Step into today's Mack R Model and you step up to a higher level of interior comfort. The wraparound cockpit puts the driver in complete command. Take hold of the 2-spoke, soft-feel steering wheel, and adjust the steering column to your liking. Scan the controls and instruments at a glance — they're all positioned within easy reach and sight, according to TMC recommendations.

Now, lean back into the comfortable, contoured seat or optional air suspended seat. Streamlined hood and fenders and a panoramic, tinted windshield offer excellent visibility of the road ahead.

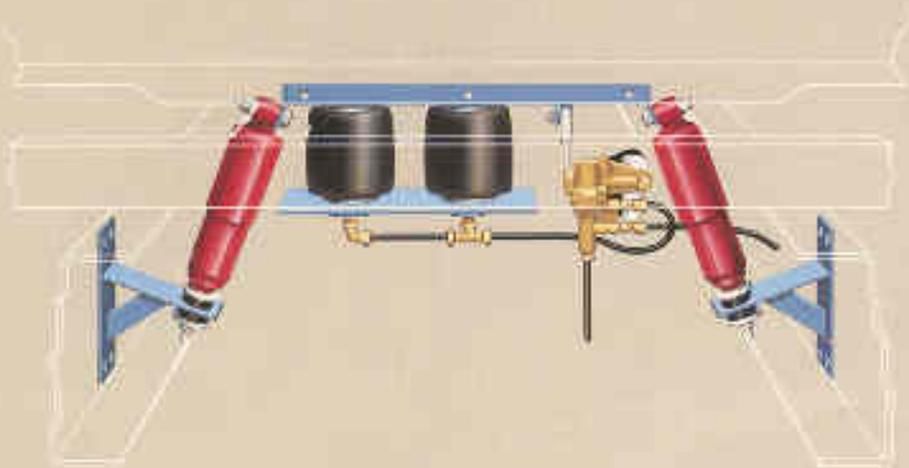
And overhead, you'll find a separate console for CBs and audio systems. There's more sound insulation throughout for an even quieter, more relaxing environment, and a cab air-suspension system for effective shock isolation and a smooth, steady ride. Four levels of available interior trim let you choose from utility to ultimate luxury, all with the finest quality materials.

Mack interiors offer the perfect climate for productivity. The R Model cab features a unique, ram-air roof vent. Its "flow-through" action channels fresh air in or out of the cab with the touch of your hand. The fresh air/recirculating air heater-defroster, side vent windows, and cowl and left-side air inlets complete the highly effective standard ventilation system. More powerful optional, integral air conditioning adds efficient cooling, defogging, and dehumidifying capabilities.

It all adds up to total comfort. No matter how hard you work, Mack makes it easy to spend all day at the wheel.



Mack's Level II interior. Comfortable, contoured vinyl seats, full-width floor mats. Utility at its best.



The air-suspended cab isolation system is standard on six-wheel models. It consists of tunable front cab mounts and rolling diaphragm dual air springs at the rear, coupled with cab shock absorbers. Combined with Mack's standard layered front suspension, the system minimizes fore and aft motion, cuts vibration, increases driver comfort and reduces driver fatigue.

"Built Like a Mack Truck."[®] It's More Than a Phrase. It's a Philosophy.

One look underneath tells you why the R Model is tops in its class.

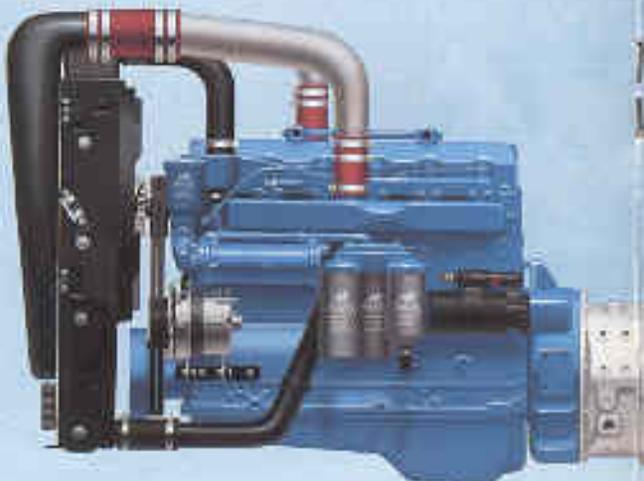
Our unique concept of integrated, *Balanced Design* powertrain components matches proven Mack engines, transmissions, and axle carriers conceived and built to work together in perfect harmony. The result: exceptional performance, reliability, and longevity. Overall, an advantage that no other North American truck producer in our class can claim.

You can equip your R Model with a wide variety of powertrain choices. Maxidyne-Plus[™] high torque-rise, six-cylinder diesels deliver an optimum balance of power and fuel economy, with reduced engine rpm and a wide operating range. Our T-200 transmissions precisely match engine output with smooth shifting and the highest torque capacity in the industry. Mack bogies get the power to the pavement with proven design features that yield consistent traction, excellent ground clearance . . . and the legendary toughness to take on all tasks.

Mack backs its major powertrain components with 3-year/300,000-mile (480,000-kilometer) single-source warranty coverage, 100% parts and labor. No prorating. No excuses. And you can even add one of our Bulldog Protection[™] Plan extension options.* Proof of our confidence in Mack quality.

*Available only in U.S.A.

Maxidyne-Plus engines incorporate advanced turbocharging, chassis-mounted charge-air cooling, and four valve heads for more complete combustion. Cooler, denser air entering the inlet manifold, along with better engine "breathing" facilitate greater horsepower output, higher fuel economy, improved exhaust emissions, and extended engine life.





The tough but resilient frame withstands the twisting and bending stresses of all terrain. Flare-type crossmembers placed at major stress areas are gusseted to maintain frame integrity. Bodybound and grade-8 bolts, nuts and hardened washers used for tight fit result in a stronger chassis, less maintenance, longer truck life.

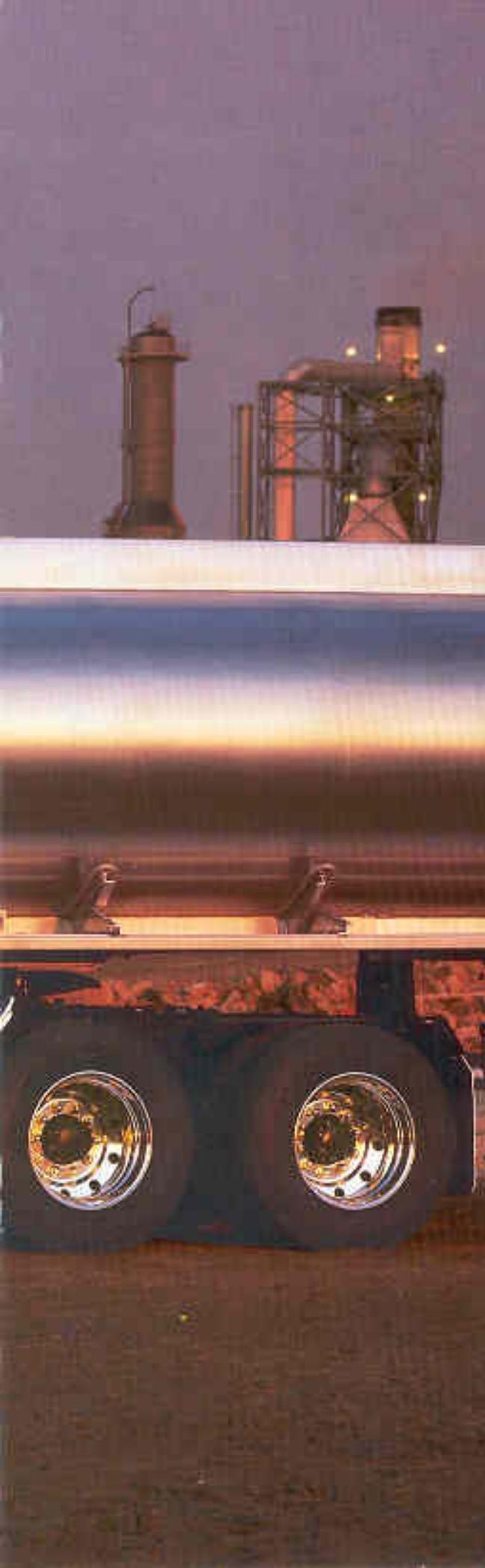
Selective steering geometry for easier turns and less tire wear. Mack's drop-forged I-beams are lightweight and strong. Tapered, sealed kingpins and adjustable thrust bearings are standard.

Mack T-200 range-type, overdrive transmissions feature lightweight, self-cooling aluminum cases. Internally, their triple countershaft design creates highly effective splash lubrication, and distributes loads three ways rather than two. Proven Mack durability with a 1750 lbs./ft. (2365 N·m) torque capacity rating.



Mack bogies for highway use handle from 34,000 pounds (15,422 kg) to 44,000 pounds (19,958 kg). Parallelogram design allows maximum articulation, and the unique Mack inter-axle power divider automatically delivers increased torque to the axle having the greatest traction. Vendor suspensions are also available.





We've Tipped the Scales in Your Favor.

Mack recognizes specific customer needs. For example, we now offer special chassis packages geared to weight-sensitive applications such as bulk hauling. Today's R Model for the bulk industry weighs substantially less than its predecessor . . . yet with a stronger frame and improved weight distribution. We trimmed off excess pounds with aluminum fuel tanks and air reservoirs, new wheel equipment, battery boxes and accessories. Even lighter, stronger crossmembers. All of which add up to impressive gains for you in payload and profit.

You'll discover a full selection of options for both operating efficiency and personalized appearance. Mack's Custom Aerodynamics Package of side and roof-mounted air fairings has delivered fuel economy improvements of up to 10 percent in wind-tunnel and actual highway tests. And you can select custom paint schemes with high-quality clear coat finishes, bright finish components, custom sleepers, and more.

Your Mack dealer will evaluate your needs and help spec the best configuration for the intended task. You'll have a truck that's right for today — and for the road ahead.



Long Distance, Long-term Earning Power.

Nobody does more to win the war against rust and corrosion. Mack's R Model cab is built with over 600 sq. ft. of galvanized steel. It's fully insulated to seal out excessive heat, cold and moisture. And soundproofed well beyond Federal DBA standards. Keeping things quiet and comfortable is what this truck is all about.

Computer-controlled welds produce one of the tightest, best-fitting cabs in the business. A deionization rinse and Uniprime® bath prepare all surfaces for final painting. And each cab is matched with a lightweight, tilting fiberglass hood.

It's a virtually rustproof package, backed by the strongest warranty protection you'll find. A full 5-year

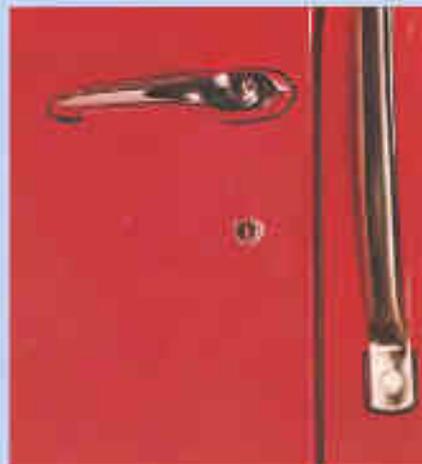
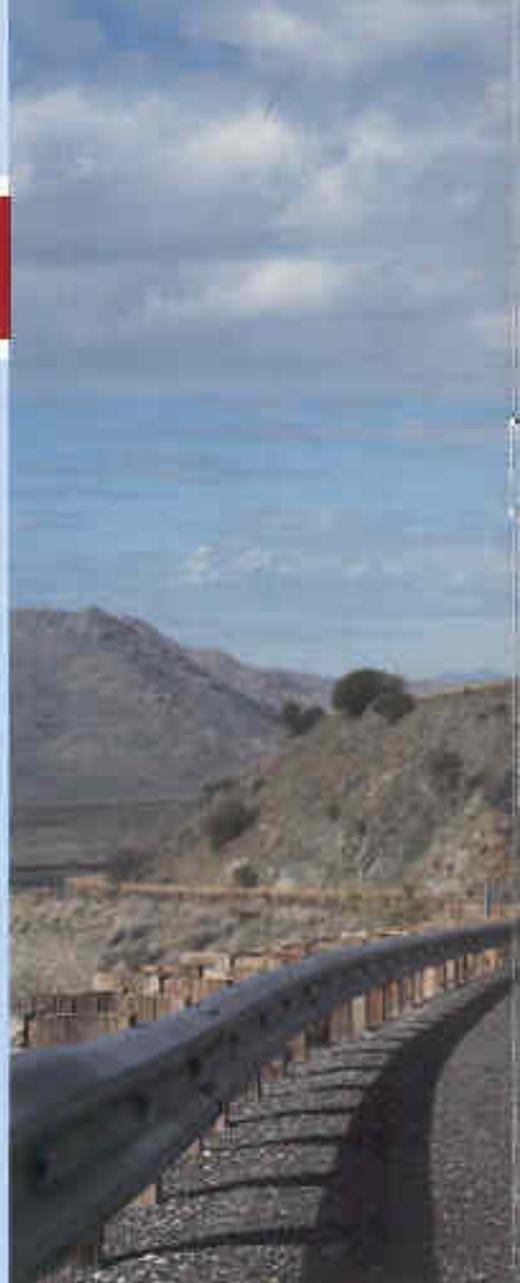
guarantee against perforation due to rust and corrosion. No pro-rating. No mileage limitations. Single-source reliability. Just what you'd expect from Mack.

The same care and attention that go into designing the R Model go into its final assembly. Then we subject each truck to a series of tests no ordinary truck could survive. So your Mack truck will run longer and stronger than ever before. There is real value in "The Mack Difference."



Pressure testing guarantees cab sealing against heat, cold, moisture and noise. Additional floor undercoating helps to further reduce cab interior sound levels.

*Registered trademark of FPG Industries, Inc.



All critical hardware attaching points are gasketed — doors, locks and grab handles, roof air scoop, clearance lights, mirrors and emblems.



Galvanized cab body is submerged in protective electrodeposition primer bath to ensure against rust.

Closed-cell polyethylene under-floor mat reduces moisture retention for even greater protection against rust.



Built to Take on the World . . . And Exceed Your Expectations.

Mack Class 8 heavy-duty vehicles share a 3-year/300,000-mile (480,000-kilometer) pledge of protection on major Mack powertrain components: diesel engines, transmissions, and axle carriers. 100% parts and labor. No prorating. No deductibles. No excuses. In addition, Mack offers Bulldog Protection extended service options tailored to specific customer requirements (see your authorized Mack dealer for availability). And . . . in the continental United States, our toll-free hotline, 1-800-262-MACK, protects you from unscheduled downtime by quickly contacting a Mack service representative in the event of an untimely interruption on the road. Mack is committed to total customer satisfaction, with comprehensive parts, service, and warranty support . . . and the expertise and attention of factory-trained professionals. Bulldog Protection . . . the finest product in the industry deserves the finest coverage. Mack sales, parts, and service facilities are located throughout North America, and around the world.



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