



DR-COOL
BIG BAD KW



In every issue we have a feature profile story on awesome companies within the trucking industry. Well, in this issue we are featuring one of the coolest companies out there. Not just because its products help keep those big rigs cool in the summer, and warm in the winter; but because it has one of the sharpest KWs in the industry.

Let me introduce to you a company that needs no introduction; DRC – Detroit Radiator Corporation is in the EEW spotlight this issue. DRC is an award winning company based

out of Romulus, Michigan, that are premier manufacturers and distributors of after-market cooling products solutions serving HD (Heavy Duty) transportation, commercial and agricultural industries.

Yes, they offer the largest variety of after-market radiators, charge air coolers, and AC condensers in the world of HD heating and cooling. DRC also offers 24-hour delivery of most parts and almost everything else they sell. Established in 1936, they refused to limit themselves to just OEM part and products, but expanded their offerings to all comprehensive solution products. Owner, Randy Pruitt and his professional sales staff, production engineers, and operations personnel make DRC a top supplier in the trucking and HD vehicle cooling product market.

The second reason DRC grabbed our attention was their awesome show truck-DR Cool. It's a 1999 Kenworth W-900L conventional. This truck sits on a 285" wheelbase and has a big 475 Caterpillar engine and a 13-speed transmission. It has over a million miles on it and still runs like a fine tuned Swiss watch!

By just looking at the big rig, you can't help but to notice all its features. The



truck has a custom Kenworth hood with deep fenders and hood scoop. Its custom 22" American Bumper is painted to match the truck and even has the headlights mounted on the bumper. Yes, those fenders are extremely smooth, thus making the trucks' profile follows in the wind while being pleasant to the eyes of all beholders.

The truck features big vortex breathers and a 7" straight exhaust,

custom slammed visor, 63" sleeper and all of the chrome accents painted in the Corvette Red paint scheme. It has custom-wrapped 120-gallon tanks with custom-covered step mounts. Chrome accents give the truck a "punch in the gut" effect that truck enthusiasts love the most!

The black frame breaks up the red and prepares you for the custom full fenders that cover the tandem axles. You will see how she glows with classic neon lighting and interior accents at night. Just when you think you've got it all worked into your senses.... there's even more to come. The back of the truck has a custom-bumper



light bar that completes the trucks' presentation. No matter where you look at and around this rig, it explodes with class and appeal.

Now I know you noticed the bigger half of the team; that 53' featherlite display trailer. Indeed it is one of the biggest highlights of the team. The truck and trailer are used on display as a rolling billboard for the DRC Company and can be seen at a host of events, both inside and outdoors. The big trailer is a display within itself. Complete with canopy, tables, chairs, games (hoops), contests, giveaways, collectible t-shirts and all



of the brochures of products for your entire radiator and coolant needs. Detroit Radiator Corporation displays include:

All Metal and Plastic Aluminum Replacement Products

Aftermarket Radiators, Charge Air Coolers, Condensers & Fan Shrouds

Just to give you an Idea of the prestige this big rig has earned, check this out; in 2014 alone, the truck was



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awarded 2nd place in the top Gun Large Car Shootout, 4th place in classic division at the Shell Super Rigs event, 2nd place in the Wash and Show at 75 Chrome Shop in Wildwood FL, and a host of other jaw dropping accolades from fans at every event. I am so proud to share with you all this show truck and its owners/team. You know I love trucks and if there's an award for being one of the most awesome company show trucks, this would be a front-runner for awards in all categories!

This rig is not shy, nor is it hard to find. So the next time you see that big red banner rolling or sitting still, you have got to take a good look at this rig for yourselves. Get up close and personal, it's well worth it!

This rig is truly a mobile-marketing tool. In an earlier company press release, Randy Pruitt, CEO Detroit Radiator Corporation stated; "Our main objective is to give back to the trucking industry and its people as they have made us what we are today. Interacting with trucking professionals as they explore our products and services in a fun setting is priceless. We want to hear about the real issues in the industry that affect their businesses. We strive to keep learning, share thoughts, and offer advice"

For all of your truck coolant and radiator needs, DR-Cool is in the house. Have you made your appointment with the Doctor? Check them out at www.detroitradiatorcorp.com the DR is always in the house at DRC! Special thanks to Karen Johnson for helping put this on the pages of EEW for all our readers to enjoy. Stay in the loop with DRC and watch for sales and promotions on its fun Facebook page.

Let's keep it going, we've got more for you in upcoming issues of EEW Magazine.

