

The Most Efficient Carriers Use Drivewyze. Drive On.

Case Study: LB3

Enterprising Reefer Fleet Enhances Efficiency with Drivewyze

Brian Lindley isn't your typical trucker. He took a varied path to running LB3, a successful 35-truck reefer operation. It's a far cry from his days as a chicken farmer and hauler of chicken litter. In 2012 he started a small business buying, collecting, trucking, and then re-selling chicken droppings as organic fertilizer to local farms.

"I didn't realize I was a trucking operation until my accountant told me I was," said Lindley with a laugh. "It started as a small side business, but we grew and I soon had two trucks with two drivers. That's when my 'trucking' days really started."



I don't look at what Drivewyze costs me. I look at what it saves me. We wouldn't want to be without it."

Brian Lindley, Owner of LB3

To combat slowdowns and diversify, Lindley soon negotiated contracts to haul processed chicken. He began leasing trucks and purchasing refrigerated trailers, as business grew, so did his fleet size. Lindley wanted to be the best at what he did, he joined the Alabama Trucking Association, and absorbed as much as he could. Focusing on the association's expertise and counsel on becoming a safer fleet.

His hard work has paid off. In April 2020, LB3 was given the Association's President's Award as its safest overall fleet for miles driven in the state of Alabama. "That was very rewarding," said Lindley. "We brought down our Safer score to become an extremely safe and well-run operation." Today, he operates as a dedicated contract carrier, hauling poultry, paper products, and some general freight.

The Problem

When the ELD mandate came down, Lindley did his homework and looked at a few ELD solutions before settling down on his current one. "Our partners have been great to work with, and set up was simple," said Lindley. "These experienced partners have helped us with regulation compliance. Plus they encouraged us to use some very innovative dash technology. I had read about Drivewyze in trucking publications – their technology made a lot of sense since we were stopping at so many inspection sites – including one that's not too far from our operation in Alabama".

Drivewyze®

BYPASS
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Brian Lindley, Owner, and wife Valerie, LB3 Trucking



Located in
Wedowee, AL

In 3 months:



301 gallons
in fuel savings



63 hours
drive-time saved



3.4 tons
of CO₂ reduced



\$6,527
operating costs saved

The Solution

According to Lindley, it's making a difference. "It's a stress reliever for our drivers," he said. "Just the one Alabama weigh station alone – we were having to go in all the time. It's only 30 minutes from our headquarters. We never would know if we could go right through, or be held up a half hour for an inspection. Now, since our bypass rate is so high, we typically get a bypass and start the trip off right."

The Results

With monthly reports given by Drivewyze, Lindley knows exactly how many bypasses his company is getting, and the time, and correlating money, the company is saving. "It's very measurable and bypass is something we wouldn't want to be without," he said. "On average, each driver gets over 20 bypasses per month."

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All it took was turning on PreClear through our ELD provider. We were up and running in no time.”

Brian Lindley, Owner of LB3

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I can't begin to tell you how much our drivers, and our five owner operators, like driving right by when the Drivewyze bypass display pops up on our ELD along with the bypass 'chime.'"

Brian Lindley, Owner of LB3

Lindley said the biggest benefit of Drivewyze comes on the company line-hauls to the North East, delivering paper. "On that route, there can be up to 10 open inspection sites — on the way there and the backhaul back. That used to be costly in time. I can't begin to tell you how much our drivers, and our five owner operators, like driving right by when the Drivewyze bypass display pops up on our ELD along with the bypass 'chime.' We stay out of the line and the unknown. Our wheels are moving and that allows us to make the timely deliveries we promise."

Reputation is everything to Lindley, and he and his wife Valerie have worked hard to create a growing and reputable trucking company. "Part of that is taking advantage of technology that makes you more profitable," said Lindley. "I don't look at what Drivewyze costs me. I look at what it saves me. We wouldn't want to be without it."

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Brian Lindley, Owner of LB3

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We stay out of the line and the unknown. Our wheels are moving and that allows us to make the timely deliveries we promise”

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Want to Improve Your Fleet's Efficiency?

Call 1-888-988-1590 M-Friday 8am to 9pm ET,
or visit drivewyze.com for more information

