

Hard Work and Smart Maintenance Decisions Are Key to Owner-Operator's Long-Term Success

Owner-Operator Kenneth Moore Believes You Must "Find What Works and Stick With It"

With more than 40 years experience as a driver and professional owner-operator, Kenneth Moore knows what it takes to make it in this demanding industry. So does his family. His wife, Edith, has, for many years, handled bookkeeping and scheduling for the family-run business, Moore Transportation, based in Monmouth, Ill.

The Moores' middle son, Jim, has driven and worked with his dad for more than 25 years, and Jim's wife, Becky, also helps manage business affairs. (Besides Jim, the Moores have two other sons, Jerry and David, as well as nine grandchildren.)

Recently, we caught up with Kenneth Moore to get his insights on driving as a profession and how he and his family have built a successful company.

Q: What do you enjoy most about being an owner-operator?

Moore: For me, what I enjoy most, especially after having done this for more than 40 years, is the freedom I have from owning my own business. Working for myself, I get to have it so that my family and I are the ones that benefit from our hard work.

Q: What kind of truck do you have; what do you specialize in hauling?

M: I have two International trucks with Cummins engines. Now, I specialize in hauling grains and livestock. But I have driven pretty much every truck you can think of.

Q: What are the things that have made you successful?

M: From day one, I have always worked hard and been sure to look and act professionally at all times. That hasn't changed at all in 40-plus years.

Also, since we run our own business, we are real careful about maintaining our trucks. For many years we have used a 10,000-mile oil drain interval and relied on Mobil Delvac heavy-duty engine oils. They have always worked for us. Our philosophy is "we find what works and stick with it."

Q: In your more than 40 years of driving professionally, what's the most memorable thing that's ever happened to you on the road?

M: When you have driven for so long, like my son and I have, you kind of tune those things out because you will see some very different and strange things. We have seen it all.

Q: What is the toughest part of being a professional owner-operator?

M: It's a lot of hard work and a tough lifestyle. Luckily, I get to work with my family.

Q: What advice would you give to young drivers who want to become successful owner-operators?

M: Work hard and realize that how you look and act matters to your customers.

Also, take great care of your truck. I don't get why some guys take chances with maintaining their truck.

For me, it's always been priority number one. I have always used the best products, like Mobil Delvac engine oils. I never want to be the guy who gets stuck thousands of miles from home just because I was lazy about maintaining my truck.

Looking for the fountain of youth?
Lift the hood.



It's no myth—engines equipped with Mobil Delvac 1300 Super live a long time. Reformulated for improved performance in low-emission engines, it helps keep engines clean and running like new. No wonder it's approved by all major engine manufacturers. Mobil Delvac 1300 Super. Heavy-duty performance for the ages. For more information, call 1-800-MOBIL25 or visit www.mobil.com.



Mobil Command Performance