

Millis Transfer to Equip 700 Trucks with EpicVue In-Cab Satellite TV Systems

Truckload carrier, Millis Transfer considers EpicVue in-cab satellite TV systems as a key tool in driver recruiting and retention

SALT LAKE CITY ([PRWEB](#)) March 23, 2016 -- EpicVue, providers of premium in-cab satellite TV packaged exclusively for the trucking industry, today announced that Millis Transfer is installing EpicVue systems in 700 company tractors. The in-cab satellite TV is helping the truckload carrier retain drivers in its over-the-road, regional and dedicated operations.

“We consider EpicVue to be a key part of our driver retention efforts,” said Ethan Zeimet, director of finance at Millis Transfer. “Along with providing late model tractors, increasing driver pay and offering benefits like retirement savings programs, in-cab satellite TV is helping us keep seats full. It can cost us a minimum of \$3,000 to recruit and train a driver. While we have a very low driver turnover rate, we know that EpicVue helps us keep drivers and fill empty seats more easily.”

Installation of the EpicVue systems by the company’s shop began at Millis Transfer six months ago. To date, about half the planned installations in 700 of the fleet’s 800 tractors have been completed. With a three-year trade cycle in place, the carrier is also adding EpicVue to new 2016 model year vehicles as they are placed in service, and expects to complete installations of the in-cab satellite TV systems in the fleet within one year.

Millis Transfer, Inc., based in Black River Falls, Wisconsin, is a dry van truckload carrier serving a wide range of customers across the U.S. from terminals in Wisconsin, Illinois, Ohio, New York, Georgia, North Carolina and Texas. The company offers long haul, regional and dedicated services for a variety of products, including glass containers, food goods, paper products and beer.

The EpicVue package includes more than 100 channels of DIRECTV programming, including premium channels such as HBO/Cinemax, SHOWTIME and the NFL Sunday Ticket. The in-cab satellite TV systems are offered to fleets with 20 or more vehicles for a monthly subscription fee of \$49 under a five-year contract or \$59 monthly for a three-year contract.

“The experience at Millis Transfer equipping its fleet with in-cab satellite TV systems shows how EpicVue can be very helpful in improving and assuring driver retention,” said Lance Platt, CEO of EpicVue. “We are very happy with their decision to provide EpicVue to all of their drivers, and know they will quickly realize a return on their investment.”

About EpicVue

Salt Lake City-based EpicVue was formed by individuals with years of combined experience in the satellite and television industries. The company offers a TV viewing package specifically designed for commercial fleets. Used as a tool to assist with recruiting, retaining and improving driver quality of life, the EpicVue package brings more than 100 channels of DIRECTV programming, including premium channels such as HBO/Cinemax, SHOWTIME and the NFL Sunday Ticket, into the comfort of a driver’s sleeper for a monthly subscription fee and without any upfront hardware costs. For more information, visit www.epicvue.com.



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