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The All-New Mack Pioneer™: The New Standard in Long Haul

Next-generation design delivers maximum aerodynamic performance, driver comfort and fuel efficiency

GREENSBORO, NC (April 8, 2025) – [Mack Trucks](https://www.macktrucks.com) today unveiled the all-new Mack Pioneer™, its most aerodynamic and driver-focused highway truck to date. The Pioneer represents the future of Mack's highway offerings, with a bold design that embodies the brand's legendary reputation for durability, while introducing several industry-first and cutting-edge features. Available in the U.S. and Canada in multiple configurations including day cabs, and short, medium and long sleeper options, the Pioneer meets the diverse needs of fleet owners and operators across all highway applications.

This groundbreaking truck is the result of a development journey that began in 2017, built on the foundation of delivering maximum performance and an exceptional driver experience.

"The Pioneer's comfort features reflect our deep understanding of drivers' needs and our commitment to their well-being," said Stephen Roy, president, Mack Trucks. "With the Pioneer, we're not just introducing a new truck. We're redefining what a highway truck can be, taking trucking into the 21st century with features that transform the daily experience of professional drivers who spend an average of 150 hours per month in their trucks."

Bold, Iconic Design

The Pioneer features a distinctive brand bridge in the grille, creating a powerful signature look that's unmistakably Mack. The headlamps are integrated with the grille trim in a cohesive design that enhances the truck's visual impact on the road.

"We've taken the iconic Mack bulldog and repositioned it more prominently on the hood," said Lukas Yates, expert chief designer at Mack Trucks, who designed the exterior of the Pioneer. "Rather than sitting on a pedestal, the bulldog hood ornament is now integrated with the truck's design, flanked by air intakes that help manage airflow under the hood, making it an integral part of the truck's performance rather than just an emblem."

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The grille features a robust fiberglass reinforced plastic structure with metal formed mesh, creating a strong, rigid and lightweight design. The headlamps include an innovative standard defrost function that pushes hot air into the lens to prevent ice buildup – marking the first time this cleaner, safer and more efficient approach is standard on a Mack truck. Previous LED lamp heating solutions relied on embedded wires in the lens, which were both optional and less visually appealing. The headlamps ensure optimal visibility in all weather conditions.

“The Mack Pioneer represents our commitment to innovation and excellence in the highway segment,” said Jonathan Randall, president of Mack Trucks North America. “This truck tells the Mack story -- it’s bold, iconic, strong and timeless, embodying our DNA and character, while taking our customers into the future with advanced design that prioritizes both driver experience and operational efficiency.”

Driver-Focused Comfort and Safety

The Pioneer’s interior was designed based on extensive feedback from dealers and drivers, including a non-branded driver clinic conducted at Virginia Tech in Blacksburg, Virginia with 40 professional drivers who provided unbiased evaluations of the cab’s ergonomics and features.

“Professional drivers inspired every aspect of the Pioneer’s interior design,” said Vince Lokers, specialist chief designer at Mack Trucks, who designed the interior of the Pioneer. “We reached out to our dealer network to understand pain points and day-to-day nuances, which helped us develop unique features that make a real difference in driver comfort and productivity.”

The Pioneer introduces Mack’s exclusive premium seating system, featuring a wider and taller frame with expanded shoulder and headrest areas. A major innovation is the inclusion of armrests on both sides of the seat – a first for Mack – ensuring drivers’ arms travel with them on the suspension rather than resting on the fixed door panel.

“Our seat design is a game-changer for driver comfort,” Lokers said. “Not only is this a first for Mack, but we’re also the only OEM offering this type of seat with perforated material for both heating and cooling functions, plus an integrated massage system that provides relief during long hauls. The new seats combined with newly redesigned suspension options will make the Pioneer a market leader in ride comfort. You won’t find a smoother ride on the highway.”

Other driver comfort innovations include a push-button start, Mack-first *mDrive*™ transmission stalk that moves gear selection to the steering column for improved safety and ergonomics, and an industry-first flat-bottom steering wheel that allows for easier entry and exit. The Pioneer also offers wireless charging options and a customizable switch layout that allows drivers to arrange switch banks according to their preferences, creating a more personalized and intuitive driving experience.

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The Pioneer introduces the Mack Integrated Parking Cooler as an optional upgrade, an advanced Electric Auxiliary Power Unit (APU) designed to keep drivers cool and comfortable during warm nights. By utilizing the truck's batteries and integrated HVAC system, the Mack Integrated Parking Cooler offers efficient cabin cooling without the need to idle the engine. This innovative solution not only enhances driver comfort but also promotes energy efficiency and reduces emissions, making it an ideal choice for long-haul drivers seeking a more sustainable and restful experience.

Next-Generation Living Environment

The truck is available in multiple configurations to suit various operational needs:

- Day Cab
- 44" Mid-Roof Sleeper
- 64" Mid-Roof Sleeper
- 76" Mid-Roof Sleeper
- 76" High-Roof Sleeper

This modular approach allows customers to select the ideal configuration based on their specific application requirements. Each sleeper configuration offers specific features, from basic flat bunks to premium options with reclining bunks and the versatile FlexSuite option, allowing Mack to meet the diverse needs of various highway applications and driver preferences.

The 76" sleeper configuration offers the innovative FlexSuite system in which the lower bunk can be rotated up against the rear wall to create more living space. A fold-down dinette area and a reclining mattress provide comfortable spaces for meals and relaxation.

Throughout the cabin, Mack has integrated high-quality metal handles and extrusions at all interior touch points—a distinctive design feature exclusive to Mack trucks. This premium material choice not only enhances durability but also delivers a refined tactile experience that reinforces the vehicle's robust engineering and attention to detail.

Enhanced Functionality and Safety

Driver safety is also a primary concern. Frontal air bags will be offered as standard equipment with the Pioneer, as well as Mack Protect, an entirely new proprietary ADAS (Advanced Driver Assistance System) that incorporates the latest active and passive safety technologies for commercial vehicles.

The Pioneer introduces several Mack-first features focused on enhancing functionality and safety. For instance, the cab entry steps feature a unique design borrowed from the construction industry, with extended width and optimal grip surfaces.

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“What makes Mack unique is that we capture function first, then form,” said Yates. “The steps are designed with enhanced grip treads and teeth with a non-slip edge – a first for Mack. The openings in the steps allow snow and ice to fall through, preventing buildup in winter conditions, while the extended width gives drivers more secure footing.”

The truck features interior grab bars for secure cabin access in all weather conditions and a structural dash extrusion that aids mobility. Door handles throughout the truck maintain a consistent feel and experience, enhancing the overall quality perception.

The advanced HVAC system with door-mounted louvers that direct heating and cooling to the driver's shoulder area and window further improves comfort and visibility.

Aerodynamic Excellence

The Pioneer features an aggressive windshield angle, streamlined chassis design and an optional innovative digital mirror system that replaces traditional mirrors with cameras. The design team started with the driver's position, building everything around the driver, including the windscreen and the door architecture, to ensure both optimal visibility and aerodynamics.

“This truck was designed for class-leading driver comfort and to maximize aerodynamic performance,” Yates said. “Every detail, from the lowered fenders to the continuous surface from the front grille to the back of the sleeper box, was engineered to reduce drag and enhance fuel efficiency while maintaining the commanding presence for which Mack is known.”

The aerodynamics of the Pioneer combined with engine and transmission upgrades can deliver up to an 11% improvement in fuel efficiency compared with the equivalent prior model from Mack. One of the most notable aerodynamic innovations is the digital mirror system – a first for Mack – which replaces traditional side mirrors with cameras housed in pods on top of the sleeper. This system provides better vantage points for drivers by eliminating blind spots while improving fuel efficiency. The digital mirror system alone can deliver approximately 1% in fuel savings for fleets.

Integrated Connectivity and Charging

The Mack Pioneer will be the most connected Mack truck ever, featuring a substantial increase in remote diagnostics and over-the-air software update capabilities. The new MyMack smartphone app will enable drivers to remotely check truck status and control lights and HVAC systems.

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In addition to aiding in mobility, the structural dash extrusion provides convenient device mounting options. The Pioneer features an advanced communications system with a versatile ball socket joint mount for phones and navigation devices. An industry-first and dedicated ELD (Electronic Log Device) mounting plate provides secure placement for essential compliance equipment, while a Mack-first tablet holder positioned below accommodates iPads and similar devices. For convenient power management, the truck includes Mack-first dual inductive charging stations – one optimized for the driving position and another located in the living environment – eliminating cable clutter, while ensuring devices remain powered throughout the journey.

The Mack Pioneer is now available to order. For more information about the Pioneer, visit your local Mack dealer or www.macktrucks.com.



CAPTION: Mack Trucks today unveiled the all-new Mack® Pioneer, its most aerodynamic and driver-focused highway truck to date.

NOTE TO EDITORS: *This photo can be viewed and downloaded at <https://press.macktrucks.com>.*

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Dedicated to durability, reliability and meeting the needs of customers, Mack Trucks has provided purpose-built transportation solutions for 125 years. Today, Mack is one of North America's largest producers of heavy-duty trucks, and Mack® trucks are sold and serviced through an extensive distribution network in more than 45 countries. Mack trucks, diesel engines and transmissions sold in North America are assembled in the United States. Mack manufacturing locations are certified to the internationally recognized ISO 9001 standard for quality, ISO 14001 standard for environmental management systems ISO 45001 standard for health and safety management systems, and ISO 50001 standard for energy management. Mack is also a proud sponsor of Share the Road, an American Trucking Associations public information campaign aimed at enhancing the safety of our nation's roadways.

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