

Western Star to Launch New Truck at The Work Truck Show

FORT MILL, S.C. – Western Star Trucks Sales, Inc. today announced that it will expand its current product line with the launch of its new Class 8 vocational truck at The Work Truck Show 2011.

Designed specifically for the construction, crane, dump, mixer, roll-off and municipal segments, the new truck will be on display in the Western Star booth (#933).

“Western Star was built on providing rugged and durable premium products for the vocational market, and our new truck will meet and exceed our customers’ growing demand for a lighter weight, high quality, customizable product,” said Mike Jackson, president, Western Star. “We couldn’t be more excited to introduce our current and new customers in the various construction and municipal segments to a new Western Star product that will help them get the job done – both efficiently and with style.

The official countdown to the launch can be found here: www.onetoughtruck.com

For additional details about The Work Truck Show, visit: <http://www.ntea.com/worktruckshow/>

For more information about Western Star, contact your local dealer, Transwest Trucks. Visit www.transwest.com or call 800-289-3161.

Western Star Trucks Sales, Inc., headquartered in Fort Mill, S.C., produces heavy-duty custom trucks for long-haul and vocational applications. Western Star is a subsidiary of Daimler Trucks North America LLC. Daimler Trucks North America produces and markets Class 4-8 vehicles and is a Daimler company, the world's leading commercial vehicle manufacturer.