



## Central Michigan Kenworth Opens Lansing Location To Enhance Customer Support

LANSING, Mich. – Central Michigan Kenworth was recently opened in Lansing to enhance customer support following the conversion of the dealership from another truck manufacturer to Kenworth.

A member of the Kenworth dealer network of more than 300 locations in the United States and Canada, Central Michigan Kenworth is a full-service dealership and a wholly-owned subsidiary of Eastern Michigan Kenworth. The dealership is conveniently located on 7.5 acres of land near the corner of South Cedar Street, a major business thoroughfare, and East Jolly Road, about one-half mile north of U.S. Interstate 96.

“By opening this new location, we’re offering customers in a large, previously underserved geographical area, more access to award-winning trucks and service from Kenworth and to aftermarket parts from PACCAR Parts,” said Jesse Berger, Eastern Michigan Kenworth dealer principal.

“Parts and service availability in this central part of Michigan is key. By locating a Kenworth dealership here, we just cut the drive time in half for many customers,” Berger said. “We’re also offering trucking companies located to the north, in towns like Flint, and to the south, in towns like Jackson, a convenient stop for service.”

The dealership features a 13,500 square-foot service department with seven service bays, including a wash bay and a bay dedicated to Kenworth PremierCare® ExpressLube and AC preventive maintenance services. It also features a PacLease franchise and an interior showroom. The dealership’s parts department has 600 square feet of retail space, 4,000 square feet of parts storage, and a parts delivery truck.

Kenworth’s quality products, combined with excellent dealer support from dealers such as the Eastern Michigan Kenworth organization, contributed to Kenworth receiving the 2009 J.D. Power and Associates award for “Highest in Customer Satisfaction for Heavy Duty Dealer Service”\*

“Lansing offers some great opportunities, not only because it is the capital of Michigan and the state’s fifth largest city, but also because it’s largely a rural area,” Berger said. “With state agencies and Michigan State University located in Lansing, the potential market for medium duty trucks is large. That market will be well served with the medium duty and lighter heavy duty vocational models that Kenworth offers.”



Berger said he is also pleased that he was able to keep the Lansing location open following a decision by another truck manufacturer to exit the market. “Not only are we keeping a lot of good people employed, but we’re also offering customers access to quality Kenworth trucks and service,” Berger added. “That’s a great feeling.”

Central Michigan Kenworth is located at 5103 South Cedar Street. The dealership is open from 8 a.m. to 6 p.m. Monday through Friday with extended hours until 8 p.m. on Tuesdays and Thursdays. The location is also open from 9 a.m. to 3 p.m. Saturday. The telephone number is 517-394-7000 or toll-free at 800-289-1610. Central Michigan Kenworth’s parent company, Eastern Michigan Kenworth, also has locations in Dearborn and Clinton Township, Mich.

Kenworth Truck Company is the manufacturer of The World’s Best® heavy and medium duty trucks. Kenworth is an industry leader in providing fuel-saving technology solutions that help increase fuel efficiency and reduce emissions. The company’s dedication to the green fleet includes aerodynamic trucks, medium duty diesel-electric hybrids, liquefied natural gas trucks, and the Kenworth Clean Power® no-idle system. This year, Kenworth became the first truck manufacturer to receive the Environmental Protection Agency’s Clean Air Excellence award in recognition of its environmentally friendly products. In addition, Kenworth is the recipient of the 2009 J.D. Power and Associates awards for Highest in Customer Satisfaction for both Over the Road Segment and Pickup and Delivery Segment Class 8 Trucks. Kenworth’s Internet home page is at [www.kenworth.com](http://www.kenworth.com). Kenworth. A PACCAR Company.

\* Kenworth received the highest numerical score among pickup & delivery and over-the-road Class 8 trucks and heavy-duty manufacturers in the proprietary J.D. Power and Associates 2009 Heavy-Duty Customer Satisfaction Study(SM). Study based on 2,492 total U.S. responses measuring 4 (over-the-road), 5 (pickup & delivery), 8 (dealer service) manufacturers and measures opinions of principal maintainers. Proprietary study results are based on experiences and perceptions of those surveyed in February – March 2009. Your experiences may vary. [jd.power.com](http://jd.power.com).