



Kenworth T270s and T370s Reinforce Reser's Fine Foods Image of Quality

Kenworth Trucks Invigorate Drivers with Style, Comfort

BEAVERTON, Ore. – When Reser's Fine Foods unveiled a new look with its packaging and marketing last year, part of that change was the addition to its delivery fleet of 35 new viper red Kenworth medium duty trucks complete with new graphic wraps on the van bodies.



“These new Kenworth trucks represent a significant investment and we've been ecstatic over their performance,” said Dennis Fullan, corporate fleet manager for Reser's at its corporate headquarters in Beaverton, Ore. “These trucks are top-of-the-line, look and perform great, and offer our drivers great creature comforts that make their jobs more fun and a little easier. With new graphics on the van bodies, these new units have also been getting noticed by our customers. And that's a good thing since our company's image is all about quality.”

Reser's Fine Foods Inc., a premiere manufacturer and distributor of refrigerated food products, operates a fleet that includes 55 Kenworth medium duty trucks — 35 of which the company took delivery last year. Among its new Kenworth trucks are 30 Kenworth T270s and five Kenworth T370s. The Kenworth trucks, stationed at Reser's manufacturing and distribution facilities situated throughout the United States, deliver tortillas, potato salad, fresh vegetable salads and other foods to grocery stores, convenience stores and restaurants.

The Class 6 Kenworth T270s are equipped with 200-hp PACCAR PX-6 engines offering 520 ft-lbs of torque powered through 5-speed automatic transmissions. The larger Class 7 Kenworth T370s are equipped with 285-hp PACCAR PX-8 engines offering 800 ft-lbs of torque powered through 5-speed automatic transmissions.

“Getting these trucks has done a lot to promote driver morale,” Fullan said. “It's really shown them that we're committed to the business and to helping them do their jobs more efficiently.”

Pat Stamey, a Reser's driver for six years, agrees. “Having this nice Kenworth truck to drive, changes your attitude and makes you feel valued as an employee,” Stamey said. “That attitude then gets reflected in the work you do. The Kenworth T270 is the fourth truck I've driven for Reser's, and it's far and away better than anything else I've ever driven,” he said.



Pat Stamey, driver for Reser's Fine Foods

According to Stamey, he especially appreciates how solid the chassis feels on the road. “The body seems much stiffer and has a lot less sway when I'm turning corners,” he added. “I also like the Kenworth T270's instrument panel with easy-to-read gauges.”

Pape Kenworth, which sold the 35 new Kenworth trucks to Reser's, and the Kenworth dealer network have done a great job of keeping Reser's new trucks running with outstanding after-sale support, according to Fullan.

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“In fact, here’s the best part. We bought so many Kenworth trucks that we placed them in all of our operating areas, from Little Rock, Ark., to St. Paul, Minn., to Salt Lake City. And because we’ve had excellent cooperation out of all the dealers in those areas, we decided to have them handle all the maintenance on those trucks,” he added. “That’s something we never would have considered before. But they’ve been so proactive in coming out and saying we can do this for you at a competitive price.”

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 and liquefied natural gas trucks. In 2009, 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, and for Heavy Duty Dealer Service. Kenworth’s Internet home page is at www.kenworth.com. Kenworth. A PACCAR Company.