



## Trebar Kenworth Sales Celebrates Co-Founders 50<sup>th</sup> Anniversary with Kenworth, Hosts Major Trade Fair

BOISE, Idaho – Trebar Kenworth Sales recently celebrated the 50<sup>th</sup> anniversary of one of its co-founders as a Kenworth dealer with a major trade event and other activities in Boise, Idaho.



*Hatch Barrett of Trebar Kenworth Sales in Boise, Idaho, stands next to a Kenworth T660.*

When someone asked S. Hatch Barrett what he's most proud of, he grinned and quickly responded: "Our dealerships' customer satisfaction scores. Without a customer being satisfied with our service and our product – Kenworth trucks – we can't have success and we can't have longevity," said Barrett, who has served as dealer principal of Trebar Kenworth Sales for the past 42 years. "I take extreme pride in how we deal with customers, and the products we offer them. They, in turn, become loyal to our organization. We both prosper."

Barrett's contributions to the industry and community were recognized recently at a surprise dinner party, which kicked off the company's

annual trade show and symposium for customers. "I was taken aback," said Barrett. "So many friends, customers and colleagues took time to attend the dinner. It was a complete surprise."

The emcee for the event was Cecil Andrus, former Idaho governor. "He's a good man. And it goes to show that a Democrat and Republican can put politics aside and become good friends," Barrett said with a laugh.

"Trebar Kenworth Sales has focused on keeping the customer first and that was evidenced by the outpouring of support and recognition that Hatch received," said Bill Kozek, Kenworth's general manager and PACCAR vice president. "Their dealership group mirrors the quality that Kenworth places in its trucks."



*A Kenworth T270 (left) and Kenworth T660 are parked in front of Trebar Kenworth Sales in Boise, Idaho.*

The day after the dinner, Trebar Kenworth Sales customers were welcomed to a trade fair and seminars in Boise which focused on the hybrid of the future, and 2010 engines. "Also on display in Boise was the latest in Kenworth technology – the T660 with Kenworth Clean Power®, and the T270 hybrid. We also showed some vintage trucks – a 1953 Kenworth Bubble Nose and 1931 Kenworth logger," said Barrett. A similar event was sponsored by the Idaho Falls location of Kenworth Sales Company, Trebar Kenworth's affiliate organization.

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According to Barrett, Trebar Kenworth has been doing trade shows and customer appreciation days for its customers since the early 1980s. “We feel it’s important to bring new technology and information seminars to customers and our trade fairs have been very well received and attended over the years. Our goal is to help customers become more efficient through our services and Kenworth trucks – and that’s especially vital in these difficult times.”



With more than 180 employees in Trebar Kenworth’s three locations in Idaho (Boise, Caldwell and Jerome), Barrett said “our group is well positioned for the future. We’ve historically had a market share as high as 40 percent in our areas, which again is a testament to our services and the Kenworth product line,” said Barrett. “My two sons are active in the business and we have the support of the Treadway family.” The Treadways have been part owner with Barrett since Trebar Kenworth’s inception, and own Kenworth Sales Company, which operates 17 dealerships in seven western states.

“I’ll continue on with Trebar in a consulting role – I’m not retiring quite yet,” said Barrett. “I only wish I could do this another 50 years. It’s been a lot of fun and I’ve met and worked with wonderful people.”

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. In addition, Kenworth is the recipient of the 2008 J.D. Power and Associates awards for Highest in Customer Satisfaction for Over the Road and Vocational Segment Class 8 trucks. Kenworth’s Internet home page is at [www.kenworth.com](http://www.kenworth.com). Kenworth. A PACCAR Company.