



Wisconsin Kenworth 'Clear Choice' Event Showcases Kenworth Product Line, SCR Technology

MADISON, Wis. – Customers tested Kenworth on-highway and vocational trucks equipped with Cummins 2010-compliant engines and Kenworth diesel-electric hybrid trucks and learned more about coming 2010 engine technology during Wisconsin Kenworth's Clear Choice, a one-day customer event recently held at the Wilderness Resort in Wisconsin Dells.

Nearly 175 customers attended and learned more about Kenworth's latest vocational model –the T470 now in production – and innovative technologies that offer enhanced reliability, productivity and fuel economy in their fleet operations. Key presentations covered 2010 Cummins engines and SCR (selective catalytic reduction) technology, Eaton's role in Kenworth diesel-electric hybrid trucks, and diesel exhaust fluid (DEF) and its distribution.

Bill Kozek, Kenworth general manager and PACCAR vice president, provided an industry update and an overview of Kenworth's continuing efforts to enhance its line of truck products. Kozek then joined Brian Lindgren, Kenworth's director of vocational sales; Jared White, Kenworth Great Lakes regional sales manager; and Patrick Dean, Kenworth engineering program manager; for a question and answer session with seminar attendees.

"Customers received a closer look at the technology that will meet the 2010 Environmental Protection Agency's diesel-engine emissions regulations, and provide the engine reliability they seek," said Jim Moeller, president of Wisconsin Kenworth. By 2010, all new engines must achieve just 0.2 grams per hp-hour emissions of nitrogen oxide (NOx), a greenhouse gas- and smog-causing compound, to meet 2010 emissions standards. PACCAR and Cummins engines will accomplish this through SCR technology.

"This event gave customers the chance to learn first-hand how SCR technology will achieve up to a 5 percent improvement in fuel economy while meeting EPA regulations," Moeller said. "It also gave them the opportunity to learn more about steps being taken to ensure an adequate supply and distribution of diesel exhaust fluid (DEF)."



The event's Ride and Drive featured the Kenworth T270, Kenworth T660, Kenworth T800, and Kenworth T2000 in various configurations. The T270 applications included a pickup and delivery hybrid, van body, and landscape unit. The Class 8 product, all equipped with 2010-compliant Cummins ISX engines, featured a T800 milk truck, a T800 day cab, T660 38-inch AeroCab® sleeper, and T2000 75-inch Aerodyne® sleeper. On display were three T660s and a T270 hybrid with van body.



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Paul Peardon, production and rental manager for Giuffre Bros. Cranes, and Tom Pydo, general manager for Rands Trucking, said after attending the event they feel more confident about choosing Kenworth trucks and SCR technology to meet the new federal emissions standards. They said they also appreciated the opportunity to ask questions, hear presentations, and get a close look at different Kenworth models, including the diesel-electric hybrid.

Peardon said his overall impression with Wisconsin Kenworth's Clear Choice event was an "11 out of 10 stars. It was professionally run, the people were very friendly and knowledgeable and it allowed me to get a first-hand look at technologies that Kenworth has to offer."

Peardon said his company has been considering purchasing Kenworth trucks for some time. The Milwaukee-based company equips truck chassis with 17-ton to 35-ton cranes and booms for use in construction, roofing, excavation and utility operations.

"We're particularly interested in the new Kenworth T470 because it seems ideally suited for our market," Peardon added. "The combinations of axle capacity with the T470 offer us opportunities that did not exist before. We're also looking at purchasing a hybrid diesel-electric Kenworth T270, installing a boom and using it as a rental model and demonstration unit. We're really excited about the opportunities the hybrid Kenworth could present to our customers because of the fuel savings and noise reduction it offers over a standard model."



Pydo said he found the Clear Choice event to be very informative. Ladysmith, Wis.-based Rands Trucking is a dedicated carrier for a major door and window manufacturer. Pydo said his company recently received its first Kenworth T660 with a 72-inch sleeper, 450-hp Cummins ISX engine and 10-speed direct transmission and has more T660s on order.

"It made me feel good to know that the people at Kenworth are knowledgeable about the issues and are willing to provide their customers an objective look at how these new technologies will help them in the long run," Pydo said. "It made me feel more confident about the decisions we've made in choosing Kenworth."

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 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. Kenworth. A PACCAR Company.