



Kenworth's New Website Recognized with Web Marketing Association Award

Earns Honors in Manufacturing Standard of Excellence Category

KIRKLAND, Wash. – Kenworth Truck Company's new website (www.kenworth.com) has received recognition with a 2012 *WebAward* for outstanding achievement in Internet site development from the Web Marketing Association.

The new, user-friendly Kenworth site, launched earlier this year, was honored by the association in the Manufacturing Standard of Excellence category. The award recognizes Kenworth, which is a technology leader in the trucking industry, as a leader in the mainstream of Internet technology.

"Kenworth's award-winning website was designed to make it easy for users to quickly navigate and find information," said Preston Feight, Kenworth assistant general manager for sales and marketing. "The World's Best® trucks, PACCAR MX engine, Kenworth NavPlus® system, Kenworth dealers, parts and services, and Kenworth news are all organized to help customers discover more about Kenworth or to find the nearest Kenworth dealer to their location anywhere in the United States and Canada."

The Trucks section offers useful information on the full family of quality Kenworth heavy duty and medium duty trucks that serve a wide range of customer applications. These Kenworth trucks include the Class 8 C500, T660, T680, T700, T800 and W900; the T440 and T470 with gross vehicle weight (GVW) rating ranging from 33,000 lbs. to 68,000 lbs.; the new K270 Class 6 and K370 Class 7 cabovers; and the T170 Class 5, T270 Class 6 and T370 Class 7 conventionals. Downloadable brochures are available from the website.

The all-new, aerodynamic Kenworth T680 – which offers superior fuel efficiency, performance and comfort – is highlighted with the informative "Kenworth T680 Unveiled" video, interactive tour of the T680's exterior and interior, and a 360-degree rotating exterior view.



Learn more about the 12.9-liter PACCAR MX with excellent fuel efficiency, high reliability and durability, lightweight design, and low cost of ownership. Explore the industry-leading Kenworth NavPlus® system, a multi-function communication system which includes hands-free cell phone calls via Bluetooth connections and voice commands. Interested in contacting a Kenworth dealer? There is an easy-to-use dealer contact form.

There are also convenient links to Kenworth's merchandising (www.ShopKenworth.com), Facebook and Twitter sites, along with links to the PACCAR, PACCAR Engines, PACCAR Global Sales, PACCAR Financial, PacLease, Kenworth Mexicana, Kenworth Australia, and DAF websites.

About the Web Marketing Association

Since 1997, the Web Marketing Association's annual WebAward Competition has set the standard of excellence for Website development. Independent expert judges from around the world review sites in 96 industries. The best sites are recognized with a WebAward. According to the association, the WebAward Competition is the premier award recognition program for Web developers and marketers worldwide.

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About Kenworth Truck Company

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, compressed and liquefied natural gas trucks, and medium duty diesel-electric hybrids. Kenworth is the only truck manufacturer to receive the Environmental Protection Agency's Clean Air Excellence award in recognition of its environmentally friendly products. In addition, the fuel-efficient Kenworth T700 equipped with the low-emission PACCAR MX engine was named the 2011 Heavy Duty Commercial Truck of the Year by the American Truck Dealers. Kenworth also received the "Highest in Customer Satisfaction with Heavy Duty Truck Dealer Service, Two Years in a Row", according to the J.D. Power and Associates 2011-2012 Heavy Duty Truck Customer Satisfaction StudiesSM. Kenworth's Internet home page is at www.kenworth.com. Kenworth. A PACCAR Company.