



Kenworth T680 Advantage ‘Efficiency in Motion’ Tour Completes Canadian Leg

KIRKLAND, Wash. – When it comes to knowing the trucking industry, 40-year veteran Gary Crudge, general sales manager of Kenworth Truck Centres of Ontario, has seen it all.



Kenworth London Tour Stop

“The good and bad,” he jokes. “But I’ve never seen interest in fuel economy like I’m seeing now. With diesel at \$1.33 a liter, our customers are seeking fuel economy information as fast as they can get it. And, with the Kenworth T680 Advantage ‘Efficiency in Motion’ tour at two of eight locations (Kenworth Hamilton and Kenworth London), we’ve never experienced crowds as big at our open houses. Everyone wanted to see the latest in fuel economy improvements and the tour delivered.”



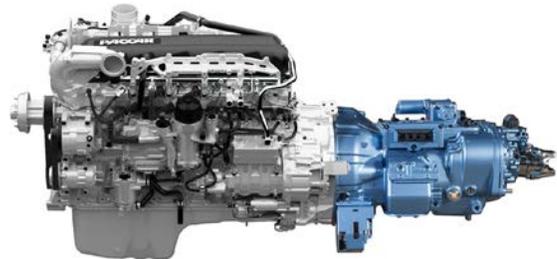
Gary Crudge, second from left, general sales manager of Kenworth Truck Centres of Ontario, talks to customers about the new Kenworth T680 Advantage configuration during the T680 Advantage ‘Efficiency in Motion’ Tour visit to Kenworth London in Ontario.

The 6-stop Canadian leg of the T680 Advantage Efficiency in Motion tour also visited Kenworth Ontario – Ottawa along with stops for dealer-hosted events in Québec at Kenworth Maska - St. Mathieu de Laprairie, Kenworth Montréal and Kenworth Québec.



Kenworth Hamilton Tour Stop

Kenworth customers came out to learn more about the T680 Advantage's aerodynamics and optimized powertrain combination. Visitors also viewed the double-expanding, 53-foot tour trailer with an interactive, self-guided exhibit, where they learned more about the T680 Advantage, new Kenworth T880 vocational truck, and 12.9-liter PACCAR MX-13 engine, and Kenworth history.



PACCAR MX-13 Engine and Eaton Fuller Advantage Transmission



Dana's Spicer AdvanTEK 40 Tandem Drive Axles

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The new Kenworth T680 Advantage is Kenworth's most fuel-efficient truck. It begins with the optimized powertrain combination of the 2014 PACCAR MX-13 engine and the Eaton Fuller Advantage™ automated transmission, Dana's Spicer® AdvanTEK® 40 tandem drive axles, and the Kenworth aerodynamic package.



Kenworth Montréal Tour Stop



As a result, the T680 Advantage with 76-inch sleeper offers up to a 5 percent fuel economy improvement* compared to last year's T680 76-inch sleeper with 2013 PACCAR MX-13 engine, Eaton UltraShift® PLUS LAS 10-speed transmission, and Dana DSP40 6x4.



Kenworth Québec Tour Stop

“Orders are already starting to come in after the tour came through our dealership in early July,” said Robert Cadrin, Kenworth Québec’s director general. “The T680 Advantage was rightly named because it is indeed loaded with advantages and our customers have noticed. Outside of all the aerodynamics and the creature comforts of the new truck, the PACCAR MX-13 engine is gaining huge traction in our market. More than 70 percent of our customers run 15 liter power, but we’ve been converting many of them to the fuel efficiency of the 12.9 liter PACCAR engine since its 500-hp rating, and 1850 lb-ft of torque give it plenty of power to haul heavy loads.”



Kenworth Maska - St. Mathieu de Laprairie Tour Stop



The new Kenworth T880, at left, made a special guest appearance at the tour stop at Kenworth Maska - St. Mathieu de Laprairie.

“We’re finding that too,” said Crudge. “Since our loads are typically 140,000 pounds, 90 percent of our specs have historically been 15-liter engines. But, that’s changed with the PACCAR MX-13. Customers are converting. PACCAR did their homework on this engine. Drivers love the power; companies like the fuel economy and reliability.”

Crudge also said the 52-inch sleeper shown on a T680, to complement the 76-inch sleeper option, was a big hit. “Many of our customers were blown away by all the room in the 52-inch sleeper,” Crudge said. “We have a lot of chip haulers, plus some petroleum haulers and they want the 52-inch sleeper since overnights are not as common, plus they can save upwards of 500 pounds. It’s a great addition to the product line.

“I think the T680 matched with the PACCAR MX-13 engine is invigorating the industry with a leapfrog in fuel economy, just like the Kenworth T600 did many years ago,” added Crudge. “It’s an exciting and fuel efficient truck that’s setting new standards for our customers.”

Kenworth Truck Company is the manufacturer of The World’s Best® heavy and medium duty trucks. Kenworth’s Internet home page is at www.kenworth.com. Kenworth is a PACCAR company.

**Individual fuel economy improvement will vary depending on use, road conditions and other factors.*