



TRP Launches New Global Ad Campaign: *Trusted. Reliable. Proven.*

RENTON, Wash. – TRP launched a new global advertising campaign for its line of commercial vehicle aftermarket products. The ad theme, *Trusted. Reliable. Proven.*, reinforces TRP as the all-makes leader in quality replacement parts for trucks, trailers, buses and engines.



®

Trusted. Reliable. Proven.

Since 1994, customers worldwide have depended on TRP parts, which are designed and tested to exceed customer expectations. Customers trust the superior quality of TRP aftermarket products to maximize fleet performance and uptime. TRP quality replacement parts are available at your local Kenworth dealership parts department.

When a customer purchases a TRP part, they are purchasing a part that has been manufactured for quality, reliability and value. TRP parts are available through an expanding worldwide network of more than 2,200 authorized retailers; including more than 100 TRP-branded retail stores in 27 countries. In addition, 17 global parts distribution centers ensure TRP parts are available where and when customers need them.

“The *Trusted. Reliable. Proven.* ad campaign reflects what customers think of TRP parts, and how our parts help keep their businesses moving forward,” said Matt Treadwell, general marketing manager of PACCAR Parts.

This high-impact advertising campaign promotes a worldwide message that quality TRP aftermarket products are a trusted, reliable and proven name in the industry.

Advertising in print and digital formats were released in September in the US and Mexico markets. Additionally, complete elements of the new campaign can be found on TRPParts.com.

About PACCAR Parts

PACCAR Parts operates a network of parts distribution centers that offer aftermarket parts sales support to Kenworth, DAF and Peterbilt dealerships, and TRP Stores around the world. PACCAR Parts also distributes TRP parts for all makes of trucks, trailers, buses and engines. The company provides quality brands that not only meet OEM specifications, but also customers' expectations regardless of the make, model or age of their truck. For more information, visit PACCARParts.com.

About Kenworth Truck Company

Kenworth is The Driver's Truck™. See what drivers are saying at www.kenworth.com/drivers. 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.