



# Kenworth is Exclusive Truck OEM Sponsor of PKY Truck Beauty Championship at 2019 MATS

## Features “Top Three Kenworths in the Show” Awards

KIRKLAND, Wash. – Kenworth announced today that the company is the exclusive truck OEM sponsor for the 28<sup>th</sup> PKY Truck Beauty Championship March 28-30 at the Mid-America Trucking Show (MATS) in Louisville, Ky. The beauty contest is named in memory of Paul K. Young, who founded MATS in 1972.



**New Kenworth W990**

“Kenworth has been a part of the Mid-America Trucking Show from the very beginning. As the manufacturer of the industry’s most iconic trucks on the highway, it only makes sense for Kenworth’s involvement in the beauty contest at MATS that showcases the very best custom trucks in North America,” said Kurt Swihart, Kenworth marketing director. “For anyone interested in trucks, this PKY Truck Beauty Championship is spectacular. The competition showcases trucks of the past and present in so many categories, from working trucks to purely show trucks. It’s a must-see and a true highlight.”

New this year are the “Top Three Kenworths in the Show” awards that recognize the top three Kenworth trucks in the PKY Truck Beauty Championship. The “Top Three Kenworth” owners in the show will receive a trophy, and a prize provided by Kenworth and PACCAR Parts.

Kenworth will also present the “Top Three Kenworth” owners with an all-expenses paid trip for two people to Ohio for a personal, red-carpet tour of the Kenworth Chillicothe plant, where Kenworth employees produce the World’s Best Trucks®.

“We’re excited about the special category that will recognize Kenworth owners and their special vehicles,” Kenworth owners always come out strong to MATS and showcase their trucks, especially the legacy W900 with its long, distinguished history. We hope to see several of our newest model, the Kenworth W990, as well,” said Swihart.

“It’s always great to see a sea of Kenworths that look as good today as when they rolled off the assembly line,” Swihart said. “And, with all the chrome and aftermarket additions Kenworth owners add, the trucks transition from a great-looking working truck to one that makes us stand back and say, wow!”

The presentation of the “Top Three Kenworths” winners will be a part of the PKY Truck Beauty Championship awards ceremony, which is scheduled for Saturday, March 30, at 10 a.m. in South Wing Conference Room B101.

For more information on the PKY Beauty Truck Championship, visit the 2019 Mid-America Trucking Show website ([www.truckingshow.com/pky-truck-beauty](http://www.truckingshow.com/pky-truck-beauty)).

Kenworth is The Driver’s Truck™. See what drivers are saying at [www.kenworth.com/drivers](http://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](http://www.kenworth.com). Kenworth is a PACCAR company.