



## Wisconsin Kenworth Expands Statewide Network with New Full-Service Location in La Crosse

### New Facility Near Intersection of Highway 16 and Interstate 90

LA CROSSE, Wis. – Expanding its reach west across the Badger state, Wisconsin Kenworth has opened a 15,200 square-foot full-service operation in La Crosse.

The new Wisconsin Kenworth facility joins a Kenworth dealer network of nearly 320 locations in the United States and Canada. The full-service operation is located on just over 4 1/2 acres at 3090 Berlin Dr., near the intersection of Highway 16 and U.S. Interstate 90, off Exit 5 on I-90.

The dealership features 12 service bays, with one bay dedicated to providing Kenworth PremierCare® preventive maintenance services, and a 5,100 square-foot parts department to provide excellent parts availability. The new location also offers parts delivery service and a comfortable drivers' lounge.

“Our new dealership location in La Crosse offers fleet and truck operators more coverage along the east-west I-90 and I-94 corridor,” said Dan Gebben, regional vice president of CSM Companies. CSM Companies operates five other Wisconsin Kenworth dealership locations in Green Bay, Menomonie, Milwaukee, Mosinee, and Windsor, and Michigan Kenworth locations in Gaylord and Grand Rapids. “Customers who run trucks between Milwaukee or Chicago and Minneapolis-St. Paul will now have an easily accessible location to get parts and service in West Central Wisconsin. Local truck fleets and operators won't have to drive 150 miles further east to our dealership in Madison.”

Wisconsin Kenworth – La Crosse is open from 8 a.m. to 8 p.m. Monday through Friday and 8 a.m. to noon on Saturdays. The phone number is 608-781-5360. The branch manager is Danny L. Claussen, the parts manager is Scott Tiedeman, and the service manager is Adam Degenhardt.



The new location is part of Kenworth's constant commitment for superior satisfaction as demonstrated by Kenworth receiving the 2011 J.D. Power and Associates award for “Highest in Customer Satisfaction for Heavy Duty Truck Dealer Service.”\*

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's Internet home page is at [www.kenworth.com](http://www.kenworth.com). Kenworth. A PACCAR Company.

\*Kenworth received the highest numerical score for heavy-duty truck dealer service in the proprietary J.D. Power and Associates 2011 Heavy Duty Truck Customer Satisfaction Study<sup>SM</sup>. Heavy-Duty study based on 1,651 primary maintainers of 2010 model-year Class 8 heavy-duty trucks and measuring 4 manufacturers. Proprietary study results are based on experiences and perceptions of primary maintainers surveyed in April-May 2011. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)