

**INTERNATIONAL TRUCK CROWNS HX™ SERIES WALK-AROUND CHAMPION AT CONEXPO-CON/AGG**



**LAS VEGAS, Nev. – March 8, 2017** – International Truck today announced Robert Feldman of Mid-Atlantic Truck Centre from the Northeast region, as the grand champion of the 2017 HX™ Series Walk-Around Competition. He was one of six regional winners selected to get an all-expense paid trip to attend ConExpo-Con/Agg 2017, where they were required to demonstrate their walk-around skills in front of a live panel of experts.

“The competition was designed to give every dealer sales professional the opportunity to demonstrate their technical and creative presentation ability with regard to the HX Series product,” said Jeff Sass, senior vice president, Sales and Marketing. “The walk-around process is an essential selling skill and when executed at a high level, allows you to truly differentiate yourself and the International product.”

To participate in the competition, each sales professional had to submit a personal video conducting a ten-minute walk-around of the HX Series, focusing on the truck’s main product features, benefits and advantages, as well as value added service their dealerships provide.

While only one grand champion was crowned, International Truck would like to congratulate all the regional winners and their respective dealerships:

- Travis Meiklejohn – Diamond International (Canada)
- Andrew Hirsch – Rush Truck Center, Charlotte (Central)
- Robert Feldman – Mid-Atlantic Truck Centre (Northeast)
- Mallory Coulombe – Maudlin International (Southeast)
- Jeff Gullede – Pliler International (Southwest)
- Humberto Rosas – Peterson Trucks (West)

International® HX Series and WorkStar® trucks are on display in South Hall 1 of the Las Vegas Convention Center in booth #S61813. For more information, visit [www.internationaltrucks.com/conexpoconagg2017](http://www.internationaltrucks.com/conexpoconagg2017).

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