G. Russ Trimble Honored as 2010 International Truck Dealer of the Year

Dealer Principal of International® Truck Dealership, Southwest International Trucks in Dallas, Texas, Selected for Dedication, Service to the International® Brand Trucks

WARRENVILLE, ILL. (May 3, 2011) – Navistar, Inc., the manufacturer of International® brand commercial trucks, recently honored G. Russ Trimble, Dealer Principal of Southwest International Trucks in Dallas, Texas, as the International Truck Dealer of the Year at its 31st Annual Circle of Excellence awards in Napa Valley, California.

Trimble is the 11th recipient of this prestigious honor. Navistar annually presents the International Truck Dealer of the Year award to only one of the more than 300 International Truck dealers and distributors throughout the world. The Dealer of the Year must be exceptional in all facets of the truck distribution business, including sales, parts and service. The International Dealer of the Year is also characterized by his or her distinguished level of investment back into the business, including investments in personnel, business processes and facilities.

“The International Truck Dealer of the Year honor is given to the very best of an elite group of International dealers,” said Aida Tanaka, vice president, dealer operations. “For almost 30 years, Russ Trimble has demonstrated exceptional commitment to his customers, his employees and the International brand.”

Trimble became a dealer in 1982 when a number of truck sales employees took over former International Harvester Company truck sales branches and became dealers. And since then, Trimble has earned the Circle of Excellence 17 times. Starting with one dealership in Dallas, Trimble and his team grew

into one of the pre-eminent, locally owned and operated truck dealerships in the Southwest and the entire nation, with 305 employees and four more locations in McKinney, Fort Worth, Arlington, and Bridgeport, Texas. Southwest expanded in 2005 and 2006, adding 18 service bays, a first-class used truck operation, and a parts and service store that has become a full-line dealership. They have re-invigorated their Idealease lease and rental operations by naming a new president, growing their rental fleet and improving their presence on Irving Boulevard. Southwest International designed all their dealerships to provide an outstanding customer experience.

“This award is a great honor for everyone at Southwest International because it recognizes all the hard work and professionalism we bring to our customers in Texas,” Trimble said. “I accept the International Truck Dealer of the Year award on behalf of our incredibly talented team of truck professionals—and our loyal customers at each of our five Southwest International Trucks locations.”

“Our customers depend on our great team of people—they rely on us to keep their businesses moving and growing,” Trimble added. “Our Three C business philosophy, ‘Customer, Cooperation and Can Do,’ keeps us focused on doing the right thing for the customer. Good people make it happen and I believe we have the best people in the business.”

About Southwest International

Southwest International is a commercial truck dealership with five locations in Dallas, McKinney, Fort Worth, Arlington, and Bridgeport, Texas. The dealership offers International brand products, including the full line of International trucks, and all makes parts and service. As an affiliate of Idealease, Southwest Idealease also offers an array of commercial truck lease and rental services including: full-service leasing, contract maintenance and rental. Additional information is available at www.southwestinternational.com.

For further information: Media contact: Steve Schrier, 630-753-2264 Investor contact: Heather Kos, 630-753-2406 Web site: www.Navistar.com/newsroom

---

https://news.international.com/news?item=487