

#1 in 2009 J.D. Powers Study

Peterbilt medium-duties ranked highest in customer satisfaction

Peterbilt Motors Company is the highest-ranked manufacturer in the J.D. Power and Associates **2009 Medium Duty Truck Customer Satisfaction StudySM** in the conventional medium-duty truck segment. Peterbilt has been ranked the highest in customer satisfaction among conventional medium duty trucks three out of the last four years.

In the recent study, **J.D. Power and Associates** reported that “Peterbilt’s strengths continue to be not only the ride and cab design, but also reliability and return on investment.” Peterbilt ranks highest in customer satisfaction, including the highest scores in the vehicle performance and cost of ownership factors.

The J.D. Power and Associates study is based on interviews with nearly 1,500 principal maintainers, such as fleet managers or owner-operators of two-year-old conventional cab medium-duty trucks.

Peterbilt’s Medium-Duty Product Lineup:

- the Class 6 Model 330 truck, which can be configured for non-CDL operation
- the new true Class 7 Model 337 for the majority of medium-duty applications, such as van body and beverage distribution
- the new Model 348 for more robust vocational applications in the medium-duty segment.



Model 348



Model 337

Industry-Leading Features

All Peterbilt medium-duty vehicles provide an unsurpassed combination of comfort and reliability.

The complete lineup features an all-new ergonomically-designed driver display package including a gauge package that is easy to read, simple to understand. Key vehicle performance data readouts are located at the top of the dash for optimal viewing.

An optional GPS system provides easy navigation in the most difficult urban environments. Power windows, mirrors and lock switches are located in the new door pad design and dual cup holders provide added convenience. A new HVAC system not only improves air flow, but also reduces maintenance costs.

PACCAR Engines = Performance

Peterbilt’s medium-duty lineup is available with a choice of two fuel-efficient engines, the **PACCAR PX-6** and **PACCAR PX-8**. Advanced electronics help these engines run smoothly and more efficiently as well as reduce service costs.

PACCAR PX engines provide a wide range of horsepower and torque with outstanding fuel economy for greater overall performance.

(See more information about the new Model 337 and Model 348 on the next page.)

Two Peterbilt Medium-Duty Chassis Unveiled

Peterbilt Motors recently unveiled two new designs of vocational truck chassis – Model 337 and Model 348.

The new **Model 337** expands our Medium-Duty presence with a Class 7 truck ideal for pickup and delivery, beverage and food service with comfort, reliability, maneuverability and style.

Model 348 is designed to exceed the rigid demands of Class 7 and Class 8 specialty application market that requires rugged durability and a wide range of option content. The 348 is the answer for customers in key applications such as construction, petroleum delivery,

Class 7 – Peterbilt Model 337

An exceptional performer in every setting, the new Peterbilt Model 337 significantly expands Peterbilt’s Medium Duty presence with a truck that is ideal for pickup and delivery, beverage and food service vocations.

“The medium duty market demanded simplicity, maneuverability, value and style and Peterbilt responded with the solution,” said Bill Jackson, Peterbilt General Manager and PACCAR Vice President. “The Model 337 was designed to meet the demands of virtually any business while lowering costs with the quality and durability the market has come to expect from Peterbilt.”

Peterbilt’s new Model 337 provides the driver with an unsurpassed combination of comfort and reliability. The all-new ergonomically designed driver display package features a gauge package that is easy to read, simple to understand and includes key vehicle performance data located at the top of the dash for optimal viewing. An optional GPS system provides easy navigation in the most difficult urban environments.

Power windows, mirrors and lock switches are located in the new door pad design and dual cup holders provide added convenience. A new HVAC system not only improves air flow, but also reduces maintenance costs.

“Medium duty vehicles are typically operated in congested environments. Peterbilt engineers have designed in significant visibility improvements into the Model 337. An overall increase of 17 percent side window visibility and improved forward visibility provides an advantage for drivers operating in congested urban environments.

The Model 337 (which replaces the Model 335) and Model 348 (which replaces the Model 340) sport an all-aluminum cab that is lightweight for fuel efficiency and corrosion resistant for durability.



**The new M-D chassis:
Model 348 & Model 337**

Class 7-8 – Peterbilt Model 348

Peterbilt Motors Company unveiled the new Model 348 designed to exceed the rigid demands of Class 7 and Class 8 specialty application market that requires rugged durability and a wide range of option content. The Model 348 represents a multi-dimensional performer with a GVW beginning at 35,000 lbs. and optional capacity ratings to suit almost any specialty vocation.

“The new Model 348 is the answer for customers in key applications such as construction, petroleum delivery, refuse and utility vocations,” said Bill Jackson, Peterbilt General Manager and PACCAR Vice President. “The Model 348 is one of the most versatile performers in its class, and is backed by the industry’s strongest dealer network with outstanding serviceability, durability, style, and performance that is synonymous with Peterbilt.”

The all-new interior enhances the vehicle’s durability, reliability and value through its “in-mold” color process that imbeds the color permanently into the material to virtually eliminate peeling, scratches, scuffs and fading that can occur in harsh operating environments.

Additionally, the ergonomically designed driver display package features backlit gauges that are easy to read and simple to understand and includes key vehicle performance data located at the top of the dash for optimal viewing. For increased driver comfort and convenience, a new HVAC system not only improves air flow, but also reduces maintenance costs.

The Model 348 is available in truck or tractor configurations and offers critical vocational options such as FEPTO, REPTO and application specific transmissions including a hybrid configuration designed for utility service. The Model 348 is available with two powerful and fuel efficient PACCAR engines. In the hybrid configuration, the PX-6 engine (280 hp) offers the highest horsepower to weight ratio in the industry, while the PX-8 engine (240-380 hp) has the torque for heavier loads.