



## See new MX engine, truck technologies July 19 at Sioux City

Peterbilt customers are invited to view a traveling showcase of innovative products on **Monday, July 19, 2010** at **Peterbilt of Sioux City**. Peterbilt Motors will be bringing its **North American Tour** vehicle to the Sioux City dealership for a one-day truck technology extravaganza.

Between **10 a.m. to 6 p.m.**, attendees can experience Peterbilt's new products firsthand in a **New Product Display Trailer**. The 53-foot expandable air-conditioned trailer contains interactive displays that highlight new engine, navigation, information, entertainment and safety innovations:

- The new **PACCAR MX** diesel truck engine
- Peterbilt's new **SmartNav™** system that offers navigation, vehicle diagnostics, communication and entertainment technologies in a touch-screen unit
- **Bendix® ADB22X™** air disc front brakes
- **Bendix® ESP®** full stability control system
- **Bendix® Wingman® ACB** - Active Cruise with Braking, which helps maintain a safe following distance through proactive warnings and active interventions.



**Valuable Coupon!**  
*Customers attending this event will be given a coupon for a **FREE 1-year PM Contract** or **\$1,000 of PACCAR Parts** with the order of each new truck by Aug. 25, 2010. Limit 5; other requirements apply, see Truck Sales Staff for details.*

These technologies can be seen in action by the truck pulling the trailer. The North American Tour is pulled by a new SmartWay®-certified 2011 **Peterbilt Model 587**. The Model 587's features include an MX engine -- which combines power and performance with fuel efficiency and reduced exhaust emissions. The Model 587 also boasts advances in aerodynamic performance, visibility, lighting and maneuverability. Its EPA SmartWay® certification offers customers fuel savings, lower greenhouse gas emissions and reductions in NOx, particulate matter and air pollutants.



Also, **20 vendors** are scheduled to set up information booths, exhibiting a variety of trucking industry products and services under a big top tent. Door prizes will be awarded.

Meanwhile, the Peterbilt of Sioux City staff will host an **Open House** of their state-of-the-art dealership. A catered lunch will be served from 11 a.m.-2 p.m.

Customers from all of our stores are invited to attend. Peterbilt of Sioux City is located along Interstate 29 at Exit 143 (Singing Hills Blvd.) in Sioux City.

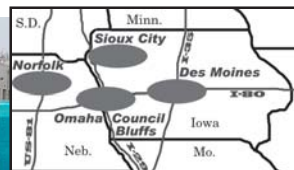
To receive more information about this event or a reminder/invitation, contact **Peterbilt Marketing Dept.**

by e-mail: [mxengine@pbtruck.com](mailto:mxengine@pbtruck.com)  
by telephone: 712-234-2729  
toll-free: 877-499-PETE (7383)  
web site: [www.pbtruck.com/mxengine](http://www.pbtruck.com/mxengine)



July 2010

# Parts & Service Monthly Specials



## Transmission Replacement

Replace that clunky, unreliable transmission with a quality remanufactured transmission and **SAVE** on parts & service with your Peterbilt Preferred Card.

**SAVE ON PARTS: \$100 – \$200 OFF** on the purchase of a Reman Transmission!  
**Top Brands: Eaton & Weller.** Discounts vary with manufacture and stock class. For a complete list of transmission with discounted prices, see our web site: [www.pbtruck.com/monthlypartspecials](http://www.pbtruck.com/monthlypartspecials)

### SAVE ON SERVICE:

Have your new transmission installed by factory-trained Peterbilt technicians.

#### Service includes:

- installation of transmission
- filling with proper lubricant
- inspection of clutch and linkage
- adjustment of clutch and clutch pedal free travel

**WELLER EATON**

**\$560**

*(Labor Only\*)*



*\* With Your Peterbilt Preferred Card*

*Offers expire July 31, 2010*

*(While your transmission is removed is a good time to replace your clutch at a great labor savings! Peterbilt Preferred Card discount coupons are also available this month for new clutches.)*

**See all our Weekly & Monthly Parts & Service Specials at [www.pbtruck.com](http://www.pbtruck.com)**

### We can get your truck ready for heavier loads with a **Conversion Package:**

- **Removing the Sleeper, Daycab Conversion & installing a Pusher Axle**
- **Daycab Conversion Benefits** -- less vehicle weight, rear window and more leg room.

**Starting July 1, 2010**, trucks that travel off interstate highways in Iowa will enjoy higher weight limits.

Contact your **Peterbilt Service Manager** for a bid on your conversion project.



**AFTER:** conversion to daycab with pusher axle

**BEFORE:** removing sleeper



**Sioux City**  
**Des Moines**  
**Norfolk, Neb.**  
**Council Bluffs-Omaha**

**712-252-4566**    **800-444-7383**  
**515-967-0355**    **800-447-7383**  
**402-844-4749**    **888-610-7383**  
**712-325-9700**    **800-454-7383**