



LAKESIDE INTERNATIONAL TRUCKS

— IT'S A MATTER OF PRIDE —
Pride in our self • Pride in our work • Pride in our customer

MUNICIPAL TRUCK NEWS

Spring 2011

THE TERRASTAR IS HERE - CALL TO SCHEDULE A DEMO!

The International® TerraStar™ work trucks have begun rolling off the assembly line to satisfy the more than 1,000 orders.

Randy Oetting, director of business development, Navistar, says "A lot of customers buying International DuraStar® vehicles have been asking us when we were going to provide a lighter-duty, Class 4/5 product. We now have a complete range of products."

The International TerraStar's has a 6.4-liter MaxxForce® 7 engine, which delivers 300-horsepower and 660 lb.-ft. torque with excellent fuel economy, as well as unbeatable strength thanks to its compacted graphite iron (CGI) block. Featuring MaxxForce® Advanced EGR



technology, it's also the only no-hassle emissions solution in its class, which means drivers needn't worry about finding or filling up with liquid urea. The truck provides a clean and clear chassis for easy body and equipment mounting.

"Fleets that require power, along with reliability, can count on this truck" says Oetting. The ruggedness of the chassis, featuring best-in-class 80,000 PSI frame rails, huckbolted for strength and durability, makes the truck a natural for customers that spend time off the highway, he adds.

The truck offers a commanding view of the road, with 38 percent greater visibility than the leading competitor. The massive cab provides 20 percent more cab volume than the nearest comparable truck. And for fleets needing to transport people to a work site, the optional crew cab seats six comfortably.

"It's the same cab as the International DuraStar," Oetting explains. "We dropped the frame rails throughout the cab section six inches, and added a step so it would be easy for drivers to get in and out.

It was important to us to provide a cab that was comfortable for the driver."

The International TerraStar is a premium work truck that provides great value for customers seeking a commercial-duty option. Its commercial-style tilt-away hood provides easy access to engine compartments and its three-piece design makes replacement and repair easier and more cost-effective.

The 2012 model-year TerraStar Class 4/5 truck will be available in a number of different configurations, including pickup, hauler, and cab & chassis models in varying wheelbases from 160" up to 209". Available GVWRs are 16,000 and 19,500 lbs. It will be available in 4x2 and 4x4 drivetrain.



LAKESIDE
INTERNATIONAL TRUCKS

Pre-Season A/C Special

**Only \$45 for 26 Point
A/C System Inspection**

Regularly \$98 - Offer expires May 31, 2011

Valid at any Lakeside Location

MILWAUKEE - RACINE - WEST BEND - RANDOM LAKE
JANESVILLE - MONROE - MADISON - ROCKFORD

www.LakesideTrucks.com

MAXXFORCE® ADVANCED EGR

The no-hassle solution for 2010 emissions

Feature

- No urea to purchase or store
- No urea storage tanks to install
- No issues with urea temperature
- No added after-treatment components
- 200-300 pounds less weight
- No additional training needed

Benefit to you

- No worry about the uncertain availability of the fluctuating prices of urea
- No costs for installation of tanks at your shop
- No downtime when urea is frozen, not driver hazards from fumes when hot. No worries about shelf-life
- No worries about packaging the equipment around the truck body, no maintenance and no extra parts to stock
- No worries about packaging the equipment around the truck body, no maintenance and no extra parts to stock
- No added costs and time for training and no chance of driver error that could cause downtime

TURN YOUR OBSOLETE & OVERSTOCK PARTS INTO \$\$

Turn your obsolete and overstock parts into valuable credit with the Parts Return Program (PRP). PRP gives you credit for unused obsolete and surplus parts – regardless of supplier – so you can

apply it toward purchasing the parts you really need. Even if you haven't worked with an International dealer before, you can get started today. *It's as easy as 1-2-3.*



STEP 1

RETURN PARTS

Send your unused, obsolete and surplus parts inventory to one of two processing centers in the US and Canada.

Parts are valued at your carrying cost. In most cases, this will be the original purchase price.

STEP 2

RECEIVE INITIAL CREDIT* PAYMENT

We'll credit 25% of your returned inventory amount upon program approval and the remaining 75% over the life of the program (maximum 5-year program).

**Subject to fulfillment of year one purchase requirement.*

STEP 3

APPLY CREDIT TO NEW ORDERS

Purchase just three times the returned inventory amount within the first year of your PRP program. Over the next four years, purchase an additional nine times the amount of your initial returned inventory – parts you need to purchase anyway. Lakeside supplies parts for all makes of trucks.

Contact Jon Spencer at (414) 380-8824, jspencer@lakesidetrucks.com for more information.

DPF CLEANING NOW OFFERED

In an effort to better serve our customers, Lakeside now offers diesel particulate filter (DPF) cleaning at our Milwaukee location.

Due to government engine emission changes made in 2007, owners and operators of commercial trucks, with post-2007 engines are now required to have their exhaust filter cleaned after 250,000 miles.

Stop by or ask your Lakeside International Trucks representative for pricing specifics, turn-around time, and pick-up and delivery options.

FACTS ABOUT DPF CLEANING!

- The DPF on all 2007 and later engines must be cleaned at proper intervals of 250,000 miles, or less depending on duty cycle and manufacturers' recommendations.
- Many 2007 and later engines have an Aftertreatment Fuel Injector (AFI), or doser, that is part of the exhaust system. Manufacturers recommended cleaning this component approximately every 100,000 miles to prevent premature ash build-up in the DPF.
- Left unchecked, soot and ash collected in a DPF can damage or destroy a filter resulting in a DPF replacement cost of \$3,000 or more and unwanted, unscheduled downtime.
- Our specialized equipment can thoroughly clean a DPF, restoring the engine to full power and efficiency.
- DPF cleaning services are available for all-makes trucks and heavy equipment at Lakeside International Trucks, Milwaukee, Wisconsin, and can be provided conveniently while your vehicle is in for service.

WorkStar & TerraStar Demos Now Available

Call to schedule today!



For all Municipal Equipment, New & Used Trucks, call:

View our inventory at
www.LakesideTrucks.com

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