



# LAKESIDE INTERNATIONAL TRUCKS

# TRUCK NEWS

## Lakeside International Trucks Purchases Dealership in Rockford

Lakeside International Trucks, one of the largest commercial truck dealerships in the Midwest, has acquired an additional dealership location in Illinois. The dealership has purchased its eighth location in Rockford, Illinois, formerly part of the Chicago International Trucks dealership group.

With the purchase, Lakeside strengthens its market coverage as a leading dealership representing International® medium, heavy and severe service commercial trucks, MaxxForce® diesel engines, and other parts, service, truck leasing and finance offerings.

David Gerrard, Vice President, Dealer Operations at Navistar, Inc., said, “Bill Reilley, Sr., Lakeside International Trucks’ dealer principal, is committed to growing the business and we commend the Lakeside International team for their dedication and ongoing commitment to exceptional customer service and representation of the International brand. As a recipient of the International Circle of Excellence award for over 16 years, I believe Lakeside will continue to bring significant value to the Rockford market.

Bill Reilley, Sr. said, “It is extraordinary to see Lakeside grow to eight locations since we opened our first dealership location in Milwaukee, 26 years ago. We look forward to growing the International brand and supporting the businesses in the Rockford market and are eager to get to know all our new customers.”

Lakeside International Trucks now has full-service locations covering southern Wisconsin and north central Illinois, including: Milwaukee, Racine, West Bend, Random Lake, Janesville, Monroe and Madison, Wisconsin and Rockford, Illinois. These locations will continue to support the market with best-in-class sales, parts and service support as well as full-service leasing, maintenance and rental.

“With Lakeside International Trucks, customers will get consistent, high-quality treatment,” said Reilley. “We are leveraging our experience and building on it with efficiencies of scale. With access to huge, consolidated inventories, customers will have more choices on class 4-8 trucks and parts. We will also offer a variety of value-added service packages, including more than 125 service bays, mobile maintenance, 24-hour emergency breakdown service, parts delivery, body shop and more.”

## 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 1 purchase requirement.*

### STEP 3

#### APPLY CREDIT TO NEW ORDERS

Purchase 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

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

## 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.



### 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

## SPRING SAVINGS!



**LAKESIDE**  
INTERNATIONAL TRUCKS

### Pre-Season A/C Special

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

*Offer expires May 31, 2011*  
Valid at any Lakeside Location

MILWAUKEE - RACINE - WEST BEND - RANDOM LAKE - JANESVILLE - MONROE - MADISON - ROCKFORD  
[www.LakesideTrucks.com](http://www.LakesideTrucks.com)



**LAKESIDE**  
INTERNATIONAL TRUCKS

### 10% OFF

**Shop Labor**

*10% off on Labor Only - maximum value of \$500, offer expires June 30, 2011*  
Offer valid at Rockford location : 1212 Asche Ave., Rockford, IL (815) 484-4000

[www.LakesideTrucks.com](http://www.LakesideTrucks.com)

(815) 484-4000

1212 Asche Ave., Rockford, IL 61109

Monday - Friday: 7 a.m. to Midnight, Saturday: 7 a.m. to Noon

[www.LakesideTrucks.com](http://www.LakesideTrucks.com)