

## TRUX ON THE WAY



Hasse Olsson and his colleagues at Trux are going to tour around Sweden with the new Trux trailer.

**Trux new demonstration trailer is on the road and the next stop will be at one of the world's largest trade fairs for commercial vehicles – IAA in Hannover, Germany, and will then continue the tour around Sweden.**

Friday August the 17th the long awaited demo trailer rolled in to the company Trux AB in Sweden. With a kitchen, large exhibition space and room for private conversations Trux will use the rebuilt truck trailer on their many exhibition visits to showcase their products.

The premiere and first stop for the Trux demo trailer was at the Elmia Truck fair in Jönköping in late August.

– We received only positive reactions of our visitors, among other things they thought that the trailer was a perfect combination of exhibition booth and shelter from the fair says Hasse Olsson, manager at Trux in Ljusdal.

Next stop will be at one of the world's largest trade fairs for commercial vehicles – IAA in Hannover, Germany, on September 20th to 27th, and then Trux goes back to Sweden to continue the tour.

– Our goal is that the Trux trailer should be where our customers are – on the road. It gives them a chance to get familiar with our products, explains Hans Olsson.

The tour schedule for next year is not yet confirmed, but besides all of the major trade shows, trucker gatherings and other events Trux will also stand along the roads. Who knows, maybe Trux will be waiting with a cup of coffee on your particular rest stop next time.

Trux is the market leader in Europe of front-mounted safety and styling equipment for trucks. The company was founded in 1986 and the largest individual markets are Sweden, Norway and Germany.

Trux AB is located in Ljusdal in the middle of Sweden and is a part of Mekanotjänst Holding AB which has 276 employees and a turnover of SEK 470 million

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