

TRUX ON TOUR WITH THE NEW VOLVO FH



Trux will visit over 30 different retailers within three months when they are on tour with the new Volvo FH.

Trux are on their way and off to the first phase of "Trux On Tour" around Sweden, where they will showcase their newly designed aluminium accessories for the new Volvo FH.

With their demonstration trailer in tow "Trux On Tour" will begin by following Volvo trucks caravan for eight weeks and visit over 30 cities in Sweden, from Malmö in the south to Kiruna in the north. It will give Trux the opportunity to showcase their newly designed aluminium products for the new Volvo FH to dealers and other stakeholders.

– We can't get any better marketing for the new products for the Volvo FH than this. The tour around Sweden with Volvo and their recent truck will hopefully give us a hefty sales start for our new products, says Hasse Olsson, manager at Trux in Ljusdal.

After eight weeks with Volvo Trux will continue its tour overseas, visiting Germany, Finland, Norway and other countries. This summer will also see appearances at further trade shows in Sweden where Trux will be present with their demonstration trailer.

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.

For more information:

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Trux On Tour will visit the following cities in Sweden, all are welcome!

5 March Borås
6 March Hässleholm
7 March Ängelholm
8 March Tomelilla
9-10 March Volvo Truck Center Skåne på Ring Knutstorp
12 March Falköping, Växjö/Värnamo och Vetlanda/Oskarshamn
13 March Skövde, Växjö/Smålandsstenar och Nybro/Kalmar
14 March Skara, Jönköping/Ljungby och Karlshamn/Karlskrona
15 March Mariestad, Jönköping/Nässjö och Vimmerby/Västervik
16 March Linköping
18 March Volvo Truck Center Stockholm Kungens Kurva
19 March Volvo Truck Center Stockholm Sollentuna
20 March Karlskoga och Kristinehamn
21 March Karlstad
22 March Sunne och Lidköping
23 March Ämål/Dalhall och Vänersborg
25 March Örebro
26 March Uppsala och Avesta
27 March Västerås och Köping
3 April Borlänge
4 April Mora
5 April Gävle och Hudiksvall
6 April Sundsvall
10 April Örnköldsvik och Lycksele
11 April Skellefteå och Vilhelmina
12 April Umeå
15 April Malå
16 April Kiruna och Åsele
17 April Gällivare/Pajala och Sollefteå
18 April Strömsund
19 April Östersund
27 April Volvo Truck Center Gothenburg
24 May Piteå
25 May Luleå

With reservation for any changes.

