

A SUCCESSFUL VOLVO TOUR FOR TRUX



The Trux On Tour has been both well attended and appreciated by the visitors in Sweden.

After nearly three months on the road Swedish Trux have now completed the first part of a tour to showcase their aluminium accessories for the new Volvo FH.

In late May, Trux made their final stop together with Volvo Caravan and completed the first phase of Trux On Tour.

"There have been some intensive weeks on the road, but now given the good response we have received it feels very rewarding" says Hasse Olsson, manager at Trux Ljusdal and continues: "Both truckers and retailers have been very positive about our accessories for the new Volvo FH and there have been a lot of new orders, so the tour has been extremely successful."

Trux On Tour have visited over 30 places in Sweden together with Volvo caravan and all the retailers at the events have agreed it has been a successful venture.

"To have such a strong brand as Trux in place along with Volvo has been very positive, a nice bonus is that the presence of Trux has provided an extra boost in additional sales" explains Erling Persson, Sales Manager for Bilbolaget Lastvagnar Gävleborg.

Next up for Trux On Tour is a number of summer events – including the Mittia expo, Trailer Trucking Festival and the Påbyggnad fair will also be attended. Then will the tour continue on to Norway, Finland and Germany in the autumn.

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 420 million.

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