

RECORD YEAR FOR TRUX FRONT PROTECTORS



Full speed ahead. In 2013 Trux has delivered more than 50 percent more front protectors than the previous year.

Twenty-thirteen was the year of front protection for Trux, manufacturer of aluminum accessories for heavy trucks, with sales increasing by nearly 50 percent in these products.

There are some happy faces at Trux in Sweden. After the financial crisis of 2009 front-mounted safety equipment have slowly but steadily climbed up the company's sales to explode in 2013 when it sold over 1,300 Highway and Off-road products, nearly 50% more than in the year before. Even the previous record year of 2008, draws the short straw with "only" 1,100 shipped front protectors.

As usual the Swedish and Norwegian market were the biggest in terms of sales, but both the Danish and German dealers did surprisingly well and doubled their sales over 2012. Additionally over 300 front protectors were delivered to Tanzania.

"It has certainly been a very good year and I think one reason is that more and more people realize what a good investment a front protector is when it can save both time and money in the case of collisions or accidents", says Hasse Olsson, manager at Trux in Sweden and continues: "Records are brilliant, but records are to be broken and we're aiming to have an even better year for front protectors in 2014".

Trux is the market leader in Europe of front-mounted safety and styling equipment for trucks. The company was founded in 1986. Its largest 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 a turnover of SEK 420 million.

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