

## TRUX CELEBRATES 25 YEARS IN THE FRONTLINE



*It's been 25 years since Axel Sandstedt founded Trux, which today is the market leader for front-mounted safety equipment for heavy trucks in Europe.*

### **2011 marks the 25th anniversary of the first front protectors for heavy trucks from Trux. But the road to becoming the market leader of front-mounted safety equipment proved to be challenging.**

The history of the front-mounted safety equipment for heavy trucks manufacturer Trux begins in the mid-1980s. At the time, the founder Axel Sandstedt ran the company Exte when a truck driver asked how he could avoid the lengthy downtime associated with wildlife accidents. Axel explored the idea and drew inspiration from the Australian "Kangaroo bumpers" to his own front protectors, but instead of steel he chose the much lighter aluminium.

*– It was an exciting time when our newly produced front protector became very popular among the truck drivers and the orders poured in, so I sold Exte and chose to focus on Trux, says Axel Sandstedt.*

However, in the midst of Axel's investment in the new company, he was delivered a hefty spanner in the works; the Swedish Traffic Safety Administration was about to ban the frontal protection.

*– It was a real blow, but the reason for the ban was weak and I thought the decision was a mistake. After months of processing, an independent test and with the support of the press I finally got right, says Axel.*

With the help of Chalmers University of technology in Gothenburg an investigation showed, that when a truck hit a crash dummy the front protectors pushed it aside instead of it falling under the truck, which convinced Traffic Safety Administration to change its mind. This was an extremely important victory for Trux who could continue with their products.

Today Trux founder Axel Sandstedt is retired, but still just as passionate.

*– I sold Trux to Mekanotjänst in 1999 but I have partially continued to be active in the company and I'm very optimistic about how the company evolves. We can definitely expect Trux to be in the frontline for another 25 years, says a proud Axel.*

Trux is the market leader in Europe of front-mounted safety and styling equipment for trucks.

The company was founded in 1986 and celebrates its 25th anniversary this year. 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 370 million.

#### **For more information:**

Hasse Olsson, manager Trux Ljusdal: +46 (0)651-76 85 82

hasse.olsson@trux.se

www.trux.eu

