

# TRUX CHECKS IN AT IAA



*Trux och deras demonstrationstrailer finns mellan hall 25 och 26 på IAA-mässan i Tyskland.*

## **From the 24th September to 2nd October, Trux will be represented at the IAA – the world's largest trade fairs for commercial vehicles in Hanover, Germany.**

For eight days Trux and their demonstration trailer will be at on one of the world's largest commercial vehicle trade shows in Germany – IAA.

The German market is in terms of sales an important puzzle piece for Trux and after the new distributors in Germany, Jumbo Fischer, took over the wheels they have boosted the sales. One of the steps to become even a stronger brand in Germany is to be present at the influential IAA fair. – *Together with representatives from Jumbo-Fischer we will be at the outdoor booth K45, between Hall 25 and 26, where we will showcase our latest aluminum accessories for heavy trucks says Hasse Olsson, manager at Trux Ljusdal.*

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, Denmark, Finland 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 400 million.

### **For more information:**

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