



# PINNACLE TRUCK PARTS

## Daimler Trucks North America Launches Innovative Parts E-Commerce Platform

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**PORTLAND, Ore. – June 24, 2014** – Daimler Trucks North America (DTNA) has launched [Pinnacle Truck Parts](#), a dynamic e-commerce platform that facilitates transactions between customers and DTNA's parts and service network. A new online parts ordering tool created to deliver uptime by simplifying and expediting the parts ordering process, Pinnacle Truck Parts is the latest addition to a suite of services offered under DTNA's [Pinnacle Fleet Solutions](#) program.

Through this innovative, network-wide e-commerce solution, customers now have visibility to parts availability and pricing at their local authorized DTNA retail outlet, and Daimler inventory at parts distribution centers nationwide. The robust inventory system will include access to over 100,000 SKUs, which can be purchased online – anytime, anywhere. After purchase, customers will have the option to immediately print a single invoice for the purchase of all of their parts.

“Daimler Trucks North America is committed to providing the most innovative tools to improve the ease of doing business. Pinnacle Truck Parts was designed to do just that by providing customers with a fast, reliable and simple solution for ordering parts,” explains Pam Perez, e-commerce project manager at Daimler Trucks North America. “This platform is the first in the industry to provide this depth of functionality. By utilizing the state-of-the-art cross-reference parts database on [PinnacleTruckParts.com](#), customers will save time and money throughout the parts procurement process.”

The initial roll-out and implementation of Pinnacle Truck Parts platform with authorized DTNA retail outlets began in June and is targeted for completion by the end of February, 2015.

To learn more about Pinnacle Truck Parts, please visit <http://www.pinnacletruckparts.com> or contact DTNA at [PFSHelp@daimler.com](mailto:PFSHelp@daimler.com).

### **About Daimler Trucks North America**

Daimler Trucks North America LLC, headquartered in Portland, Ore., is the leading heavy-duty truck manufacturer in North America. It manufactures, sells, and services commercial vehicles under the Freightliner, Western Star, Detroit, and Thomas Built Buses nameplates. Daimler Trucks North America is a Daimler company.