



**GET YOUR
TOUGH
BACK**

Western Star kicks off “Get Your Tough Back” Campaign

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FORT MILL, S.C. – Nov. 12, 2015 – Western Star has always manufactured some of the toughest and most durable trucks on the job. And now, the company’s new advertising campaign showcases that Western Star experience in new light.

Based on the theme “Get Your Tough Back,” the multi-channel advertising campaign highlights the breadth of options available from Western Star that can deliver everything owners and drivers want, without settling for less.

“With Western Star, customers don’t have to choose between comfort, style, durability or value – our trucks deliver on all fronts,” said Andy Johnson, brand manager for Western Star. “By choosing Western Star, customers can ‘Get Your Tough Back’ and choose the toughest trucks on the road without sacrificing performance and efficiency.”

The campaign, which showcases Western Star trucks in a variety of on-highway, vocational and severe duty applications, was developed partially based on feedback from owners, fleet managers and drivers in all applications.

For more information, go to www.WesternStarTrucks.com.

Western Star Trucks Sales, Inc., headquartered in Fort Mill, S.C., produces tough custom trucks for highway and vocational applications. Western Star is a subsidiary of Daimler Trucks North America LLC. Daimler Trucks North America produces and markets Class 5-8 vehicles and is a Daimler company, the world's leading commercial vehicle manufacturer.