

Reading Truck Body Sweeps “Green” and “Editors’ Choice” Awards at The Work Truck Show® 2009

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Reading Truck Body, LLC won The Work Truck Show 2009 Editors' Choice Award for New Product Innovation and the inaugural Work Truck Show Green Award for its new Aluminum Classic II Service Body that debuted at The Work Truck Show 2009. Here, Steve Carey, senior director of operations for the National Truck Equipment Association (NTEA) congratulates Jim Kraschinsky, senior vice president of sales and marketing for The Reading Group, and his team on the wins. (Left to right) Jim Quaglia, Reading product/marketing manager, Brenda Foley, Reading marketing coordinator, Carey, Kraschinsky and Hanna Rhamy, Reading zone manager.

FARMINGTON HILLS, MI (March 12, 2009) — Reading Truck Body, LLC (Reading, PA) won two awards at **The Work Truck Show® 2009** last week, both of which were voted on by industry trade press. The company's new Aluminum Classic II service body earned **The Work Truck Show 2009 Editors' Choice Award for New Product Innovation** and the inaugural **Work Truck Show Green Award**. With these awards, attending media recognized the Aluminum Classic II as both the most innovative new product at the show and the one that most advances work truck fuel utilization.

The Work Truck Show 2009, North America's largest work truck event, was held in conjunction with the **45th Annual National Truck Equipment Association (NTEA) Convention** March 3-6 at the McCormick Place West Building in Chicago, IL.

Attending media selected the Editor's Choice Award winner from a field of nearly 100 products introduced through the Work Truck Show New Product Spotlight and *New Product Media Guide* programs. The

THE WORK TRUCK SHOW®
GREEN
AWARD
2009 WINNER
For Innovation in Fuel Utilization



NTEA developed the Work Truck Show Green Award this year to recognize companies that have gone the extra mile to develop products and technology that advance work truck fuel utilization. Editors at the show chose from 17 entries in this contest.

Reading says that its new eight-foot Aluminum Classic II service body weighs 45 percent (500 pounds) less than comparable steel service bodies, providing a fuel savings of up to 12 percent, depending on vehicle application. The Aluminum Classic II also offers improved payload capacity and reduced wear and tear on chassis components. It is fully recyclable. Priced just 15 percent higher than a standard steel body, the new Aluminum Classic II features stainless steel rotary locks, hidden hinges, the Dual Pro door seal system, LED lights and a slam-action tailgate. Reading provides a 10-year limited warranty on the body, which is available in 8-foot single wheel and 9-foot dual wheel models.

“We predicted that our customers and potential buyers were going to be greatly impressed with the new Aluminum Classic II, and we’re gratified that media at the show also recognized the value and advantages of this product,” says Jim Kraschinsky, senior vice president of sales and marketing for The Reading Group. “We’ve been manufacturing aluminum service/utility bodies of all sizes for more than 25 years, and we’re particularly excited about these new bodies that offer such huge weight and fuel-saving benefits. The Aluminum Classic II is Reading-rugged, environmentally friendly, and will help fleets, utilities, contractors and companies of all types to save money.”

For more information on Reading Truck Body, visit www.ReadingBody.com.

Produced annually by the NTEA, The Work Truck Show showcases Class 1-8 vocational trucks and equipment. The Work Truck Show 2010 will be held in conjunction with the 46th Annual NTEA Convention March 9-12 (Show floor opens March 10) at America’s Center in St. Louis, MO. For more information, visit www.ntea.com or call 1-800-441-NTEA (6832).

Established in 1964, the NTEA is the leading association supporting the \$101 billion work truck and trailer industry. The Association currently represents more than 1,700 companies that manufacture, distribute, install, sell and repair commercial trucks, truck bodies, truck equipment, trailers and accessories. Buyers of work trucks and the major commercial truck chassis manufacturers also belong to the Association. The NTEA provides in-depth technical information, education and member programs and services, and produces The Work Truck Show®. The Association maintains its administrative headquarters in suburban Detroit and a government relations office in Washington, DC. For more information, call 1-800-441-NTEA (6832), or visit www.ntea.com.

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