



For Immediate Release

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DES MOINES, IOWA TRUCK DEALER NOMINATED FOR TOP INDUSTRY HONOR

McLean, Va. (March 19, 2008) — Bill McKenna, president of McKenna Truck Center, Des Moines, Ia., is nominated for the American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award. The winner will be announced at the opening general session of the 45th Annual ATD Convention and Exposition in Dallas on April 26.

Building the Business

McKenna began his career in the U.S. Army achieving the rank of Sergeant in the 101st Airborne. His move to the truck industry occurred upon his return to civilian life with Bache & Co. in Cleveland and Detroit, as branch operations manager. He accepted a position as general manager of Summerfield GMC/Peterbilt in Gary, Ind., where he remained until opening McKenna Truck Center in 1982. McKenna sells Volvo, GMC and Hino trucks, Kalmar (Ottawa) Terminal Tractors and Jones Bodies. They also offer a full-service collision center, Midwest Radiator and Nationalease truck leasing.

McKenna attributes much of the company's success to its cohesive management team. The managers average eight years of experience with the company. "They provide a great deal of knowledge about the organization and the dealership's customers," McKenna said. "Customers like familiar faces, a consistency that is seldom found in our 'fast food' society. They like to be recognized and called by name. We offer that advantage." McKenna also strongly believes in employee training to maintain their reputation for delivery of quality services and products.

Honors, Awards, and Service to the Industry

Awards earned by McKenna Truck Center include Volvo Trucks' World Class Dealer Award for outstanding parts management (2006); the Multi Million Club Symbols of Excellence Award (2004 – 2006); as well as its CEO Club Award for exceeding performance benchmarks (2004, 2005). The dealership also received GMC's Leaders of Distinction award (2001-2002).

McKenna served on the ATD board for six years (1999 – 2005) representing Volvo dealers. He is currently a member of the Hino Dealer Advisory Board, and is past chairman, vice chairman and committee chair for the Volvo Trucks North America Dealer Council. He served on all committees of the Iowa Auto Dealers Association, and was a member of the Meritor Advisory Board and Associates Commercial Golden Wheel Advisory Board, where presented the dealer point of view to those organizations.

Community Service

McKenna and his wife Rita live in Huxley, Ia. Following his belief to instill a sense of belonging into to as many people as possible, both personally and professionally, McKenna serves as a board member and contributor for Progress Industries, a charitable organization, and Huxley Communications, a civic organization. He also is a fundraiser for the Lance Armstrong Foundation, as well as a sponsor and contributor to the National Kidney Foundation and Dollars for Scholars. He and his wife are active, 25-year members of their church, St. Cecilia, serving on the parish council and choir.

The Award

The American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award nominees are evaluated on dealership performance, civic contributions and industry leadership.

About ATD

Founded in 1970, the American Truck Dealers division of the National Automobile Dealers Association is the only national organization representing dealers selling new medium- and heavy-duty trucks.

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