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## **SPRINGFIELD, MO., TRUCK DEALER NOMINATED FOR TOP INDUSTRY HONOR**

**McLEAN, Va. (March 6, 2009)** — Glenn Larson, president of The Larson Group in Springfield, Mo., has been 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 46th Annual ATD Convention and Exposition in Washington, D.C., on April 18, 2009.

### **Building the Business**

Larson began his career selling Peterbilt trucks for Sioux City Truck Sales in Sioux Falls, S.D., in 1983 along with his father, Claire Larson. In 1988, they acquired their own Peterbilt dealership, Peterbilt of Springfield, with a market area that included all of southwest Missouri and northwest Arkansas. Over the years, the number of dealership locations continued to grow. In 1998, the dealer network was combined under one entity named the The Larson Group (TLG). Today TLG operates Peterbilt dealerships in Springfield, Joplin, O'Fallon and Sikeston, Mo., as well as Fort Smith, Ark., Jeffersonville, Ind. and Sauget, Ill.

Larson attributes much of the company's success to his philosophy of "customer satisfaction." Of TLG's success, Larson says, "Creating a culture focused on satisfying the customer has led to increasing market share, stability and growth throughout the company's history."

### **Honors, Awards and Service to the Industry**

Peterbilt Motors has recognized the dealerships in TLG with the Platinum Oval award 15 times, including four Dealer of the Year awards and two Best in Class awards. He was the keynote speaker for the Peterbilt Motor Co. Denton, Texas, manufacturing plant 25<sup>th</sup> Anniversary in 2005.

Larson served as a member of the Peterbilt Motors dealer council from 1997 – 2001 and was the council chairman in 2001. He also served on the Dealer Advisory Board for Rockwell International from 1994 – 2000.

### **Community Service**

Larson and his wife, Cindy, live in Marshfield, Mo. He serves as a board member on the Rogersville Chamber of Commerce.

Larson supports the Gold Buckle Extravaganza, a youth agriculture program; Regional Girls Shelter; Make-A-Wish Foundation; Future Farmers of America; Children's Miracle Network; Children Charity Auctions; Sertoma Boys and Girls Club; and the Breast Cancer Foundation through annual cash and merchandise donations.

### **The Award**

The American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award is evaluated based on several categories, including 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.