



LAKESIDE

INTERNATIONAL TRUCKS

11000 W. Silver Spring Rd.
P.O. Box 250827
Milwaukee, WI 53225
(414) 353-4800
(800) 236-0444
Fax: (414) 353-2743
www.lakesidetrucks.com

Contact:

Rob Durham
Lakeside International Trucks
(608) 754-8195
rdurham@lakesidetrucks.com



Dealership Locations:

Milwaukee
Racine
West Bend
Random Lake
Janesville
Monroe

Lakeside International Trucks Earns Prestigious Circle of Excellence Award

Award honors twenty-six top performing International® dealers from around the globe

MILWAUKEE, WI — APRIL 6, 2009 — **LAKESIDE INTERNATIONAL TRUCKS**, a local International® commercial truck dealership, has received the prestigious International Circle of Excellence Award. The Circle of Excellence program was established 29 years ago to honor those International dealerships that achieve the highest level of performance in terms of operating and financial standards, market representation, and most importantly, customer satisfaction. It is the 14th time Lakeside International Trucks has been honored with this award.

“This award is the highest honor an International dealer principal can achieve from the company,” said John Whitnell, Vice President, Dealer Operations of Navistar, Inc. “Lakeside International Trucks, is one of only 26 International dealerships in the world who earned this recognition in 2008. Each year, many Circle of Excellence dealerships provide service to Navistar by participating in the company’s long-admired advisory board process.”

Whitnell continued, “This award also recognizes the effort and dedication of all the dealership’s employees. A highly skilled, professional staff is a critical success factor for any commercial truck dealership. Bill Reilley, Sr., President, Lakeside International Trucks, is clearly committed to growing his business and being recognized by customers as the dealership of choice in their market. I congratulate everyone at Lakeside for their commitment to outstanding customer service, operational excellence and representation of the International brand.”

“This award is special because it recognizes the hard work and professionalism we bring to customers in the southern Wisconsin area,” said Bill Reilley, Sr., President, Lakeside International Trucks. “Working together, our dealership team achieved Circle of Excellence status this year. Our customers rely on us to keep their businesses growing—and our International products and support are even more important to customers during these tough economic times. For 25 years, our customers have been returning because they know we deliver quality International products and services that help drive profits to their bottom line. Lakeside employees understand the value of each customer and have a genuine interest in serving their business. We have an operating philosophy at Lakeside we refer to as *Lakeside Pride*. It is this shared pride amongst the employees that has created this winning and cooperative culture year after year. It is through the employee’s pride in their work and in serving the customer that has allowed Lakeside to achieve this prestigious recognition from International Truck for 2008.”