



## **Autocar Trucks Announces Online Gear Store and 2016 Truck Calendar**

BIRMINGHAM, Ala. (Dec. 4, 2015) – Autocar Trucks, in celebration of its 118th birthday, today announced the grand opening of its branded merchandise store: [www.Autocar-Gear.com](http://www.Autocar-Gear.com). The new Autocar Gear store offers Autocar fans a variety of Autocar-branded clothing and accessories just in time for the holiday gift-giving season. “Autocar drivers and fans have been clamoring for a way to show their pride with Autocar-branded items like caps and shirts, so we’re excited to make these items available to everyone via our own online store” said Adam Burck, Autocar’s head of marketing.

One of the most sought-after items is the new 2016 Autocar Truck Calendar which, in past years, was only available to Autocar truck operators. The 2016 edition of the extra-large calendar displays dramatic photos of twelve severe-duty Autocar refuse and recycling trucks recently put in service by haulers from coast-to-coast.

Each featured truck is accompanied by a comment from its owner, which gives an idea of what has made Autocar so successful ever since Autocar built America’s very first truck, in 1899. For example, John Shortino, President of Blue Diamond Disposal, the operator of the Autocar truck featured on the cover of the calendar, commented: “I ran other trucks for 18 years and thought I’d never change, but Autocar is second to none. It’s American-made and runs on CNG which means no foreign dependency. It’s simply the best refuse truck and support system in the industry. I talk up Autocar to everyone.”

Cathy DeShambo, Environmental Services Administrator for the City of East Lansing explains, “For us, it was all about the green options. We have a green fleet purchasing policy which requires reduced fuel consumption and emissions. Autocar was the company that could fulfill these requirements and the Autocar E3™ ended up being the perfect fit for us.”

Visit [www.Autocar-Gear.com](http://www.Autocar-Gear.com) to purchase the 2016 Autocar Truck Calendar and other branded merchandise. Autocar has issued a special coupon code to our readers to receive a special Grand-Opening Celebration discount. Just enter FAN10 upon checkout to receive your discount – and be sure to visit soon to get your gifts in time for the holidays.

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### **ABOUT AUTOCAR, LLC**

Autocar, LLC, manufacturer of severe-duty vocational trucks carrying the first specialized truck brand in North America, is the only American-owned and operated original equipment manufacturer (OEM) of trucks. Autocar’s severe-duty vocational trucks provide customers the perfect tool for their jobs with the most uptime, support and impact on their bottom line. Autocar collaborates with customers to build trucks to their exact specifications and needs. Autocar’s purpose-built severe-service truck lines include ACMD and ACX cab-over trucks, the ACTT and ACTT-E terminal tractors and the DC-64 Class 8 work trucks. Autocar Truck recognizes that performance and uptime are everything and offers every customer 24/7 access to its *Always Up* direct factory support center staffed by expert technicians who engineer and build Autocar’s trucks. Autocar promises to provide trucks that deliver the best value, provide the best service, provide a complete solution for customers’ needs, do the work right the first time and act proactively, timely and with simplicity. For more information on Autocar Truck, visit [AutocarTruck.com](http://AutocarTruck.com), or call 833-857-0200.