

Sterling Ranks Highest in Dealer Service

Sterling Truck Corporation ranked "Highest in Customer Satisfaction with Heavy-Duty Truck Dealer Service" in the 2007 J. D. Power and Associates Heavy-Duty Truck Customer Satisfaction StudySM.

Sterling customers recognize the strong emphasis put on customer service by Sterling and its dealers, indicated Richard Saward, vice president of sales for Sterling Truck. "It is about attitude and commitment," he said. "Both the dealer organization and our company are fully aligned on what matters most, and that's taking care of customers."

In receiving the highest customer satisfaction ranking for dealer service in heavy-duty trucks, Sterling was evaluated in the following areas: facility, service price factors, availability of spare parts, the hours and days of service department operation, the appearance of the facility, and the price of labor and parts.

"With our expansive network of dealers and an army of work truck experts, dealer service has always been a priority for us, so we're certainly pleased to be recognized for it," said Ann Demitruk, director of marketing for Sterling Truck Corporation. "With interest in the brand at an all-time high, and several new Sterling products hitting the market, 2007 has been an amazing year for us."

The results from the 2007 Heavy-Duty Truck Customer Satisfaction Study were based on surveys of 2,677 customers of two-year-old Class 8 vehicles.

'We get it'

Sterling and its dealerships received the highest customer satisfaction ranking because of "our joint commitment to customers," Saward said. "By that, I mean our dealer body has recognized that a key differentiator for them in the marketplace is how they take care of customers. They've done an outstanding job of focusing in on customer care."

Saward observed that Sterling dealers hold "the attitude that customers are why we exist, and we have to take care of them. That's the essence of it. Customer support is important,



~ Dealers who serve the needs of Sterling's heavy-duty truck customers ranked highest in customer satisfaction in the 2007 J.D. Power and Associates Heavy-Duty Truck Customer Satisfaction Study.

and our dealers and our company get it. We get it. That's why I think we've been successful."

Saward also said that what stands out about Sterling's service support is a commitment to excellence that extends from the parent company, Daimler Trucks, to Freightliner LLC and its Customer Service Excellence team. "It's more of an attitude than a name," he said. "It is what our customers can expect when they buy a Sterling product."

Although the total truck market has seen lower sales in 2007, Sterling's market share has grown almost 30 percent, Saward reported. He intends to have his sales team use the survey to further increase share. "We will make our J.D. Power and Associates study performance part of every presentation. I'm very proud of our dealer organization for the performance in customer care."

Dealers operating 285 sales and service locations in the United States and Canada represent Sterling Truck Corporation. Another 105 satellite stores offer service or parts support.

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