

WELCOME TO PETERSON TRUCKS

Your Partner in the
Trucks Business

RENTAL SALES PARTS SERVICE

petersontrucks.com

PETERSON
TRUCKS





Peterson founder, Howard Peterson (right) with his wife Marion.



Welcome to Peterson! My name is Duane Doyle, and I'm the CEO and third-generation owner of Peterson. When my grandfather founded this company in 1936, he sold Cat® tractors in five counties in Northern California. Today, we've grown to become the authorized Caterpillar dealer to customers in over 100,000 square miles of California, Oregon, and Washington. In 2011, we became the Bay Area's authorized International® Truck dealership, now serving a larger part of Northern California, Oregon and Southern Washington.

Our vision is to focus on you, the customer: ***"We will be our customers' first choice."*** Our mission is to be the best in all we do: Peterson partners with our customers in building the future.

We put our customers first and continually strengthen our partnerships through hard work, ingenuity and determination. We provide a family-oriented environment that promotes safety, personal growth and professional achievement. Our people commit themselves to exceed the expectations of the customer, Peterson and each other. We will remain true to our values and set standards of excellence in everything we do.

At Peterson, we offer a wide range of trucks and services because we understand how complex and competitive your business is. We want to make buying and maintaining trucks easy for you. We prepared this informational packet to show you the range of products and services we can deploy to help you succeed.

Customer First | Integrity | Excellence | Teamwork | Fun

Our number one core value at Peterson is Customer First, which means that we make your needs our top priority. This isn't an empty promise. We want to be your business partner and to provide the trucks, support, and training you need to maximize your profitability.

We look forward to earning your business!

Peterson is your International® Truck dealer.

From new and used truck sales, to rental and leasing, to parts and service - Peterson is your one-stop shop!

WE SAVE YOU MONEY!

Check out how we can save you money with Nose Cone® and driver training!



New MV™ dry vans with Nose Cone



Peterson Idealease® Full Service Truck Leasing

With Peterson Idealease, we've got your rental and lease needs covered! Our fleet consists of late model medium and heavy duty trucks – reefers, flatbeds, dry vans, 2 and 3 axle tractors – all air ride with high horse power. Because we understand that challenges can occur, we also offer 24 hour emergency service.

We'll come to you!

Through Peterson Idealease, we can provide mobile maintenance service with our factory trained and highly skilled technicians while providing the equipment and parts needed to maintain your vehicle or fleet, wherever you are located.

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Protect your investment with S•O•SSM Fluid Analysis

Monitor the health of your fleet with Peterson's Fluid Analysis Lab Program. Fluid analysis can provide early detection of mechanical problems, avoiding costly failures and extending the life of your trucks. Regular oil and coolant testing are excellent tools to help detect impending system failures and ensure that your equipment is being protected.

For more information, check out this link: petersontrucks.com/fleet-services/oil-analysis



Peterson oil lab located in Eugene,OR

Online Parts!

24/7 Parts Resource

Tired of waiting on hold to order parts? NexPart from Peterson is as close as your desktop. Log on and place your order any time of day, seven days a week. With real-time parts pricing and availability at your fingertips, you don't have to leave your office or even pick up a phone. NexPart features electronic books with easy-to-use parts graphics, giving you the ability to check parts availability, review pricing, examine remanufactured options, and input frequent order and trucks lists.

Visit us today at
petersontrucks.com/nexpart





Diamond Edge Certified Service Department

We are proud to announce that our service departments are Diamond Edge Certified. Showing commitment to continuous improvement, unparalleled expertise, technology adoption, maximum uptime, and repair velocity - we continue our efforts to drive uptime and provide unmatched service to our customers.





A26 engine training at our San Leandro location

Peterson University

Peterson Trucks is the only International dealer authorized to train our own technicians.

We also provide custom training solutions to meet your organization's needs. Our experts specialize in courses focused on truck and engines.

For course information and registry, visit [**petersonholding.com/class-catalog**](https://petersonholding.com/class-catalog)

Full Service Body Shop

Fender bender? Big or small body damage, we can fix it. Our truck body shops can handle any kind of body work you need. Whether it's a repaint or a frame straightening, our highly trained body technicians have got you covered.

A red Kenworth truck is centered in the foreground of a large, well-lit industrial body shop. The shop has high ceilings with exposed pipes and structural beams. In the background, other vehicles are partially visible, along with various tools and equipment. A semi-transparent white banner is overlaid across the middle of the image, containing text and logos.

**Collision
Center**

DIAMONT

sikkens

LIMCO

Eugene, OR body shop



Nick Will, Transportation Technology Manager at Peterson's San Leandro Uptime Command Center

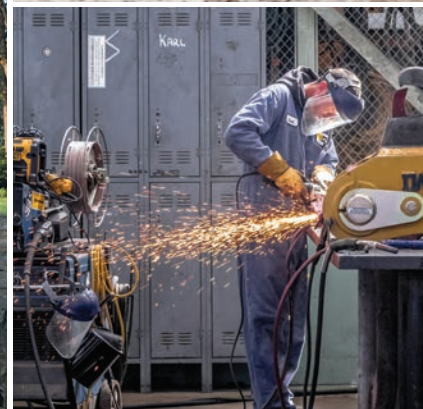
Uptime Command Center

Fleet Monitoring

All Makes. All Models. Your Fleet at Your Fingertips.

Whether you have 10 trucks or 100, our OnCommand™ monitoring service can help you manage your fleet better. Our OnCommand Connection is an open-platform, easy to use ELD, telematics, and advanced remote diagnostics service tailored toward keeping you informed about all aspects of your vehicle, driver, route, and maintenance.





And we're more than trucks... Much more!

Peterson Cat's Earthmoving division is Northern California, Oregon and southwest Washington's authorized Cat® dealer. They are your source for Cat machinery, agricultural equipment. They offer new and used equipment sales, rental, parts, and 24/7 service from nineteen locations throughout our 100,000+ square mile territory.

Our power systems division provides power generation, power quality, compressed air equipment, and marine engines, as well as service for all makes of on-highway trucks.

Our technology division, SITECH®, provides high-tech solutions for the construction and agriculture industries. SITECH offers consulting, training, data services, installation, service, technical support, and machine control systems for all major brands of equipment.



San Leandro parts department, part of our \$10 million inventory of parts.

INTERNATIONAL® TRUCK DEALERSHIP LOCATIONS

SAN LEANDRO

2718 Teagarden Street
San Leandro, CA 94577
Sales: 510.618.5550
Parts: 510.618.5590
Service: 510.357.0326

SANTA ROSA

3710 Regional Pkwy
Santa Rosa, CA 95403
Parts: 707.571.7222
Service: 707.576.1546

SAN MARTIN

13155 Sycamore Avenue
San Martin, CA 95046
Parts: 408.686.6804
Service: 408.686.6810

FORTUNA

1700 Alamar Way
Fortuna, CA 95540
Parts: 707.682.9023
Service: 707.725.1888

INTERNATIONAL USED TRUCK CENTER

2595 Alvarado Street
San Leandro, CA 94577
Phone: 510.618.5550

ALBANY

1720 Fescue St SE
Albany, OR 97322
Phone: 541.223.7780

EUGENE

110 S Bertelsen Rd
Eugene, OR 97402
Phone: 541.790.2665

PORTLAND

61 NE Columbia Blvd
Portland, OR 97211
Phone: 503.821.7310

SALEM

1150 Hawthorne Ave NE
Salem, OR 97301
Phone: 503.967.4755

BEND

63120 Nels Anderson Rd
Bend, OR 97701
Phone: 541.797.6829

PETERSON IDEALEASE®

CALIFORNIA: 510.618.5601

2595 Alvarado Street
San Leandro, CA 94577

13155 Sycamore Ave.
San Martin, CA 95046

3710 Regional Parkway
Santa Rosa, CA 95403

OREGON: 503.285.9300

61 NE Columbia Blvd
Portland, OR 97211

110 S Bertelsen Rd
Eugene, OR 97402





peterstrucks.com

CA: 888.818.1806 | OR: 800.275.9200

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