



FOR IMMEDIATE RELEASE
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Regional International Earns Prestigious Circle of Excellence Award:
Award honors twenty-six top performing International dealers from around the globe

Henrietta, NY April 7, 2009, Regional International, 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 fifth consecutive year Regional International 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. “Regional International 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. James Carello, Dealer Principal of Regional International is clearly committed to growing his business and being recognized by customers as the dealership of choice in their market. I congratulate everyone at Regional International 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 Western New York area,” said James Carello, Dealer Principal of Regional International. “Working together, our dealership team achieved Circle of Excellence status for the fifth consecutive 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 twenty years, our customers have been returning because they know we deliver quality in every aspect of our business from parts to services and everything in-between.”

Regional International is a network of dealerships servicing Western New York with locations in Henrietta, Geneva and Buffalo, NY. Regional International has a large inventory of new and used trucks, new and used trailers, wreckers and carriers, parts, service, warranty, as well as long and short term lease and rental opportunities. For more information, call 1-800-836-0409 or visit www.regionalinternational.com.

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