

For Immediate Release
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Regional International Show Truck Mayhem Makes Big Splash At Great West Truck Show

HENRIETTA, NY –Regional International, a tractor trailer dealership in Western, NY has made big news in the trucking industry with the creation of their show truck.

The collective minds of Regional International's Dealer Principal Jim Carello, Elizabeth Truck Center, House of Kolor and Cenzi Custom Cycles helped bring a concept into reality.

A modified 2007 International ProStar, the truck has been appropriately named *Mayhem*. The vehicle boasts a large number of custom amenities including a 37" flat screen TV, custom 6,000-watt 14 speaker sound system, platinum interior, custom wrap-around couch, custom wheels, and Lamborghini style doors.

The body of the truck is unique to the vehicle, and the frame was stretched to an incredible 340 inches and was manufactured by Elizabeth Truck Center. The truck's custom fiberglass fenders were manufactured by Cool Components.

The show truck made its debut into the world of truck competitions at the Great West Truck Show in Las Vegas, NV in the Pride and Polish event. *Mayhem* made a large impact on the truck show attendees and judges with its superb paint, applied by Cenzi Custom Cycles.

Mayhem was very well received at the Great West Truck Show. The show truck placed first in the Limited Mileage Paint Bobtail class, tied for first place in the Limited Mileage Interior class, and second place overall in the Limited Mileage Bobtail class.

Regional International is planning to enroll *Mayhem* to compete in additional truck shows including Carlisle All Truck Nationals in Carlisle, PA; US Diesel Truckin' Nationals in Englishtown, NJ and East Coast Truckin' Nationals in Petersburg, VA. For more information on *Mayhem*, visit the Regional International website at www.regionalinternational.com.

Regional International is a network of dealerships servicing Western New York with 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.

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