

# NEWS RELEASE

October 1, 2008

## **Arrowhead Truck Equipment Achieves National Truck Equipment Association Member Verification Program Status**

**Arrowhead Truck Equipment of Bixby, Oklahoma** is pleased to announce that it is among the 383 companies to-date to achieve National Truck Equipment Association (NTEA) Member Verification Program (MVP) status. MVP participants distinguish themselves by embracing the knowledge that is necessary to provide a high level of quality while meeting certain regulatory requirements.

According to NTEA President Dennis Jones, "The NTEA MVP recognizes firms that take the extra steps to follow business practices that help make them exceptional organizations, and demonstrates their commitment to a higher level of professionalism within the truck body and equipment industry."

The Program identifies processes common to successful companies and promotes increased integrity by helping commercial truck and transportation equipment industry firms build more profitable, mutually beneficial and longer-lasting relationships with their suppliers, distributors and customers.

The program was first introduced to NTEA members in May 2005. A total of 383 members achieved MVP status as of October 1, 2008.

Periodically requirements are modified and criteria are updated to ensure that the program is relevant and higher standards are set. These changes are additional areas for management to concentrate on and should be viewed as opportunities to further improve their business. To qualify, NTEA distributor and manufacturer members that up fit must meet the current criteria outlined by the NTEA. Please visit [www.ntea.com](http://www.ntea.com) or call 1-800-441-NTEA for additional information.

*Established in 1964, the NTEA is the leading association supporting the \$131 billion work truck and trailer industry. The Association represents more than 1,800 companies that manufacture, distribute, install, sell and repair commercial trucks, truck bodies, truck equipment, trailers and accessories. Buyers of work trucks and the major commercial truck chassis manufacturers also belong to the Association. The NTEA provides in-depth technical information, education and member programs and services, and produces The Work Truck Show<sup>®</sup>. The Association maintains its administrative headquarters in suburban Detroit and a government relations office in Washington, DC. For more information, call 1-800-441-NTEA (6832) or visit [www.ntea.com](http://www.ntea.com).*