

TOP NEWS

March 02, 2009

Powers Distributing Co. Invests in Hybrid Trucks

DEARBORN, MI --- Powers Distributing Co., a beverage distributor based in Orion Township, MI, has purchased 15 hybrid trucks for its fleet.

The vehicles, International DuraStar Hybrid Medium Duty Trucks, were purchased from Tri-County International Trucks Inc., Navistar International Corp.'s southeast Michigan franchise for the International line of diesel trucks.

The purchase is part of a broader commitment by Powers Distributing to make its fleet greener. In 2008, the company switched its fleet of more than 50 trucks from regular diesel to biodiesel.

The International DuraStar Hybrid trucks are expected to increase diesel fuel economy from 25 percent to 40 percent in standard in-city pickup and delivery applications, Tri-County International Trucks Inc. said.

Powers Distributing Co. distributes about 100 beverage products -- including Miller, Coors, Heineken and Guinness beers -- to bar, restaurant and retail clients.

Navistar International trucks' new MaxxForce line of engines meet new 2010 EPA emissions standards.

"Powers Distributing is proud of its efforts to be a responsible corporate citizen in our Michigan community," said company Co-President Gerald Powers of the hybrid truck purchase. "This is a major investment by our firm that we hope will lead the way and influence other businesses to take similar actions to help preserve our nation's energy resources and improve the quality of our environment and the air we breathe here in Michigan."



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