

ICONS OF THE ROAD

Showcasing the people behind our livestock and rural transport industry



Introducing the ICONS OF THE ROAD

The Australian Livestock and Rural Transporters Association (ALRTA) in partnership with PACCAR and Dealer Industry group, is launching Icons of the Road! Hoping to recognise, capture and showcase the legendary heritage of our livestock and rural transport industry, before it is lost.

We want you to identify those icons in our industry that are still currently behind the wheel of a Kenworth, so that we can share real life authentic stories and images of our hard-working men and women that use the Kenworth brand.

This opportunity for well-deserved recognition isn't just aimed at business operators but is also a fantastic chance to recognise some of your long-standing staff that have been behind the wheel of a Kenworth making your business great and our livestock and rural transport industry a success.

We encourage our states and members to submit as many applications as you like.

For more than five decades Australian made Kenworth trucks have helped operators haul huge payloads across vast distances on roads - Good roads, bad roads, and sometimes roads that are barely there at all; And there have been more than a few changes since the first cabovers and W Models were built.

Each of the uniquely Australian made models released over the years have been developed to be the best tool for the job, with more capability, more durability and more than just a little appeal for the driver behind the wheel.

As a tribute to those men and women, it's time to celebrate your heritage.

Proudly brought to you by the
ALRTA and PACCAR & Dealer Industry Group

