

# Peterbilt Superfan Contest



## The Grand Prize: New Heritage 567

Peterbilt is searching for its SuperFan, who will win a new truck!

Customers are encouraged to submit their stories, videos and photos that show their passion for this classic work truck brand.

**Entry Deadline: Dec. 22, 2017**

**Where to enter:**

[www.peterbilt.com/SuperfanSearch/index.html](http://www.peterbilt.com/SuperfanSearch/index.html)



## TOP PRIZE: Peterbilt's 1,000,000th Truck

After Jan. 1, 2018, judges will select Five Finalists. The SuperFan will be announced in March at the 2018 Mid America Trucking Show in Louisville, KY. The Superfan will win the customized Peterbilt Model 567 Heritage -- the 1 millionth truck off the assembly line since 1939.



More information at: [www.pbtruck.com](http://www.pbtruck.com) or scan the QR Code:





**Early next year, Peterbilt Motors Company will celebrate a milestone with the production of its 1,000,000th truck in mid-January.**

To commemorate this event, Peterbilt is searching for one lucky SuperFan, the ultimate fan of the brand. The Peterbilt SuperFan promotion will recognize five SuperFans and honor the winner at the 2018 Mid America Trucking Show in Louisville, Kentucky in March. That top SuperFan and will be given the keys to the 1,000,000th production unit, a Peterbilt Model 567 Heritage, fully customized to celebrate the milestone.

Peterbilt is accepting submissions from fans throughout the United States and Canada on a dedicated website through Dec. 22. People are encouraged to visit the website and submit their stories, videos and photos that show the passion that makes them a SuperFan. The five finalists will be selected just after the New Year.

“Since the early days of production in 1939, Peterbilt has been the preferred brand of drivers and owner operators built on a reputation of unrivaled quality and customer value,” said Kyle Quinn, General Manager, Peterbilt Motors Company. “Today that customer preference has expanded to include medium and large fleets that appreciate not only the distinctive styling and driver preference but attributes such as low cost of ownership, integration of technology and class leading uptime and durability, all supported by a strong and extensive dealer network.”

*(The 1939 Peterbilt 260 was the first-ever complete Peterbilt built for a trucking company. It was just one of 15 made that year by the truck maker. In recent years, it's been restored, and it is now on display at Peterbilt's Texas headquarters.)*

All you need to do is share with us why you think you are Peterbilt's biggest SuperFan. You can write us a letter, share photos or make a video to show how Peterbilt is more than a truck and has become an important part of your life. Make your case by telling us a story about our trucks or ways you share your excitement for our iconic brand. **We can't wait to hear from you.**

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