

THE KENWORTH W-900





THE SIGNIFICANCE OF QUALITY

Meet the W-900. Take a close look. That's Kenworth quality you see.

Out on the road there's a saying that goes something like, "Once a Kenworth man, always a Kenworth man." That's not just clever chatter; Kenworth owners do tend to come back year after year. That includes fleets and independents.

If you ask one, he'll probably tell you his Kenworth truck rides better, has a lower cost per mile average, or maybe he just likes the way it looks and feels to own one. But what it really boils down to is Kenworth quality means real economy. Not the bargain basement variety, but the return on investment kind. Because if his Kenworth weren't putting more money in his pocket or in his company's pocket you can bet he'd trade it for something else no matter how good the looks, power or ride.

The significance of quality often comes in disguise. Perhaps it's that bit of extra payload you can carry because tare weight can be trimmed to the bone. Maybe it's the minutes you gain in selling your perishables because the right power

combination has gotten you there ahead of the pack. Could be the loads you receive because your broker can see you drive quality and he can count on you to be there on time, every time.

True economy often means the money you don't have to spend later because you bought quality in the first place. Maintenance that takes minutes instead of hours. A truck that brings a higher trade-in because it's better built to begin with.

No doubt about it. Custom building a truck pays off. It's custom engineered following your specifications to be the most efficient vehicle possible for your loads and your roads.



QUALITY MEANS COMFORT

ery can mean the difference between profit and loss. On coast to coast runs, highways vary from blistering near sea level deserts like this one to icy, mile high Rocky Mountain passes.

Cab comfort is vital on these high mileage runs where you spend long hours behind the wheel and push hard every mile. One of the best ways to guarantee your comfort is by building a tight, well insulated cab to reduce noise and temperature extremes.

Your Kenworth W-900 cab is insulated throughout walls and doors with a 1-1/2" fiberglass blanket. On the floor there's a 1/2" polyfoam floor mat. On the roof there's a sound absorbing Cylolac headliner combined with 1-1/2" of additional insulation.

We mount exhaust stacks away from the cab with a special bracket to reduce vibration and noise.

Kenworth bulkhead doors are double sided like those found on a ship, and they're mounted on continuous piano hinges for a tight, long lasting fit.

It's quality features like these that add up to a tougher, quieter, more comfortable cab.

With well over a hundred dealer locations across the U.S., you can bet you're never far from the best of service. And each dealer has available to him a record of your truck's specs so if you do run into trouble any Kenworth dealer can be as knowledgeable about your truck as the one who sold it to you.

Reefer operations like this one make a lot of varying demands on trucks and drivers alike. In the volatile perishables market, on-time deliv-



QUALITY MEANS PRIDE

This Florida trucker can look back on the day and feel good about what he has done. He's a Kenworth man through and through; and for that matter so is his boss.

This trucker hauls milk for a Florida dairy co-op. Pre-dawn pick-ups at the dairy, quick, on-time deliveries to the processing plant. No delays. Cows won't wait and neither will the customers.

This application called for a reliable truck with a clean, quality image (after all he's hauling milk, not mud). And it needed a sturdy suspension to help control those thousands of gallons of sloshing milk.

Needless to say, he came to Kenworth to give him a truck that met all those requirements plus



lightweight structural integrity.

His W-900 incorporated such standard features as air lines and wiring bundled with nylon ties every 12 inches and attached to frame rails with insulated clips to avoid chafing. Cooling hoses are bendless to reduce the possibility of failure. Aluminum castings and extra reinforcements at critical points in cab, radiator and hood mountings are designed to hold up under severe stress.

As for the rear suspension, this operator wanted absolute minimum maintenance, a good ride and light weight. We didn't have to look far—our own RLS leaf spring suspension is just what he needed.

Economy is another reason. The single drive

axle provided the perfect configuration for Florida's weight restrictions, so he has the very best truck for his investment.

With the aid of computers our engineers helped to select the very best drive train for his job. If you require, we'll recommend special fuel saving packages, suggest ways to maximize horsepower and minimize fuel consumption.

But, the owner of this Kenworth got something he really didn't bargain for . . . a happy driver. As you can tell, this driver probably takes better care of his Kenworth than he does his own car, and he doesn't even own the truck.

But when you drive a Kenworth, you're driving the best. Drivers feel good about that and why not? A Kenworth is built to treat a driver right. It's

only fair that a driver treat the Kenworth right in return. So, in the end, the truck stands a better chance of being well maintained and cared for. And that means a truck that'll earn more and cost less to operate.



QUALITY MEANS CUSTOM ENGINEERING

Livestock can be a tricky load to handle. They move around in the trailer, shifting the center of gravity from side to side and making things pretty unstable.

They don't much like heat, long stretches without feed and water, or extreme cold. But those are the conditions you're operating under if you're hauling from ranch to feed lot or to packing house. Then, too, every minute you're on the road they're losing weight . . . and profit.

Tailoring a truck to handle a specific job really pays off when it comes to as complex a set of circumstances as this cattle hauler has. Time is critical to profits so we outfitted him with a high horsepower engine, auxiliary transmission with overdrive as well as a Glide Ride™ suspen-



sion system that would stabilize his live load and give him good traction in the mud, dust and chuck holes of ranch roads.

Air conditioning was important to the driver too (especially considering those passengers behind him) and Kenworth's own system with the unique, optional Grilldensor® unit filled the bill. The horizontal bars in the grille are air conditioner condenser tubes, located out front where they will do the most good. The Grilldensor system gives you a more effective air conditioner and it does away with roof top units that may cause roof leaks and unnecessary wind resistance.

When you're running through day and night, dust and snow, heat and cold, it's important to

know how your truck components are operating. So Kenworth gives you as standard one of the most complete and well lit sets of gauges you could ask for. And if that isn't good enough, all you have to do is ask if you want optional gauges like pyrometers, air filter pressure gauges, jake brake switches, clocks, etc. All the instruments are in quick-to-read locations according to R.C.C.C. recommended practice. We've even located the radio in the windshield header so it's easy to see and reach, but not in the way of more important instruments on the dash.



QUALITY MEANS MORE STANDARD FEATURES

What does a bulk hauler need with Kenworth quality?

This Midwest rice carrier buys Kenworth trucks because he knows those all important standard and optional features mean more efficient, productive drivers and, in the long run, more profit in his operation. Note the optional step on the fuel tank and custom grab handle on the rear cab panel (not visible). Those can be very useful if you have to climb up and tie down a tarp a dozen or more times a day. Little thing? Sure, but if you're the driver of that Kenworth, you're a lot less tired, a lot more alert at the end of the day because of that step and handle.

Look at the custom fuel tank. It's just one of many fuel sizes available. It means greater



range, fewer stops for fuel. In a week's time that little extra capacity may mean one or two more loads between field and elevator for the same driver time. Note the diamond plate battery box that doubles as a step right where you need it.

There are a lot of quality details you can't see in a photograph. Like the outboard mounted 32.5:1 steering gear for easier handling and easier maintenance; positive, chain pull window assemblies that operate smoothly even in the gritty environment of a grain elevator. Or the threaded steel shackle drive pins and bushings on the front suspension which prolongs suspension life by holding lubricant longer and keeping it free from dirt and grime.

Resale value is another good reason why this

fleet owner bought Kenworth. He replaces his fleet on a regular basis and wants the most value he can get when it comes to replacement time. Used truck buyers pay consistently higher prices for Kenworth trucks because they hold up better and are generally in greater demand even after hundreds of thousands of miles.



QUALITY MEANS STRENGTH

Speed takes a back seat to pure muscle on a job like this one. This trucker hauls 240,000

pound loads like this from shipper to dock side on the Gulf Coast. Kenworth gave him the engine/axles/transmission combination he wanted to do the job, but we didn't stop there.

One of the most critical areas in diesel operation is efficient temperature control. A job like this means lots of engine heat at low speeds when there isn't sufficient air for ram cooling. Behind that optional grille guard, Kenworth's super efficient radiator is operating. Maximum core depth, oversize frontal area and maximum fins per surface inch along with automatic deaeration. Constant control thermostat and specially designed large aluminum tubes give him a system that will keep running cool under any conditions this trucker may face.



Note the flat glass windshield. It eliminates distortion, cuts reflection and glare, it's easy and inexpensive to replace. Those are cab mounted mirrors; Kenworth is the only conventional on the road that has them. They're virtually vibration free, stay in adjustment longer. Optional heated and remote control mirrors aid winter driving and make backing a trailer easier.

Like everything else on a Kenworth, its backbone is designed for the job it has to do. All our frames, whether aluminum or steel, have punishment absorbing free fit bolted design. For a job like this one, steel rails with full inserts and steel crossmembers combined with a severe service cab were the answer for maximum strength.

But if you need it, we can equip your truck with sheet metal fenders and a butterfly hood for maximum ruggedness under adverse conditions.

Kenworth can provide you with a custom engineered truck that will give you a decisive edge when it comes time to bid on a heavy haul such as this one. We can give you just as much power and brawn as you need for the job. And Kenworth dependability has been proven around the world under the worst of operating conditions.



QUALITY MEANS ECONOMY

Through the years, Kenworths have gone to work in the fleets of the world's smallest and largest oil companies.

This Arizona oil company has a big job to do and they rely on Kenworth quality to get the job done right and keep costs down too.

Here's another case where the type of rear suspension was a major consideration. It had to give both load and driver a smooth ride and at the same time be simple and easy to maintain. They selected our popular Torsion Bar suspension for its lightweight, outstanding highway ride, longer tire life and superior traction (available in standard 38,000 pound and heavy duty 44,000 pound capacity). Or, if they had preferred, we could have supplied any of several other excellent systems by other suspension manufacturers.

Pride is difficult to measure. But you can sure spot the company who has it by the look of their



trucks. Take this company, for example. King of the road? You bet.

Many think Kenworths are the best looking trucks on the road. Top quality paint is the key. That means metal surfaces are chemically treated to assure a good paint bond. Under coating goes everywhere it's needed on the cab. Hand sanded primer coat is sprayed on cab and frame. And the final cab finish is hand sprayed and baked on. There's a large variety of standard single colors or countless multi-color schemes with as much chrome and stainless steel as you want.

When you're hauling bulk liquids every extra gallon you can haul means extra revenue. There's no room for unnecessary weight on a

tank truck, but then again there's no room for weak, flimsy engineering either. We can give you aluminum rails, hubs, and wheels to reduce tare weight (and of course our cab is practically all aluminum to begin with).



QUALITY MEANS DURABILITY

Durability is a must with loggers and that's one of the reasons why more Kenworth trucks operate in the big timber country of the Northwest than any other make. And that's why you see the Kenworth nameplate next to the name of America's largest timber companies. We understand logging because we've been building logging trucks for more than half a century. We understand when a customer describes his load limits, he's really talking about another 20% to 30% he may have to carry when operating over private roads. That means reserves of power. And it means a structure that will take an incredible amount of punishment.

Most of our logging customers (fleets and independents) own, operate and service their



own Kenworths. In many northern states, they may have but seven months to make it before the woods shut down for the winter. So every bit of down time for repairs or service eats into profits.

That's where such features as Kenworth's color-coded, plug-in wiring harnesses that you replace in minutes become important. Elbowless, straight water hoses are standard; you can replace them at any truck stop or parts store. The instrument panel tilts out for easy access to gauges and wiring. The firewall is uncluttered and easy to work on. The hood swings completely out of the way for quick access to everything in the engine compartment. And, with the all-fiberglass hood, most repairs are made with a

standard fiberglass repair kit. There's no need for expensive, hard-to-get parts.

When a logger comes to us for a truck, he gets a log truck, not a cross between a highway tractor and a middle-weight truck. We grew up in the woods, so we know the importance of things like high-mounted fuel tanks and raised exhaust systems, deck plates, brake dust shields and battery box/tool box combinations.

KENWORTH MEANS MORE QUALITY FEATURES FOR YOUR MONEY

Here are some of the features that make the W-900 worthy of the name Kenworth. Many more features, too numerous to illustrate here, including hundreds of individual preference options, are on display as near as your Kenworth dealer. Stop by and ask why Kenworth quality means pride and honest economy.



Your Kenworth styling can be enhanced by ordering any one of our numerous **bumper options**, including the popular gull-wing bumper, or polished aluminum, chrome, or painted steel bumper versions. And to add to your truck's practicability, we can give you a good selection of **tow pin** options, depending on the intended service of your vehicle.

Kenworth's **grille shell** is the focal point of our quality. Its impressive styling and finish tells the Kenworth story all by itself. The Kenworth emblem on the grille shell serves as a convenient handle for tilting the hood.

You won't see a separate air conditioning condenser behind the grille of this unit, because the Kenworth **Grilldensor** is integrated into the truck's grille where it'll do more good.

The two-piece flat **windshield** gives you great visibility without distortion, yet is inexpensive and simple to replace if damaged.



If you order a large size **air cleaner**, Kenworth will mount it far enough forward of the door to still allow the door to open its full ninety degrees, meaning easier access to cab.

Our rugged **battery box** cover doubles as a convenient step, made of diamond plate metal for a non-slip surface.

The stylish and extremely functional flush-mounted **door handle** is mounted low on the door within easy reach.

The 28-inch **grab handle** is sturdy enough for any man to help lift himself up into the cab.

Cab mirrors are mounted to the cab and not on doors to avoid disturbing vibration and to stay in adjustment much longer.

The **exhaust system** is mounted away from the cab with special rubber mountings to greatly reduce exhaust noise inside the cab.

Fuel tanks on the Kenworth W-900 are light-weight aluminum, with capacities from 75 gallons (standard) to 120 gallons. Steel tanks are available too. Steel or aluminum brackets sturdily cradle the tanks from below, while steel bands secure the tanks in place.

Kenworth's bulkhead-type **doors** provide an excellent seal against the elements. And, they serve as a rugged structural element of the cab itself.

Kenworth's Unitglas® **hood** is 100% fiberglass. It tilts out of the way for easy access into the engine area. Its sturdy, but light-weight design helps keep tare weight to a minimum. And when damaged, chances are the hood can be repaired with a simple fiberglass repair kit.



Another exclusive feature of the Kenworth W-900 is outboard mounted, cast-iron **brake drums** which can cut brake service time in half.

Leaf and Torsion Bar **suspensions** from Kenworth and major suppliers are available in capacities from 38,000 pounds. Kenworth's own Torsion Bar and Glide Ride suspensions are amongst the most popular in the industry today. Ask your Kenworth dealer for descriptive literature on both of these fine suspensions.

Specially designed forged aluminum **gussets** are as tough as steel, but much lighter. Gussets, crossmembers (aluminum extrusions), and frame are bolted together with Grade 8 bolts and hardened washers.

To keep all **plumbing and wiring** out of the body's way, and safe from chafing, road salts, or washing acid, Kenworth ties these lines every 12 inches, and clamps them high off the flange with insulated clamps. It's quality features like this that really make a good, dependable truck.



Kenworth's W-900 probably has one of the most plush standard **interiors** available in a truck today. The standard includes black naughahyde door pads, black naughahyde driver and passenger seats, matching vinyl rear walls, padded sun visor, and a sound absorbing, easy to clean Cicolac headliner with radio speaker insets.

All you have to do is roll the **window** of a Kenworth up and down to appreciate what quality is all about. This chain-driven window functions well in all conditions.

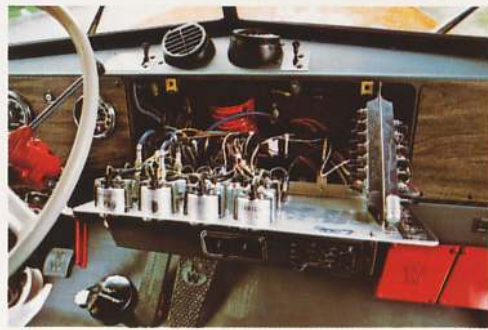
But if you're like many of our customers, you'll order a **Splendor Interior** kit for your W-900. Splendor Interiors come in a variety of eight handsome Naughahyde colors. Just ask your Kenworth dealer for descriptive literature on the Kenworth Splendor Interiors.

Kenworth builds its own **sleepers**, so you know that the same quality features can be found in the sleeper as in the truck itself.

Starting with the **mattress**, it's a quality foam mattress, a full 36" wide. Our sleeper boxes include such **convenience features** as an overhead shelf, separate heating and air conditioning controls, reading light, and Naughahyde roll-down curtain between cab and sleeper. The **headliner** is the same Cicolac material as found in the cab; and the walls are covered with easy-to-clean and sound-absorbent material (unless you order the Splendor Interior and then the sleeper is upholstered in rich Naughahyde).

The sleeper is insulated with a 1-1/2" **fiberglass blanket** throughout all walls and ceiling.

Access to the sleeper can be obtained through the large rear opening in the cab or through the **lockable doors** on either end of the sleeper. In addition, the Kenworth sleeper features a **storage compartment** the full width of the sleeper.



Kenworth really knows how to keep the driver comfortable. Just notice the **temperature control** system in the cab of this W-900. The heating/air conditioning/fresh air system involves two adjustable vents along the dash and two vents on either side of the cab near the floor. This guarantees an even circulation of air throughout the cab, keeping both driver and passenger comfortable in all weather extremes.

Kenworth's **Kombo** combines fresh air heating and air conditioning into one unit, which is less costly than units bought separately, and is much easier to control from the one centralized control panel.

The W-900's dash panel is trimmed in walnut with instruments and gauges organized according to R.C.C.C. recommended practice. Everything is where you need it, within easy sight, including the **radio** which we have conveniently located in the windshield header. It's easy to reach and easy to see, but doesn't get in the way of more important instruments on the dash.

When it comes time to service gauges or wiring, you'll thank Kenworth's swing-down **dash panels** which puts it all before your eyes.



A quality built truck should be easy to maintain. Just one look under the **hood** of this W-900 and you can tell that this truck was built to keep down-time to an absolute minimum.

You'll find that **water and fuel separators** are located outboard in easy reach of you or your mechanic. For that matter, the **steering gear** is also located outboard of the rail for quick access.

One look at the **firewall** and you know this Kenworth is going to be a cinch to maintain. All wiring is well organized on the firewall. **Wiring harnesses** are connected into the firewall with waterproof plugs and clamped securely in place to maintain good connections. All wiring is grouped into individual harnesses which enable your mechanics to quickly find an electrical problem and replace the entire harness simply and quickly.

We've mentioned it before and we'll mention it again, just notice the **water hoses**. They're straight. Easy to replace. Easy to find at any Kenworth dealership or through any reputable parts outlet. This even makes it simple for you to carry extra hoses on the road with you and simply cut them to fit. Where most manufacturers put bends in their cooling hoses, Kenworth puts **cast aluminum elbows** for a lifetime of trouble-free operation.

Dealer Imprint

BUILT TO TAKE A WORLD OF PUNISHMENT

KENWORTH



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