

How Kenworth builds a C.O.E.

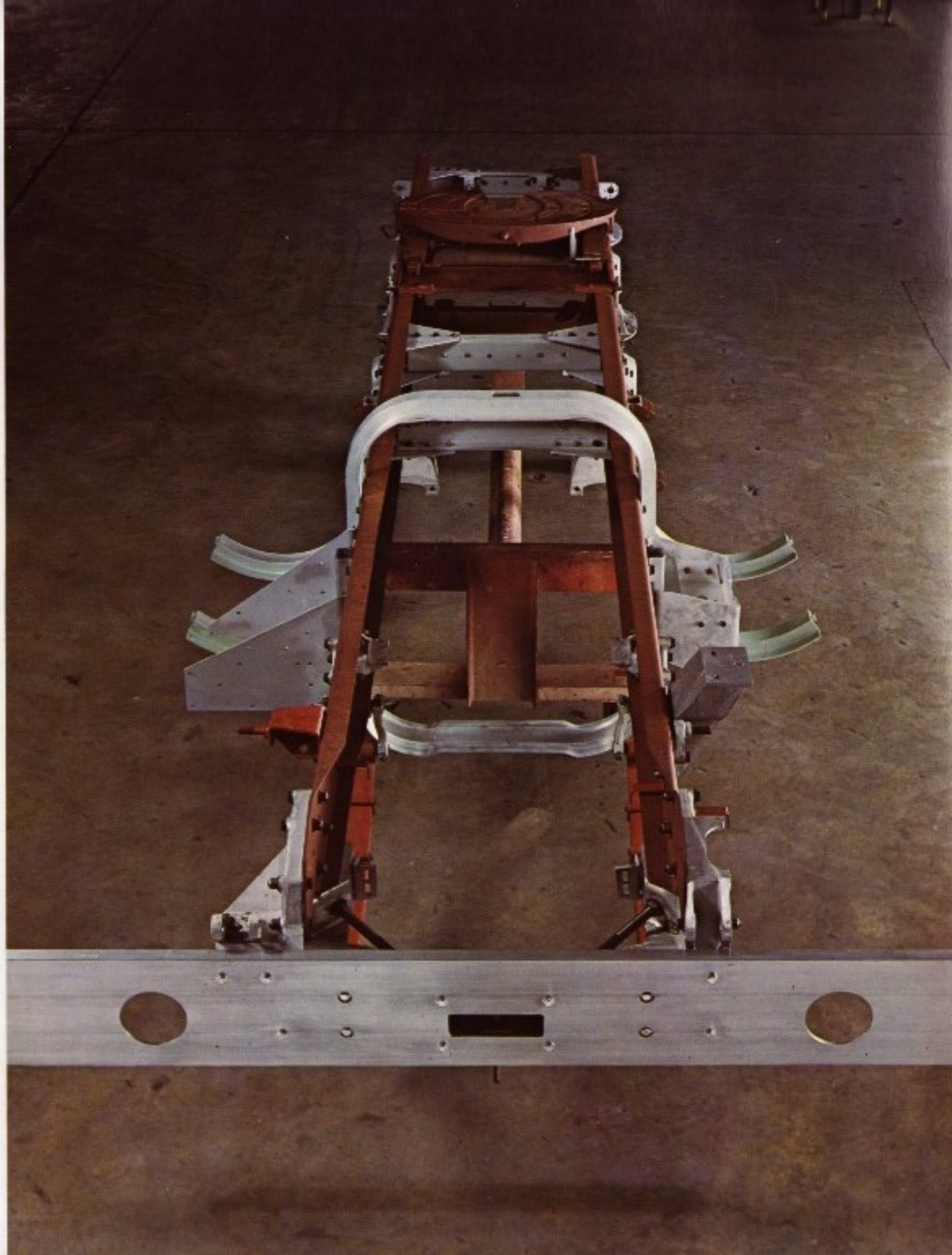


The Kenworth frame

Strength. Simplicity. Lightness.
These are the qualities we're after.
And the Kenworth frame fills the bill.

We start with the basic concept of a constant section straight frame rail and free-fit bolted construction. The constant section rail gives simplicity and light weight plus outstanding ride and steering qualities. The free-fit bolted construction gives exceptional strength and amazingly long service life.

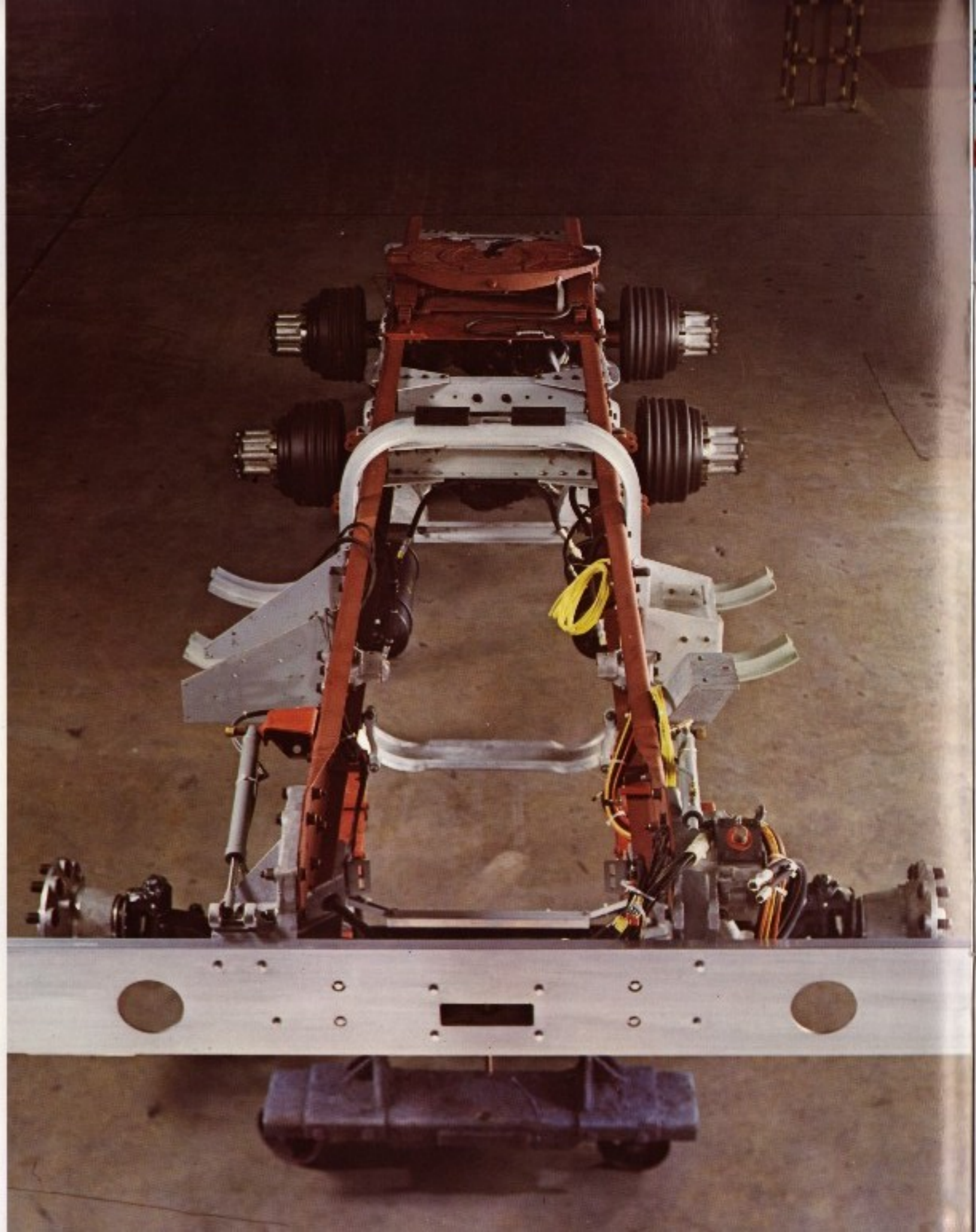
Working from this basic design concept, Kenworth is able to custom tailor your frame to your exact needs: aluminum or steel rails in several cross-sections, aluminum or steel cross-members, a variety of inserts. We don't try to make one frame fit every truck. We start with raw frame stock and custom-cut and custom drill each and every frame. There are no extra holes on a Kenworth frame — proof that it's your truck from the very start.



The right suspension

Choosing a suspension is sometimes just a matter of preference. But there are frequently a number of very sound engineering reasons for picking one design over another. Terrain, road conditions, weight factors, wheelbase, maximum loads, load height, riding qualities — all should be considered in order to arrive at the best possible selection.

At Kenworth, our engineers are free to set up your trucks in the way that's best for you. And that goes for suspensions as well as engines, axles and transmissions. If they happen to recommend one of our own Kenworth suspensions, that's great. If not, that's fine, too. The right suspension for your truck is what we're after.

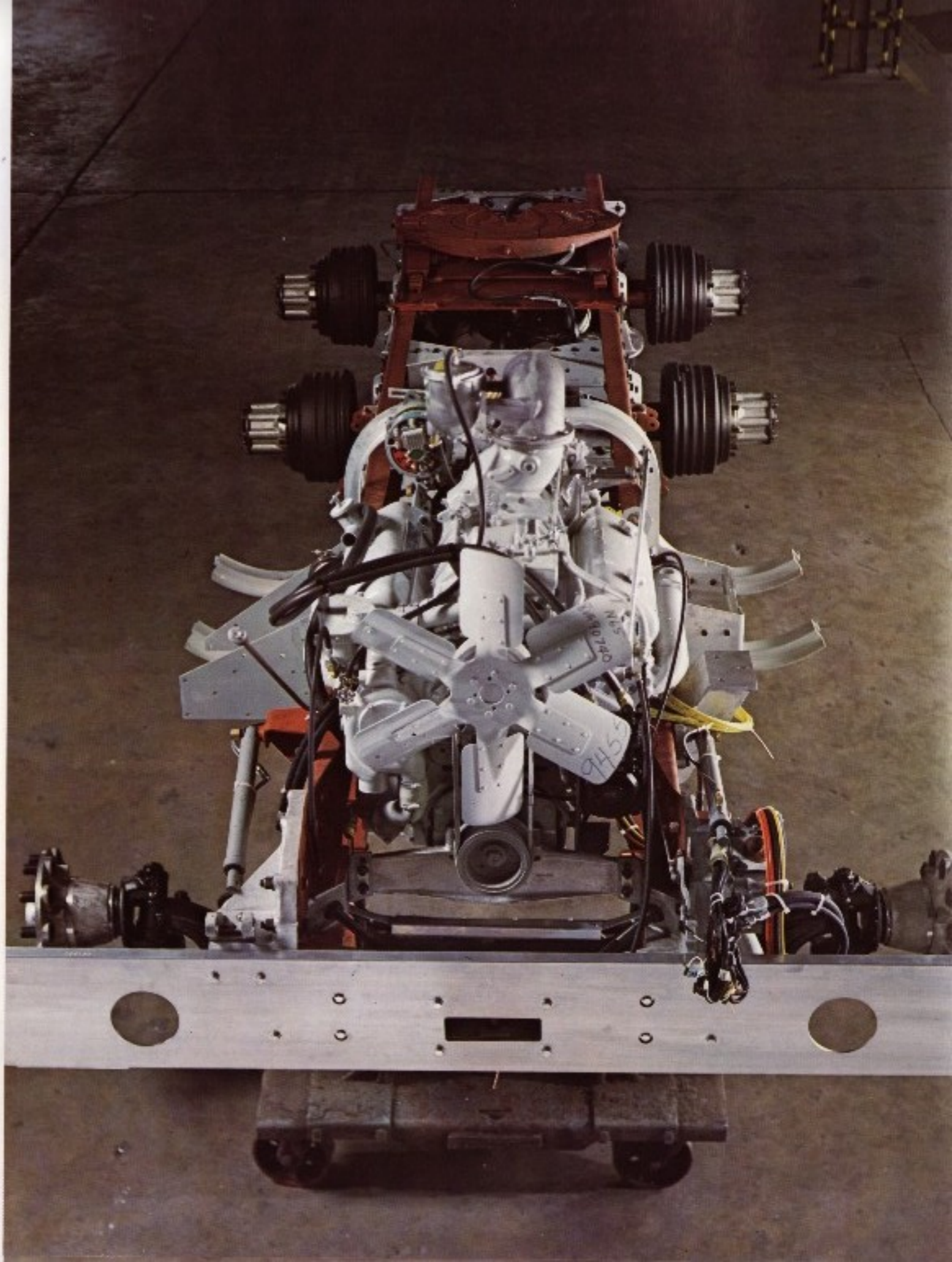


Choose the power train

When you buy a Kenworth you are free to select from the finest engines, transmissions and axles that American industrial genius has been able to devise.

Making the best possible choice for your job is not simple. Starting with your specifications as to loads, speeds and grades, our engineers analyze your requirements. Utilizing a computer for speed and accuracy, they are able to come out with a complete specification of your needs in terms of gradability and rimpull and other dynamic factors.

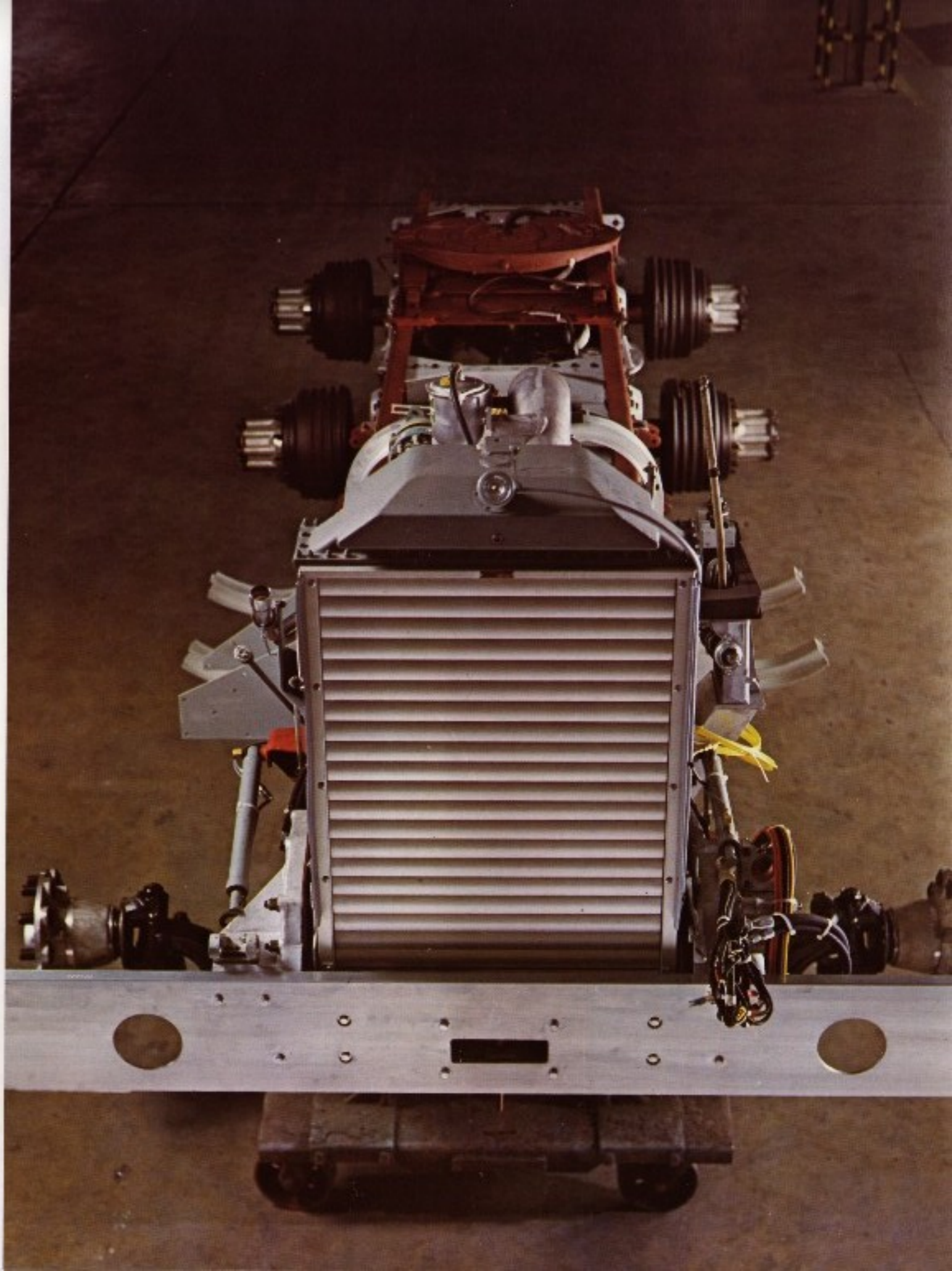
From this, Kenworth engineers can give their recommendations for the proper combination — or combinations — of components. Kenworth drive-train suppliers are proud to have their components in our trucks: they know that their products will look good in a Kenworth because we insist on setting up a truck properly for the job it has to do.



Kenworth cooling

Efficient cooling is one of the secrets of trouble-free truck operation. We think it's fair to state that Kenworth trucks encounter fewer cooling problems than any other heavy-duty trucks on the road. In cooling, as in all other phases of the total design, Kenworth has gone to great pains to assure you of cooling that's matched to the job conditions which the truck will encounter.

The Kenworth cooling set-up is remarkable for its simplicity and ease of maintenance. Working with component suppliers over the years, Kenworth engineers have been able to perfect a system that is remarkably trouble-free and efficient. As things stand now, Kenworth cooling systems exceed the standard requirements of all engine manufacturers for all models of engines used in our trucks.



The Kenworth cab

In cab design, the goals are ruggedness, comfort and serviceability. The factors to beat are weather, weight and vibration. We believe that the new Kenworth COE cab represents a new industry standard of excellence in all departments.

To begin with, the cab is virtually air tight. Every joint, every opening is precisely and carefully gasketed and sealed. The cab is also heavily insulated against both temperature and sound.

And if it's a good cab for drivers, it's also a great cab for mechanics. Because it's built right, fewer things go wrong. But when maintenance or repairs are necessary, they're easier to accomplish. It's designed that way.

Finally, in craftsmanship, and finish — inside and out — we challenge anybody to show us a COE cab that matches the Kenworth.



Your finished Kenworth

Here it is, the finished Kenworth COE. It has the look of quality, it is quality. And before we deliver it, the truck is thoroughly tested — both on the dynamometer and on the road. We make sure that it'll do what we built it to do.

One further point: the Kenworth COE represents a precisely engineered balance of strength and light weight. We use aluminum and other light-weight materials in every possible way. But we refuse to compromise durability in the name of lightness. In the long run, reliability and ruggedness mean a whole lot more than the ability to carry a few extra pounds of payload.

After all, very few trucks are operated at maximum gross loads all the time. And those that do need to be extra-tough — Kenworth tough.



Why it pays to own the best

Owning Kenworths pays off four ways.

Drivers like Kenworth because it's a quality truck. The truck takes better care of the driver, so the driver takes better care of the truck. That pays off.

Mechanics like Kenworths because fewer things go wrong. Routine maintenance and service are faster. And when major maintenance is needed, our design makes the job easier. That pays off.

Used truck buyers like Kenworths. Year after year, Kenworth used trucks normally command a higher price. That pays off.

We say that Kenworths are built for the job — and they are. But in the final analysis, the job of the truck is to make money for the owner.

And that's where Kenworth really shines.





KENWORTH

Home Office: Seattle, Washington 98124, U.S.A., Area Code 206, RO 2-0101 / Factories at Seattle, Kansas City, Missouri; Vancouver, B.C.; Mexicali, Mexico / Distributors in U.S.A. and many foreign countries.