



American Truck Dealers

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Minnesota's Robert Nuss Nominated for National Truck Dealer of the Year

McLEAN, Va. (March 4, 2010) – Robert Nuss, president of Nuss Truck & Equipment in Rochester, Minn., was nominated for the American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year. The winner will be announced at the 47th annual ATD Convention and Expo in Orlando, Fla., on April 24.

Building the Business

Nuss grew up in Rockford, Ill., and began his career working at his father's garage in high school and during summers in college. After graduation, he left the business to work in sales at Valspar Corp., followed by a period of military service. He rejoined his father's company as parts manager in 1969. When an opportunity arose to manage a new Mack truck branch in Rochester, he decided to take a chance on the job. Six years later, in 1979, he teamed with a pair of investors to buy the dealership. The partners expanded rapidly by adding dealerships in Mankato, Minn., in 1983, Eau Claire, Wis., in 1984 and Duluth, Minn., in 1991. He bought sole control of the company from his partners in 1992 to make room for his sons, who are now partners in the business. The family business expanded in Minnesota to St. Cloud (1997), Roseville (2001) and Burnsville (2008). The Burnsville acquisition provided the company with a Volvo construction equipment line that helped diversify its product lines.

Nuss attributes much of the company's success to the experience he gained in his father's shop and his reinvestment in the business. By quickly adapting to embrace new technologies and launching a number of innovative employee retention benefits, he has been able to attract a loyal customer and employee base, he says.

Honors, Awards and Service to the Industry

Nuss has earned numerous industry awards, including several from Mack Trucks for sales leadership and recognition of best business practices. He was honored with the national Mack Trucks Dealer of the Year award in 1997.

Nuss is the truck dealer representative for the Minnesota Automobile Dealers Association and serves on its board of directors. He's also a member of the Minnesota Trucking Association. He served as chairman of the Mack Trucks National Dealer council from 1985 to 1990.

Community Service

Nuss and his wife, Sharon, live in Rochester, Minn. He is actively involved in religious, charitable and civic organizations. Nuss is most proud of his efforts following the tragic events

of Sept. 11, 2001, when he helped deliver a fully-equipped fire truck to the New York Fire Department.

The Award

The ATD/*Heavy Duty Trucking* Truck Dealer of the Year award recognizes excellence in dealership performance, industry leadership, civic contributions and community service. The winner and runner-up will be chosen by a panel of professors from Indiana University's Kelley School of Business.

About the ATD Convention

Several hundred of the nation's commercial truck dealers will convene in Orlando at the ATD convention, which runs April 23-26 at the Gaylord Palms Resort and Convention Center. In addition to naming the truck dealer of the year, the winners of ATD Commercial Truck of the Year for new medium- and heavy-duty trucks sold in the United States will be announced April 25 at the convention.

Convention keynote speakers are Kyle Treadway, ATD chairman and Kenworth dealer from Salt Lake City, Utah; Dennis Slagle, president and CEO, North American Trucks (Volvo and Mack); and Jim Meil, economist for the Eaton Corp. Dealers will also have an opportunity to meet face-to-face with their manufacturer representatives at 12 franchise meetings and with suppliers on the expo floor. More than a dozen workshop sessions will be offered for dealers and their managers to learn ways to improve their business operations. For more information, visit www.atd.org/convention.

About ATD

Founded in 1970, the ATD division of the National Automobile Dealers Association is the only national organization representing dealers selling new medium- and heavy-duty trucks. For more information, visit www.atd.org.

Editor's note: For a high-res photo and logos, contact Laura Withers at lawithers@nada.org.

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