

RIVER STATES Truck and Trailer



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PRESS RELEASE – FOR IMMEDIATE RELEASE

River States Customz, a division of River States truck and Trailer/Freightliner in La Crosse, Wisconsin recently had two customer trucks win top honors at the Overdrive Magazine's Pride and Polish Truck Beauty Contest - National Championship held during The Great American Truck Show in Dallas, Texas.

The trucks, owned by Bill Rethwisch of Rethwisch Transport (Tomah, WI) and Vinnie Diorio of Rollin Transport (Richfield, WI), have been modified by River States Customz from the inside out to compete with the most beautiful trucks in the nation. Bill's truck won "Best in Show – Working Combo" and Vinnie's took home the "Best in Show – Limited Mileage" honors. Body Shop Manager, Rich Nelson, stated "These top awards signify the high level of quality workmanship that the team at River States Customz provides its customers."

River States Customz will be hosting an Overdrive Magazine's Pride and Polish Truck Beauty Contest at their location in La Crosse, WI on Friday June 27 and Saturday June 28, 2014 where trucks will compete for Best of Show in their class in order to qualify for the National Championship at GATS in Dallas, Texas next August.

River States Customz is a division of River States Truck and Trailer, a full service Freightliner and Sprinter dealership located in La Crosse, Wisconsin. Founded in 1972 in La Crosse, Wisconsin, today River States Truck and Trailer is the premier truck and trailer dealer and service center in Western Wisconsin. Still family owned and operated, River States has grown to employ more than 150 staff members at 3 full-service dealerships and 2 satellite locations.

For more information, please visit us on the web at www.riverstates.com, or www.riverstatescustomz.com.

