



## Kenworth Sales Company Celebrates 75 Years as Kenworth Dealer

### *Kenworth's Longest Serving Dealer*

SALT LAKE CITY, Utah – Kenworth Sales Company recently celebrated its remarkable 75<sup>th</sup> anniversary as a Kenworth dealer, the longest tenure in the Kenworth dealer network.



**Veda and W. Jay Treadway**

Founded by W. Jay Treadway, his wife Veda and son J.E. “Gene” Treadway in 1945, Kenworth Sales Company began as a single-office business in Salt Lake City with W. Jay calling on customers, Veda handling the books and 17-year-old Gene selling parts.



**Kenworth Sales Company's First Location  
1945 – Salt Lake City**



**W. Jay Treadway and his son Gene Treadway**

Today, Kenworth Sales Company remains in good hands under Treadway family ownership, with Kyle Treadway (grandson of W. Jay Treadway and son of Gene Treadway) serving as president of the company. With the recent expansion of eight dealerships, through an agreement with Truck Enterprises, Inc., Kenworth Sales Company now employs more than 1,200 staff members and operates 31 dealerships in the Intermountain West and Mid-Atlantic.



*Kyle Treadway, left, and his father Gene Treadway mark Kenworth Sales Company's 50<sup>th</sup> anniversary as a Kenworth dealer in 1995.*

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“We congratulate Kenworth Sales Company for its outstanding achievement of representing the Kenworth family and products for a remarkable 75 years. We commend Kyle Treadway and all the company’s employees for carrying on the Treadway family legacy of providing excellent Kenworth trucks and outstanding parts and service support to a multitude of fleets and truck operators over these many years,” said Kevin Baney, Kenworth general manager and PACCAR vice president.



**Kenworth Sales Company – Salt Lake City  
2007 Grand Opening**

While Kenworth’s longest serving dealer has grown significantly since Kenworth Sales Company’s humble beginnings in 1945, Kyle Treadway said the core values that the company was founded upon remain at the heart of how the dealer group does business today.

“My grandfather, W. Jay, was a firm believer that a handshake is the heart of a truck sale. Back then, a handshake meant that a customer was good for their money and that Kenworth Sales would provide excellent customer service and deliver a quality truck on-time and specified to meet their operational needs,” said Treadway. “While the times have changed, customer service remains a top priority. I believe the service we provide has played a significant role in our success and growth over the years. W. Jay would be proud to see us reach this 75-year milestone.”

While Kenworth Sales Company was unable to host events to celebrate its 75<sup>th</sup> anniversary due to health and safety precautions, Treadway said it doesn’t take away from the importance of this accomplishment. “It’s unfortunate we couldn’t welcome customers and our employees to celebrate the anniversary, but staying safe and healthy is the most important thing right now,” said Treadway.



**Kenworth Sales Company – Las Vegas  
Opened in 2020**



Despite the market challenges this year has presented, Kenworth Sales Company has continued to expand its business. Earlier this year, the company relocated its full-service North Las Vegas dealership to a brand new, 67,000 square-foot facility with a 27,500 square-foot service department with 26 service bays.

“Over the course of 75 years in business, our company has overcome a number of challenges. We are a resilient group and we will continue to serve our customers and overcome this challenge together. We look forward to the better days ahead and to what’s next for Kenworth Sales Company,” said Treadway, who received the 2014 Truck Dealer of the Year from the American Truck Dealers (ATD) and served as ATD Chairman from 2009-2012.

For more information, visit the Kenworth Sales Company website ([www.kenworthsalesco.com](http://www.kenworthsalesco.com)).

Kenworth is The Driver’s Truck™. See what drivers are saying at [www.kenworth.com/drivers](http://www.kenworth.com/drivers).

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