

FREIGHTLINER

Freightliner started life in 1939 as the Freightways Manufacturing Corporation and was a subsidiary of the haulage company Consolidated Freightways. The company was set up specifically to build lighter, stronger tractor units than those available through the use of light metal alloys. The Freightliner name plate first appeared in 1942 (painted into the coat-hanger-shaped recess at the top of the aluminum radiator that protruded from the truck nose). Through careful design and extensive use of aluminium the trucks could carry 1 ton more than those of equivalent size this proved a major advantage in states where length restrictions applied and so Freightliner trucks were sold commercially from 1948.

A joint marketing agreement with White trucks further expanded the reach of this rapidly growing company from 1951 through to 1975. These trucks were labelled White Freightliner. The Freightliner Corporation was taken over by Daimler-Benz in 1981. This opened up new export markets and in 1992 Freightliner became the top truck producer for class 8 (Heavy Tractor) vehicles. In 1997 Freightliner took over Ford's heavy duty truck division and launched the Sterling truck. In 1998 they acquired Thomas Built Buses and Western Star trucks in 2000.

Freightliner produced more than 110 thousand vehicles in 2002 and employs 14,000 people in North America across 16 manufacturing plants. Today, Freightliner continues to be the proud flag carrier as Daimler-Chrysler's truck division.

www.freightliner.com

