

**“Their design clinched it.”**

Ben Wieder, Western Star Trucks



## Western Star Rolls Out a Fleet of Kiosks

Western Star Trucks asked for a kiosk, a simple request that grew complex as the details unfolded.

Design a poster and a rack for brochures. Mount a sound card and eight product boards to the kiosk. Produce a total of 250 kiosks. Ship them to 248 Western Star dealers throughout the United States and Canada. Make sure the poster and sound card on 12 kiosks are in French for dealers in Quebec.

“We wanted to do a large-scale dealership marketing program and wanted to partner with the best,” says Ben Wieder, Highway Segment Manager for Western Star. “Skyline is known throughout the industry as a major player, and they came highly recommended.”

“Their design clinched it,” Wieder says. “They came up with an innovative design that was different from anything we’d seen before.”

The frame, which resembles the grill on a Western Star truck, is trimmed in a laminate to match the interior of a Western Star cab. The literature rack resembles a bumper. The poster incorporates the new “western” theme of the Western Star brand.

### Name

Western Star Trucks

### Primary Business

Manufacturing & Industrial

### Exhibit Size

Retail / P-O-P

### Products / Services

Custom

### Key Objectives

Design  
Merchandising  
Flexibility