



News Release

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MINISTER WILSON SALUTES WESTERN STAR/DAF INTERNATIONAL AGREEMENT

The Minister of Industry, Science and Technology and Minister for International Trade, the Honourable Michael H. Wilson, today congratulated Western Star Trucks of Kelowna, British Columbia, following the signing of an international marketing agreement to sell its Canadian-made trucks around the world.

"Strategic alliances and international distribution agreements of this kind are essential to help keep Canadian companies competitive in today's international marketplace," Minister Wilson said after meeting with Western Star representatives to discuss their marketing strategy.

Al Horning, Member of Parliament for Okanagan-Centre, joined Mr. Wilson in congratulating Western Star. "This is another major step in making Western Star Trucks a truly international company," he said.

Western Star announced today it has entered into a long-term marketing agreement with DAF International, estimated to be worth in excess of \$100 million over the first three years, to distribute its Canadian-made products in 60 countries around the world.

The two companies signed a comprehensive wholesale and retail support agreement to sell Western Star trucks in Africa, Asia, the Middle East, South America and Eastern Europe.

Under the terms of the deal, Western Star will take advantage of DAF International's extensive export sales and service network around the world while DAF will provide its customers with a product range not currently available in its line of trucks.

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