

Western Star Trucks Inc.

Export Contact:

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Products

AIR POLLUTION CONTROL
SOLID WASTE

Transportation
Vehicles:

Recycling
Refuse Handling
Remotely-Operated
Sludge Application

Company/Product

Incorporated in 1981, Western Star Trucks Inc. is a privately owned designer and manufacturer of customized, premium quality, Class 8 (Heavy Duty) trucks. The corporate head office and manufacturing and engineering centre is located in Kelowna, British Columbia.

Western Star utilizes modern technology in its long-term and day-to-day product development such as computer-aided design and drafting (CADD), finite element analysis, and a variety of highly-advanced testing equipment and procedures. Western Star has recently implemented a new chassis paint system in which the paint used is a high solids, low 3.5 Volatile Organic Compound (VOC). In this process, the solvents, which are emitted into the air when the paint dries, are reduced. As well, any paint waste generated is recycled into primer and purchased back by WST and re-used, thus creating a full circle, environmentally-friendly system.

Western Star occupies an important position in the North American truck market by producing between 2000 to 3000 units per year. Rather than a market share orientation, the company focuses on the market through premium quality and customization, and by providing extra value and return-on-investment to the end user. Current projects include building and providing chassis for body manufacturers of garbage packer trucks, compartmentalized recycler trucks, sewer catch basin cleaners, and hazardous waste removal units, all of which contribute greatly to environmental well-being.

Current Geographic Marketing Activities

In 1983, Western Star expanded its operations outside of Canada to include the U.S. market, and it developed a licensing agreement for CKD (complete knock-down) kits with an Australian distributor. The international operations sector has become a much larger and more important facet of Western Star over the past 2 years, with current export activity to the Middle East, South East Asia, Australia, New Zealand, the Ukraine, Indonesia, and Zambia.

Contact Sought

Western Star Trucks pursues sales world wide. The priority markets (in addition to the U.S.A.) are the Pacific Rim, the Middle East, Zambia, and South America.