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Regional International Earns Prestigious Circle of Excellence Award for 6 Consecutive Years

Award honors the top performing International dealers from around the globe

Rochester, NY—Regional International, a local International commercial truck dealership, has received the prestigious International Circle of Excellence Award. The Circle of Excellence program was established 30 years ago to honor those International dealerships that achieve the highest level of performance in terms of operating and financial standards, market representation, and most importantly, customer satisfaction. It is the sixth consecutive time Regional International has been honored with this award.

“This award is the highest honor an International dealer principal can achieve from the company,” said Aida Tanaka, Navistar’s vice president of dealer operations. “Regional International, is one of only 28 International dealerships in the world who earned this prestigious recognition in 2009.”

Tanaka continued, “The Circle of Excellence award also recognizes the effort and dedication of all the dealership’s employees. A highly skilled, professional staff is a critical success factor for any commercial truck dealership. James Carello, Dealer Principal of Regional International is clearly committed to growing his business and being recognized by customers as the dealership of choice in their market. I congratulate everyone at Regional International for their commitment to outstanding customer service, operational excellence and representation of the International brand.”

“This award is great honor for everyone at Regional International because it recognizes all the hard work and professionalism we bring to customers in the Western New York and Northern Pennsylvania,” said Dealer Principal, James Carello. “Our customers rely on us to keep their businesses growing—and our International products, used truck department, wreckers and roll backs, parts sales, and our service department and our dedication to service after the sale even more important to customers during these tough economic times. For more than 20 years, our customers have been returning to Regional International because they know we deliver quality truck and trailer parts and products and services that help drive profits to their bottom line.”

About Regional International

Regional International is a network of dealerships servicing Western New York with locations in Henrietta, Geneva and Buffalo, NY. Regional International has a large inventory of new and used trucks, new and used trailers, wreckers and roll backs, parts, service, warranty, as well as long and short term lease and rental opportunities. For more information, call 1-800-836-0409 or visit www.regionalinternational.com.

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