

# RIHM MONTHLY

Great deals that will *SHOCK* you! | March 2023



Monthly Feature: Shock Options from our Suppliers



MINNESOTA | WISCONSIN | SOUTH DAKOTA

RIHMFAMILYCOMPANIES.COM 800.988.8235

# THE INSIDE LOOK

## EMPLOYEE RESOURCE GROUPS GROW EQUITY WITHIN YOUR COMPANY



As we celebrate Women's History Month, it's a great time to reflect on the impact employee resource groups (ERGs), like the Rihm Women's Association (RWA), have on Rihm and can have on a company like yours. If you want to start your own ERG, here are a few quick tips to get started.

### 1. Get the support you need from leadership.

If you're considering launching an ERG at your company, it's important to get the support of your company's leadership team. Here at Rihm, I felt fortunate because we are a woman-owned business, and Rihm President & CEO Kari Rihm was whole-heartedly supportive in us starting the Rihm Women's Association. Whether your resource group is for working mothers, people of color, sustainability, or health advocacy, getting support from leaders in your company is going to be a key first step.

### 2. Establish clear goals/what you hope to accomplish.

This will help determine your group's purpose and mission. The RWA's goals are:

- Create strategies that improve female employee engagement within Rihm and the trucking industry.
- Identify and provide training and development opportunities for women to advance their careers and demonstrate leadership.
- Work to resolve discrimination and harassment and provide a more inclusive environment for women at Rihm.
- Create a work environment that ensures women have equal access to opportunities for professional growth and advancement.

### 3. Make sure your group is inclusive across departments & roles.

Rihm has locations across the state and surrounding area, so ensuring everyone has access to our RWA meetings and events was important. Most of our meetings have a virtual option and we record them for playback, so if someone cannot make it in person, they aren't missing out on the content.

### 4. Talk about your group and its impact.

Beyond the internal benefits of having an ERG, you can use the group to help recruit new team members. Our human resources department talks about the RWA and other initiatives during candidate interviews. It helps "sell" our company culture and how important gender equity is to Rihm. Women both in and outside of Rihm see the value in that level of support.

Rihm plans to expand its ERG offerings this year, with even more support for its team members. If you'd like more information on the RWA or starting your own company ERG, feel free to reach out to me any time! [Kristin.Ridley@RihmFamilyCompanies.com](mailto:Kristin.Ridley@RihmFamilyCompanies.com).

### About the Rihm Women's Association

The Rihm Women's Association (RWA) is a women's resource group designed to recognize the contributions of female employees; help women expand their professional network and develop leadership skills; address workplace challenges for women; and encourage and promote more women in trucking with engagement both within the company and in the community. Learn more about the RWA by visiting our website. [RihmKenworth.com/RWA](http://RihmKenworth.com/RWA)



Author: Kristin Ridley  
Marketing & Communications Manager



# TABLE OF CONTENTS

## FEATURES

The Inside Look - Employee Resource Groups	1
Deals on Shock Absorbers	5
Meet Your Parts Professional	8
Clearance Corner Parts	13
Ellen Voie - Imagining WIT	19-20



## CONTRIBUTIONS

Tech Talk - Shock Absorbers	3-4
Parts Deals & Specials	5-14
Body Shop - Did You Know?	15
Truck Sales & Financing	17-18
Full Service Leasing	21



## RECOGNIZED DAYS THIS MONTH

Women's History Month: **3/1 - 3/31**  
National Read Across America Day: **3/2**  
Employee Appreciation Day: **3/3**

International Women's Day: **3/8**  
National Pi Day: **3/14**  
St. Patrick's Day: **3/17**

First Day of Spring: **3/20**  
World Down Syndrome Day: **3/21**  
First Day of Ramadan: **3/22**

All prices & products listed in this booklet are only available while supplies last, and may only be redeemed for products or services purchased between **March 1, 2023 - March 31, 2023**. No substitutions or rain checks will be allowed. Coupons cannot be redeemed for a cash value. Discounts, prices and/or coupons cannot be applied to previous purchases, or towards any product purchases made outside the designated dates. Online Parts Counter coupons are only redeemable online & will not be recognized for in-store purchases.

# TECH TALK

The importance of regularly replacing shocks on commercial vehicles cannot be overstated. Poorly maintained shocks can lead to a multitude of problems, from excessive bounce and sway to unsafe driving conditions, costly repairs and even decreased fuel efficiency. Replacing shocks on a regular basis is essential for ensuring a safe and efficient driving experience.

To begin, the primary function of shock absorbers is to reduce turbulence and vibration while driving, giving the driver a smoother ride. Worn out shocks can cause the vehicle to bounce and sway excessively, making driving difficult and inefficient. Additionally, worn out shocks can cause other suspension components to wear down faster, resulting in additional repair expenses. If the shocks become too worn, it can even cause the tires to lose contact with the road, posing a serious risk to the driver.

Replacing shocks regularly can help improve handling by giving the driver more control while maneuvering. It also allows for proper engagement of the brakes, improving the overall performance of the braking system. Freshly replaced shocks minimize body roll when turning or maneuvering, which can reduce the risk of tipping the vehicle. With newer shocks, fuel

consumption can be reduced as well. This is because a heavy vehicle with worn out shocks will require more energy to accelerate and decelerate. Lastly, having properly functioning shocks helps maintain the structural integrity of the frame, protecting the vehicle from costly repairs down the line.

In conclusion, it is important to replace shocks on a commercial vehicle on a regular basis. Doing so will allow the vehicle to operate more safely and efficiently, minimize repair costs, improve handling and braking, reduce fuel consumption and protect the structural integrity of the vehicle.



**Author: Mike Johnson**  
Service Manager, Coon Rapids  
29 Years of Experience







# TIP:

## THE BEST WAY TO TAKE A REFERENCE PHOTO OF SHOCK ABSORBERS



If you ever need to take a photo of a shock absorber for our service team to help them diagnose the problem, follow this tip!

**Extended  
Correct**

**Collapsed  
Incorrect!**



## IDENTIFY MISTING & LEAKING ON SHOCK ABSORBERS

Call your local Rihm service department for advice on what to do next if you think your shock(s) are showing signs of leaking and/or misting.

### LEAKING



### MISTING



## SHOCK ABSORBER SERVICE INTERVALS

KENWORTH TRUCK MODELS	RECOMMENDED SERVICE INTERVAL	WHAT TO CHECK
T680, T880 & W990	60,000 mi / 96,000 km / 6 mo	Inspect for leaking, body damage & damaged or worn bushings. Replace as required. Also check the shock mounting stud torque.
T380	15,000 mi / 24,000 km / 12 mo	

# LET'S GET SHOCKED!

Great deals from multiple brands of shocks!

## MONROE MAGNUM 65 GAS SHOCK ABSORBERS



PART #	PRICE
65528M0R	\$74.29
65524M0R	\$67.94
65495M0R	\$85.35
65159M0R	\$65.38
65102M0R	\$63.37
65419M0R	\$61.42
65101M0R	\$60.94
65404M0R	\$65.80
65175M0R	\$74.56

## SHOCK ABSORBERS FROM GABRIEL



PART DESCRIPTION	PART #	PRICE
FLEETLINE SHOCK	85000GAB	\$38.35
SHOCK ABSORBER	85934GBL	\$48.92
ABSORBER-SHOCK	85067AC0	\$48.62
SHOCK ABSORBER WITH BUSHINGS	85062	\$39.90
SHOCK ABSORBER	83008AC0	\$35.77
SHOCK ABSORBER	85045	\$36.63

**Gabriel HD**  
THE ORIGINAL

## SHOCK ABSORBERS FROM HENDRICKSON



PART DESCRIPTION	PART #	PRICE
SHOCK ABSORBER PAX23/46/69EX232/462/6	60657-003	\$63.82
SHOCK ABSORBER	60670-008	\$59.70
SHOCK ABSORBER	R009600	\$57.12

**HENDRICKSON**  
Genuine Parts



# SHOCKING COMPARISON!

Discounted pricing on OEM & Sampa air springs

## OEM AIR SPRINGS

PART DESCRIPTION	OEM PART #	PRICE
AIR SPRING ASSEMBLY	C81-1013	\$177.35
AIR SPRING KW AG380	C81-1012	\$140.54
AIR SPRING, AG200/400	C81-1004	\$136.29
AIR SPRING PETERBILT	AS90690	\$138.37
AIR SPRING KW AG100 WITH MTG BRACKET	K303-16	\$117.23
AIR SPRING KW AG200 9.5HT	K303-22	\$121.50
AIR SPRING KW AG200/460/690 10	C81-1005	\$136.16
AIR SPRING 86" SLEEPER	T81-1001	\$49.50
AIR SPRING KW AG100	K303-15	\$103.01
AIR SPRING, TIMPTE TRAILER	AS99740	\$185.00
AIR SPRING	AS88640	\$200.77
AIR SPRING	AS0048WAC	\$130.00

## SAMPA AIR SPRINGS

PART DESCRIPTION	SAMPA PART #	OEM PART #	PRICE
AIR SPRING ASSEMBLY	SP-558864-KP	C81-1013	\$131.38
AIR SPRING KW AG380	SP-558813-KP	C81-1012	\$114.38
AIR SPRING, AG200/400	SP-559547-KP	C81-1004	\$107.57
AIR SPRING PETERBILT	SP-559069-KP	AS90690	\$124.92
AIR SPRING KW AG100 WITH MTG BRACKET	SP-559069-KP	K303-16	\$124.92
AIR SPRING KW AG200 9.5HT	SP-559622-KP	K303-22	\$106.75
AIR SPRING KW AG200/460/690 10	SP-559541-KP	C81-1005	\$107.11
AIR SPRING 86" SLEEPER	501.144-01	T81-1001	\$36.22
AIR SPRING KW AG100	SP-559422-KP	K303-15	\$103.61
AIR SPRING, TIMPTE TRAILER	SP-559974-KA	AS99740	\$166.99
AIR SPRING	SP-558864-KP	AS88640	\$131.38
AIR SPRING SUSP B-CAB	500.900-01	R81-1001	\$29.38

SEE THE SAVINGS FOR YOURSELF

# STOCK UP NOW ON PARTS & ACCESSORIES



## AIR SPRINGS & ACCESSORIES



AIR SPRING

1104K002RMC \$39.61



AIR SPRING

1R11-028RMC \$110.34



AIR SPRING STUD

27-01746RMC \$5.68



CABIN AIR SPRING

29-03200RMC \$45.93

## LEVELING VALVES



LEVELING VALVE

90054007RMC \$43.86



LEVELING VALVE

HV9990RMC \$79.87



LEVELING VALVE

KD2205RMC \$64.78



LEVELING VALVE

KD2445RMC \$71.13

## TORQUE ROD ACCESSORIES



TORQUE ROD ASSY 24"

16-18972-000RMC \$123.72



TORQUE ROD BUSHING

839310RMC \$25.74



TORQUE ROD ASSY 24.5"

A16-16749-002RMC \$96.76



## SHOCK ABSORBERS



SHOCK ABSORBER  
 646155RMC \$68.41



SHOCK ABSORBER  
 85000RMC \$34.86



SHOCK ABSORBER  
 85067RMC \$42.45



SHOCK ABSORBER  
 85070RMC \$39.37

## SPRING ACCESSORIES



SPRING PIN  
 02-01781RMC \$10.17



SPRING SHACKLE BAR  
 B20-6006RMC \$22.62



SPRING SHACKLE  
 02-01784RMC \$20.80



SPRING PIN BUSHING  
 02-01805RMC \$16.78

## Meet Your Parts Professional



**Savanna Venechuk**  
 Parts Counter Representative

Savanna is a newer member of our parts team, with having worked at Rihm for just over a year, and in the trucking industry as a whole for 5 years. She enjoys helping out in any way she can, and is often found helping her location's service department with their parts needs. After work, Savanna enjoys going fishing and spending time with family and friends. Her favorite vacation spot is Fort Myers Beach in Florida, but she would really like to go anywhere that she can enjoy warm weather and relaxing on the beach.

**Main Store Location:** Albert Lea, MN

# DISCOUNT



## MARCH MONTHLY SPECIALS

PART DESCRIPTION	COUPON CODE	DISCOUNT
CUMMINS CYLINDER HEAD	M23MAR4522	\$75 OFF
CUMMINS GENUINE TURBO	M23MAR4523	\$75 OFF
CUMMINS GENUINE DOCS	M23MAR4521	\$65 OFF
CUMMINS GENUINE EGR COOLERS	M23MAR4520	\$40 OFF
CUMMINS GENUINE AIR COMPRESSORS	M23MAR4519	\$25 OFF
TRP® AIR SPRING SUSPENSION	M23MAR4485	\$16 OFF
CUMMINS GENUINE DEF DOSER PUMP	M23MAR4518	\$15 OFF
CUMMINS GENUINE NOX SENSORS	M23MAR4517	\$10 OFF
TRP® HEIGHT CONTROL VALVE	M23MAR4500	\$7 OFF
TRP® WASHER BOTTLE	M23MAR4487	\$5 OFF
TRP® FUEL TANK CAPS	M23MAR4574	\$5 OFF
TRP® DOOR HANDLES	M23MAR4575	\$5 OFF
TRP® HYDRAULIC SHOCKS	M23MAR4499	\$3 OFF



TRP® DOOR HANDLES



TRP® HYDRAULIC SHOCKS

## OPC EXCLUSIVE ANNUAL SPECIALS

These coupon codes are only available to redeem on the online parts counter (OPC). If you are not already registered to purchase parts using the OPC, please reach out to your local Rihm parts representative for details on how to get signed up for it.

PART DESCRIPTION	COUPON CODE	DISCOUNT
EATON CLUTCHES - OPC ONLY	O234355	\$40 OFF
TRP® CLUTCHES - OPC ONLY	O234375	\$40 OFF
OPC ONLY - TRP® DOOR HANDLES	O234569	\$6 OFF
OPC ONLY - TRP® FUEL TANK CAPS	O234571	\$6 OFF



TRP® WASHER BOTTLES

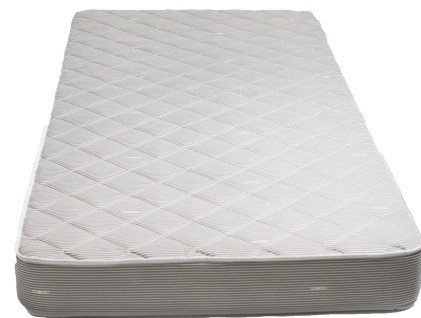


# COUPONS



## 2023 ANNUAL SPECIALS

PART DESCRIPTION	COUPON CODE	DISCOUNT
EATON CLUTCH INSTALLATION KITS	Y234378	<b>\$20 OFF</b>
MERITOR X30 DRUMS	Y234379	<b>\$20 OFF</b>
TRP® ALUMINUM WHEELS	Y234215	<b>\$15 OFF</b>
TRP® FAN CLUTCH REPAIR KIT	Y234344	<b>\$15 OFF</b>
TRP® AIR DRYER ASSEMBLY	Y234245	<b>\$12 OFF</b>
TRP® AIR DISC BRAKE ROTORS	Y234246	<b>\$12 OFF</b>
TRP® POWER STEERING PUMPS	Y234230	<b>\$10 OFF</b>
TRP® NO REAM KING PIN KITS	Y234240	<b>\$10 OFF</b>
PACCAR STARTERS & ALTERNATORS	Y234328	<b>\$10 OFF</b>
TRP® MATTRESS	Y234351	<b>\$10 OFF</b>
TRP® BRAKE CHAMBER	Y234209	<b>\$8 OFF</b>
STEER KING BY ATRO	Y234231	<b>\$8 OFF</b>
TRP® STEEL WHEELS	Y234238	<b>\$8 OFF</b>
TRP® WINDSHIELD GLASS	Y234348	<b>\$8 OFF</b>



TRP® MATTRESS



TRP® STEEL WHEELS



MERITOR X30 DRUMS



TRP® FAN CLUTCH REPAIR KIT

# REV HD PARTS

Great options for wheel seals & hub caps!



## WHEEL SEALS

# \$30.73 each

PART DESCRIPTION	PART #
REV MAX WHEEL SEAL	RM-S01
REV MAX WHEEL SEAL	RM-D02
REV MAX WHEEL SEAL	RM-T03
REV MAX WHEEL SEAL	RM-T04
REV MAX WHEEL SEAL	RM-S05
REV MAX WHEEL SEAL	RM-T09

## HUB CAPS

# \$22.33 each

PART DESCRIPTION	PART #
HUB CAP, OIL	RHO-S01
HUB CAP, OIL	RHO-T03
HUB CAP, OIL	RHO-T04
HUB CAP, GREASE	RHG-T03
HUB CAP, GREASE	RHG-T04

Application	RevHD Seals		CROSS REFERENCE									
	REV 1 1 Year Warranty	REV MAX 3 Year Warranty	NATIONAL		CR / SKF				STEMCO Voyager	STEMCO Discover	STEMCO Grit Guard	STEMCO GHP
Steer 12,000#	R1-S01	RM-S01	370001A	380001A	35066	35058	35059		383-0136	383-0236	382-8036	308-0836
Drive Eaton/Meritor	R1-D02	RM-D02	370003A	380003A	47695	47691	47692	47697	393-0173	393-0273	392-9131	309-0973
Trailer TN Spindle	R1-T03	RM-T03	370025A	380025A	46305	46300	46304		373-0143	373-0243	372-7097	307-0743
Trailer TP Spindle	R1-T04	RM-T04	370065A	380065A	42627	42622	42623	42631	373-0123	373-0223	372-7099	307-0723
Steer Mack		RM-S05	370048A	380048A	43764	43761	43763		383-0164	383-0264	382-8064	308-0864
Drive Mack		RM-D06	370031A	380031A	42673	42671	42672		393-0104	393-0204	392-9112	309-0904
Drive Mack		RM-D07	370022A	380022A	45099	45097	45093		393-0103	393-0203	392-9094	309-0903
Drive 34,000# Eaton, Ford Navistar, White		RM-D08	370023A	380023A	38780	38776	38779	38783	393-0112	393-0212	392-9099	309-0912
Trailer		RM-T09	370036A	380036A	40136	40129	40133		373-0113	373-0213	372-7098	307-0713

# TRUCK ANTI-FREEZE & SEATS

Deals on parts for a smoother, safer drive

## CRC® AIR LINE ANTI-FREEZE

Keeping up with the winter care of your vehicle and brake system is critical. You can't afford to skip this important maintenance when the cold weather hits. CRC Air Brake Anti-Freeze is a specially formulated additive for air-brake systems. It provides complete protection by preventing damaging moisture accumulation and ice buildup in your brake system.



PART DESCRIPTION	PART #	PRICE
CRC® AIR LINE ANTIFREEZE	CRC05532	\$4.56

\*Image and product description found in the product catalog at [crcindustries.com](http://crcindustries.com)

## LUXURY SEATS

Keep your drivers comfortable for the "long haul" with any of these high-quality truck seats and accessories.

PART DESCRIPTION	PART #	PRICE
ADAPTER PLATE-T680 P579	183579PS	\$117.63
PINNACLE BLACK / BLACK DURALEATHER	187300MW661	\$1,355.19
PINNACLE BLACK / GRAY DURALEATHER	187300MW665	\$1,355.19
LEGACY SEAT LO SUSP HB 4W AIR LUMBAR BLACK	188409MW61	\$1,020.89
LEGACY SEAT LO SUSP HB 4W AIR LUMBAR GRAY	188409MW65	\$1,020.89
LEGACY SEAT LO SUSP MB 4W AIR LUMBAR BLACK	188598MW61	\$1,020.89
LEGACY SEAT SILVER HB 2W AIR LUMBAR BLACK	188900MW61	\$863.76
SEAT-LEGACY SILVER HB 2W AIR LUMBAR GRAY	188900MW65	\$863.76
HERITAGE SEAT SILVER HB 20" 15D 2W	189800FA631	\$588.11





# CLEARANCE CORNER

Save on parts with these great clearance deals!

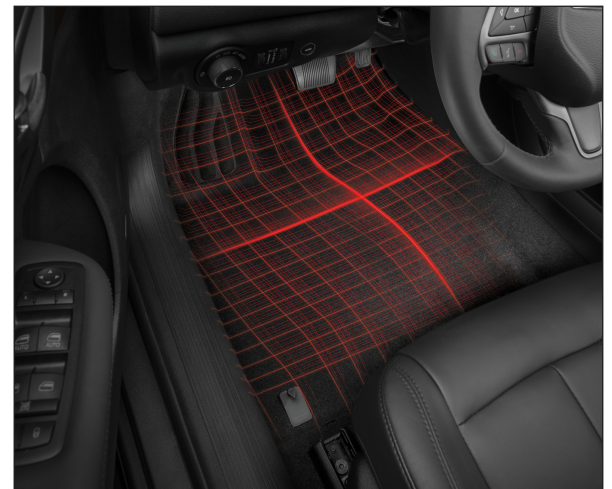
## LIMITED QUANTITIES AVAILABLE OF ALL CLEARANCE ITEMS

PART DESCRIPTION	PART #	QUANTITY AVAILABLE	PRICE
INJECTOR, CELECT	3087560PX	1	\$702.96
KW 10GA PRIM, LMP/2LCPLT/RADAR/13"	TU15R201F-22NS	1	\$758.70
OIL PUMP	786-0283	2	\$709.04
HEADLAMP ASSEMBLY DUAL RECTANGLE	P54-1289-100E	3	\$815.79
TOOL BOX SM SINGLE DOOR 24X24X30	215MTQ	1	\$659.73
T440 BUMPER	FU-0010-708	1	\$725.32
HOOD	T660-LOANER	1	\$1,000.00
EXGUARD HD GRILLE	HD-495-G2	1	\$1,010.00
COMODORE SEAT ULTH GRAY WITH ARMS	40050*341	1	\$830.61
INJECTOR	2872765PX	1	\$736.13
CAB SLEEPER SKIRT T680 X2AG2-LED WITH BH 2.5"W	MD687	1	\$702.40
ROCKER LEVER HOUSING	4318261	1	\$830.55
KIT MOD HOTLINE 12V 150W 2.5'	D3085-1118	1	\$899.88
ARM ASSEMBLY 1100SR NO SPACER	12823Z	1	\$656.25
CYLINDER HEAD 86NT PG	3675505RX	1	\$914.54
FORWARD FAIRING ASSEMBLY	A33-1203-1001R	1	\$667.05
ACCUMULATOR	4307377	1	\$723.74
HD/HPI INJECTOR	4088327PX	1	\$683.38
TRACTOR ABS ECU - REQUIRES PROGRAMMING	4008640090	1	\$960.48
COOLER, ELECTRONIC CONTROL	3062626	1	\$914.47

Please contact your Rihm parts sales representative, or visit your local Rihm Kenworth parts counter for more information and to see the current product availability.

## BLACK LASER MEASURED TRUCK FLOOR LINERS

FIT COMPATIBLE TRUCK MODELS	PART #	PRICE
2013-2021 KW T680, KW 2014-2021 T880, 2014-2021 PB 567, 2013-2021 PB 579	4416251V	\$146.52
2018-2021 FREIGHTLINER CASCADIA, 2021-2022 49X (AUTOMATED TRANS)	4416301V	\$146.52
2018-2023 VOLVO VNL & 2018-2023 VNR (AUTOMATED TRANS)	4416671V	\$146.52



**WeatherTech®**

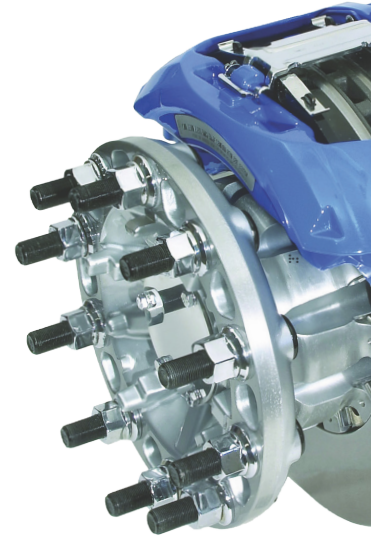
# BRAKES & MORE

Deals that will give your wallet a *brake*.

## BRAKE ACCESSORIES



PART DESCRIPTION	PART #	PRICE
KIT-BRAKE PAD	K129276BXW	\$182.22
KIT-PURGE VALVE AD-IS/AD-IP	K022105BXW	\$129.16
CARTRIDGE-PURAGUARD OIL COALESCING	5008414PGBXW	\$115.57
KIT-CAM SERVICE	K126580KBXW	\$28.96
CARTRIDGE-PURAGUARD OIL COALESCING	5009041PGBXW	\$115.58
WS-24 WHEEL SPEED SENSOR 75.5 90 DEG	K181265BXW	\$63.20
WS-24 WHEEL SPEED SENSOR 64.4 STRAIG	K181267BXW	\$64.65
VALVE-ABS MODULATOR	K1289130RBXW	\$226.49
KIT-BOLT AD-IS AIR DRYER	5009233BXW	\$12.38
EPA/(EW036)AIR DRYER ASSY, WITHOUT TANK	K049199BXW	\$636.96
EPA/(EW036)DRYER-AIR AD-IS	801266BXW	\$494.00
WS-24 WHEEL SPEED SENSOR 78.2 STRAIGHT	K181268BXW	\$64.46
EPA/DRYER-AD IS	K049086BXW	\$727.78
KIT-CARTRIDGE AD-SP/AD-IS	5008414BXW	\$72.24



## REMAN BRAKE KITS & PADS

PART DESCRIPTION	PART #	PRICE
REMAN BRAKE KIT	NBS23KIT-4707Q	\$39.39
REMAN BRAKE KIT	NB210KIT-4707Q	\$48.88
REMAN BRAKE KIT	NBS23KIT-4709EN/S	\$40.99
REMAN BRAKE KIT	NBP20KIT-4707Q	\$38.78
REMAN BRAKE KIT	NB210KIT-4709EN/S	\$50.27
REMAN BRAKE KIT	NBP20KIT-4709EN/S	\$40.47
REMAN BRAKE KIT	NB225KIT-4707Q	\$53.74
REMAN BRAKE KIT	NB200KIT-1443E	\$47.03
REMAN BRAKE KIT	NBS23KIT-4515Q	\$37.05
BRAKE PADS	NBAD1369	\$118.23
REMAN BRAKE KIT	NBS23KIT-4711Q	\$47.89
REMAN BRAKE KIT	NBP20KIT-1443E	\$45.63
REMAN BRAKE KIT	NB200KIT-4709EN/S	\$47.31
REMAN BRAKE KIT	NBP20KIT-4719EN/S	\$64.21
REMAN BRAKE KIT	NB200KIT-4719EN/S	\$65.39
REMAN BRAKE KIT	NBP20KIT-4720Q	\$52.86
REMAN BRAKE KIT	NB225KIT-4709EN/S	\$55.12
REMAN BRAKE KIT	NB200KIT-4725EN/S	\$66.07



\*Core charge will be applied at purchase

# BODY SHOP

## DID YOU KNOW?

### MN LAW PROTECTS **YOUR** RIGHT TO CHOOSE A COLLISION CENTER **YOU** WANT

Minnesota Statute  
72A.201, Sub. 6 States:

At the time a claim is reported, the insurer must provide the following advisory to the insured or claimant:

"You have the legal right to choose a repair shop to fix your vehicle. Your policy will cover the reasonable costs of repairing your vehicle to its pre-accident condition no matter where you have repairs made. Have you selected a repair shop or would you like a referral?"

After an insured has indicated that the insured has selected a repair shop, the insurer must cease all efforts to influence the insured's or claimant's choice of repair shop...



**Get your truck fixed RIGHT!**  
**Make the CHOICE to bring it to the**  
**RIHM KENWORTH BODY SHOP.**

9400 Evergreen Blvd, Coon Rapids, MN 55433 | 651.236.6080



**ALL EXHAUST KITS & COMPONENTS ARE IN-STOCK!**

**Ready to ship in **48** hours!**

*Comprehensive Kits & Universal Components for Popular Freightliner, Kenworth & Peterbilt Models*



**STOVE PIPE**

**SLASH CUT**

**BOILERMAKER**

**HOOSIER**

**DESPERADO**

**COWBOY**



**RoadWorks®**

**CHROME EXHAUST KITS**

**48 Hour Shipping; With Free Freight on Every Kit, Every Piece, Everytime!**

**2 YEAR  
WARRANTY**

**FREE FREIGHT!**

**NOW OFFERING: Four Lengths of Our One Piece Top Pipes**  
**ONE PIECE TOP PIPES 96" | 108" | 114" | 120"**  
**6" | 7" | 8" DIA.**

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**800.448.8741**

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# IT'S TIME...

TO MAKE A CHANGE -  
TRADE IN YOUR OLD EQUIPMENT  
& BUY A 2018 OR NEWER TRUCK

**Fast & secure online  
credit application!**

**Scan the QR Code to complete it now!**



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# ELLEN VOIE: IMAGINING WIT

## A WOMAN WHO CHANGED HISTORY FOR ALL WOMEN IN TRUCKING

*Written by Megan Meier, Corporate Brand  
Marketing Specialist, Rihm Family Companies*

National Women's History Month is a time each year to look back and appreciate the contributions that inspirational women have made to our country's history. When specifically looking at the history of the trucking industry, I feel that a woman who has really made an impact on the industry, and its future, is Ellen Voie (pictured right), the founder, and current CEO of the Women in Trucking Association (WIT). Ellen is heading towards retirement, so I am grateful to have had the chance to ask her some questions about her experiences and thoughts on her time with WIT since the association was first started in 2007.

In an interview with Nicole Glenn from Candor Expedite, Ellen stated that a large part of the idea for starting WIT came from when she was completing her pilot's license. "I belonged to an organization for female pilots. It struck me that there wasn't a similar group for women in the trucking industry; so, I started one. (Candor Expedite)" After learning about her inspiration for the organization, I was curious to also hear from Ellen herself about why, back then, she felt that SHE was the right person to start it. When I asked her, she answered, "When I started working in trucking (1979) my passion has always been for the personal or people aspect of the industry. My Master's thesis [was]

"Complex Identities of Women Married to Professional Drivers." That research and my BA in Journalism allowed me the opportunity to write for numerous publications and I began to be known as someone who understands the drivers and their families. My role at Schneider was as Manager of Retention and Recruiting Programs, which meant I represented the drivers when it came to programs, salary, and corporate initiatives. Part of my job was to figure out how to attract and retain non-traditional drivers, such as women. It really struck me that there wasn't any organization to help these women to have a voice. The reason our members are both corporate and individual is because we felt our greatest influence would be to convince trucking companies to be more gender diverse in all areas, from the cab to the C-Suite. We wanted to be the voice of drivers to the industry and create a more female-friendly career."



However, starting a new organization for women in a male-dominated industry, like trucking, was never going to be easy. When I asked Ellen about the challenges she encountered in the early years of WIT, she answered, "The most challenging part of starting Women In Trucking was that it was during the recession in 2007 and 2008. We had to really provide value to potential members and when we hit our first goal of 500 members in our first year, it motivated us to keep going.

When they started renewing their dues, we knew we had made a positive impact on our members because they found value in being a part of the association. Today we have about 8,000 members (including men) who join because they support our mission."

The Women In Trucking Association has only continued to grow since, including reaching 1,750 registered attendees at their recent 2022 Accelerate! Conference, which is a dramatic increase from the 800 registered attendees in 2021. "We more than doubled our attendance in one year and that was just unbelievable! When I started the organization, I wasn't expecting the huge corporate support from some of the largest carriers, manufacturers, and suppliers in the industry. Walking into a board meeting and seeing the high-level titles in these major names in trucking is very humbling (and surprising!)"

While reflecting on her years with WIT, Ellen said that she was most proud of seeing, "the changes this industry has made in the past sixteen years. When I started Women In Trucking in 2007, no one was looking at their gender diversity numbers. They claimed they just hired the 'best person for the role.' However, I started pointing out the inequities, such as the lack of women's uniforms, restroom access issues, and trucks that were designed for men. Once we started making them aware that the industry didn't provide a level playing field, they started listening. However, it was only when we started gathering

data about safety, customer service, risk-taking and so much more that they realized what women bring to the industry." As for a specific achievement that she was proud of, she said it was receiving, "recognition from the White House as a 'Transportation Innovator Champion of Change'... I was able to take my board of directors to the event at the White House! It launched numerous invitations from the Department of Transportation and my invitation to many other events and committees."



Ellen Voie with Kari Rihm as she accepts an award from WIT

Ellen herself is a woman that I feel will go down in trucking history, but for Ellen, a woman from her past who truly inspired her was her mother. "[She] encouraged me to seek nontraditional opportunities, and that was back in the seventies. I wanted to take shop (industrial arts) class and no girls had ever been allowed to move away from home economics class. My mom encouraged me, and I learned welding, drafting, woodworking, and engine maintenance. That led me to my job at a steel fabricating plant as a drafter which was designing and drawing material handling equipment. It was there [that] I was asked to move into the traffic department and after earning my diploma in Traffic and Transportation Management, my career in trucking was launched. Sadly,

my inspirational mom passed away that year (1979) and never saw my career momentum. She was ahead of her time in making sure her two daughters had the same aspirations and opportunities as her three sons."



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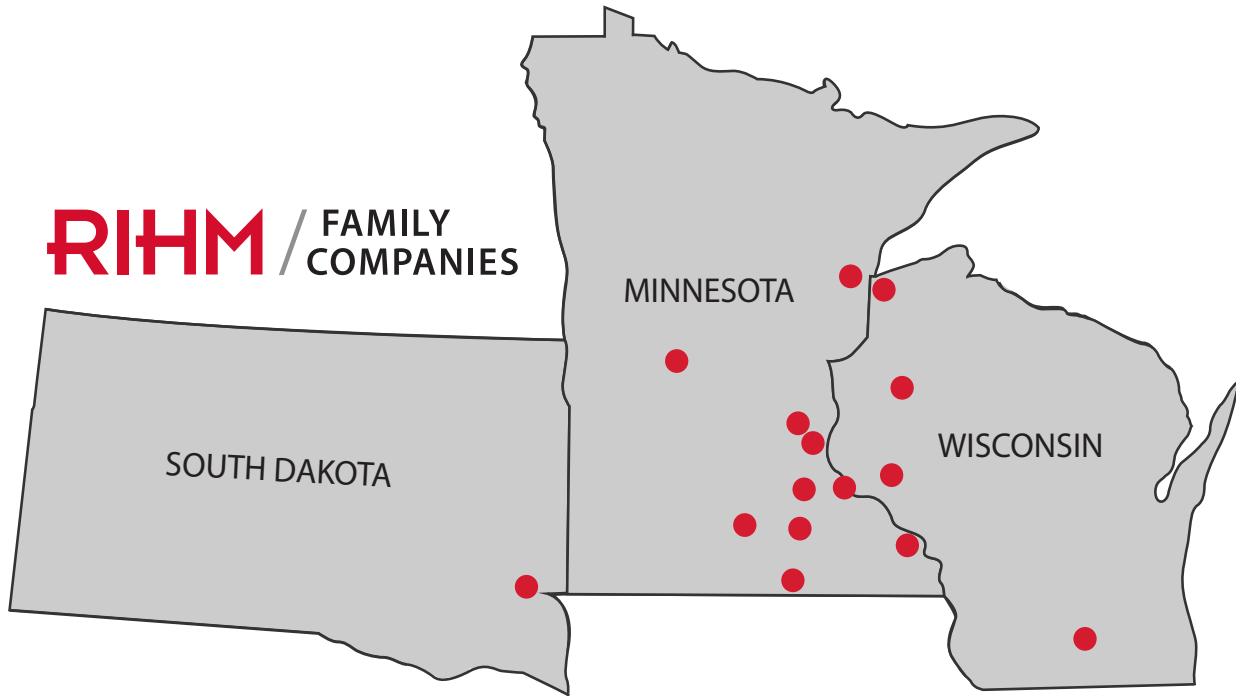


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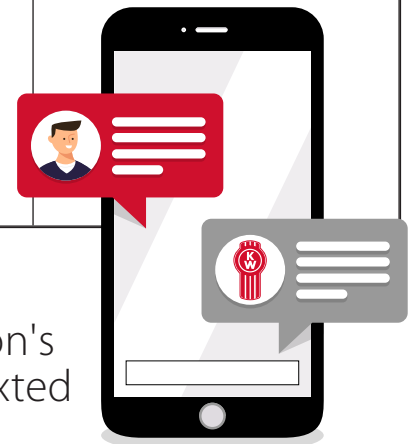


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