

Terex Trucks' Gen10 takes pole position in Las Vegas

Terex Trucks has shown two of its new generation articulated haulers for the first time in North America at the Las Vegas Motor Speedway.



Gen10 TA300 and TA400 with supercar in front of The Neon Garage at the Las Vegas Motor Speedway.

In a country that loves horsepower and motor racing in equal measure, [Terex Trucks](#) served up a double treat to coincide with this year's MINExpo. The company officially launched its new Generation 10 series of articulated haulers in North America at the Las Vegas Motor Speedway. Guests were welcomed to the world-famous venue with a spectacular view of the Gen10 TA300 and TA400, which were lined up on the racetrack alongside some amazing supercars.

Kicking off proceedings was Matt Deloglos, Terex Trucks' director of sales and marketing Americas, who was followed by Volvo CE's vice president of strategy and business development, Andrew Knight, who gave a brief presentation about the investments Terex Trucks has been making over the last two years. The Generation 10 haulers represent the first product launched since Volvo Construction Equipment purchased the Scottish hauler manufacturer and is the culmination of hard work and investment by Volvo and the team at Terex Trucks.

From increased availability of parts to product improvements and customer focused finance solutions, Knight outlined how Terex Trucks is working to ensure customers enjoy the benefits of lower operational costs and increased productivity, as well as the plans for the brand in the long haul.



TR60, TR45, Gen10 TA400 and Gen10 TA300 with Lamborghini Gallardo GT and Ferrari 430GT sports cars.

Pit talk during the pit walk

Paul Douglas, director and general manager at Terex Trucks, brought the formal part of the launch to a close by giving invitees – customers, dealers, and members of the press – an exclusive pit walk, and the chance to speak to engineers about the new series of articulated haulers. Made to work harder for longer in the toughest terrain, the innovative off-highway trucks convey performance upgrades with an enriched operator environment, sophisticated engine enhancements, and the introduction of telematics as standard.

The Tier-4 Final compliant Gen 10 machines can do a lot of things, but winning lap records at the Las Vegas Speedway isn't one of them, and so to make the most of the exciting event guests were also given the opportunity to jump into something slightly faster (but with tiny haul bodies) and roar around the track in the thrilling Lamborghini Gallardo GT and Ferrari 430GT sports cars.



The versatile 55-tonne capacity TR60 with sports cars.

Launch control Speaking about the haulers' North American launch, Douglas said: "The Generation 10 series event could not have gone better. We welcomed over 60 invited guests to the Speedway for the unveiling, and the feedback we received has been extremely positive. Customers were impressed with the modifications to the operating systems and the improved cab environment."

"The Gen10 launch is part of Terex Trucks' ongoing commitment and investment in its articulated hauler product line. The new machines not only look the part but take productivity, performance, uptime, and lower customer costs to new levels, which increases the return on investments," Douglas concluded.