

Press Release

Contact Information:

White's International Trucks



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White's International Trucks – Celebrating A Century Of Service

This year marks a century of service for White's International Trucks. Few companies can weather the changes that 100 years bring. The company's longevity is a testament to the strong vision and corporate culture that continues to deliver on the values of partnership and trust for customers, employees, and stakeholders.

President and CEO, Carter White and Chairman, Steve White addressed crowds of customers, partners, and employees including Navistar Executive VP of Commercial Operations, Göran Nyberg during anniversary celebrations in Greensboro and Wilson, NC this month. The father and son duo shared sentiments of thankfulness for the dedication of White's International Trucks employees to execute the vision set out in 1922 by founder, Dr. Lawrence J. Herring:

"We wouldn't be here today if it weren't for the team I inherited. My employees and management staff believed in themselves. If we had problems, we as a team trusted each other. We had integrity and respect. We worked our way out of any corners we were up against. We had a customer base that believed we were going to deliver value and they hung with us. I can't tell you how blessed I am to have been able to watch us progress over my last 47 years with the company. The foundation is set for the 4th generation to take the reins with the 5th generation working just behind. I sincerely want to thank everyone. God bless you all." – Chairman, Steve White

President and CEO, Carter White spoke to the promising future: "At one time International Harvester was one of the top OEMs in the world. We've weathered a lot of storms in 100 years and have seen a lot of success. With the backing of International's new parent company, Traton, we are making moves towards the goal of being number one in our industry. We'll accomplish that goal with the same commitment to strong partnerships that allowed us to be in business for the last 100 years."

White's International Trucks – A Strong History. A Stronger Future.

Veterinarian, Dr. L.J. Herring had the vision to turn the threat of the "iron horse" into an opportunity. Originally doctoring animals that worked farms, Herring branched out to become an International Harvester dealership in 1922 as L.J. Herring Implement Co. One side of the business housed mules and horses for work on farms while the other side offered tractors. Trucks were added to the franchise in 1926.



Herring solidified the foundation of the company as the best choice for reliable equipment at the original location on Barnes Street in Wilson, NC. As demand increased and the business saw growth the company relocated to US Hwy 301 in Wilson where the company headquarters remains today.

In 1964 William Carter Herring became the owner of the newly named Herring Tractor and Truck Company. In 1987, with over 12 years in the company, D.S. White (Steve White) purchased the company from his father-in-law.

In January of 2014 Steve White took the role of Chairman and passed the torch to his son, Carter to carry on the family legacy as President and CEO.

Included under the company's umbrella as of the 100th anniversary are seven International Truck and IC Bus full-service dealerships, a leasing and rental company with more than 300 trucks, four Bobcat dealerships, 36 John Deere dealership locations, and White's Tire.

White's is the designated exclusive IC bus dealer to market and distribute in the state of North Carolina providing buses, service, and parts for all 100 counties.

Today three generations of the family are spread throughout the companies under Steve White who continues to serve as the company's Chairman. Son, Carter White serves as President and CEO of White's International Trucks and White's Idealease; daughter, Stephanie White Smith as President of the Bobcat division; nephew, Graham Wells IV as President of White's Tire; grandson, John T. Smith works in Idealease leasing; grandson, Carter White works in service; and granddaughter, Collins White works in parts sales.

About White's International Trucks

White's International Trucks is a full-service commercial truck dealership that serves customers from the mountains to the coast of NC with locations in Wilson, Goldsboro, New Bern, Winterville, Greensboro, Hight Point and Mount Airy.

White's International Trucks and IC Bus employs more than 241 employees, has more than 100 certified technicians with 100 service bays, and houses an inventory of over \$6 million in all-makes parts.

The White's Idealease division provides commercial lease and rental vehicles with a fleet of close to 300 trucks and offers mobile and dedicated maintenance services.

Learn about these solutions and more at www.whitetractor.com

