

## Media Report

### Mack Trucks - Press

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▶ **Rodeo drive**

Courier Mail, 17/12/05, Motoring, Page 28  
By: Troy Dunn

Clip ref: **19725956**

647 words  
Type: Not Available  
Photo: Unknown

▶ **Rodeo drive**

Daily Telegraph, 10/12/05, Auto, Page 48  
By: Patrick Whiteley

Clip ref: **19620564**

669 words  
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Photo: Unknown

▶ **Mack recruits rodeo legend**

Owner Driver, 05/12/05, General News, Page 46  
By: None

Clip ref: **19617998**

308 words  
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Photo: Unknown



# Rodeo drive

Champion bull rider **Troy Dunn**  
checks out the Mack Premium

QUEENSLAND police vow to round up the cowboys in the truck industry but most officers probably haven't met Troy Dunn, one of Australia's best-known cowboys and a truckie to boot.

The champion bull rider depends on his truck to cart bucking bulls to Bullriding Australia events, transport horses to camp-drafting competitions, and deliver cattle from his north Queensland property to the saleyards.

Dunn uses his Mack Premium on his property near Sarina, where he breeds cattle and bucking bulls.

At a recent rodeo, Dunn was declared Australia's greatest bull rider. Since starting his career in 1988, Dunn has won more than \$1 million in prizes and achieved the ranking of No. 1 bull rider in the world in 1998.

Dunn started riding calves when he was 10 years old and progressed to big, mean bulls. He says overcoming the fear of an 800kg monster was the biggest challenge.

"To the bull, it's nothing personal but sometimes there are bulls that are cranky old fellas, and if you fall off and get underneath them, then it's your fault," he says. "Some blokes don't like the sport, because they think they are not in control. But I have control of my mind and body. It's

about learning to deal with fear of the animal."

The world-famous cowboy retired from the rodeo ring last month.

He keeps busy promoting the sport and working his property.

He says farmers need a reliable truck. "I plan to use the truck to transport my pen of bucking bulls to Bullriding Australia events in Queensland and use it to take our horses to camp-draft competitions.

"It is also our intention to have the truck on display at each of the Bullriding Australia events and included in any promotions I may attend. Also it will be used on my cattle property for moving stock between the two places and taking cattle to sales and meatworks."

Dunn plans to use his high profile to promote the sport.

"I plan to be more active in promoting professional bull riding in Australia," he says.

"It is the fastest-growing sport in America and a rider won \$1.5 million at Vegas recently. Millions of people watch it on cable TV, and I hear it's big in Russia.

"I want to increase my involvement in bull-riding development through bull-riding schools, supplying quality equipment and assisting top Australian riders make the transition to the high dollar USA PBR Tour."

Dunn says he wants to further develop and improve his beef cattle properties near Mackay, breed bucking bulls and train and compete on his horses.

He says he went for a medium-sized rig rather than a higher-horsepowered truck because of fuel costs.

The Mack Premium is really a rebadged Renault and is designed to make short-haul deliveries easy and efficient, according to Mack, which has given the truck to Dunn in a three-year deal in an effort to boost its profile in rural Australia.

The 4x2 rigid truck and trailer is rated up to 36 tonne GCM and is fitted with a 266kW electronically controlled 11-litre engine. It has a 16-speed ZF synchromesh transmission.

The truck's front disc brakes provide that extra margin of stopping power, while the suspended cab is fitted with power mirrors and windows.

Dunn jokes the only hassle about the truck is the speed limiter.

"I went for a run and wanted to overtake but it wouldn't go over 103km/h," he says. "I rang the servicing guys up and they said there was a law about the speed limiters.

"I said, 'I'll have to have a word to Johnny Howard about that.'"



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## Cowboy saddles up for new life on the road

Our leading cowboy is all decorum on the road, writes **PATRICK WHITELEY**

**P**olice vow to round up the cowboys in the truck industry but most officers probably haven't met Troy Dunn, one of Australia's most well-known cowboys and a truckie to boot. The champion bull rider depends on his truck to cart bucking bulls to Bullriding Australia events, transport horses to compete in camp-drafting competitions, and deliver cattle from his property to the sale yards.

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### From back page

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The truck's front disc brakes provide that extra margin of stopping power while the suspended cab is fitted with power mirrors and windows. Airconditioning and the air-suspended driver's seat with integrated seatbelt are also standard.

Dunn jokes the only hassle about the truck is the speedlimiter.

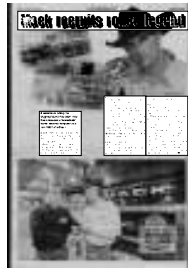
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Bucking tradition . . . Troy Dunn uses his Mack Premium to shift bulls and horses. Riding Simply Irresistible (inset)





## Mack recruits rodeo legend

***A lifetime of riding the toughest bulls has seen Troy Dunn become a household name, and the recipient of a new Mack Premium***

MACK TRUCKS has grabbed Troy Dunn, retired Australian bull riding champion, to promote their trucks to the livestock transport industry.

Mack has provided the newly retired rodeo great with a Premium 4x2.

At the recent Australia Superbull Series event held in Rockhampton, Troy

was awarded for his lifetime of athleticism and success in the bull riding arena both on our shores and internationally, and was declared as Australia's Greatest Bull Rider.

Held at country music great Lee Kernaghan's hotel — the Great Western — Troy was honoured in front of a crowd of hundreds where Mack Trucks Australia representatives officially handed over the brand new Premium.

Gary Bone, Senior Vice President for Mack Trucks Australia, says he is looking

forward to working with Troy.

"Troy is without a doubt the best known bull rider of our time in this country," he says.

"What he has done, and continues to do, for the sport of bull riding is a huge accomplishment. We wish him the best

of luck in his endeavours to increase the profile of professional bull riding in Australia."

Initiating the relationship was an easy-going process, with Troy already a supporter of the brand.

"Mack is a product I have always admired," he says.

Troy plans to use the truck as his prime mover for stock, carting his pen of bucking bulls to Bullriding Australia events, transporting horses to compete in state-wide campdrafting competitions and delivering cattle from his property to the sale yards.

Troy is also looking forward to making the most of his new truck and plans to put it to use on his property — outside Sarina in Queensland — where he is raising cattle and future bucking bulls. ■

