

T404S - Because sometimes Less means More



Only in production since September, the T404S is already being enthusiastically welcomed by transport operators in need of more horsepower, more payload and more trailer length in a truck with a short bumper to back of cab (B.B.C.) dimension.

These gains have been achieved through a number of design innovations and improvements to one of Kenworth's most popular selling trucks, the T404, and at no additional cost. The T404S has been designed specifically to suit 48' trailers, and is the ideal choice for customers requiring a lightweight but powerful workhorse.

Kenworth remains in a unique position in the trucking industry. Being Australian designed and manufactured, Kenworth trucks can not only meet the demands of Australia's harsh environment, but they can also meet the specific requirements of Australian customers.

The key to Kenworth's continuing success as Australia's leading heavy duty truck manufacturer is summed up by Kenworth's Director, Sales & Marketing, Joe Rizzo.

"We listen to our customers," he said. "We have developed many trucking innovations over the years, simply by listening and acting on customer requests. And our latest model – the T404S – is no different," he said.

"Our engineers have worked hard to refine one of our best models. The T404S combines a light tare weight with high-performance, fuel-efficient engines and a short B.B.C. dimension, so that it can handle a variety of single and B-Double applications – particularly pocket B-Doubles - that are normally reserved for bigger trucks."

"The new specifications will benefit both drivers, with improved comfort and safety, and operators with improved productivity and profitability," Mr Rizzo added.

Kenworth's engineering improvements include a redesigned bonnet and cab, with the cab moved 250 mm forward compared to the T404 and a new roof profile that allows greater swing clearance for refrigerated motors.

The T404S is available with a range of engines, including the Cummins ISX, Caterpillar C-15 or Detroit Series 60 12.7 litre engines, delivering up to 500 hp with 1750 lb/ft of torque. The model is available in four different cab configurations. The options include the Day Cab – (2840 mm bumper to back of cab); the integrated IT 28" cab – (3430 mm BBC); the integrated 36" Flat Roof – (3700 mm BBC); and the top of the line and most popular cab configuration, the Aero 36" - (recessed back 3700 mm BBC).

The T404S has retained all of the winning features of the original model, including aerodynamic air intakes with two inlets to increase air flow for the higher-powered engines and a number of driver safety and comfort appointments, such as a one-piece curved windscreen and Daylite doors for improved visibility. The ergonomically-designed dashboard is curved to allow the driver easier access to all switches and radios, without having to stretch or reach unduly.

Mr Rizzo said that the T404S had already drawn strong support from the market. "It's early days, but we have been receiving a steady stream of orders for the T404S, based on the strength of the new specifications and our reputation for delivering quality and innovation," he explained.

Mr Rizzo says that the T404S, while representing state-of-the-art trucking technology, is just another example of Kenworth delivering innovative solutions to meet customer needs – a heritage started 30 years ago with the legendary Kenworth SAR (which stood for "Short bonneted Australian Righthand drive"). This was one of the first trucks designed and built by Kenworth in Australia in the early 1970s.

"The SAR is testament to Kenworth's reputation for building trucks that are tough, reliable and durable, and most importantly, fit for purpose. You can still find SARs, pulling their weight, across Australia 30 years later. That philosophy is built into every vehicle we produce – and our latest short-bonneted T404S will continue this proud Kenworth tradition," he observed.

Kenworth trucks are designed and manufactured in Australia to meet the world's toughest applications. Kenworth, a division of PACCAR Australia, is the market leader in heavy duty trucks in Australia. Its trucks are also exported to Papua New Guinea and New Zealand. PACCAR Inc is a worldwide manufacturer of heavy and medium duty trucks under the Kenworth, Peterbilt, DAF, Leyland and Foden nameplates. It also provides financial services and distributes truck parts related to its principal business.