

FOR IMMEDIATE RELEASE

Trudell Trailer Sales Announces Name Change to Midwest Great Dane

ATLANTA – April 10, 2025 – [Trudell Trailer Sales](#), acquired by Cox Automotive in 2022, proudly announced its name change to Midwest Great Dane, leveraging the Great Dane brand deeper in the Midwest market. As one of the largest Great Dane dealer groups in the country, Midwest Great Dane and Northeast Great Dane create consistency across the dealerships, unlocking greater value for their teams and clients.

With more than 50 years of partnership with Great Dane, the new name further reinforces the strong and long-standing relationship between the two companies. Northeast Great Dane, recognized as the 2024 Great Dane Dealership of the Year, plans to build on that success with the Midwest Great Dane team.

Midwest Great Dane will continue selling new trailers and truck bodies in the same Great Dane market, covering Wisconsin, Minnesota, and Michigan. Additionally, the team will continue selling used trailers, rentals, parts and services.

"Fleet Services by Cox Automotive is coming together as one, powerful organization in the trucking industry," said Patrick Brennan, Senior Vice President, Fleet Services by Cox Automotive. "As a key element of this evolution, we will continue our decades-long partnership with Great Dane. We have grown into one of the largest Great Dane dealer groups in the country and one of the most successful. This name change further unifies our best-in-class team and drives an enhanced client experience."

"The brand evolution to Midwest Great Dane marks an exciting new chapter for our partnership," said Rob Ulsh, Vice President, Dealer and International Sales for Great Dane. "By aligning more closely with the Great Dane brand, it creates consistency across their dealerships. Together, we're better positioned to deliver unparalleled value, expertise, and service to our customers throughout the Midwest."

The team will continue their decades-long dedication to customers' fleets in the Midwest, providing top-of-the-line equipment and service. Additionally, the Northeast and Midwest Great Dane teams will continue partnering with Fleet Services by Cox Automotive's 1,500+ elite technicians for scheduled and unscheduled maintenance and FleetNet America's industry-leading service provider network, further differentiating Cox Automotive's solutions to fleet customers.

About Cox Automotive

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000-plus employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™,

CentralDispatch®, and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with \$22 billion in annual revenue. Visit [coxautoinc.com](https://www.coxautoinc.com), or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook, or [Cox-Automotive-Inc](#) on LinkedIn.

About Great Dane

Great Dane was founded 125 years ago, and our storied history is part of the very fabric of our country. As a leading manufacturer of high-performance commercial transportation equipment, including dry and refrigerated trailers and truck bodies, as well as steel, aluminum, and combo platform trailers, Great Dane is a driving force in trailer technology, sustainability, quality, safety, and customer service. With corporate offices in Savannah, Georgia and Chicago, Illinois, Great Dane also has eleven manufacturing plants strategically located throughout the United States. Our company's network of corporate-owned service centers and full-line independent dealers offers a broad range of distribution points for new and pre-owned trailers and aftermarket services across North and South America. Visit Great Dane online at [Greatdane.com](https://www.Greatdane.com).

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