

JB POINDEXTER & Co

FOR IMMEDIATE RELEASE

J.B. Poindexter & Co., Inc. to continue driving innovation at Work Truck Week 2024

HOUSTON, TX (March 5, 2024) – J.B. Poindexter & Co., Inc. (JBPCO) business units are demonstrating how they are “Driving Innovation Together” at **NTEA Work Truck Week, March 5-8, 2024, in Indianapolis, IN (Booth #601)**.

JBPCO encompasses the most well-known, first-class commercial truck bodies in the industry from Morgan Truck Body, LLC (Morgan Truck Body), Morgan Olson, LLC (Morgan Olson) and The Reading Truck Group, LLC (Reading Truck). In addition, Masterack, LLC (Masterack) is the pioneer of the commercial upfitting space and Truck Accessories Group, LLC d/b/a LEER Group (LEER Group) is the largest manufacturer of truck cap covers in North America.

During a press conference on Wednesday, March 6, 2024, at 9:30 a.m., leaders from JBPCO and its business units Morgan Olson and J.B. Poindexter & Co., Inc. d/b/a EAVX (EAVX) highlighted the booth’s Innovation and Technology Hub and introduced its latest concepts, innovations and technologies, including new all-electric products for Class 2 through 5 work trucks.

“Our theme at Work Truck Week this year is *Driving Innovation Together*,” says John Poindexter, CEO and Chairman of JBPCO. “It reflects our unparalleled legacy of innovation and emphasizes our commitment to collaboration between our business units, chassis manufacturers and technology innovators. It also emphasizes the value of our customers’ voice as we develop real-world solutions for their real-world objectives and challenges.”

JBPCO’s commitment to innovation is on full display in their Innovation and Technology portion of their booth.

Morgan Truck Body, the largest manufacturer of light- and medium-duty freight and refrigerated van and truck bodies in North America:

- Project Agora, a proof-of-concept freight body featuring its Human-Machine Interface (HMI) that integrates a range of digital functions into the cab’s main screen, minimizing driver distraction and providing for more efficient cab-space usage. Functions integrated into Project Agora’s HMI include proximity sensors, door-ajar

sensors, 360-degree camera, Rear Park Assist, cargo camera and blind-spot monitoring.

Morgan Olson, North America's leading producer of walk-in step vans:

- Next-generation walk-in step van, Proxima, a Class 5 van on both an EV and ICE chassis in partnership with Freightliner Custom Chassis Corp. Proxima features cutting-edge design, expansive visibility, intelligent technology and a wide range of driver-assist features integrated into a single dash display with operator-friendly touchscreen and logical menus.
- An EV version of the C250 Class 2 van powered by Rivian. The C250e is designed and equipped to be one of the safest and most technologically advanced vehicles on the road, with an array of safety features including automatic emergency braking, sophisticated driver assistance features and 360-degree camera system, as well as battery power of up to 100 kW and range of up to 165 miles.

Reading Truck, leading utility and service truck body manufacturer & outfitter.:

- € The Reading Truck Classic II 'Ultimate Upfit' Service Body is a powerhouse showcase that integrates innovative features including EAVX - VX Controls to seamlessly meet jobsite safety, security and efficiency needs; a Masterack UPLYFT™ Ladder Rack System which boasts high-quality construction, and smooth hydraulic operation to enhance operator safety; and the Leer Retractable Utility Bed Cover, a secure, accessible and rugged contractor workhorse, designed specifically for service trucks.

LEER Group, the leading manufacturer of truck caps, covers and sliding truck bed tray systems in North America:

- 100SCC fiberglass commercial truck cap with flush side doors, featuring a Masterack Uplift rotational roof rack, and a BEDSLIDE 1000-pound capacity roll out truck bed tray system. HMI digital interface offers VX control tech focused features, including keyless entry, status indicator for truck caps and ladders, and automated lighting.
- DCC aluminum commercial truck cap, featuring a Masterack Uplift rotational roof rack, and a BEDSLIDE 1500-pound capacity roll out truck bed tray system.
- Pace Edwards Electric Retractable Cover with Blue Tooth capability.

Masterack, the industry leader in the design and manufacture of high-quality products for commercial-grade van and pickup cargo management solutions:

- Ford E-Transit work van demonstrating Masterack's EV-ready upfit solutions for lighter, durable storage that maximizes payload while emphasizing safety, security and efficiency

EAVX, the innovation hub for JBPCO, and Fernhay, an e-mobility company founded in 2013 with the aim of reducing carbon emissions and traffic congestion in cities:

- eQuad powered micromobility unit designed to fit through tight urban streets more easily than full-size work van while still able to carry sizable payloads.

Additional products on display from JBPCO business units at Work Truck Week include:

- Morgan Olson Route Star, the iconic, all-aluminum step purpose-built to serve the utility industry
- Morgan Blackjack truck body
- Reading RM-45 and RM-78 crane bodies
- Masterack RAM ProMaster 3500 with mounted aerial lift from Versalift, complete with new aluminum shelving upfit package

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About J.B. Poindexter & Co., Inc.

JBPCO is a business enterprise that provides best-in-class commercial automotive and manufacturing goods and services. The company applies innovative operational and financial disciplines to truck and van bodies, pickup truck covers and accessories, industrial vehicle storage and shelving, funeral coaches, limousines, specialty industrial parts and expandable foam packaging. The portfolio of industry-leading business units includes Morgan Truck Body, LLC, Morgan Olson, LLC, The Reading Truck Group, LLC, MIC Group, LLC, EFP, LLC, Federal Eagle, LLC, Masterack, LLC, Truck Accessories Group, LLC d/b/a LEER Group, and J.B. Poindexter & Co., Inc. d/b/a EAVX. For more information, visit JBPoindexter.com or on [LinkedIn](#).

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