



Lusty EMS
787 Boundary Road
Richlands QLD 4077
Telephone (07) 3375 0000
Facsimile (07) 3375 0001

For immediate release 14 September 2011

A new Recruit for Lusty EMS Victoria

Lusty EMS and MaxiTRANS are pleased to announce the appointment of Jozef Horvat to the position of Lusty EMS Area Sales Manager for Western Victoria.

To be based at MaxiTRANS' Victoria Branch from October, Joe is looking forward to building strong partnerships with customers across Victoria's South West region and helping service their needs through the premium range of Lusty EMS semi-trailers and tippers and providing ongoing value-added support.

Employed as MaxiTRANS' Marketing and Communications Officer since January 2008, Joe has utilised his commerce and public relations skills to develop lasting relationships with customers, suppliers, media and other industry personnel and considers a Sales Management role as a natural progression to further develop his career.

"My PR role with the Company to date has allowed me to meet and profile many wonderful customers, to understand their operations and how our trailer brands, including Lusty EMS, have helped grow their successful businesses," Joe explained.

"There is certainly a lot of synergy between marketing, public relations, sales and exceptional customer service and I hope to utilise my experience to create and provide a dynamic buying experience for every client."

With his broad transport marketing experience, Joe understands that every operator's requirements are unique and that the ingredient to success will be to listen and understand each customer's individual needs.

General Manager for MaxiTRANS Victoria Branch, Neil Zantuck is delighted to have Joe join his team and believes customers will warm to his professionalism and commitment to achieve the best possible result every time.

With its state-of-the-art manufacturing facility in Richlands, Queensland, Lusty EMS can provide operators with an extensive tipping trailer product range including Semi-Tippers, Stag B-Double Tippers, Moving Floor trailers, Multi-Loaders, Side Tippers, Tip Over Axles and other customised tipping solutions.

Victorian based operators are able to contact Joe Horvat on 0400 174 670 or at jozef.horvat@maxitrans.com.au.

- ENDS -



ABOVE: Joe Horvat is the new Lusty EMS Area Sales Manager for Western Victoria.

Further information contact:

Neil Zantuck
MaxiTRANS Victoria Division
Tel: 03 8368 1111
Mob: 0409 942 109
Email: neil.zantuck@maxitrans.com.au

Stuart McMurtrie
MaxiTRANS Australia Pty Ltd
Tel: 03 8368 1183
Mob: 0417 560 475
Email: stuart.mcmurtrie@maxitrans.com.au