



FOR IMMEDIATE RELEASE

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Peterson Manufacturing to Debut Genesis Truck and Trailer Light at Work Truck Week and TMC Spring Meeting

GRANDVIEW, MO. — Peterson Manufacturing will introduce a breakthrough advancement in commercial vehicle lighting with the debut of the Genesis Truck and Trailer Light at upcoming press conferences during both NTEA Work Truck Week and the Spring Meeting of the Technology & Maintenance Council (TMC). The Genesis Truck and Trailer Light represents a fundamental shift in how the industry approaches lighting reliability — a truck and trailer light engineered not just to last longer, but designed not to fail.

Built on a fail-safe foundation intended to eliminate partial failure altogether, the Genesis Truck and Trailer Light challenges decades of accepted compromise in commercial vehicle lighting.

For years, fleets and inspectors have operated within a gray area when it comes to LED performance. Despite significant advances in efficiency and durability, the industry has never reached consensus on how many failed diodes render a light ineffective or out of compliance. That ambiguity creates uncertainty for fleets, increases roadside exposure, contributes to unnecessary downtime, and introduces inconsistent visibility in environments where safety depends on being seen.

The Genesis Truck and Trailer Light was developed to remove that ambiguity entirely.

Rather than debating how much failure is acceptable, Peterson reexamined the very premise of lighting reliability. The Genesis Truck and Trailer Light is engineered to maintain consistent illumination, eliminating partial-failure scenarios and the interpretation that comes with them.

“Partial failure has always been treated as inevitable,” said Al Anderson, Vice President of Sales & Marketing at Peterson Manufacturing. “Through our close partnerships and conversations with fleets, we heard how much uncertainty and disruption that creates. Genesis Truck and Trailer Lights were engineered to maintain full functional integrity, giving fleets confidence that their lights will perform exactly as expected, every time the vehicle is in operation.”



For fleets, that means:

- Reduced compliance uncertainty
- Lower roadside inspection risk
- Greater operational consistency
- More predictable visibility in real-world conditions

By removing ambiguity from lighting performance, Genesis Truck and Trailer Lights help fleets focus on uptime rather than inspection interpretation — while reinforcing the critical link between consistent illumination and roadway safety.

Peterson Manufacturing will formally present the new Genesis Truck and Trailer Light during dedicated press conferences at both Work Truck Week and TMC Spring Meeting, where attendees will have the opportunity to see the product firsthand and engage in discussion about its impact on compliance standards, safety performance, and fleet maintenance strategy.

A Legacy of Practical Innovation

For more than 80 years, Peterson Manufacturing has focused on solving real-world industry challenges through thoughtful engineering and practical design. Family-owned and U.S.-based, Peterson has built its reputation by listening closely to fleets and developing lighting and harness solutions that perform reliably in demanding environments.

The Genesis Truck and Trailer Light represents the next chapter in that legacy.

For more information or to see the Genesis Truck and Trailer Light at Work Truck Week or TMC Spring Meeting, visit Peterson Manufacturing at the show.

NTEA Work Truck Week

Booth #4231 | Live Press Conference March 12 @ 10:00 AM.

TMC Spring Meeting

Booth #3013 | Live Press Conference March 15 @ 9:30 AM.