



From where we sit.



NEWS, VIEWS AND REVIEWS ABOUT THE ATLAS TRUCK SEAT FROM SEARS SEATING.

ATLAS ON THE MAP

New Special Limited-Edition Elite seats add handsome comfort.

They add a stylish touch to the interior of any truck. These special seats are drop-dead gorgeous with their exciting two-tone Ultra leather upholstery in red and black, grey and black, or tan and black color schemes.

Their good looks are equaled only by their lasting comfort with ergonomic 22" wide luxury-style seat and back cushions. They're built around the Comfort Zone™ support structure system with contoured seat and back pans.

And don't forget the Stabilizer™ double-locking slides/isolator package and the Atlas ToggleLink Suspension®. Sitting in a truck never felt so good.

Display these seats and watch them attract customers. Available for a limited time only, they are great for generating holiday sales. See "Putting You in the Driver's Seat" for more details.



DATABOOK

Atlas Published Option

Peterbilt announced the availability of Sears Atlas seat options effective with chassis scheduled beginning October 30, 2006. This includes models 387, 386, 379, 378 and 357.

Sears is now the published option for Freightliner Columbia (CL120, CL112), Century Class (CST120); as well as the Sterling A series (A9500, AT9500), L Series (L7500, LT7500, L8500, LT8500, L9500, LT9500).

StowAway armrests lead the way to extra revenues for you.

How do our patented StowAway armrests open the way to new sales? By lifting and folding out of the way instantly behind the seat backs—giving up to 7" more passage room between seats for moving easily back and forth between the front and rear of the cab.

Research indicates that only 2% of U.S. truckers can pass between conventional seats without turning sideways. But with StowAway, 87% can pass without turning sideways.

StowAway armrests are available as optional accessory kits for Atlas 80 Elite, 70 or 70 premium seats. Contact us for complete information.

SEARS
SEATING
Quality Seats for Professional Drivers



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Third Quarter - 2006

SEARS SEATING
P.O. Box 3667, Davenport, IA 52808

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- **Have you ever seen seats as gorgeous as these?**
- **StowAway armrests are your passage to success.**
- **14-Day Trial Program**

PUTTING YOU IN THE DRIVER'S SEAT

Limited Edition seats must be ordered before the end of December 2006.

They're striking in beauty and a delight to sit in. But our striking Limited Edition Elite seats are only available from September through December 2006.

So get your customers to order them now, using our 14-Day Comfort trial, described below. It's a great way for truckers to experience the Sears difference for themselves.



Trying is believing with our 14-Day Comfort Trial.

Once customers try an Atlas seat, there's no going back to a lesser seat. That's why we offer our exclusive 14-Day Comfort Trial.

If your customers can bring themselves to give up the superior comfort of an Atlas seat, they can return it for a full refund within 14 days.

Drivers say it all about Atlas...

"At 6'9" and after back surgery, it's difficult to find a comfortable seat. The Atlas fits the bill."

*Jim Florence, Owner/Operator
Sully Transport*



www.searsseating.com