



THIS WE BELIEVE

**WE MAKE THE
MACHINES THAT
MAKE MEN
LEGENDARY.**

Machines that enable us to sprint
between coasts, erect buildings
that reach to the skies and get
down in the dirt and the dust.
Machines that are designed for
the job and keep performing long
after the others have given up.



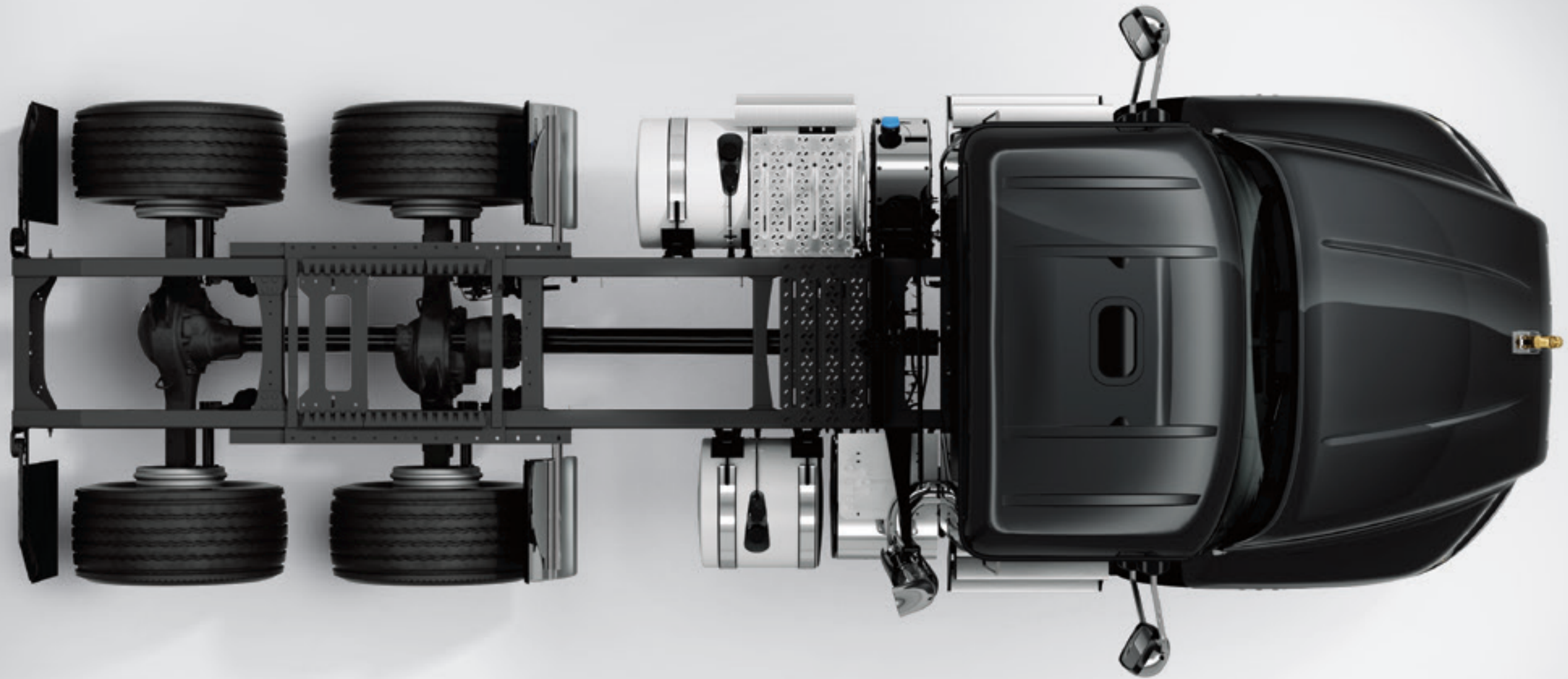


**BECAUSE WE BELIEVE THAT
MAN AND MACHINE, TOGETHER,
CAN MOVE MOUNTAINS.**



Combining a man with a machine that's built for the job creates an unstoppable force. We connect what could be and what will be.

**We make the
essential tools
of our time.
Tools that forge
the bond between
ambition and
accomplishment.**



We believe in having the office with the best view.





We believe that a handshake goes further than a promise. We believe in being the one you can count on. In being on time. In being reliable and trustworthy. Because that's who we are and that's who we want to work with.

**We believe in the
American spirit.**



IN PIONEERS AND HARD WORK.



IN OPTIMISM AND ATTITUDE.



ALLENTOWN
Mack
BULLDOG
MARCH 1944

**In being bold
and telling it
like it is.**



And we believe that the values that make our trucks uniquely American are also the reasons our trucks are counted on around the world.

Waterloo





We believe in pride of work.

Of making no apologies for who you are and
standing up for what you believe in. Of grinding
it out while the rest of the world is still asleep.
And loving every second of it.



**WE BELIEVE THAT THERE'S
MORE TO QUALITY THAN
CAN BE MEASURED
ON A SPREADSHEET.**



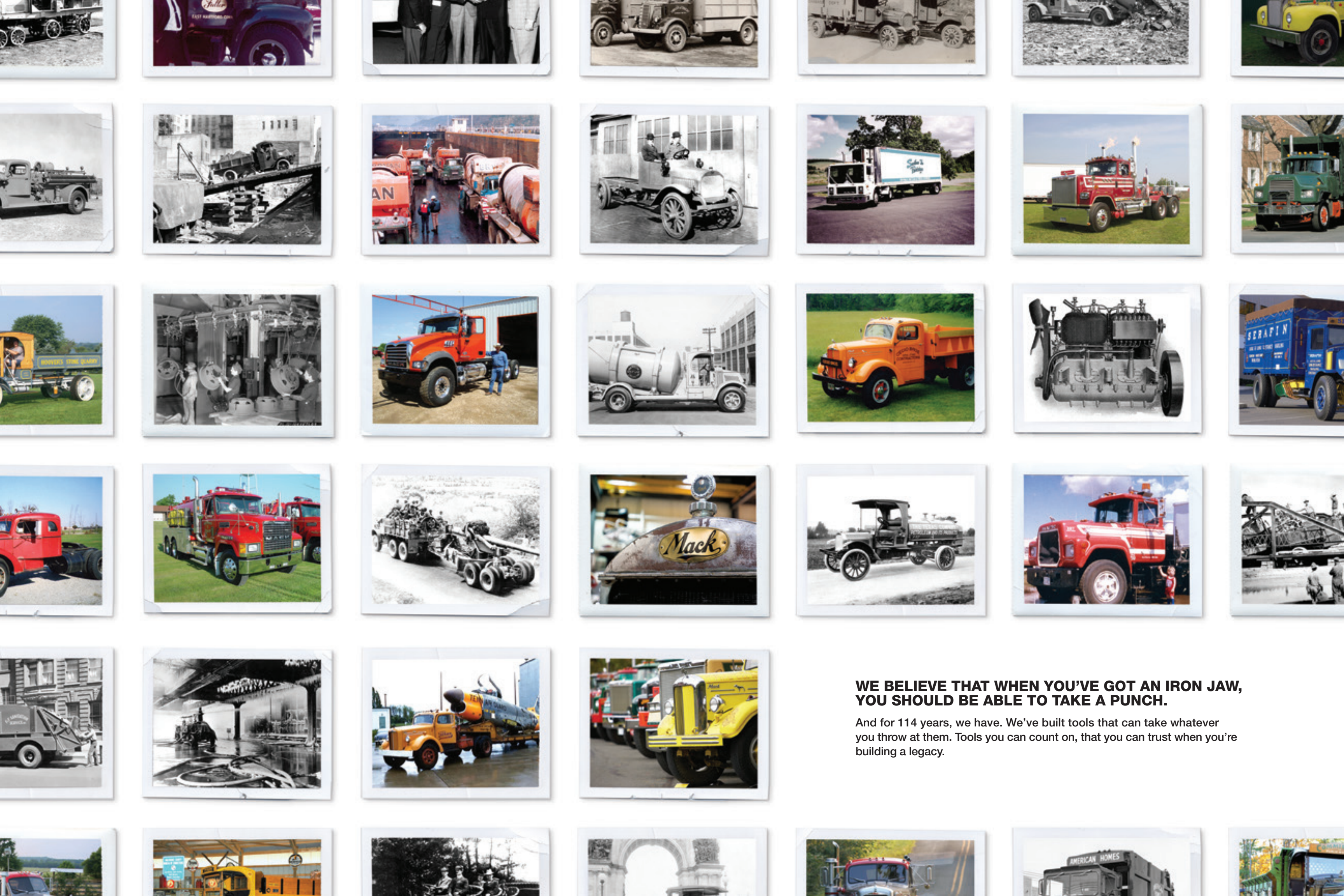


We believe that technology is not an elixir in itself. We embrace the right technology at the right time — the kind that's proven to help you get the job done better and doesn't distract you from the feeling of driving a Mack.



**We believe in
function over form.**

In being built for the job. In being lean and efficient, with no wasted effort. After all, it ain't the chrome that gets you home.



**WE BELIEVE THAT WHEN YOU'VE GOT AN IRON JAW,
YOU SHOULD BE ABLE TO TAKE A PUNCH.**

And for 114 years, we have. We've built tools that can take whatever you throw at them. Tools you can count on, that you can trust when you're building a legacy.

We believe that now is our time.

And we believe in staying true to what we believe,
and making trucks you can count on for years to come.



**Why do we
believe these
things?**

**Because we
were born
for this.**



**Born to work.
To bond man
with machine
and inspire
generations.**



**Born to run.
To stretch our
legs and sprint
for the horizon.**



**Born courageous.
To look at any
challenge at
any time, and
say to ourselves:
you got this.**



**WE ARE MACK.
WE ARE
BORN READY.**

BORN READY.

