



FOR IMMEDIATE RELEASE

ATHS National Convention & Truck Show Rolls into Madison June 5-7 *Pre-register by May 11*

KANSAS CITY, Mo. (May 1, 2025) — The American Truck Historical Society (ATHS) invites truck enthusiasts, industry professionals, and the public to attend the 2025 ATHS National Convention & Truck Show, taking place June 5–7 at the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, Wisconsin. “Pick up the latest issue of the Wheels of Time and you can read how excited ATHS is about coming to Madison. There is plenty of trucking history in Wisconsin, and we are ready to make memories with our members and all who love trucks! You’ll laugh, you’ll learn, and hopefully you will leave being passionate about trucking history,” said ATHS Convention Manager Courtney Cesar.

This premier event will showcase approximately 1,000 trucks and trailers of all shapes and sizes, alongside a vendor expo, educational sessions led by industry experts, and valuable networking opportunities. ATHS Convention Committee Chair Peter Wild says, “The annual ATHS National Truck Show and Convention is a great time for everyone of all ages. You will be able to see trucks from all over the country, dating back to the 1910s. There is a reason people come for the trucks, and stay for the people. It becomes a big family reunion for people.”

Register by May 11 & Beat the Lines

It is highly recommended that you register by May 11 for the National Convention & Truck Show if you are displaying a truck or if you are planning to attend optional events. On-site registration starts June 3 at the Alliant Energy Center.

How to Register:

- Online: [ATHS.org/convention/2025-convention](https://www.athshistorical.org/convention/2025-convention) (ATHS members must log in to receive member discounts.)
- By Phone: 816-891-9900
- May 11 is the last day of pre-registration. On-site registration starts on June 3 at the Alliant Energy Center.

Event Highlights:

- **Daily Spectator Admission:**
\$15/per day for ATHS members | \$20/per day for non-members | Children 12 & under admitted free
Admission opens June 3 and includes access to the Truck Show, Vendor Expo, and Learning Sessions.
- **Truck Show:**
Discover a wide array of historic—and even a few modern—trucks. Connect with owners and hear the unique stories behind their vehicles.
- **Vendor Expo:** Exclusive merchandise from t-shirts to tires!
- **Learning Sessions:** Engaging, informative presentations designed to educate and entertain attendees of all ages. Topics include hands-on demonstrations on air brakes, truck frame repair, tires and wheels and winch truck tanks; presentations on Eaton/Fuller Roadranger transmissions, International Trucks, Horsepower and Torque, Restorations, and more!

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- **Special Events:**
 - **Wednesday, June 4:** *Kickoff Party
 - **Thursday, June 5:** *Ice Cream Social, followed by a FREE Light Show hosted by the ATHS NextGen Group
 - **Friday, June 6:** *ATHS Awards Banquet, sponsored by Mack Trucks
- **Tours:**
 - Wednesday, June 4: *Rivers & Rails: A Journey Through Wisconsin's Scenic Past
 - Thursday, June 5: *Cheese & Vines: A Taste of Wisconsin Craftsmanship

*Requires Extra Ticket

For additional event details, visit [ATHS.org/convention/2025-convention](https://www.athis.org/convention/2025-convention). **Download the ATHS Connect mobile app for the best event experience. Search "ATHS Connect" in your mobile app store.**

The 2025 ATHS National Convention & Truck Show sponsors include Cummins, Daimler Truck North America, Vander Haag's, Iowa 80, Truckomat, CAT Scale, Mack Trucks, Hagerty Insurance, The Sercombe Family, Reisel's Machine Works, WHEELS NOW, Inc., and Alliant Energy Center.

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About ATHS:

The American Truck Historical Society was formed in 1971 to preserve the history of trucks, the trucking industry, and its pioneers. ATHS is international in scope, with around 14,000 members and 100 chapters spanning 23 countries and all 50 United States. The ATHS Library hosts a collection of over 500,000 digitized and original photographs and documents; 35,000 pieces of sales literature, and more than 45,000 books and periodicals, along with an extensive collection of scale model trucks. The American Trucking and Industry Leader Hall of Fame and Library are housed at the main office in Kansas City, Missouri, U.S.A. More information about ATHS, including hours of operation, can be found at [ATHS.org](https://www.athis.org).

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