



BRAND VOICE

At Sun State, our customers are at the heart of everything we do, and ensuring your satisfaction is our top priority. With quality products, quick service, and dedicated care, we will make you feel like you're at home even when you're on the road. No matter where your travels take you, we'll make sure you feel comfortable and cared for.

We go above and beyond to bring you value and satisfaction. For us, it's not just about making a sale; it's about building a community. We take the time to understand your needs and issues to provide tailored solutions. Our goal is to provide you with everything you need for your business to succeed. From trailers to trucks, buses, and more, we have what it takes to help you move forward.

It's through hard work that we've reached where we are today. We've never lost sight of where we started and never fail to be grateful for our success now. With a commitment to quality and unwavering dedication, we continue to grow by providing our customers with nothing less than the genuine care they deserve. And at Sun State, that's not just a tagline; it's a promise.

Hospitable

We're more than just a business; we're a family. As a family-owned and operated business, we believe in the power of community. That sense of belonging extends to our customers, who we welcome with open arms, just like they're a part of our family. We're a group of big-hearted people dedicated to going the extra mile for you. From our helpful customer service to our unwavering commitment to both our employees and customers, we're here to ensure you feel right at home on the road. Choose us, and experience a level of wholesomeness and neighborly hospitality that's truly exceptional.

Professional

Professionalism isn't just about business; it's about teamwork and collaboration. We're all about working together as one big team united by a common goal – making your experience exceptional. We make sure our team is top-notch, ensuring they possess the same dedication and passion as we do, so they can provide you with exceptional service.

Straightforward

At Sun State International, we respect your valuable time. Your satisfaction and experience are our priority. That's why we're committed to providing help that's straightforward and uncomplicated. Our customer-oriented service ensures that you get the care you need without any unnecessary hassle. With a focus on quality care, we guarantee an attentive and quick experience that will get you where you need to go. For us, being dedicated to your needs is not just a promise—it's a commitment we uphold with pride.

Reputable

Our reputation wasn't just handed to us, it was earned through years of hard work, experience, consistent quality, and expertise. Because of our partnership with the industry-leading International brand, quality isn't just a promise; it's guaranteed. But our confidence doesn't come without humility. To consistently provide the best care, we continually strive to improve. We're always on the lookout for ways to streamline our services, elevate our products, and expand our knowledge, ensuring that we exceed your expectations every time.

Dependable

When you're in a tough roadside situation, or you're looking for the right truck or trailer for your company, you can count on us. We provide what you need when you need it. From new trucks to parts and service, our range of products and services is always expanding, so we can guarantee each customer can find what they need to get their business back on the road. At Sun State, you can rely on our consistent service provided by a team you can trust. We hold ourselves accountable for your satisfaction and take swift action to resolve any issues, so you get the quality care you truly deserve.