



**MID-AMERICA TRUCKING SHOW™**

*Official Event*

# ***THE PURSUIT OF EXCELLENCE***

MARCH 27 - 29, 2025  
AT THE 2025 MID-AMERICA TRUCKING SHOW  
KENTUCKY EXPO CENTER, LOUISVILLE, KY

**N**amed in honor of the Mid-America Trucking Show founder, Paul K Young, the PKY Truck Beauty Championship is an elite competition hosting the best of the best custom show trucks in North America. Competitors and builders gain national exposure from attending media, influencers, and trucking professionals as they are featured at the industry's largest and most well-attended event, the Mid-America Trucking Show, in publications, social media, and the official PKY Competitors Report. Competitors will participate in the competition, light show, awards ceremony, close of show parade, and several exclusive competitor events.



# ***THE PURSUIT OF EXCELLENCE***



## **PKY LIGHT SHOW**

The PKY Light Show is an attendee favorite and a spectacle like no other. Competitors light up the night with a wide array of colors displayed on their custom trucks for all to see and admire.



## **AWARDS & RECOGNITION**

The custom trucks have been judged, now it's time to celebrate these works of art and crown the winners.

Attendees, competitors, and sponsors are invited to the Awards Ceremony, where class winners are announced, along with Best of Show, People's Choice, and other awards.



## **PKY PARADE**

Competitors take a victory lap around the Expo Center to celebrate their efforts, while attendees cheer them on. This is a great photo and video opportunity as the truck convoy drives around the "Circle of Champions" before heading home.





# EVENT PROCESS

## 1

### PRE-REGISTER

- Register on-line at [www.truckingshow.com/pky-reg](http://www.truckingshow.com/pky-reg)
- Registration will close on February 15 or once 175 trucks have pre-registered. Registrations received by February 1 will be included in the PKY Special Section of the MATS Directory & Event Guide.
- All competitors must read the rules prior to entering the competition. Please contact us prior to registering if you have any questions.

## 2

### ON-SITE PREP

- The Prep Lot opens on Sunday March 23 at 8AM. Truck Washing Services Available.
- On-site Check-In begins Monday March 24 at 8AM and ends on Wednesday March 26 at Noon.
- Pre-registered Competitors who arrive after Noon EST on Wednesday March 26 will be parked on the lot, but will not be judged.

## 3

### COMPETE

- All competitors must read and abide by the Competition Rules.
- Judging begins Wednesday March 26 at 1:30PM and continues on Thursday March 27.
- See full Competitor Schedule for details on competitor meetings, rags down timing, classes judged timing, and other events.

## 4

### RECOGNITION & AWARDS

- The PKY Awards Ceremony begins Saturday March 29 at 10AM.
- All competitors will be featured in the 2025 PKY Report and other printed and digital materials. Competitor profiles will be featured on the MATS website and shared via email and social media.

# TRUCK CLASSIFICATION

## MAIN CLASSES

*TRUCKS CHOOSE ONE MAIN CLASS*

### THE WORKING TRUCK DIVISION - ENTRY FEE \$100.00

Working Trucks are defined as those with minimum annual mileage of 75,000 miles for trucks, 25,000 miles for dump trucks per year. Trucks below the minimum annual mileage will be entered in appropriate class during the registration check-in process. For accuracy and fairness, if the entered truck mileage has not been read at any of our past shows, it is your responsibility to provide documents that clearly prove, without any doubt, the current mileage on the truck.

- Model Year classes - Splits determined after registration
- Company Owned Truck - Company must own 25 or more trucks in its fleet
- Dump

The following main classes will compete as Working Truck, but will not qualify for Best of Show trophy:

- First Time Show—Any model year, first truck beauty show entered by truck and competitor.
- New Truck - Less than 12 months since taking delivery and under 75,000 miles.

*The entire truck is judged in main classes, including the interior, engine, undercarriage, and paint.*

### LIMITED MILEAGE CLASS - ENTRY FEE \$200.00

- Limited Mileage Combo and Bobtail: A Limited Mileage truck is defined as: A Class 8 Truck of any type and age that has met DOT requirements for commercial trucks, but does not have enough working miles to be defined as a “Working Truck” - 75,000 miles for trucks, 25,000 miles for Dumps. [Read Show Rule 3B for details.](#) Entire truck is judged. Automatically entered in main class and all special classes: interior, paint, engine, lights.
- Trophies awarded: Top 5 Limited Bobtail and Combo in main class, Best Paint Bobtail and Combo, Best Lights Bobtail and Combo, Best Engine, Best Interior.

### ANTIQUÉ CLASSES - ENTRY FEE \$100.00

- Antique - Models 25 years or older. May also enter Best Engine, Best Interior, and Best Paint classes for \$25/each.

## SPECIAL FEATURE CLASSES

### ENTRY FEE IS \$25.00 EACH CLASS

Trucks in the Working division may enter the following classes at their option, entry fee is \$25 each class. (Entrants will choose just one Interior class)

- |                                 |          |
|---------------------------------|----------|
| ■ Interior, Cab Only            | ■ Engine |
| ■ Interior, OEM Sleeper         | ■ Paint  |
| ■ Interior, Aftermarket Sleeper | ■ Lights |

## BEST OF SHOW AWARD

### ENTRY FEE \$200.00

Entries wanting to compete for **Working Best of Show** will enter Main Class plus the 4 specialty classes: interior, engine, paint, and lights. First, the entire truck will be judged by the Main Class Judges followed by the Specialty Class Judges for all 4 specialty classes.

The main class overall judging points will be combined with the 4 specialty classes: interior, engine, paint and lights. The highest grand total will determine the **BEST OF SHOW WINNER**.



# COMPETITION RULES

## READ THESE RULES CAREFULLY – THEY APPLY TO EVERYONE

These rules are intended to ensure a safe, fair, fun-filled show and must be adhered to by all entrants and friends. For fairness and consistency, all trucks entering working or limited class must be DOT Approved. This does not apply to the Antique Class. If you have any problems, please contact a member of the Show Management and let us resolve it together. We hope you have a great time.

1. Show Management is the final authority.
2. All trucks must stay on the show lot until 5pm Saturday. For liability reasons we need to allow the majority of the crowd to depart before engines start and departure. **STAY ON THE SHOW LOT UNTIL 5PM SATURDAY.**
3. All entries must be verifiable legal working trucks by the individual entering the truck, licensed with a current safety inspection, and registered to haul freight with documentation available in truck if requested by show staff. Working trucks must run a minimum average of 6,250 miles per month (75,000 miles per year). Trucks with less than 75,000 miles/yr will be moved to an appropriate class during the registration check-in process. All Working Trucks should have copies of the last 4 Quarters IFTA Reports or other printed documentation establishing the mileage run over the last 12 months available for inspection during the check-in process. Odometers must be in good working order. All entrants must be able to prove their mileage with our electronic reading or supporting documents. Verbal explanations will not be adequate.
- 3a. NEW TRUCKS UNDER 75,000 MILES & LESS THAN 12 MONTHS OLD: Will compete as a main class in the working division, but will not be eligible for Best of Show awards, or the truck can enter the LIMITED MILEAGE division.
- 3b. A Limited Mileage truck is defined as: A **class 8** truck of any type and age that has met DOT requirements for commercial trucks, but does not have enough working miles to be defined as a “working” truck under the mileage rule, #3. To maintain equality and judging-fairness there are two separate classes of Limited Mileage Trucks; one “with miles” and one “without miles”. The proper class-assignment of each of these trucks will be finalized at time of check-in at the registration tent in the PKY prep lot at MATS.
4. When competing in a working class, the truck must be ready to turn the key and drive away. That means no jack stands and no loose pieces of stainless. Bumpers, spring covers, and other “drop-on” pieces must be attached prior to your arrival on the show lot and your truck must leave with the same equipment.
5. If you compete as a Combination in a working class, the trailer must also work year-round. There will be an automatic 3-point deduction taken on trailers that have not run enough miles to meet working status—see rule #3.
6. If entered in the lights class, all lights must be in working order and run off the truck’s power supply. No outside power sources may be used. Only DOT approved lights will be included in the truck’s light judging.

7. Sleeping in a competing truck is discouraged. For those that must sleep in their trucks, on-board/auxiliary generators may only be run outside of show hours. Fumes, noise, wastewater must not infringe upon neighboring trucks or other competitors.
8. If deemed appropriate, Show Management reserves the right to adjust classes. Generally, there must be at least 3 entries to make a class.
9. The First Show class is for **competitors** entering their first show. If entering a First Show class, then the **only other class that can be entered will be the lights class.**
10. Once trucks are parked in the show lot, no machine buffers may be used. Hand-polishing only. No running water hoses in the show lot.
11. Tents and umbrellas are authorized as long as they do not block, hinder or infringe on your neighbors.
12. Any display around your truck should not extend out more than 2 feet on all sides.
13. All areas of the truck must be accessible to the judges. Judges will ask for your permission before entering the cab. In main classes the entire truck will be judged. If you have entered cab-only interior as a special feature class and you have a sleeper, your sleeper will not be judged in that class. Judges will **NOT** go under the truck, but will review the undercarriage from the edge of the truck while kneeling.
14. Each truck must have a different competitor. The competitor must be present during judging, and must be accessible during show hours.
15. This is a family event and depicts our industry to the public. Please, no profanity, sexually explicit or blatantly offensive graphics in the show area. Bring matters of anything questionable to the Show Management and we will decide if it should be covered. You will not have points deducted for covering it up. If you fail to bring it to our attention and the judges consider it offensive, you risk losing points.
- 16a. **ALCOHOL POLICY** Everyone is expected to be completely sober during judging. Should a competitor be deemed "under the influence" they will be automatically disqualified with no registration fees refunded. Under no circumstances can alcohol be consumed and/or visible during judging. If Alcohol Policy is violated, a 25-point penalty per judge will be assessed on the truck score.
- 16b. Playing music allowed only if it does not interfere with the enjoyment of others. Show Management will make the decision.
17. No support vehicles will be allowed on the Show Lot, NO EXCEPTIONS. Golf carts, passenger vehicles, side-by-sides, UTVs, etc. are not permitted.
18. Entry fees are NON-REFUNDABLE.
19. Distribution of literature/products, driver recruitment, selling products/services, and displaying signs advertising products/services are all strictly prohibited. These activities are reserved for event sponsors only. Competitors/trucks involved in any such activities are subject to removal from the event. It is permissible to have one thank you sign of modest size to mention the truck name, specs and suppliers of the truck by name (no soliciting permitted) and placed within 2 feet from the truck. Anyone violating this policy can be disqualified and removed from the show. Show Management reserves the right to bar from



# COMPETITOR SCHEDULE

Sunday [3/23/2025] 8 AM	<b>PREP LOT OPENS TRUCK WASHING AVAILABLE</b>	PREP LOT
Monday [3/24/2025] 8 AM	<b>ON-SITE REGISTRATION &amp; PARKING BEGINS</b>	PKY LOT
Tuesday [3/25/2025] 8 AM	<b>ON-SITE REGISTRATION &amp; PARKING CONTINUES</b>	PKY LOT
Tuesday [3/25/2025] 6 PM	<b>COMPETITOR DINNER / MEETING</b>	PKY LOT
Wednesday [3/26/2025] 8 AM - NOON	<b>ON-SITE REGISTRATION ENDS</b>	PKY LOT
Wednesday [3/26/2025] 1:30 PM - 1 PM <b>RAGS DOWN AT 8:30 AM</b>	<b>JUDGING BEGINS</b> Classes being Judged: Antique Original, Antique Custom, 1st Show Bobtail, 1st Show Combo, New Truck Bobtail	PKY LOT
Wednesday [3/26/2025] DUSK	<b>LIGHTS JUDGING</b> Classes being Judged: Working Bobtail, Working Combo, Limited Mileage Bobtail, Limited Mileage Combo, 1st Show Bobtail, 1st Show Combo	PKY LOT
Thursday [3/27/2025] 9 AM <b>RAGS DOWN AT 8:30 AM</b>	<b>JUDGING BEGINS</b> Classes being Judged: Working Bobtail, Working Combo, Working Dump-Straight Truck, Working Dump Combo, Working Combo Company Owned, Limited Mileage Bobtail, Limited Mileage Combo, Limited Mileage Dump, Working Combo Dump, Working Engine, Working Bobtail Paint, Working Combo Paint, Working Interior Cab Only, Working Interior OEM Sleeper & Cab, Working Interior After-market	PKY LOT
Thursday [3/27/2025] DUSK	<b>PKY LIGHT SHOW</b>	PKY LOT
Saturday [3/29/2025] 10 AM	<b>PKY AWARDS CEREMONY</b>	CONF RM B 103
Saturday [3/29/2025] 6:30 PM 7:15 PM	<b>PKY PARADE</b> Begin staging in Lot J Parade begins	RING ROAD



# EVENT MAP



# CONTACTS



## REGISTRATION

Deb Alt

[pkypreg@truckingshow.com](mailto:pkypreg@truckingshow.com)



## RULES/JUDGING

Jason Alt

765-426-1898

[pkyp@truckingshow.com](mailto:pkyp@truckingshow.com)



## REGISTRATION

Jackie Friend

[pkypreg@truckingshow.com](mailto:pkypreg@truckingshow.com)



## SPONSORSHIP

Adam Weckman

502-899-3892

[adam.weckman@truckingshow.com](mailto:adam.weckman@truckingshow.com)

**REGISTER YOUR TRUCK  
TO COMPETE**

[truckingshow.com/pky-reg](http://truckingshow.com/pky-reg)