



# ROUGH INDUSTRY

Get it. Get it right. Get it done. Get it done right. Get it done right.

When you're in the rough, you need a rougher. That's why we built the Rough Industry. It's a truck that's built to last, built to work, built to get the job done. It's a truck that's built for the rough, built for the tough, built for the hard. It's a truck that's built to last, built to work, built to get the job done.

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