

Coast Counties Truck & Equipment Co.

Coast Counties Peterbilt Announces New General Manager Appointments

January 15, 2026 — Coast Counties Peterbilt

Following the successful acquisition of E.M. Tharp/Golden State Peterbilt, Coast Counties is proud to announce a strategic reorganization of its operations into two distinct regions: Coast Counties West and Coast Counties East. To lead this new era of growth, the company has appointed Randy Carter as General Manager West and Curtis Crisp as General Manager East.

This restructuring allows Coast Counties to provide more localized support and streamlined operations across its expanding California footprint.

Randy Carter – General Manager West

Since joining Coast Counties in 2019, Randy Carter has played a pivotal role in strengthening operations and driving exceptional results. As Parts Manager in San Leandro, Randy led transformative growth—tripling parts sales and setting new performance records for the branch. His success earned him a promotion to Branch/Parts Manager, where he continued building high-performing teams and enhancing long-term brand strategy.

In his new role as General Manager West, Randy will oversee seven locations: San Jose, San Leandro, Salinas, Windsor, Eureka, Paso Robles, and Vacaville.

Curtis Crisp – General Manager East

Curtis Crisp joins Coast Counties from Peterbilt Motors Company in Denton, Texas, where he most recently served as National Dealer Service Development Manager. In that role, Curtis led executive-level initiatives focused on technician recruitment, training, and service development across the Peterbilt dealer network. His deep experience in national-scale service operations and business development brings invaluable insight to our team.

As General Manager East, Curtis will lead operations across the Central Valley, overseeing locations in Madera, Fresno, Porterville, and Bakersfield.

Please join us in congratulating Randy Carter and Curtis Crisp on their new leadership roles. We look forward to the expertise, innovation, and dedication they will bring as we begin this exciting new chapter for Coast Counties.

San Jose • San Leandro • Salinas • Windsor • Eureka
Paso Robles • Vacaville • Fresno • Porterville • Bakersfield • Madera