

# Coast Counties Truck & Equipment Co.

We are pleased to announce recent leadership transitions at Coast Counties Peterbilt. Effective January 1, 2026, Craig Archer has transitioned into the role of Dealer Principal Emeritus, and Mike Sorensen has been promoted to President.

Craig Archer began his career with the Coast Counties Peterbilt family business in 1985, starting in the Parts Department before progressing into various leadership roles. He was appointed President in 2000. Throughout his tenure, Craig has been instrumental in expanding and strengthening the organization, guiding the company through numerous achievements, including:

- Launching the PacLease franchise in 1994
- Acquiring Charter Peterbilt (Windsor and Eureka) in 2012
- Leading the purchase of Eric's Equipment Repair (Paso Robles) in 2018
- Opening the TRP store in Vacaville in 2021

Craig officially stepped down from his role as President on December 31, 2025, after 25 years of exceptional leadership.

In his new role as Dealer Principal Emeritus, Craig will serve as a senior advisor supporting finance, sales, real estate, acquisitions, and market development, while continuing to assist the President, executive leadership team, and the Jim Pattison Group on key strategic priorities.

We extend our deepest appreciation to Craig for his decades of dedication, leadership, and vision. We wish him continued success in his new role.

We are proud to announce that Mike Sorensen, who joined Coast Counties Peterbilt in 2013, has been appointed President effective January 1, 2026. With more than thirty years of experience in the transportation industry, Mike has played a key leadership role as General Manager since 2013.

During his tenure, Mike has led initiatives in strategic management, executive leadership development, and the advancement of business infrastructure. His mission is to lead, promote, and support the growth of dealership employees while maintaining a strong customer-driven focus.

Mike brings extensive experience, deep industry knowledge, and a passion for leadership. We are excited for the future under his guidance and look forward to the continued success he and his team will achieve.

Please join us in congratulating both Craig and Mike on their new roles at Coast Counties Peterbilt.

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