

Jim Beaty

Jim has made a successful career providing exceptional customer service in the heavy duty truck business. He is the Corporate Director of Used Trucks for Lonestar Truck Group/TAG Truck Center with over thirty years of success, industry leadership and proven sales experience. He previously worked as a used truck manager for SelecTrucks-ATC Freightliner in Oklahoma City, and for Bruckner Truck Sales where he managed a territory throughout Kansas, Oklahoma, and Texas. With that kind of experience, he is able to meet his customer's needs while growing an effective sales portfolio and establishing long-lasting relationships with his clients, vendors and OEM partners.

Jim has been a member of the UTA since 2004. He is proud of his service in the country's military branch of the United States Navy, where he served four years and was honorably discharged.

Raised in Oklahoma, Jim enjoys his SOONERS football, but he has always been a Denver Bronco fan. He and his wife, Peggy, have been married for thirty-two years. They have two daughters, a son, five grandsons, one granddaughter, and a great-grandson. His oldest grandson, Colten, is employed by the Abilene, Texas Lonestar Truck Group location and is determined to follow in Jim's successful footsteps.

Jim's hobbies include camping, fishing, hunting, hiking, riding ATVs and dirt bikes. He also enjoys reading a good book every now and again, especially novels written by his wife who is a bestselling author.