

Danny Lyons – LTA Nominee 2021

Georgetown, KY
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UTA Member since 1999

Danny Lyons has been involved in the truck sales industry since 1983, and recently retired as the General Sales Manager at Lexington Truck Sales in Lexington, KY.

While working at a small private college as the Women's Basketball Coach, a high school friend hired him to sell Mack Trucks. When he started, he knew nothing about big trucks and even went looking for an extra wheel when asked about the 5th wheel. Danny delivered his first truck (a RD800 Mack Coal Truck) during a United Mine Workers Strike and he thought to himself, "What in the world have I gotten myself into?!"

Danny has been awarded numerous awards from Volvo Trucks and received the UTA OEM Individual Dealer of the Year award in 2016. However, he says that the lifelong friendships he has made within the Industry and through the Used Truck Association are his greatest accomplishments.

Danny has been married to his wife Marietta for 47 years, and they have two children, Lindsay and Dustin. Danny is also known as "Pop" to 4 grandsons who are the love of his life. Since retiring, he tries to play golf at least once a week and fish often with his oldest grandson, Jackson.

Danny said, "It is truly an honor to be nominated for the Marvin F. Gordon Lifetime Achievement Award and to be considered along with everyone before me."