



## Arrow's Back On The Road™ 2012 Fact Sheet

<b>About the Program</b>	Now in its fifth year, Arrow's Back On The Road™ 2012 campaign, presented by Mack Trucks, Inc., is an initiative designed to benefit a deserving trucker in need of a truck and a job. The program puts a hard-working trucker back on the road – and back to fueling the economy.
<b>Candidates Qualifications</b>	Candidates to be considered are truckers looking for a second chance after facing loss or unfortunate circumstances beyond their control. In addition, candidates who have selflessly advocated for the trucking profession and industry will be considered.
<b>Nominations</b>	Arrow encourages nominations to be submitted by friends, family members, associates, or even themselves. To nominate, complete a 250-word story explaining why the nominee deserves to win and submit at <a href="http://www.arrowtruck.com/backontheroad">www.arrowtruck.com/backontheroad</a> by December 4, 2011.
<b>Sponsors and Donations</b>	<p>The winner will receive, courtesy of Arrow Truck Sales and Back On The Road™ sponsors, the following:</p> <ul style="list-style-type: none"><li>• One-year lease on a 2008 MACK® Pinnacle™ High-Rise Sleeper – <b>Mack Trucks, Inc.</b></li><li>• One-year work agreement with <b>Heartland Express</b></li><li>• SmartWay<sup>SM</sup>-verified Tires, the MICHELIN® XZA3®+ and the X One® XDA® Energy Tires – <b>Michelin</b></li><li>• TriPac auxiliary power unit – <b>Thermo King</b></li><li>• Monthly \$500 fuel cards for one year – <b>Pilot Flying J Travel Centers</b></li><li>• Business consulting tools – <b>ATBS</b></li><li>• One year of insurance – <b>Owner-Operator Independent Drivers Association (OOIDA)</b></li><li>• A 3-year / 300K-mile warranty – <b>National Truck Protection, Inc.</b></li><li>• One year's worth of filter products – <b>MACK Genuine Parts</b></li><li>• Custom truck paint job – <b>Dickinson Fleet Services</b></li><li>• Truck accessories, fenders and \$5,000 cash award – <b>Minimizer Products</b></li><li>• Memory foam mattress – <b>SleepDog Mattress</b></li><li>• Paint – <b>DuPont</b></li><li>• Health assessment and check-ups, plus one-year free membership to Snap Fitness\Rolling Strong gyms at Flying J locations – <b>Rolling Strong (Bob Perry, The Trucker Trainer™)</b></li></ul>
<b>When</b>	Arrow will accept nominations between Oct. 3, 2011 and Dec. 4, 2011 at <a href="http://www.arrowtruck.com/backontheroad">www.arrowtruck.com/backontheroad</a> . The winner will be announced at the Mid-America Trucking Show in Louisville, KY during March 2012.
<b>Why</b>	Arrow knows it's the right thing to do. The unemployment rate is at an all-time high and Arrow wants to help provide a hard-working, deserving driver with an opportunity to get back to work, to living life as he or she desires.
<b>More information</b>	Visit <a href="http://www.arrowtruck.com/backontheroad">www.arrowtruck.com/backontheroad</a> for more details.