



Presented by  
Mack Trucks, Inc.

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**Media Contact:**

Andrea Hughey Hayob

For Arrow Truck Sales

913-530-5501

[ahayob@mbbagency.com](mailto:ahayob@mbbagency.com)

## **Nominations Open for Arrow Truck Sales' Back On The Road™ 2012**

*With the US unemployment rate at an all-time high,  
Arrow Truck Sales wants to put a deserving trucker back on the road.*

**KANSAS CITY, Mo.** – Today, for the fifth consecutive year, Arrow Truck Sales launches its Back On The Road™ program; this year, with a new presenting sponsor: Mack Trucks, Inc.

Each year, the Back On The Road™ program provides a deserving driver a truck and a job to get them back on the road – and many more prizes designed to keep them on the road. Former trucker and country music singer Aaron Tippin is once again supporting the program by serving in an active role throughout the search, and ultimately, helping select the winner.

“Truckers are some of the hardest-working people in the country and they impact literally every community in the United States,” said Steve Clough, president and CEO of Arrow Truck Sales. “We feel it’s important to keep these drivers working and we’re proud to help a deserving trucker get back on the road, making an income and fueling our economy.”

The trucker who will be selected will receive a one-year lease on a 2008 MACK® Pinnacle™ 70-inch High-Rise Sleeper, courtesy of Mack Trucks, Inc., a one-year work agreement with Heartland Express, and other great products and services.

Arrow is seeking nominations from truckers across the United States who are looking for a second chance after facing loss or unfortunate circumstances beyond their control. Nominations for truckers who have selflessly advocated for the profession and the trucking industry in general are also valid.

“As a husband and father, it’s always been important to me to provide for my family,” said David Acosta, Arrow’s 2011 Back on the Road winner. “Winning Back on the Road was not only about getting a truck and a steady income, it has allowed me to take care of my family. I hope that any hard-working driver who’s looking for a second chance considers applying this year.”

*More*

In addition to the truck and work agreement, the winner of Back On The Road™ will receive:

- SmartWay<sup>SM</sup>-verified Tires, the MICHELIN® XZA3®+ and the X One® XDA® Energy Tires – **Michelin**
- TriPac auxiliary power unit – **Thermo King**
- Monthly \$500 fuel cards – **Pilot Flying J Travel Centers**
- Business consulting tools – **ATBS**
- Insurance – **Owner-Operator Independent Drivers Association (OOIDA)**
- A 3-year / 300K-mile warranty – **National Truck Protection, Inc.**
- One year's worth of filter products – **Mack Genuine Parts**
- Custom truck paint job – **Dickinson Fleet Services**
- Truck accessories, fenders and \$5,000 cash award – **Minimizer Products**
- Memory foam mattress – **SleepDog Mattress**
- Paint – **DuPont**
- Health assessment and check-ups, plus one-year free membership to Snap Fitness\Rolling Strong gyms at Flying J locations – **Rolling Strong (Bob Perry, The Trucker Trainer™)**

Arrow encourages nominations to be submitted by friends, family members, associates, or even themselves. To nominate, complete a compelling 250-word story explaining why the nominee deserves to win and submit it on [www.arrowtruck.com/backontheroad](http://www.arrowtruck.com/backontheroad). Nominations will be accepted from Oct. 3 to Dec. 4, 2011.

The winner will be announced at the Mid-America Trucking Show (MATS) March 22-24, 2012 in Louisville, Ky. For more information or learn more about previous winners, visit [www.arrowtruck.com/backontheroad](http://www.arrowtruck.com/backontheroad).

### **About Arrow Truck Sales**

Founded in 1950, the company started as a small used truck lot in Kansas City, Mo. Arrow has since grown and prospered into 17 retail stores located in the US and Canada carrying a diverse inventory of all makes and models and offering a variety of value-add services. Visit [www.arrowtruck.com](http://www.arrowtruck.com) to learn more about Arrow.

Arrow Truck Sales, Inc. is part of the Volvo Group, one of the world's leading manufacturers of trucks, buses and construction equipment, drive systems for marine and industrial applications, aerospace components and services, and one of the world's leading producers of heavy-diesel engines (9-16 liter). The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 96,000 people, has production facilities in 19 countries and sells their products in more than 180 markets. Volvo Group sales for 2009 amounted to approx. 29 BUSD. The Volvo Group is a publicly-held company headquartered in Gothenburg, Sweden. Volvo Shares are listed on NASDAQ OMX Nordic Exchange and are traded OTC in the US.

### **About Mack Trucks, Inc.**

Dedicated to quality, reliability, and total customer satisfaction, Mack Trucks, Inc. has provided its customers with innovative transportation solutions for more than a century. Today, Mack is one of North America's largest producers of heavy-duty trucks, and MACK® vehicles are sold and serviced in more than 45 countries worldwide. All Mack manufacturing locations are certified to the internationally recognized ISO 9001 standard for quality and ISO 14001 standard for environmental management systems. Mack is also a proud sponsor of *Share the Road*, an American Trucking Associations' public information campaign aimed at enhancing the safety of our nation's roadways.

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### **About Heartland Express**

Russell Gerdin founded Heartland Express in 1978 with four people and 16 trucks. It became a publicly traded company on the NASDAQ market in 1986, and ended that year posting gross revenues of \$21.6 million and has since grown to well over \$600 million by providing the best on-time service in the truckload industry. Heartland Express is an irregular route truckload carrier based in North Liberty, Iowa serving customers with primary shipping lanes east of the Rocky Mountains and the southwest United States. They offer long-haul and regional opportunities for solos and teams. For more information, visit [www.heartlandexpress.com](http://www.heartlandexpress.com).

### **About Our Sponsors**

Back On The Road™ 2012 is sponsored by Michelin, Thermo King, Pilot Flying J Travel Centers, ATBS, OOIDA, National Truck Protection, Inc., MACK Genuine Parts, Dickinson Fleet Services, Minimizer Products, SleepDog Mattress, DuPont and Rolling Strong. To learn more about our sponsors, visit [www.arrowtruck.com/backontheroad](http://www.arrowtruck.com/backontheroad).

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