

**BUILDING A
POSITIVE IMAGE**

TRUCKING
Moves America Forward



Trucking Moves America Forward Industry-Wide Image Movement

Bill Minor

Professional Truck Driver, Con-way Freight

America's Road Team Captain



TRUCKING

Moves America Forward



TRUCKING INDUSTRY



Challenges

- Industry Image Outdated
- Challenged at every level
- No unified voice

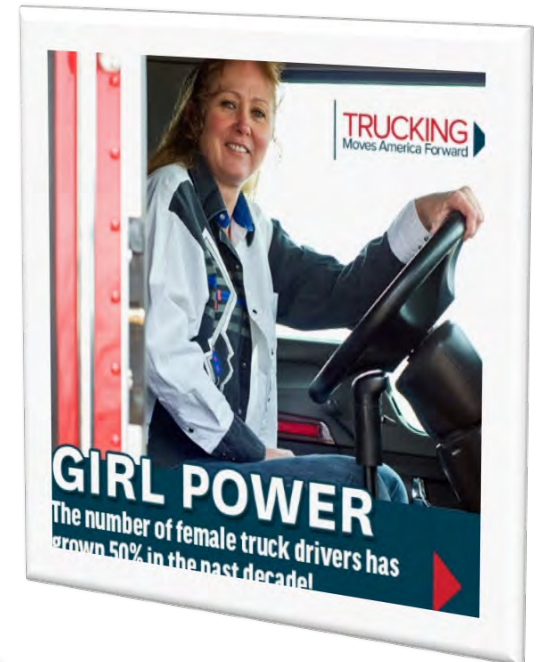
Opportunities

- Better Understanding of Trucking
- Tell our Stories
- To Put a Human Face to the Industry
- How Vital Trucking is to Economy
- To Unite the Industry
- Bring New People into the Industry



OVERALL MESSAGING

- Trucking is Essential
- Trucking is Vital to the U.S. Economy
- Trucking is Safe / Safety Record
- Trucking is Making an Imprint on our Carbon Footprint
- Trucking is a Great Career Option



| CONSUMER AD CAMPAIGN



WE'RE MORE THAN JUST PROFESSIONAL TRUCK DRIVERS.
We're parents. Neighbors. Friends. Getting home safe
is our number one priority, which is why we support
our industry's ongoing commitment to accident-free
driving. Because like you, we have a lot to live for.

TruckingMovesAmerica.com

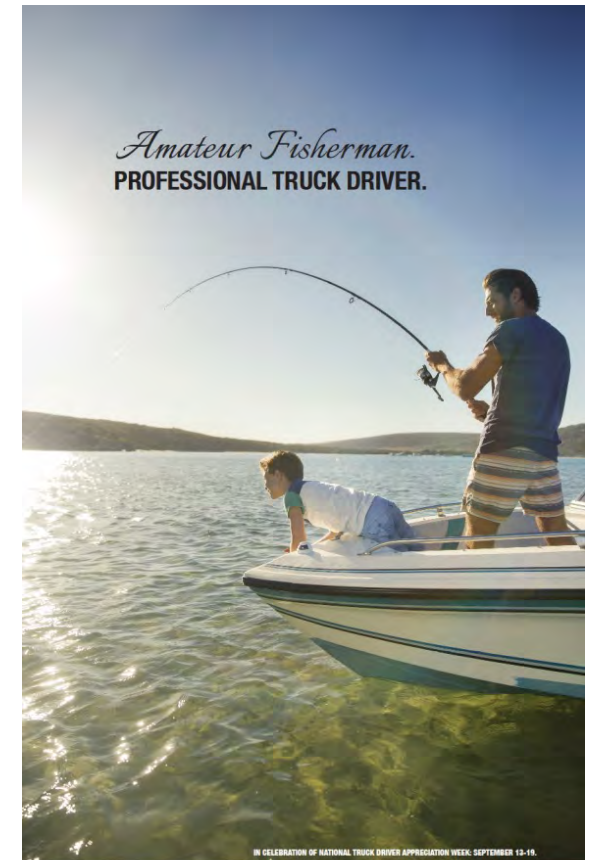
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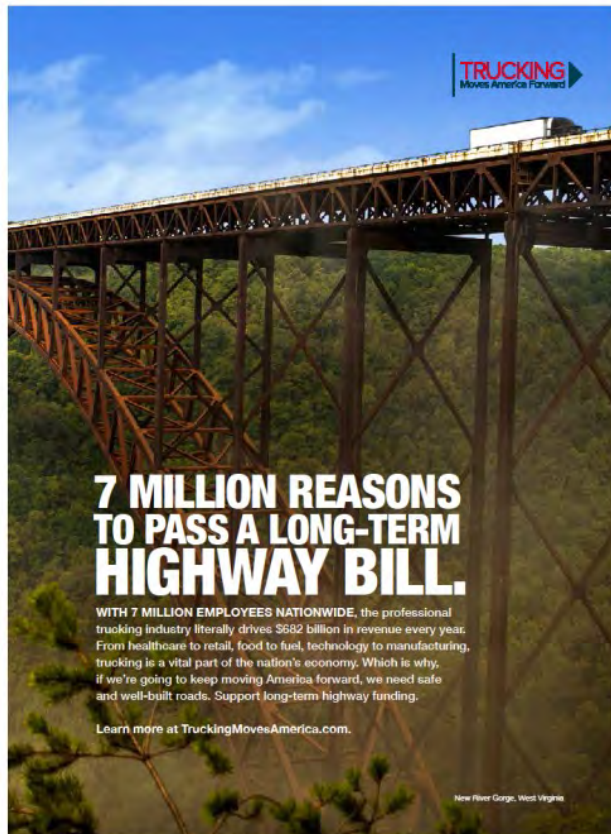
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| ADVOCACY CAMPAIGN



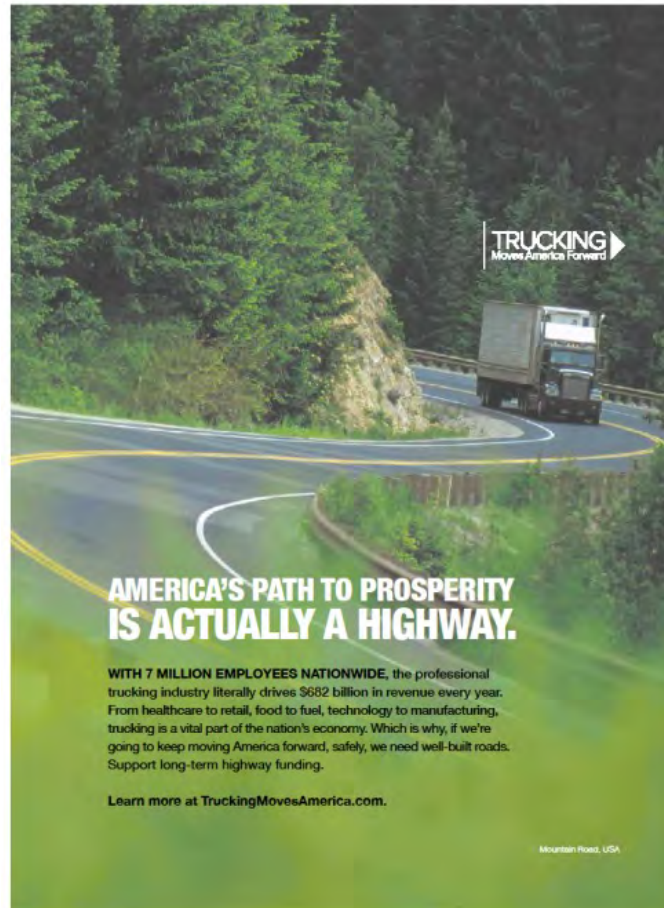
TRUCKING
Moves America Forward

7 MILLION REASONS TO PASS A LONG-TERM HIGHWAY BILL.

WITH 7 MILLION EMPLOYEES NATIONWIDE, the professional trucking industry literally drives \$682 billion in revenue every year. From healthcare to retail, food to fuel, technology to manufacturing, trucking is a vital part of the nation's economy. Which is why, if we're going to keep moving America forward, we need safe and well-built roads. Support long-term highway funding.

Learn more at TruckingMovesAmerica.com.

New River Gorge, West Virginia



TRUCKING
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AMERICA'S PATH TO PROSPERITY IS ACTUALLY A HIGHWAY.

WITH 7 MILLION EMPLOYEES NATIONWIDE, the professional trucking industry literally drives \$682 billion in revenue every year. From healthcare to retail, food to fuel, technology to manufacturing, trucking is a vital part of the nation's economy. Which is why, if we're going to keep moving America forward, safely, we need well-built roads. Support long-term highway funding.

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Mountain Road, USA



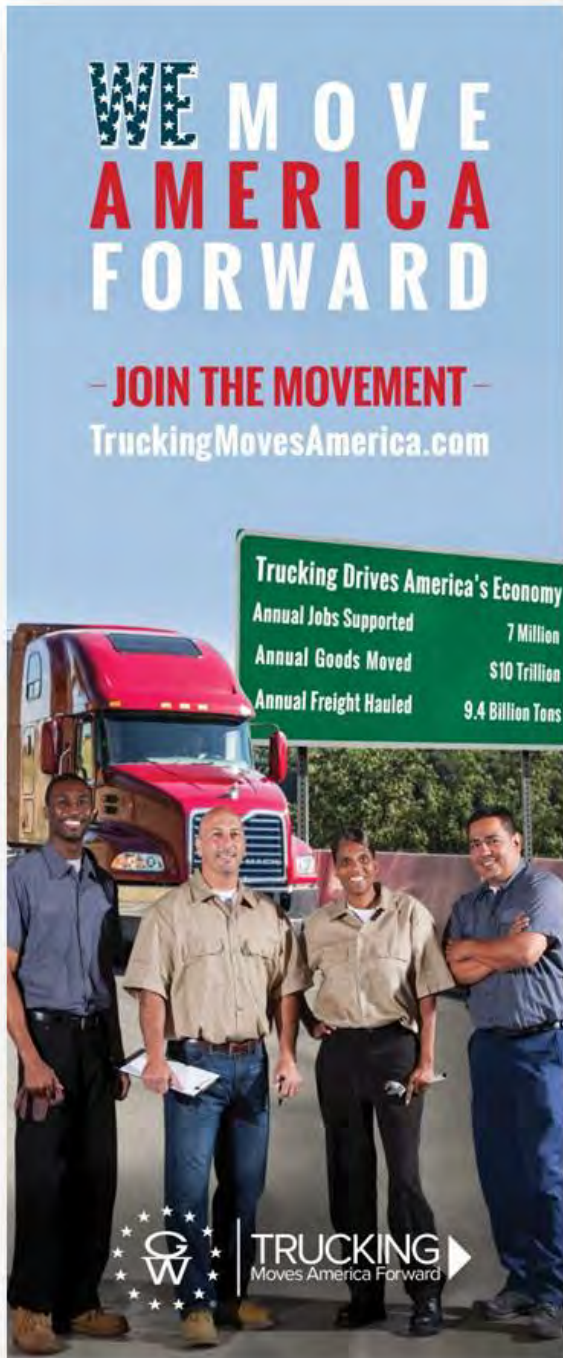
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WE KNOW THE ROAD TO PROSPERITY. WE DRIVE IT EVERYDAY.

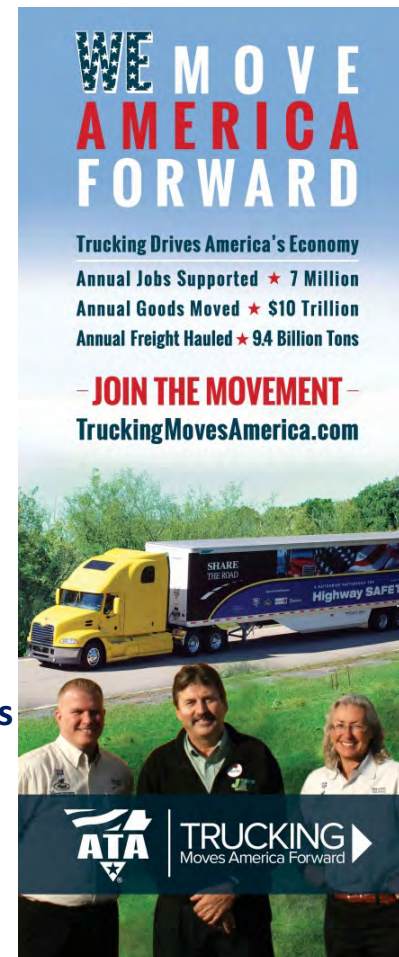
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Learn more at TruckingMovesAmerica.com.

Desert Road, USA



Customize A Banner



Add YOUR Employee Pictures
or Customer Pictures



Add YOUR Logo

TRAILER DOOR DECAL

**If you can't see my
mirrors, I can't see you.**

TRUCKING

Moves America Forward



<http://truckingmovesamerica.com/>

FULL TRAILER WRAP GOAL: 100 BY DECEMBER 31st









Creative Job Proposal: 102768 A 11.03.2015

Phone: 800 833 2257
www.admarkgraphics.com



Customer:USF Holland ATA Trailers **Vehicle:** Moves America Forward 53' Trailer **Scale:** 1/4"=1' (4800%) on 17x11 sheet

Admark Sales Executive: BOLCH

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<input type="checkbox"/> All spelling is correct	<input type="checkbox"/> Art is approved with noted changes
<input type="checkbox"/> All Colors are correct	<input type="checkbox"/> Changes noted, provide revision

Customer Approval: _____ **Date:** _____

Signatures required prior to production

TRUCKING
Moves America Forward





Customer: Excargo Services American Trucking Asso **Vehicle:** Like Mom/Like Dad 53' Trailer **Scale:** 1/4"=1" (4800%) on 17x11 sheet
Admark Sales Executive: Jeff Bolch

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Milwaukee Area Technical College



GOAL: 100 BY DECEMBER 31st









JOIN THE MOVEMENT

Questions?

Contact: TMAF@trucking.org

703.838.1945