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Media Contact:

Matt Dunn

For Arrow Truck Sales

913-660-9657

mdunn@morningstarcomm.com

Arrow Truck Sales Announces Back On The Road™ 2009

*Country music star, Aaron Tippin, lends support
to campaign benefiting a deserving trucker*

KANSAS CITY, MO. – Arrow Truck Sales today announced the launch of Arrow’s Back On The Road™ 2009 campaign, presented by Volvo Trucks North America. Now in its second year, Back On The Road™ is an initiative designed to benefit a deserving trucker in need of a truck and a job. Joining the 2009 campaign is country music star Aaron Tippin who has dedicated his new album, *In Overdrive*, to truckers. The CD is scheduled for release in February, 2009.

Beginning in November, Arrow will solicit stories from truckers across the nation who lost their truck, and their livelihood, through unfortunate circumstances beyond their control. The trucker whose story is selected will receive a 2006 Volvo VNL 670, courtesy of Volvo Trucks North America, a one-year work agreement with Heartland Express, and other great products and services.

“Truckers play such an important role in our economy,” said Carl Heikel, CEO of Arrow Truck Sales. “We’re excited to help someone from this vital profession get back behind the wheel and back on the road.”

After hearing about the campaign, Tippin, decided to lend his support. A former truck driver himself, Tippin will play an active role throughout Back On The Road™, including participating on the winner selection committee.

More

“I am very excited to work in support of the American trucker,” said Tippin. “The Back On The Road program goes to the heart of the trucking world to provide assistance in this most personal way.”

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

- TriPac auxiliary power unit courtesy of Thermo King
- X One® tires courtesy of Michelin
- Business consulting tools courtesy of ATBS
- Insurance provided by the Owner Operator Independent Drivers Association (OOIDA)
- A 3-year / 300K mile warranty from National Truck Protection, Inc.
- Monthly \$500 fuel cards courtesy of Pilot Travel Centers
- One year’s worth of filter products courtesy of Genuine Volvo Parts
- Truck accessories and fenders courtesy of Minimizer products
- One year’s worth of oil changes courtesy of Chevron

Arrow invites people from across the country to nominate friends, family members, associates and even themselves for this opportunity. Applications include a compelling 250-word story explaining why this person deserves to win. Stories about family loss, loss from natural disaster or a recent return from military service could all be considered valid story submissions.

Arrow will accept nominations between Nov. 3, 2008 and Jan. 16, 2009 at www.backontheroad2009.com. Arrow will announce the winner in March 2009 and present the truck and other prizes during the Mid-America Trucking Show (MATS) in Louisville, Ky.

Following MATS, the winner will head out on the road. Along the way, he or she will provide a glimpse into life on the road through updates posted on the Back On The Road™ Web site.

For more information on Back On The Road™ 2009, please visit www.backontheroad2009.com.

About Arrow Truck Sales

Arrow Truck Sales, Inc. is North America's leading source of pre-owned heavy and medium-duty trucks. Arrow carries all makes and models, maintaining a diverse inventory of more than 2,000 over-the-road tractors, vocational and specialty vehicles, and trailers. Arrow's commitment to integrity, quality, value, and selection has earned the business of fleets and owner-operators across North America since 1950. Arrow is headquartered in Kansas City, MO, and has 16 retail locations throughout the U.S. and Canada.

Arrow Truck Sales, Inc. is part of the Volvo Group of companies. The Volvo Group is 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 heavy diesel engines (9-16 liter). The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 100,000 people, has production facilities in 19

countries and sells their products in more than 180 markets. Annual sales of the Volvo Group amount to over \$42 billion. The Volvo Group is a publicly-held company headquartered in Gothenburg, Sweden. Volvo Shares are listed on OMX Nordic Exchange Stockholm and are traded OTC in the US. For more information, visit www.arrowtruck.com.

About Volvo Trucks North America

Volvo Trucks North America is part of the Volvo Group of companies. Its operations and products are guided by the company's three core values: Safety, Quality and Environmental Care. The Volvo VT, VN and VHD trucks are assembled in the United States at the New River Valley Plant in Dublin, Virginia, while Volvo engines for North America are assembled in Hagerstown, Maryland. Both plants are certified to ISO14001 environmental and ISO9001 quality standards. Volvo also sponsors America's Road Team, a national highway safety outreach program. For more information, please visit www.volvotrucks.us.com.

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, please visit www.heartlandexpress.com.

About Aaron Tippin

Aaron Tippin has long been known as "the hardest workin' man in country music." Tippin performed at his first Nashville club in 1990 and has since earned his place in the country music industry with hits including "Kiss This" and "Working Man's PH.D." Tippin is set to release his latest album, "In Overdrive," featuring "trucker" music, in February, 2009. For more on Tippin, visit www.aarontippin.com.

About Our Sponsors

Back On The Road™ 2009 is sponsored by Thermo King, Michelin, ATBS, OOIDA, National Truck Protection, Pilot Travel Centers, Genuine Volvo Parts, Minimizer Products and Chevron. To learn more about our other sponsors, visit www.backontheroad2009.com.

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