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Arrow's Back On The Road™ 2010 At-A-Glance

**Who/
What:** Now in its third year, Arrow's Back On The Road™ 2010 campaign, presented by Volvo Trucks North America, is an initiative designed to benefit a deserving trucker in need of a truck and a job. The winner receives, courtesy of Arrow Truck Sales and Back On The Road™ sponsors:

- A one-year lease on a 2007 VNL 670 tractor donated by Volvo Trucks North America
- A one-year work agreement with Heartland Express
- Custom truck paint job courtesy of Dickinson Fleet Services
- 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

Once again, joining the 2010 campaign is country music star Aaron Tippin. Aaron has dedicated his latest album, *In Overdrive*, to truckers and continues to play an active role throughout Back On The Road™, including participating on the winner selection committee.

When: Arrow will accept nominations between Oct. 5, 2009 and Dec. 6, 2009 at www.backontheroad2010.com and will announce the winner during the Mid-America Trucking Show (MATS) in March, 2010.

Why: America is a nation of opportunities. Arrow embraces this ideal and wants to help a deserving trucker recover his or her livelihood and get Back On The Road. Arrow also wishes to recognize those truckers who, unselfishly, help others in need.