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VOLVO TRUCKS NORTH AMERICA

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

Winner: Robert Snyder of Dunnellon, Fla. has been selected as the winner of Arrow's Back On The Road™ 2010 campaign. Nominated by his teenage daughter Savannah, Robert has faced incredible hardship as an owner-operator and sole provider for his family. As was the case for so many truck drivers, Snyder's financial problems began about two years ago with the onset of the recession. As diesel prices sky-rocketed and loads became scarce, Snyder found the career he loved no longer provided for his single income family. One break-down away from losing his livelihood, Snyder continued driving his 14-year-old truck with more than 1.5 million miles. Now, thanks to Back On The Road, he has the opportunity of a lifetime to better support his family through trucking.

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. Robert receives, courtesy of Arrow Truck Sales and Back On The Road sponsors:

- A one-year lease on a 2007 VNL670 tractor donated by Volvo Trucks North America
- A one-year work agreement with Heartland Express
- X One® tires from Michelin
- TriPac auxiliary power unit courtesy of Thermo King
- Monthly \$500 fuel cards thanks to Pilot Travel Centers
- 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.
- One year's worth of filter products from Genuine Volvo Parts
- Custom truck paint job courtesy of Dickinson Fleet Services
- Truck accessories and fenders courtesy of Minimizer Products
- Memory foam mattress provided by SleepDog Mattress
- Paint provided by Sherwin-Williams

What's Next: Robert will head back out on the road making appearances and providing frequent updates on his journey and insight into life on the road. Follow his travels on the Web at www.backontheroad2010.com.