



Presented by
VOLVO TRUCKS NORTH AMERICA

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**The Journey Begins for Winner of
Arrow's Back On The Road™ 2010 Campaign
Presented by Volvo Trucks North America**

LOUISVILLE, Ky. –Arrow Truck Sales and its industry sponsors today announced Robert Snyder of Dunnellon, Fla. as the winner of Arrow's Back On The Road™ 2010 campaign, presented by Volvo Trucks North America, during a winner announcement ceremony at the Mid-America Trucking Show (MATS) in Louisville, Ky.

A hard-working husband, father and truck driver, Snyder has always put his family first. This selflessness was not wasted on his teenage daughter, Savannah Snyder, who nominated her dad for Back On The Road.

“My dad isn't like most fathers, husbands, or even like most guys who are going through hard times,” said Savannah Snyder in her Back On The Road nomination. “He constantly puts everybody before himself. Money is tight and our family is struggling. I want the weight lifted off of my dad's shoulders; I want him to smile. Not those fake smiles. The smile we haven't seen in years.”

Savannah saw that genuine smile from her father today, when representatives from Arrow and the campaign's sponsors, along with country music star Aaron Tippin and Sirius XM host Dave Nemo announced he was this year's Back On The Road winner.

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“Robert is like so many drivers we see on the road today,” said Carl Heikel, President and CEO of Arrow Truck Sales. “He is a good man, who is passionate about trucking and providing for his family. He is doing everything he can to make it through the recession. We are proud to give him this opportunity of a lifetime to not only change his life but the lives of his wife, Sylvia, daughter, Savannah, and their 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. Winning Back On The Road provides Robert with the tools and resources needed to support his family.

As the winner of Back On The Road, Snyder receives a 2007 Volvo VNL 670, courtesy of Volvo Trucks North America, a one-year work agreement with Heartland Express and other products and services, including:

- 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

“Winning Back On The Road is a dream come true,” said Snyder. “Driving is my life and I know receiving the 2007 Volvo VNL 670 from Volvo Trucks North America and job with Heartland will help me provide my family with the life they deserve. I am blessed to have this opportunity to represent Arrow Truck Sales and all of the great companies who have joined in this campaign.”

For more information on Back On The Road 2010, please visit www.backontheroad2010.com.

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About Arrow Truck Sales

Arrow Truck Sales, Inc. is North America's leading source of pre-owned medium- and heavy-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 19 retail locations throughout the U.S. and Canada. Arrow Truck Sales celebrates its 60th anniversary this year. For more information, visit www.arrowtruck.com.

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 is 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 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. 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 P.H.D." For more on Tippin, visit www.aarontippin.com.

About Our Sponsors

Back On The Road 2010 is sponsored by Michelin, Thermo King, Pilot Travel Centers, ATBS, OOIDA, National Truck Protection, Inc., Genuine Volvo Parts, Dickinson Fleet Services, Minimizer Products, SleepDog Mattress and Sherwin-Williams. To learn more about our sponsors, visit www.backontheroad2010.com.

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