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**VOLVO TRUCKS NORTH AMERICA**

## **FOR IMMEDIATE RELEASE**

Don Mueller, Director of Marketing  
Arrow Truck Sales, Inc.  
**Media Contact:**  
Lane Bartram  
Arrow Truck Sales, Inc.  
816-627-4936  
lbartram@arrowtruck.com

### **Arrow Truck Sales Announces Back On The Road™ 2010**

*This Year's Campaign Includes Search For Caring, Compassionate Trucker*

**KANSAS CITY, MO.** – (October, 2009) Arrow Truck Sales has announced the launch of Arrow's Back On The Road™ 2010 campaign, presented by Volvo Trucks North America. Now in its third year, Back On The Road™ is an initiative designed to benefit a deserving trucker in need of a truck and a job. The 2010 campaign will also consider nominations from truckers who, consistently and unselfishly, help others in need or otherwise support the trucking industry.

Country music star, Aaron Tippin, plans to return as celebrity spokesman for the 2010 campaign. A former truck driver himself, Tippin will, once again, play an active role throughout Back On The Road™, including participation on the winner selection committee. Tippin's latest album, *In Overdrive*, is dedicated to classic trucker songs.

"I'm honored to continue working 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."

Arrow is currently soliciting stories from truckers across the nation who may have lost their truck - and their livelihood - through unfortunate circumstances beyond their control. Arrow is also accepting nominations, based upon stories of truckers who put others before themselves. The trucker whose story is selected will receive a 2007 Volvo VNL670, courtesy of Volvo Trucks North America, a one-year work agreement with Heartland Express, and other great products and services.

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“Over the past two years, we’ve received a number of heart-warming stories of truckers helping others in need. So, we felt we should recognize these individuals, and their acts of kindness and consideration, as part of this year’s campaign,” said Carl Heikel, CEO of Arrow Truck Sales. “We believe the Back On The Road campaign has not only had a positive influence on those we’ve selected as winners, but on the trucking industry as a whole.”

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

- X One® tires courtesy of Michelin
- TriPac auxiliary power unit courtesy of Thermo King
- 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

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 (not to exceed 750 words) 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, as well as stories of truckers helping others in need.

Arrow will accept nominations until December 6, 2009 at [www.backontheroad2010.com](http://www.backontheroad2010.com). Arrow will announce the winner in March, 2010 and present the truck and other prizes during the Mid-America Trucking Show (MATS) in Louisville, KY.

For more information and updates on Back On The Road™ 2010, please visit [www.backontheroad2010.com](http://www.backontheroad2010.com).

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### **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 18 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 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 100,000 people, has production facilities in 19 countries and sells their products in more than 180 markets. Volvo Group sales amount to over 46 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. For more information, visit [www.arrowtruck.com](http://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. Volvo also sponsors America's Road Team, a national highway safety outreach program. For more information, please visit [www.volvotrucks.us.com](http://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](http://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." For more on Tippin, visit [www.aarontippin.com](http://www.aarontippin.com).

### **About Our Sponsors**

Back On The Road™ 2010 is sponsored by Thermo King, Michelin, ATBS, OOIDA, National Truck Protection (NTP), Pilot Travel Centers, Genuine Volvo Parts and Minimizer Products. To learn more about our other sponsors, visit [www.backontheroad2010.com](http://www.backontheroad2010.com).

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