



**FOR IMMEDIATE RELEASE**

February 25, 2009

Contact: Eric Reller

(703) 838-1896

## **ATA Unveils New Image Trailer Donated By GE**

**ARLINGTON, Va.**— With the help of GE, the American Trucking Associations has a highly-visible new tool for its image and outreach programs – a 53-foot custom drop deck show trailer, fully wrapped in an American flag themed graphic and displaying the emblem of ATA.

Even more impressive is the interior: a mobile conference room that features seven projection screens, educational displays and room for interactive trucking demonstrations.

“This gives us another tool for our advocacy and outreach efforts,” said ATA President & CEO Bill Graves. “From Capitol steps to community events, we will bring the trucking industry’s messages of essentiality, safety and sustainability across the nation. We are excited to get out on the road.”

The 2004 Kentucky exhibition trailer is being provided on a free loan lease to ATA by GE’s Trailer Fleet Services, a long time ATA and ACT-1 member. The trailer will be hauled during its tour by members of the America’s Road Team, elite million-mile accident-free professional drivers.

“We’re pleased to help ATA get its key messages across using this marketing trailer,” said Trailer Fleet Services CEO Joe Artuso. “It was a strategic tool in the launch of our VeriWise product in 2005, and it’s a proven attention-getter in any setting.”

The image trailer joins an earlier trailer also on free loan lease from GE that is used in ATA’s Share the Road program. That trailer, also equipped with VeriWise tracking technology, has been used extensively over the past four years to successfully reach millions of motorists with its key safety messages.

GE’s Trailer Fleet Services, based in Wayne, Pa., has served the trucking industry for more than 50 years with trailer rentals, leases and sales. With a fleet of more than 100,000 dry vans, flatbeds and refrigerated trailers, it operates from 80 branches and six remarketing centers across Canada, Mexico and the U.S. It may be found online at [www.tralerservices.com](http://www.tralerservices.com). GE’s Asset Intelligence business is based in Plano, Texas, and offers a full range of sensors and tracking services to the trucking, rail and transportation sector. Its website is: <http://www.ge.com/equipmentservices/assetintelligence>.

The American Trucking Associations is the largest national trade association for the trucking industry. Through a federation of other trucking groups, industry-related conferences, and its 50 affiliated state trucking associations, ATA represents more than 37,000 members covering every type of motor carrier in the United States. [www.truckline.com](http://www.truckline.com)