

# MEDIA RELEASE



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## **The Volvo ATA Safety Truck Wins Best Trade Show Award at the Koroit Truck Show**

The Volvo ATA Safety Truck has won the award Best Trade Show at the Koroit Truck Show on 21 January 2017.

This award is granted to the trade exhibition present that has the best overall presentation, easiest access to information about their trade and best interaction with the public attending.

The award trophy was presented to Volvo ATA Safety Truck advocate Glen Schmidtke who said, "I am pleased to have received the recognition from the people of Koroit and the sponsors of the event, especially on my first stop for the year".

"Trucks behave differently when accelerating, braking, climbing hills, switching lanes or turning. The more the community understands how trucks behave, the better prepared drivers will be to share the road safely. The intent of the Volvo ATA Safety Truck messaging is to educate about safety on the road – this knowledge is potentially lifesaving," he said.

The Volvo ATA Safety Truck features state of the art technology with videos that teach visitors about safety in and around trucks; demonstrating key safety concepts such as avoiding blind spots, cutting in (braking distances) and turning vehicles as well as other safety issues such as driver distraction and seatbelts.

"Glen Schmidtke has great passion for the safety message he presents through the Volvo ATA Safety Truck. It's great that this message is communicated across the country at events like this", event organiser Shirl Mccosker said.

"The Koroit Truck Show Committee is most appreciative the Volvo ATA Safety Truck was at our event, as it not only provides those truck drivers present to review their driving & safety standards, it also allows the general public to see what dangers and safety concerns truck drivers encounter on the roads, and hopefully they can adjust their driving to allow for trucks", the Secretary of the Koroit Truck Show, Julie Houlihan, said.

### **About the Volvo ATA Safety Truck**

The Volvo ATA Safety Truck is a safety initiative of the Australian Trucking Association (ATA) that teaches the wider public about how to interact with trucks safely on the roads. The Volvo ATA Safety Truck participates in road safety education programs, trucking industry led community events and other public events around the country. The Volvo ATA Safety Truck is powered by BP and protected by NTI.

[More information on the Safety Truck](#)

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