

MEDIA RELEASE



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ATA OUT IN FORCE AT INTERNATIONAL TRUCK, TRAILER AND EQUIPMENT SHOW

The Australian Trucking Association will host an extensive outdoor display next week at the International Truck, Trailer and Equipment Show (ITTES), which will include the travelling Safety Truck exhibition, a kid's pedal cart track and state of the art trucking industry equipment.

The International Truck, Trailer and Equipment Show will take place from Thursday 3 to Sunday 6 April at the Melbourne Showgrounds.

ATA Corporate Relations Manager Steve Power said the ATA's outdoor display would feature attractions for visitors of all ages and interests.

"Visitors will be able to check out the Safety Truck's new animated videos, custom road safety apps and kid's pedal cart track while learning how to share the road safely with heavy vehicles," Mr Power said.

"Children can grab their free showbags while their families sit down and escape the sun at the kid's activity tent and the truckies' rest tent.

"A set of CIMC B-double trailers, brand new Volvo prime mover and a handpainted Thermo King Precedent refrigeration unit will all be on show for the official launch of the ATA's 2014 tender process.

"It's a great opportunity for trucking operators to get a close look and further information about these units before they make a bid. Operators will also be able to find out more about the TruckSafe industry accreditation program at its stall at the ATA display.

"The ATA and Bridgestone will also make a major announcement on Thursday, featuring a truck driver with a remarkable story to tell."

The ATA display is located outdoors near the RASV Pavillion at ITTES. For more information or to pre-register for the show, go to www.trucktrailershow.com.au.

The Safety Truck travels around Australia visiting festivals, shows and other community events. For more information or to request a Safety Truck visit, go to www.safetytruck.com.au.

Working journalists who would like to attend ITTES should contact Chris Smith on 0415 264 412 or media@truckandtrailershow.com.au to arrange a media pass.

Media notes on the two ATA events at the show are attached.

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A safe, professional and viable trucking industry

MEDIA NOTE- ATA EVENTS AT ITTES 2014

Thursday 3 April

The ATA and Bridgestone will make a major announcement featuring a truck driver with a remarkable story to tell.

Time: 12:00pm

Location: outdoor ATA display, near the RASV pavillion

A light lunch will be provided following the announcement.

Saturday 5 April

The ATA will launch its 2014 tender process, opening bids for a new Volvo Prime Mover, CIMC B-double trailer set, handpainted Thermo King Precedent S600 unit and a Thermo King SB330 unit. The tender items will be on display on site.

Time: 11:30am

Location: outdoor ATA display, near the RASV pavillion

Hot food will be provided.

For media access to these events, contact Chris Smith on 0415 264 412 or media@truckandtrailershow.com.au to arrange a media pass.