

MEDIA RELEASE



25 National Circuit
FORREST ACT 2603
Tel: (02) 6253 6900
www.truck.net.au

02 May 2016

ATA TO SPREAD ROAD SAFETY MESSAGE AT MELBOURNE TRUCK SHOW

The Australian Trucking Association will host an extensive outdoor display and run a road safety scavenger hunt throughout the International Truck Trailer and Equipment Show (ITTES) at the Melbourne Showgrounds this week.

The exhibit will include the ATA's travelling road safety exhibition, the Safety Truck, top of the line trucking industry equipment, and a prize desk where people can get clues and receive a prize for completing the scavenger hunt.

ATA Communications and Corporate Relations Manager Steve Power said the scavenger hunt would focus on the ATA's truckies top tips for driving safely around heavy vehicles.

"ITTES brings together trucking operators, drivers, suppliers and the community, making it the perfect place to reach out and remind everyone of key tips for sharing the road safely, no matter what vehicle you drive," Mr Power said.

"The road safety scavenger hunt is free for all attendees at the show, and encourages visitors to search for road safety messages hidden around ITTES. Once all the messages have been found, you can return to the ATA's display to receive a prize for your efforts.

"Visitors are also invited to come into the Safety Truck, where you can try your hand at the road safety app, see the Safety Truck videos and displays, and grab a free show bag."

The ATA will have a number of major announcements during the show, including recognising a new Bridgestone Bandag Highway Guardian for a tremendous act of compassion on the road.

"In their travels on Australia's roads, truck drivers are often some of the first on the scene and able to provide help in the event of an accident. Two years after the Bridgestone Bandag Highway Guardian Award was launched at ITTES 2014, we are very proud to announce the sixth recipient at ITTES 2016," Mr Power said.

"A brand new Volvo prime mover and a new CIMC drop deck curtainsider trailer will be on display for the official launch of the 2016 ATA Auction. This is a great opportunity for trucking operators to get a close look and further information about these units before the auction.

"We will also officially launch national TruckWeek 2016 and the 2016 PACCAR & Dealer TMC, with a brief insight into what these two events will contain this year.

The ATA display is located outdoors on the town square lawn at ITTES. For more information or to purchase tickets 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.

Media notes on the ATA events schedule at ITTES are attached.

Media contact: Kathleen Bakon 02 6253 6900 / 0409 524 120

A safe, professional and viable trucking industry

MEDIA NOTE – ATA EVENTS AT ITTES 2016

Thursday 5 May

Highway Guardian presentation

The ATA and Bridgestone will present the sixth Bridgestone Bandag Highway Guardian Award to a truck driver who showed extraordinary compassion in the aftermath of a car accident.

Time: 11 am

Location: outdoor ATA display, town square lawn

Morning tea will be provided following the announcement.

2016 Auction launch

The ATA will launch its 2016 ATA Auction. Auction items – including a new Volvo Prime Mover and a CIMC drop deck curtainsider trailer – will be on display at the site.

Time: 1pm

Location: outdoor ATA display, town square lawn

A light lunch will be provided.

TruckWeek 2016 launch

'Show Australia how trucking delivers' is the theme of TruckWeek 2016, which encourages trucking operators around Australia to host an event and be part of this national week of trucking celebrations.

Trucking operators will share how TruckWeek helps forge bonds between them and their community.

Time: 3pm

Location: outdoor ATA display, town square lawn

Afternoon tea will be provided.

Friday 6 May

2016 PACCAR & Dealer TMC launch

The ATA and ARTSA will launch the 2016 PACCAR & Dealer TMC, and announce the major themes of this year's TMC program.

Time: 11:30am

Location: outdoor ATA display, town square lawn

A light lunch will be provided.

All media events are under cover, but may be delayed by severe weather. For further information on these events, contact Kathleen Horne on 0409 524 120.