

## International Newsroom

### **International Trucks Re-Launches “Life on the Road”**

## **Online Community Gives Drivers a Voice and Exclusive Offers**

LISLE, Ill. – MARCH 21, 2012 – International® Truck today re-launched ‘Life on the Road,’ an online community for professional truck drivers, that seeks to raise awareness of the profession’s benefits and address the unique needs of drivers. Through Facebook, Twitter and at industry events, drivers will be invited to share opinions and ideas, as well as receive tools, incentives and information to enhance their career, safety and health.

Truck drivers have historically been fast adopters of new technology, whether it’s CB radios to stay informed on weather or traffic conditions, or new social media platforms to share and discuss industry insights. The ‘Life of the Road’ community provides drivers with another place to discuss the ins and outs of their profession in a digital environment.

“Drivers are an incredibly valuable work force with distinctive needs,” said Michael Cerilli, vice president marketing, Navistar. “This online community gives them a way to voice their opinions and needs, and enables us to participate in the dialogue and provide new ways to improve their productivity and lifestyle.”

A Life on the Road experience area for truck drivers will be featured in the Navistar booth at the Mid-America Trucking Show (MATS) on March 22-24. In the experience area, drivers will have the opportunity to become members of the online community and the chance to win daily prizes by entering “MATS Madness,” a basketball themed contest.

Ongoing discussions will include training opportunities, health and wellness, career management, and other topics that affect professional truck drivers’

work and lifestyle. Future events and promotions will continue to evolve based on driver feedback. For ongoing updates, [www.LifeOnTheRoad.com](http://www.LifeOnTheRoad.com)

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