2016 RESULTS









7 million People Move America Forward One Is Driving This Truck

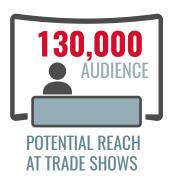
///// 16M IMPRESSIONS PER WRAP, PER CITY ///





16 OP-EDS PLACED **38.8M** Total impressions

99.5M PRESS RELEASE VIEWS



//////// ONLINE COMMUNI





64%

launched this year!



55 POSTS **681 ENGAGEMENTS**

NTDAW TAKEOVER 70% FOLLOWERS

NTDAW CAMPAIGN /////////

#THANKATRUCKDRIVER





5.4M

BILLBOARD IMPRESSIONS

PRINT CIRCULATION

1.6M **ONLINE IMPRESSIONS**



- * Hi-res photos
- * Videos
- * Sharable social media images * And much more!
- * Posters

- * Advertisements
- * FAOs