



TMAF TODAY

Trucking Moves America Forward (TMAF) is actively seeking support of its mission to keep the trucking industry in America progressing through outreach and advocacy.

Since its public launch at MATS in 2014, Trucking Moves America Forward has promoted its mission to be a long-term, industry-wide movement to create a positive image for the industry – ensuring that policymakers and the public understand the importance of the trucking industry to the nation’s economy.

As the movement builds, TMAF plans to be a significant and distinguished voice supporting the trucking industry by highlighting its essentiality, safety, technology, and sustainability throughout the country.

Visibility in the U.S.

Every year, TMAF leadership represents the movement at numerous industry organizations to recruit members and donors, including the Mid-America Trucking Show, the Great American Trucking Show, ATA’s Annual Management Conference & Exhibition, TCA’s annual convention, numerous state trucking association events, and Great West Casualty Company events.

Other highlights that demonstrate the popularity and growth of the industry movement include:

- Putting 100 TMAF-branded trailer and tank wraps on the road, which reach as many as 16 million people per city, per truck
- Topping more than 180 donors
- Continuing to add to an online subscriber list of more than 2,000
- Earning more than 5.8 million advertising impressions, targeted for consumers and lawmakers
- Continuing to build a robust online community through digital and social media channels.

Top Media Coverage

An important part of the campaign is gaining exposure in print, online and broadcast media outlets. Earned media coverage since March 2014 has included more than 45 million impressions, thanks to dozens of op-eds and story placements secured in state and national industry publications, local newspapers, and inside-the-beltway outlets, including:

- Albuquerque Business First
- American Trucker
- Argus Leader (S.D.)
- Charlotte Business Journal
- Commercial Carrier Journal
- Dave Nemo Show
- Elko Daily Free Press (Nev.)
- Heavy Duty Trucking
- Illinois Times
- Land Line Radio
- Land Line Magazine
- Louisville Business First
- MAXIM Magazine
- Memphis Business Journal
- New Hampshire Business Review
- POLITICO Transportation
- Portland Press Herald
- Prairie Business (N.D.)
- Rapid City Journal
- Reno Gazette-Journal

www.truckingmovesamerica.com

- Road Dog Trucking Channel
- Roll Call
- Santa Fe New Mexican
- Sierra Vista Herald (Ariz.)
- State Journal (W. Va.)
- The Business Journal (Calif.)
- The Hill
- The Memphis Business Journal
- The Trucker
- Topeka Capital-Journal
- Transport Topics

Digital & Social Media

TMAF has greatly bolstered its marketing presence online through several channels. TMAF's interactive website (www.truckingmovesamerica.com) informs and captures thousands of members, and subscribers receive regular email updates on industry happenings. On the site's members-only page, visitors can access key messages; talking points; press materials; sample speeches and editorials; donation and pledge information; trailer wrap information; and useful visuals for amplifying TMAF's image, such as videos, social media shareables, and advertisements. The TMAF e-store, shoptmaf.com, is open for those who wish to proudly display branded gear including hats, shirts, tumblers, door decals and more.

TMAF's growing social media following includes:



More than page 7,600 likes on facebook.com/TruckingFWD



Nearly 2,000 followers of @TruckingFWD



More than 34,000 views at youtube.com/TruckingFWD



Added nearly 100 followers in its first month

TMAF Founding Members

Founding members of the movement include: Allied Committee for the Trucking Industry (ACT1), Allison Transmission, American Trucking Associations (ATA), Bendix Commercial Vehicle Systems, BMO Transportation Finance, Bridgestone Commercial Solutions, Bulldog Hiway Express, Castrol Heavy Duty Lubricants, Combined Transport, Inc., Cummins Inc., Daimler Trucks North America, Dana Holding Corporation, Detroit Diesel Corporation, Eaton Corporation – Roadranger, Goodyear, Great West Casualty Company, Hahn Transportation, Inc., Hendrickson, International, J.J. Keller & Associates, Inc., Jet Express, Inc., Kenworth Truck Company, Longistics, Love's Travel Stops, Mack Trucks, Inc., Meritor, McLeod Software, Michelin, Motor Carrier Service, Inc., Old Dominion Freight Lines, Omnitracs Inc., Owner-Operator Independent Drivers Association (OOIDA), National Tank Truck Carriers (NTTC) Pegasus, Peterbilt Motors Company, Pilot Flying J, Randall Reilly, Tennant Truck Lines, Tennessee Express, Inc., TransTech, Trucking Associations Executive Council, Truckload Carriers Association (TCA), TRW and Volvo Trucks.