

FOR IMMEDIATE RELEASE

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**Roehl Transport drives off with the trucking industry's highest honors.**

Marshfield, WI – Receiving a prestigious industry award says a company did something right. But winning three of trucking's top honors says Roehl Transport does it right across the board. In an unprecedented sweep, Roehl has won the 2008 Quest for Quality Award, the SmartWay<sup>SM</sup> Excellence Award and the prestigious ATA President's Trophy. In the process, its superior performance has been recognized by customers, the Federal government and industry peers.

The three awards are among the industry's highest honors. The Quest for Quality Award recognizes Roehl's extraordinary customer service. The SmartWay Award reflects Roehl's environmental leadership, and the American Trucking Associations (ATA) President's Trophy identifies Roehl as the nation's safest large carrier. "Together, they add up to the best all-around trucking operation in the nation," Greg Koepel, Roehl Vice President of Workforce Development and Administration, said. "Maintaining this level of quality in a year when the industry has been battered by record fuel prices and a staggering economy is especially noteworthy," he added.

The Quest for Quality Award, presented by *Logistics Management*, is based on votes by the magazine's readers. Roehl's flatbed division ranked among the best industrial and heavy-haul carriers in the nation for its on-time record, value, customer service, information technology, and equipment/operations. 2008 marks the third year Roehl has won the award.

Since beginning the SmartWay Partnership to reduce the transportation sector's adverse environmental impact, the U.S. Environmental Protection agency has awarded its annual SmartWay Excellence Award three times. Roehl is one of only two carriers, from among the program's 1,000-plus members, to have won it every year. One of the initiative's founding members, Roehl has pioneered a greener trucking industry by testing and upgrading its fleet with aerodynamic devices, low-resistance tires, and advanced fuel-efficiency technologies, as well as instituting driving and operational strategies to reduce fuel consumption.

Ground transportation (trucks and railroad) account for 20% of the fuel consumed by the transportation sector and an equal percentage of greenhouse gas emissions and other pollutants from fuel exhaust. SmartWay members saved 600 million gallons of diesel fuel last year and eliminated 6.8 million metric tons of carbon dioxide emissions (a greenhouse gas that contributes to global climate change).

The ATA President's Trophy is the most prized of all trucking industry awards. The ATA has over 37,000 members, representing every type of motor carrier in the United States. Only one company in each of three mileage divisions receives the award for the best overall safety program. Perennially turning in one of the top safety records in the nation, Roehl once again was the safest large carrier in the nation in 2008. The ATA President's Trophy honors Roehl as the safest large fleet (100 million miles) and recognizes Roehl's commitment to highway safety beyond its own fleet, with efforts to improve safety

industry-wide and among the motoring public.

“Three awards, from three different sources, for three different areas of operations,” Koepel noted. “What ties them together is a single-minded commitment to quality, and being the best... for drivers... for customers... for everyone.”

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For more information about this story, please contact Greg Koepel, Roehl Transport’s Vice President of Workforce Development and Administration, at 800-826-8367.



John Joines, CPCU, Vice President of Safety for Great West Casualty Company (award sponsor) presents the ATA President’s Trophy in the Over 1 million miles category to Roehl Transport, Inc., Marshfield, WI; John Spiros, Vice President, Safety & Claims Management (right) and Greg Koepel, Vice President, Workforce Development & Administration accepting.