



## News Release

### FOR IMMEDIATE RELEASE

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### Brahler's Announces "Gateway To Innovation" Truck Show

ST. LOUIS, MO (April 3, 2009) – Announcing the **"Gateway to Innovation" Truck Show** to be held in St. Louis MO on May 11, 2009, Brahler's is taking the first step in kick starting activity in the local truck industry. This event will focus on three (3) main objectives: **First**; to introduce new tires and products designed to save fuel, reduce green house gases and cut operating costs, **Second**; to bring together key St. Louis suppliers and truck owners in a positive forum, **Third**; to kick start activity in the supply side of the industry here in St. Louis.

Recognizing the impact the down economy has had on both sides of the trucking industry (fleets & suppliers), Richard Brahler, President of Brahler's Truckers Supply has decided to take the first step in getting local industry working together. "We wanted to have a forum to bring together both the suppliers and the trucking companies to discuss the products, techniques and systems that can make an impact on the bottom line. There are new products including tires that can reduce fuel consumption and greenhouse gasses and make an immediate impact on a trucking company's operating costs." commented Mr. Brahler, he went on to say "Budgets are tight and the opportunity to do something on a larger scale just isn't there, so we (Brahler's) decided let's put this together."

The center piece for the show will be Continental Tire North America's **UNTAMED INNOVATION TOUR**. This rolling 83-foot class room and theater is making a Nationwide tour of select cities and truck shows. The mobile information center was created through an initiative of Paul Williams, executive vice president of CTNA's commercial vehicle tire group. "The vehicle will bring not only tire education and cost-saving information, but excitement and fun to the commercial tire customer," Williams said. "The Untamed Innovation. is going to bring Continental's renewed intense commitment to customers right to their doorstep and show them how our products can increase their fuel efficiency with the most value in the industry."

The touring vehicle features a 2010 Navistar Lonestar truck with custom paint and accessories. Custom truck aficionados will appreciate the vehicle's chrome trim and accessories enhanced by the Chrome Shop Mafia. Attached to the truck is a 53-foot long tractor trailer that is fully wrapped with award winning Continental graphics and has a removable awning.



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The information center located inside features a movie theatre, rolling resistance demonstration, driving video game and two touch-screen information displays which explain Continental's tire construction technologies and innovative tire engineering. Also inside is a display of the new ContiCost Calculator™, which is designed to allow fleet owners and owner-operators to compare the total cost of ownership of Continental truck tires versus other brands. Mobile displays of the lineup of Continental commercial vehicle tires will be located outside the vehicle, allowing customers to inspect and compare products first-hand. Continental has three (3) tires that are EPA Smart Way Certified for steer, drive and trailer positions.

There are over twenty-five (25) vendor exhibitors presenting new products for commercial vehicle operators that are designed to reduce fuel use or cut operating costs. These products will cover key usage items like oil/lubricants, filters, balancing and vibration reduction, accessories and shop equipment. There will even be displays of energy saving lighting for shops and warehousing.

There will be various educational seminars taking place throughout the day on a variety of topics. In addition to the inside exhibits there will new trucks on display outside along with dealer representatives to answer questions. With the next generation of EPA compliant diesel engines set to start with 2010 model year potential buyers can see and discuss what's coming to market.

Brahler's Truckers Supply and the many exhibitors will be offering show specials on trucks, equipment, tires and related items as a "**Stimulus**" to commercial vehicle owners.

Admission is **FREE** to trucking industry professionals and the show will be open from **10:00AM to 6:00PM**.

The location will be at Brahler's Truckers Supply, Bldg 9, in the St. Louis Business Center at 8000 Hall Street in North St. Louis.

### **About Brahler's Truckers Supply, Inc.**

Brahler's is one of North America's top 50 commercial tire dealers and retreader. The company operates six (6) commercial sales and service centers in Missouri and Illinois along with a state-of-the-art retread plant located at the Jacksonville, IL headquarters. Brahler's is a full service dealer for Continental, General, AmeriSteel, Yokohama and Michelin brand tires and has been in business for over 37 years. Additional information on the company can be found at [www.brahlers.com](http://www.brahlers.com).