



News Release

FOR IMMEDIATE RELEASE

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Gateway to Innovation Truck Show is May 11, 2009

Brahler's Truckers Supply and Continental Tire North America sponsor a special truck show in St. Louis, highlighting innovations that improve the environment and help truck fleets reduce total operating cost.

St. Louis, MO, April 20, 2009:

Gateway to Innovation truck show opens on May 11, 2009 from 10:00 a.m. until 6:00 p.m. This very special show takes place at the St. Louis Business Center, 8000 Hall Street in North St. Louis, Missouri. Admission is free to trucking industry professionals.

The centerpiece of the show is Continental Tire's "*Untamed Innovation*" 83-foot customized truck information center and classroom. The exhibit introduces Continental's new series of fuel-efficient, high-mileage truck tires. Continental's EPA Smart Way Certified tires save fuel, reduce greenhouse gases, and cut trucker's total operating cost (TOC). Attendees can use the ContiCalculator™ to compare overall costs of tire brands and combinations.

More than *twenty-four other exhibitors* have new products designed to help truck operators cut operating costs, including lubricants, filters, accessories, and equipment.

This unique forum brings truck operators and suppliers together to preview the newest ways to make a positive impact on trucking's bottom line. The 2010 truck models include a new generation of EPA compliant diesel engines. Educational seminars provide a look into the future of truck operations with emphasis on cost savings and environmental issues.

Many exhibitors plan to offer show specials to fleet operators as part of a local "*stimulus package*."

More information is available at www.brahlers.com and www.continentaltire.com.

Attached are photos of Continental Tire's "Untamed Innovation" touring truck exhibit.

Untamed Innovation

