



## Freightliner Trucks Partners with the NASCAR Foundation

Mar 31, 2011

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LOUISVILLE, Ky. – Freightliner Trucks today announced its partnership with The NASCAR Foundation at the 2011 Mid-America Trucking Show (MATS). A series of special events supporting the Foundation is planned at the Freightliner Trucks booth #30115 during the tradeshow. Freightliner is the Official Hauler of NASCAR.

Established in 2006, The NASCAR Foundation helps provide medical treatment, creates educational opportunities and grants wishes for school-aged children. The efforts of The NASCAR Foundation have served more than 600 charities across the country, assisted in providing 20,000 children with medical treatment annually at its Speediatrics' hospital units, sent more than 1,000 children to Victory Junction camp and fulfilled 500 NASCAR Dreams by bringing youth to a race track for an once-in-a-lifetime NASCAR race experience.

To raise awareness of The NASCAR Foundation, Freightliner Trucks will display its specially-designed Coronado® at MATS. The truck features a custom paint job that showcases a candy-colored checkered flag and the silhouettes of children along the side of the cab. The NASCAR Foundation logo and its tagline “Every child deserves a champion,” are emblazoned on top of the hood logo, and a coordinating roof graphic completes the look.

In addition to the customized Coronado, NASCAR Day pins supporting Victory Junction through The Foundation will be available at the Freightliner booth for a \$10 donation for the duration of MATS.

“Freightliner Trucks is proud to support The NASCAR Foundation. Not only is it a natural extension of our relationship with NASCAR, but it is an important organization that makes a tremendous impact,” said TJ Reed, director of product marketing for Freightliner Trucks.

“We are thrilled to be a part of this event and working with a long time partner of our sport in Freightliner to bring awareness for the impact The NASCAR Foundation has for children across the country,” said Sandy Marshall, executive director of The NASCAR Foundation.

For more information on Freightliner Trucks, go to [www.FreightlinerTrucks.com](http://www.FreightlinerTrucks.com).

Freightliner Trucks is a division of Daimler Trucks North America LLC, headquartered in Portland, Oregon, and is the leading heavy-duty truck manufacturer in North America. Daimler Trucks North America produces and markets Class 4-8 trucks and is a Daimler company, the world's leading commercial vehicle manufacturer.

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