

Custom PR Tracking Report for Class 8 Truck OEM's

(Cumulative June 2007 - All Truck Tracks Monitored Magazines)

Advertiser	Magazine	PR Type	Description	Date	Fol	Pag	Ph	4c	Space	\$Value
Freightliner	Beverage World	PR/Product Release	OEM models featured in Ride and Drive event Rack and pinion steering	1/01/07	76	34	Y	Y	.25	2,424
				5/01/07	116	96	N	N	.12	912
-----									.37	3,336
	Bulk Transporter	PR/Product Release	Rack and pinion steering option New Mexican plant Model M2 series web site New Cascadia model	1/01/07	52	44	N	N	.25	744
				2/01/07	72	18	N	N	.12	357
				3/01/07	92	85	N	N	.16	476
				6/01/07	60	42	Y	Y	2.50	9,625
-----									3.03	11,202
	Commercial Carrier Journal	PR/Product Release	New Mexican plant New Cascadia model	2/01/07	98	22	N	N	.08	1,050
				6/01/07	98	68	Y	Y	1.00	16,410
-----									1.08	17,460
	Construction Trucks	Feature Editorial	OEM featured in article on new technology for construction trucks	6/01/07	16	4	Y	Y	.50	5,250
-----									.50	5,250
	Fleet Equipment	PR/Product Release	FleetCross program New Cascadia model New Cascadia model	3/01/07	70	14	N	N	.25	2,669
				6/01/07	62	4	N	N	1.00	10,675
				6/01/07	62	48	Y	Y	1.67	22,253
-----									2.92	35,597
Fleet Owner		Feature Editorial	OEM status with emission compliant engines	5/01/07	90	33	N	N	.33	4,675
		PR/Product Release	Truck donations to Forgotten Harvest New Cascadia model	2/01/07	110	108	Y	Y	.25	4,547
				6/01/07	102	48	Y	Y	1.00	18,189
		Quoted Information	OEM comments on 2007 business OEM comments in Count Down '07 editorial supplement	1/01/07	82	32	Y	Y	1.00	18,189
				1/01/07	82	49	N	N	.50	7,083
5/01/07	90	49	Y	Y	.50	9,095				
6/01/07	102	64	N	N	.25	3,542				
-----									3.83	65,320

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Heavy Duty Trucking	<i>Feature Editorial</i>		OEM services outlined in fleet maintenance article Road test article on new Cascadia model	2/01/07	122	37	N	N	.50	6,809	
				6/01/07	146	122	Y	Y	5.00	87,850	
	<i>PR/Product Release</i>		Mirror wind tunnel tests Rack and pinion steering option New Mexican plant OEM products showcased in article on large car trucks Final Freightliner production in Portland Rack and pinion steering option	1/01/07	174	14	N	N	.12	1,634	
				1/01/07	174	14	N	N	.08	1,089	
				2/01/07	122	26	N	N	.25	3,405	
				3/01/07	152	73	Y	Y	.33	5,798	
				5/01/07	122	26	N	N	.08	1,089	
				6/01/07	146	120	Y	Y	2.00	35,140	
	<i>Quoted Information</i>		OEM comments in article on aerodynamics testing OEM comments on industry trends	1/01/07	174	52	N	N	.33	4,494	
				5/01/07	122	32	Y	Y	1.00	17,570	

	Total for Heavy Duty Trucking									9.69	164,878
	Land Line	<i>PR/Product Release</i>		New Mexican plant Rack and pinion steering option New Cascadia model	2/01/07	124	67	N	N	.12	1,118
6/01/07					140	76	Y	Y	1.00	11,642	
6/01/07					140	115	N	N	.16	1,490	

Total for Land Line									1.28	14,250	
Motor Truck	<i>PR/Product Release</i>		New Cascadia model	6/01/07	40	16	Y	Y	.82	3,952	

Total for Motor Truck									.82	3,952	
Overdrive	<i>Feature Editorial</i>		OEM comments and offerings noted in in-cab air filter article Review article on new Cascadia model	1/01/07	86	28	N	N	.33	5,211	
				6/01/07	110	26	Y	Y	2.00	39,478	
	<i>PR/Product Release</i>		Rack and pinion steering	2/01/07	90	50	Y	Y	.12	2,369	

Total for Overdrive									2.45	47,058	
Refrigerated Transporter	<i>PR/Product Release</i>		Rack and pinion steering option EPA engine certification New plant in Mexico New Cascadia model	1/01/07	52	15	N	N	.16	476	
				1/01/07	52	45	N	N	.12	357	
				3/01/07	52	15	N	N	.16	476	
				6/01/07	52	29	Y	Y	1.00	3,850	
	<i>Quoted Information</i>		OEM comments on emissions for 2007 engines	1/01/07	52	28	N	N	.50	1,488	

Total for Refrigerated Transporter									1.94	6,647	

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Advertiser	Magazine	PR Type	Description	Date	Fol	Pag	Ph	4c	Space	\$Value
	Road King	<i>Feature Editorial</i>	OEM product testing facilities in feature article Road test article on new Century Class model OEM offerings in article on hybrid trucks	2/01/07	66	16	Y	Y	.50	6,213
				2/01/07	66	22	Y	Y	1.50	18,638
				6/01/07	90	24	Y	Y	.50	6,213
				Total for Road King						
	RoadStar	<i>Feature Editorial</i>	OEM product showcased in article on large car trucks OEM services listed in Breakdown Guide article Road test article on new Cascadia model	1/01/07	92	33	Y	Y	.33	4,567
				4/01/07	82	30	M	M	.33	3,243
				6/01/07	88	56	Y	Y	4.50	62,271
				Total for RoadStar						
	Successful Dealer	<i>PR/Product Release</i>	New Cascadia model	6/01/07	62	52	Y	Y	.50	6,410
				<i>Quoted Information</i>	OEM comments in article on 2007 engine changes	3/01/07	62	60	N	N
		Total for Successful Dealer							.58	7,102
	The Trucker	<i>Feature Editorial</i>	OEM featured in Year in Review article	1/14/07	92	51	Y	Y	.25	1,001
				<i>PR/Product Release</i>	Electronically controlled brake system 2007 EPA engine certification Rack and pinion steering New Cascadia model Rack and pinion steering	1/31/07	84	47	Y	Y
		2/14/07	88			55	Y	Y	.33	1,322
		3/14/07	94			56	Y	Y	.33	1,322
		5/31/07	96			1	Y	Y	1.00	4,005
		5/31/07	96			9	Y	Y	.50	2,003
		<i>Quoted Information</i>	OEM comments on industry trends OEM comments on industry issues			4/30/07	96	35	Y	Y
				5/31/07	96	9	Y	Y	.50	2,003
Total for The Trucker							3.83	15,340		
	Today's Trucking	<i>Feature Editorial</i>	Ride/drive article on new Coronado model	3/01/07	88	71	Y	Y	2.34	13,853
				<i>PR/Product Release</i>	New Cascadia model	6/01/07	80	49	Y	Y
		<i>Quoted Information</i>	OEM comments on industry trends			5/01/07	82	18	Y	Y
				Total for Today's Trucking						

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	Trailer/Body Builders	<i>PR/Product Release</i>	Rack and pinion steering option	1/01/07	166	151	N	N	.16	476
			Model M2 Series web site	3/01/07	126	117	N	N	.16	476
			New M2 series models	5/01/07	74	51	Y	Y	1.50	5,775
			-----							Total for Trailer/Body Builders
	Transport Topics	<i>PR/Product Release</i>	Electronically controlled brake system	1/01/07	32	29	N	N	.08	758
			Rack and pinion steering	2/26/07	32	1	Y	Y	1.25	14,223
			New Cascadia model	5/07/07	40	1	Y	Y	.50	5,689
			New air disk brake option	6/25/07	32	1	N	N	.12	1,137
		<i>Quoted Information</i>	New Class 8 design for 2010 engines	4/02/07	36	5	Y	Y	.25	2,845
-----							Total for Transport Topics	2.20	24,652	
	Truck News	<i>PR/Product Release</i>	2007 EPA engine certification	2/01/07	80	48	N	N	.12	521
			Rack and pinion steering	5/01/07	88	59	N	N	.50	2,173
			New Cascadia model	6/01/07	104	60	Y	Y	1.50	8,400
		<i>Quoted Information</i>	OEM comments in article on aerodynamics	2/01/07	80	49	N	N	.25	1,086
-----							Total for Truck News	2.37	12,180	
	Truck Parts & Service	<i>PR/Product Release</i>	New plant in Mexico	4/01/07	58	9	N	N	.08	805
-----							Total for Truck Parts & Service	.08	805	
	Truck West	<i>PR/Product Release</i>	Rack and pinion steering	5/01/07	48	20	Y	Y	.50	1,910
			New Cascadia model	6/01/07	48	30	Y	N	2.00	5,790
		<i>Quoted Information</i>	OEM comments in article on aerodynamics	2/01/07	32	23	N	N	.25	724
-----							Total for Truck West	2.75	8,424	
	Truckers News	<i>PR/Product Release</i>	New Cascadia model	6/01/07	128	18	Y	Y	.75	16,175
-----							Total for Truckers News	.75	16,175	

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	Utility Fleets	<i>Feature Editorial</i>	OEM offerings shown in article on hybrid technology	2/01/07	42	8	Y	Y	.50	2,398
		<i>PR/Product Release</i>	New Mexican plant	2/01/07	42	7	N	N	.33	1,254
		Total for Utility Fleets								.83
	Waste Age	<i>Quoted Information</i>	OEM comments in article on truck air suspensions	3/01/07	76	24	N	N	.33	1,360
		Total for Waste Age							.33	1,360
	highwayStar	<i>Feature Editorial</i>	Ride/drive test article on new Coronado model	1/01/07	72	20	Y	Y	3.00	12,660
		<i>PR/Product Release</i>	Rack and pinion steering	2/01/07	72	22	Y	Y	.67	2,827
			New Cascadia model	6/01/07	56	16	Y	Y	2.00	8,440
		Total for highwayStar								5.67
Total for Freightliner									62.12	628,052
International	Beverage Industry	<i>PR/Product Release</i>	Meritor/Wabco brakes standard option	1/01/07	58	44	N	N	.08	474
			New MaxxForce engines	5/01/07	66	50	Y	Y	.50	4,015
		Total for Beverage Industry								.58
	Beverage World	<i>PR/Product Release</i>	New MaxxForce diesel engines	2/01/07	84	64	Y	Y	.16	1,551
			Double Coin tires as option	3/01/07	84	62	N	N	.12	912
			New MaxxForce engines	5/01/07	116	95	N	N	.50	3,800
Total for Beverage World								.78	6,263	
	Bulk Transporter	<i>PR/Product Release</i>	New 2008 models	5/01/07	52	42	Y	Y	.75	2,888
Total for Bulk Transporter									.75	2,888
	Commercial Carrier Journal	<i>PR/Product Release</i>	Double Coin tires as an option	2/01/07	98	22	N	N	.08	1,050
			New ProStar production	3/01/07	138	28	N	N	.08	1,050

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