
Subscriber/Client Reference List

The Truck Tracks Advertising Tracking Service provides a wealth of data on competitive advertising activity for truck industry suppliers and publishers. This reference list defines those who have taken advantage of the Truck Tracks data base of information through yearly subscriptions or purchase of detailed reports.

Truck/Trailer OEM

Ford Truck Operations
Freightliner Corporation
Kenworth Truck Company
Mitsubishi Fuso
Hino Diesel Trucks
Navistar/International
Peterbilt Motors
Mack Trucks
GMC Trucks
Chevrolet Medium Duty
Volvo Trucks North America
Sterling Trucks
Fruehauf Trailer
Western Star

Magazine Publishers

Babcox Publications
Commercial Carrier Journal
Heavy Duty Trucking
Overdrive
Fleet Equipment
Fleet Owner
Truck Fleet Management
Truckers News
Truck Sales & Leasing
Engineering News Record
Go-West
Light&Medium Truck
Truck Parts & Service
Southern Motor Cargo
Successful Dealer
RoadStar
Road King
Truckers News
Trucking Co.
Transport Topics

Industry Suppliers

Goodyear Tire
Continental General Tire
Eaton Truck Components
ArvinMeritor
Detroit Diesel
Holland Neway International
Amoco Oil
Chevron Oil
Shell Oil
Pennzoil
ExxonMobil
Motor Wheel
Hayes Wheels International
Dana Spicer Divisions
National Auto/Truckstops
Allied Signal (Bendix)
Hendrickson Trailer Suspension
Hendrickson Truck Suspension
Donaldson Company
TTC/Spicer Transmission
Allison Transmission
Michelin Tire
Shell Products Canada
Park 'N View Media
Qualcomm
BP/Castrol