



February 11, 2016

Holland Supports Trucking Moves America Forward With 20 Trailer Wraps

HOLLAND, Mich., Feb. 11, 2016 (GLOBE NEWSWIRE) -- Holland has purchased 20 trailer wraps helping to share the importance of the Trucking Moves America Forward (TMAF) image campaign. Every day millions of trucks travel across the United States helping to move America forward. A great number of those are Holland trucks. We agree with the TMAF in seeking "to ensure that policymakers and the public understand the importance of the trucking industry to the nation's economy."

"We are proud to be a part of the Trucking Moves America Forward (TMAF) program. Holland is wrapping 20 of our newest trailers with the **'It takes 7 million people to move America'** message. We hope this message reaches hundreds of thousands of Americans, enhancing understanding and appreciation of the many hardworking professional drivers in the trucking industry--like those who drive for Holland," said Holland president Scott Ware.

"Holland's commitment to sharing the 'Trucking Moves America Forward' campaign not only demonstrates their enthusiasm for trucking, but I also believe it is the kind of spark that will continue to educate the American public that trucking is safe, essential and making an impact on our carbon footprint," said Kevin Burch, First Vice Chairman of the American Trucking Associations. "The passion Holland is showing with their commitment to the campaign is further evidence that Holland is part of the strong trucking community and wants to bring positive recognition to the more than 7 million people who work in it."

Ware added, "Holland employees and drivers work to bring industry-leading, quality next-day service to our customers. Holland drivers make safety a number one priority. It is only fitting that Holland professional drivers share the importance of trucking in our economy with these 20 new 'It takes 7 million people to move America' rolling billboards. Our drivers will take great pride in showcasing their expertise while delivering Holland customers' goods across our great service region with these trailers."

The Trucking Moves America Forward campaign launched in March 2014 at the Mid-America Trucking Show in Louisville, Kentucky to inform policymakers and the public about the many contributions trucking makes to our daily lives. Trucks are critical to our national and global economy, to our families, to our businesses and so much more.

About Holland

Holland has long been recognized for delivering the most next-day service lanes in its territory and annually records one of the lowest claim ratios in the industry. Founded in Holland, Mich., in 1929, Holland provides industry-leading, on-time reliability for less-than-truckload shipments in the central and southeastern United States and in eastern Canada. Holland, recognized by *Logistics Management* magazine with its 2015 Quest for Quality award for 30 consecutive years, was honored for performance excellence in South/South Central LTL Regional Motor Carriers, Midwest/North Central LTL Regional Motor Carriers and Expedited Motor Carriers. For more information, visit hollandregional.com. Holland is a subsidiary of YRC Worldwide (NASDAQ:YRCW).

Website: hollandregional.com

Facebook: <http://www.facebook.com/hollandregional>

Twitter: <http://www.twitter.com/hollandregional>

LinkedIn: <http://www.linkedin.com/company/holland>

YouTube: <http://www.youtube.com/hollandregional>

GooglePlus: <http://www.gplus.to/hollandregional>

Media Contact: Mike Kelley

YRC Worldwide Inc.

913-696-6121

Mike.Kelley@yrcw.com

 Primary Logo

Source: YRC Worldwide Inc.

News Provided by Acquire Media