

ATA's 75-Year Commitment to Safety

As the national representative of the trucking industry, ATA has always been committed to improving the safety of the trucking industry as well as the safety our nation's roads and highways. This commitment is deep-rooted — and is reflected in the language of the associations' mission statement and original certificate of incorporation filed in 1933.

ATA's strong interest in safety was evident at its very first annual convention in 1934 when its first president, Ted V. Rodgers, urged the associations' membership to

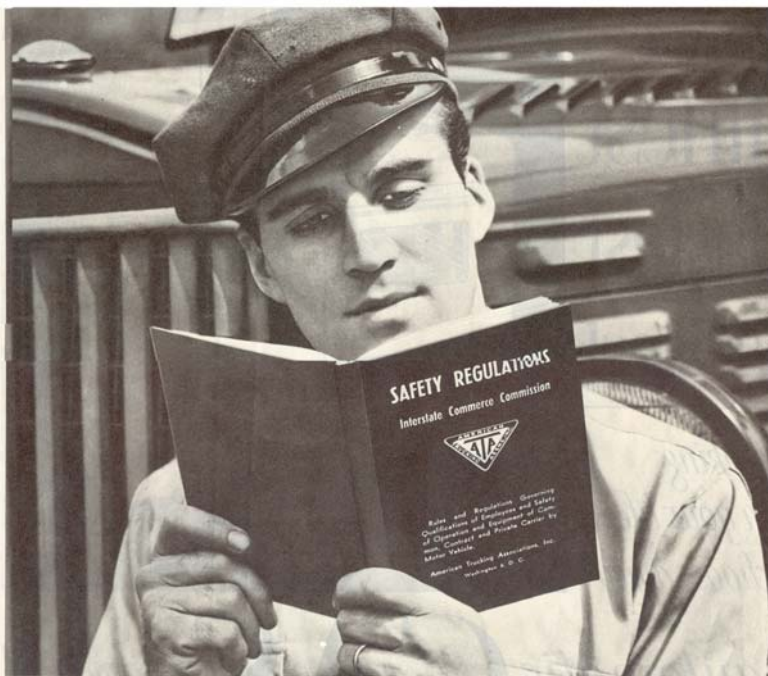


adopt "a program to promote safety and courtesy on the street and highway." Trucking company representatives at the meeting gave swift approval of the idea.

Shortly after this inaugural ATA safety program initiative, the industry united again, under the leadership of ATA, to help draft the first set of federal regulations pertaining to trucking safety. In 1937, two years after passage of the Motor Carrier Act brought interstate trucking companies under federal regulation, fleet operators voluntarily gave their assistance to the Interstate Commerce Commission when the agency began writing safety rules. ATA's fleet operators understood the need to have practical, uniform federal safety regulations in place. These rules were published in 1939 and became effective on January 1, 1940.

Through participation in ATA over the past 75 years, the trucking industry has continued to give advice to the federal government on the practicality of safety rules and regulations. In the 1970s, shortly after the creation of the U.S. Department of Transportation, the industry assisted U.S. DOT's Bureau of Motor Carrier Safety in developing medical standards for drivers and provided a great deal of advice on the practicality of braking requirements for new trucks. In the 1980s, ATA lobbied for a new Commercial Driver License law aimed at improving safety by standardizing the testing and licensing process. After passage of this law, ATA provided substantial assistance to BMCS' successor, the Office of Motor Carriers, in drafting the CDL regulations that took full effect in 1992. More recently, beginning in early 2000 shortly after the creation of the Federal Motor Carrier Safety Administration, ATA and the industry have provided guidance, industry expertise, supply chain experience and real-world data to FMCSA on several revisions to the driver hours-of-service regulations.

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Here's one of the stiffest BOOKS OF RULES in the country!

It Protects Your Safety on America's Streets and Highways

When a truck driver climbs on his truck, he becomes a public servant. And as a public servant, his first duty is to protect the safety of his fellow citizens.

Even before he has earned the right to sit behind his wheel he has had to pass a series of tests, so difficult that probably not 1 motorist in 10 could pass. Your "Big Brother" of the open road is a safe driver. He knows, from

training and experience, that "safety is no accident!"

You know from personal experience how truck drivers dim their lights for you... how they let you pass the moment it's safe... how they give you every possible "break" to ease your strain of driving.

Since trucks *must* roll, we make it our business to develop the *safest* and most *courteous* drivers in the world!



This target on a truck shows that the company and driver are pledged to *courtesy* and *safety* on the road. They are taking active part in the National Courtesy and Safety Campaign sponsored by the American Trucking Associations.

THE AMERICAN TRUCKING INDUSTRY
AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON, D. C.

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In addition to shaping federal safety regulations since the 1930s, two of ATA's earliest safety programs have withstood the test of time and continue today. One is the ATA Safety Awards & Recognition Program (originally called the "Safe Driving Award" program), which started in the mid-1930s after the membership's vote at the 1934 inaugural ATA convention (mentioned above). Under this program, drivers who perform safely and achieve clean driving records are honored with lapel pins and other items that are nationally recognized as symbols of safety excellence. This long-standing ATA safety program has included a "National Driver of the Year" award since 1947.

The second safety program, originally called the National Truck Rodeo and in 1985 renamed the National Truck Driving Championships, has been held each year since 1937 except during World War II. This competition determines the safest drivers in the nation based on their ability to safely maneuver a commercial vehicle (selecting one of several truck types) through a challenging driving course, conduct a thorough pre-trip inspection, exhibit a high degree of professionalism and score best on a written exam. This championship competition has been dubbed the "Super Bowl of Safety" by the trucking industry.

More recent ATA safety programs include the "America's Road Team" and the "Share the Road" programs.



President Harry S. Truman accepts the first safety sticker distributed in the "Do Bee A Careful Driver" campaign sponsored by the Romper Room television program and American Trucking Associations. Also shown is Virginia Adams, representing "The Romper Room Show" and Eugene F. Gray, president of the Kansas City Junior Chamber of Commerce. Mr. Truman promised installation of the sticker on the rear bumper of his car.

America's Road Team, started in the 1980s and currently sponsored by ATA and Volvo Trucks North America, is a national public outreach program led by an elite group of professional drivers who have superior driving skills, remarkable safety records and a strong desire to spread the word about the safety of the trucking industry and every-

one's responsibility to promote safety on our highways. The Share the Road program, started in the 1990s and currently sponsored by ATA, Mack Trucks and Michelin North America, travels around the country to educate motorists about how trucks and cars can safely share the road. By hosting media events in state capitals, in cities across the United States, at high schools, auto shows and motorcycle rallies, veteran professional truck drivers communicate safe-driving techniques to improve highway safety for both car and truck drivers.

ATA's ongoing assistance and advocacy on practical safety laws and regulations since the 1930s, coupled with ATA's long-standing safety programs, have led the industry to achieve remarkable safety improvements over the past 75 years. ■



America's Road Team. Back row (left to right): Bill Burton (formerly Jevic Transportation), Steve Eckhoff (Hogan Transports), Al Adams (Roadway), Dennis Day (Con-way Freight), Kent Durant (Roadway), Steve Fields (Yellow Transportation); Larry Shelton (King, NC). Front row (left to right): Manny Franco (UPS Freight), Rick Whittle (Bulldog Hiway Express), Tony Spero (ABF Freight System), Tony Sifford (FedEx Ground), Rich Scholl (Roadway), Chris Serviss (Wal-Mart Transportation), Wayne Crowder (FedEx Freight), Mack McAdory (FedEx Ground), Clarence Jenkins Jr. (UPS Freight).