

As a demonstration of appreciation for truck drivers, IVECO SA and the Road Freight Association have launched the #ThankYouTrucker competition. This initiative, to recognise, celebrate and thank extraordinary truck drivers, will run from 1 May to 31 July 2021. The winner of the coveted Award will drive away with R50 000.

This new competition is a way of saying "thank you" to the truckers on our roads, who work tirelessly to keep South Africa moving. "Truckers have had an especially challenging year amidst the COVID-19 pandemic," says Martin Liebenberg, Commercial Manager of IVECO SA. "They have been our unsung heroes, delivering food, medicine and other essentials during the hard lockdown, and beyond that, ensuring that we continued to have much-needed and much-loved non-essential items.

"The life of a truck driver is not easy: they spend many hours away from their loved ones and their homes," continues Liebenberg. "In recognition of their dedication, IVECO SA and the RFA have collaborated on this initiative. IVECO is "your partner for sustainable transport", drivers are an integral component of sustainable transport and through this initiative we are aiming to acknowledge the role of truck drivers and also to raise public awareness of the contribution of these unsung heroes.."

#ThankYouTrucker is looking for the most extraordinary freight driver, a remarkable individual who goes above and beyond the call of duty. This driver is helpful, trustworthy, dependable, caring and passionate about his/her career in trucking.

"Almost every aspect of our daily lives is made possible because a truck driver delivered the goods and resources people need," adds Gavin Kelly, Chief Executive Officer of the Road Freight Association. "If you got it, a truck brought it! The #ThankYouTrucker competition is our way of paying tribute to all our truck drivers for their hard work, dedication and commitment."

How the competition works

Company owners, operations managers, direct line managers or fleet managers may nominate a driver/s and submit a motivation online at

www.thankyoutrucker.co.za

The deadline for entries is 5 July 2021, after which five finalists will be shortlisted. The finalists will be announced on 9 July and the public will have up until 24 July to vote online for the most deserving trucker.

The driver with the most votes will win.

The Transport Industry's Choice

"We encourage all road freight operators to celebrate their drivers' achievements and submit nominations, concludes Liebenberg. "We look forward to receiving nominations and sharing the stories of South Africa's exceptional truck drivers."

The #ThankYouTrucker competition is supported by Arrive Alive and the Road Traffic Management Corporation.



#ThankYouTrucker

An Initiative by: **IVECO** in partnership with: **THE ROAD FREIGHT ASSOCIATION**



DO YOU HAVE AN
EXCEPTIONAL DRIVER?
TELL US
ABOUT HIM/HER AND THEY
CAN WIN!

TO ENTER YOUR DRIVER
AND FOR MORE INFORMATION VISIT:
WWW.THANKYOUTRUCKER.CO.ZA

FIRST PRIZE
R 50 000

COMPETITION RULES

- Only drivers in the road freight industry in SA can be nominated
- Only company owners or fleet managers may enter a driver
- Closing date is 15 July 2021
- Entries must be submitted online at www.thankyoutrucker.co.za

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