



AMERICAN TRUCKING ASSOCIATIONS

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★ *Driving Trucking's Success*

Bill Graves
President and Chief Executive Officer

January 23, 2006

Mr. E. Neville Isdell
Chairman and Chief Executive Officer
Coca-Cola
One Coca-Cola Plaza
P.O. Box 1734
Atlanta, GA 30301

Dear Mr. Isdell:

I write on behalf of the American Trucking Associations (ATA), the more than 37,000 trucking companies that comprise our Federation, and their professional truck drivers.

This letter is in reference to your pending Super Bowl 2006 Full Throttle national advertising campaign and, in particular, the anti-trucking television spot profiled in the January 19, 2006 edition of USA Today (copy enclosed).

We strongly believe that this advertisement, featuring a loaded semi-tractor trailer forcing a much smaller passenger vehicle off the road, will reinforce and help perpetuate a negative stereotype that the trucking industry and our professional drivers have fought long and hard to overcome.

The impression left by the ad does not accurately reflect the trucking industry's safety record and commitment to operating safely on our nation's roads. Just weeks ago, the U.S. Department of Transportation announced that the 2004 fatal crash rate for large trucks has dropped to its lowest point since the federal government began keeping large truck safety records in 1975. This is a tribute to the ongoing safety efforts being made by our motor carriers and their drivers.

It is especially hard to understand your use of a truck in this negative manner as, without a doubt, every single product produced by Coca-Cola is delivered by trucks throughout the production and marketing processes.

Good stuff.




Day in and day out America's truck drivers, including thousands in their red and white Coca-Cola trucks, leave their homes and families to go to work with safety and service being first on their minds. They take great care to safely share the road with other motorists. The highways are their workplaces; truck drivers wouldn't want them any other way than safe for everyone.

I realize that a tremendous amount of time, energy and money have gone into the production and placement of this ad. I am also aware of the high expectations placed on product marketing in conjunction with the Super Bowl. My request would be that Coca-Cola showcases its great product in a manner that does not do so at the expense of our industry image.

Thank you for reading my concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Graves", written in a cursive style.

Bill Graves

Coca-Cola ads to kick off Super Bowl with pregame show

By Theresa Howard
USA TODAY

NEW YORK — Coca-Cola is back at the Super Bowl — sort of.

Rival Pepsi-Cola, which has two minutes of ad time in the game Feb. 5 on ABC, has had the Super Bowl to itself for eight years. Coke still didn't spring for

Advertising in-game ads this year, but is paying the primary sponsor of the last 30 minutes of pre-game programming before the coin toss.

The *Full Throttle Kickoff Show* will include three ads for the drink Coke hopes can take sales from top-selling Red Bull, as well as PepsiCo's Mountain Dew Amp. The first national push for the brand is part of Coke's strategy to make a bigger marketing splash in 2006 and to capture more of the growth in non-traditional soft drinks.

"The competition was Coke vs. Pepsi 10 years ago," says Alison Lewis, Coke's senior vice president

of integrated marketing. "Our business has evolved over the past 10 years, and with that evolution, we have entered into new categories."

Energy drinks, with caffeine and additives such as ginseng, are among the hottest. Red Bull leads with a 47% share built with grassroots promotion. Year-old Full Throttle has 7%.

A 60-second Super Sunday ad plays off Full Throttle's 16-ounce can — double the size of a Red Bull can. In the ad, a Full Throttle semi plows through neighborhoods recruiting mainly men from humdrum lives. At the close, it pushes Red Bull's signature silver-and-white truck off the road. Tagline: Let Your Man Out.

Coke passed on spending \$2.5 million per 30 seconds in the game. For about half that, it got its name on the kickoff show, plus 2.5 minutes of pre-game ad time. It'll use some for two ads for Vault, another new drink, elsewhere in ABC's 3.5 hours of pre-game shows.

Other Super Bowl ad highlights:



Getting throttled: A Full Throttle ad features a semi going after Red Bull's signature silver-and-white truck.

► **Cheesy pre-game ads.** Ten Pizza Hut ads launch its Cheesy Bites pizza with crust pinched into 28 cheese-filled bites. Jessica Simpson and Miss Piggy sing "These bites were made for popping."

"It's a huge showcase, but it's also a huge occasion for ordering," says chief marketer Tom James.

► **They're haack.** Big returns led rookies Career Builder and Emerald Nuts to buy game ads again.

Career Builder brings back its office chimps in two ads after commercials last year helped boost first-quarter revenue 88%.

Emerald Nuts saw sales jump 56%, says Michael Mendes, president. In this year's 30-second ad, characters play a letters game.

► **No sweat.** An ad last year helped deodorant Degree for Men grow the year's sales 35%, says Kevin George, marketing head for Unilever deodorants. Degree returns with a funny take on the exciting everyday lives of men living in "Stunt" city. "Big brands do big things," says George. "That's what Super Bowl is all about."

► **Language hybrid.** Toyota touts its Hybrid Camry in a bilingual ad. A Hispanic father explains how the car switches between gas and electric power. The son compares it with his dad's switch between English and Spanish.

► **Two firsts.** Nationwide Insurance makes its national and Super Bowl ad debuts with Fabio in an ad about how fast life can change.