

Great American Insurance To Give Away Freightliner at Mid-America Trucking Show

Mid-America Trucking Show

CINCINNATI--(BUSINESS WIRE)--Great American (NYSE:AFG)(NASDAQ:AFG), one of the nation's leading insurers of independent owner operators, will give away more than just a bag of trade show trinkets at the upcoming Mid-America Trucking Show to be held March 22-24, 2007 in Louisville, KY. One lucky winner will be chosen at random from entrants in the company's BIG RIG GIVEAWAY Sweepstakes.

Great American is giving away a 2002 Freightliner Classic XL, enhanced by 4 State Trucks, home of TV's famous Chrome Shop Mafia. 4 State Trucks is well-known for truck makeovers that include customized interiors and elaborate airbrushed graphics on the truck's cab and trailer. "This Freightliner will be completely 'tricked out,'" according to Tim Clinton, Director of Marketing for Great American's Trucking Division.

Great American has participated in the Mid-America Trucking Show for years and expects its BIG RIG GIVEAWAY to attract heavy traffic for its booth this March. "We understand that truckers at Mid-America aren't thinking about insurance," Clinton admits, "but they should be. We wanted to shine a really big spotlight on one of the most important business purchases an owner-operator makes besides his truck."

Great American's Trucking Division was established in 1993. Staffed by trucking industry experts, the program is dedicated to the owner-operator segment. "We hire people that have backgrounds in trucking as administrators, body shop managers, and mechanics, and teach them insurance," explains Clinton, "instead of the other way around."

To enter the "BIG RIG GIVEAWAY," visit the Great American Trucking website at www.GreatAmericanTrucker.com. The contest is open to Class A commercial licensed drivers ages 18 or older. Employees and families of sponsors are not eligible. No purchase or payment is necessary to enter or win. The winner is responsible for insurance, taxes and fees. Void where prohibited by law.