



Owner-Operator Independent Drivers Association, Inc.

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July 28, 2010

Mark Barnes
COO/Interim President
Volkswagen of America, Inc.
2200 Ferdinand Porsche Drive
Herndon, VA 20171

Mr. Barnes,

As the national association representing professional truckers, we have deep concerns about the latest Jetta LE commercial, "Shoot the Gap."

Portraying one of your customers as feeling compelled to race between two 80,000 pound vehicles sends the wrong message about how to drive responsibly and undermines efforts by the trucking industry to reduce highway fatalities.

Statistics from the National Highway Traffic Safety Administration indicate that most crashes involving trucks and automobiles are caused by the behavior of the person driving the automobile. Your commercial makes light of what our members see as extremely dangerous behavior.

In a time where there are national campaigns to lower distracted driving behaviors such as texting, "Shoot the Gap" seems to ignore relevant concerns about highway safety in the name of humorous advertising.

Our members take pride in their jobs and constantly face what they feel is undue criticism each time a media report blames a trucker for a highway fatality.

Please consider these comments as you seek to influence your audiences in promoting your products.

Thank you and best regards,

A handwritten signature in black ink, appearing to read 'Jim Johnston', is written over a white background.

Jim Johnston
President