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PRESS RELEASE

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For Immediate Release

Refreshing the look of National Van Lines Trailers

Broadview, IL April 16, 2021— National Van Lines is pleased to announce new designs for the National Van Lines fleet of trailers and agent trucks. The new designs are an updated, brand-forward presentation to engage our consumers. We began using the new look in April 2021 on three new 53-foot trailers.

For decades, there was a departure from featuring the logo representing National Van Lines on our trailer design history. As we focus more on the consumer, we want to make sure our brand is crisp, clear and upfront. It only makes sense to carry our overall brand work through our most significant, most impactful promotional tool, our fleet of trailers and our agent trucks. “I love the refreshed design and the prominent positioning of our logo. We’re excited about the many positive changes going on in the company and this is a public way to share with the world that it’s not just ‘business as usual’ at National Van Lines.” said Tim Helenthal, CEO of National Van Lines.

A new feature of the trailer design is the National Van Lines All-Star Driver Program. “Baseball cards” designed to boost our tenured, award-winning drivers. These cards will replace the standard “Drive for National” jargon you see on the back of current trailers and have become ubiquitous in the trucking industry.



We treat our drivers like superstars. We want a way to show all Household Goods drivers that we care about them and try to do it in a very visible way! “When I was a kid, we used to collect baseball cards with our favorite players. I wanted to bring this sense of fun into a critical part of our business - driver recruitment,” said Todd Gordon, Vice President of Marketing. He added, “When driving, I kept seeing the same thing on the back of every truck. Nothing made an impact. Nothing I saw would entice me to pick up the phone. I thought that something out-of-the-box might do a better job”.

[About National Van Lines](#)

Specialties

Our national long-distance moving company understands the stresses and worries of moving. Whether you need to move across the country or the world, we are the [partner you can count on](#). We provide full-service moving, packing and storage services for all our residential or commercial long-distance moving clients. Our goal is to deliver 100% customer satisfaction in all we do. [Contact us](#) or [locate an agent](#) for a FREE moving quote on any of our moving services.

History

Established in 1929, National Van Lines is proud to have a history of service stretching back nearly 100 years. What started as a one-person operation has grown into a full-service moving company providing the best in residential moving, commercial moving, warehouse and storage, and more. Originating in Chicago, National Van Lines offers moving services across the country and the world. We’re standing by to help make your next relocation experience the easiest ever.