



Media Contacts:

National Private Truck Council

Instructional Technologies, Inc.

Gary Petty
President and CEO
(703) 838-8876
gpetty@nptc.org

Thom Schoenborn
Vice President of Marketing
360-576-5976 x121
thom@instructiontech.net

New Private Fleet Online Training Launched

Next-generation resource provides professional education about finance, operations, safety, human resources, and vehicle and equipment maintenance.

Vancouver, WA – Oct. 10, 2011 — Private Fleet Management Online[®], a new and enhanced interactive training curriculum for transportation managers, has been launched by the National Private Truck Council (NPTC) and Instructional Technologies, Inc.

Private Fleet Management Online[®], which replaces NPTC’s Fleet Learning Center, contains the most comprehensive resource guide to private fleet management ever assembled. This new program delivers education and training that is practical, relevant, real-job focused—and both convenient and affordable.

“The management layer of the trucking industry needs access to this kind of training,” said Gary Petty, NPTC President and CEO. “Even if a manager isn’t trying to earn the CTP, they’re probably taking on more responsibility. This management training gets them up to speed on the different facets of trucking fast. And that’s why we chose Instructional Technologies; they know how to ensure that great training sticks. They produce excellent training.”

Practical Training on Trucking Operations

The training focuses on all aspects of a trucking operation, whether a private fleet or over-the-road fleet:

- Finance
- Fleet Operational Management
- Safety, Security and Compliance
- Human Resources & Workforce Development
- Equipment and Maintenance Strategies

The curriculum is based upon a comprehensive job analysis study conducted by NPTC of its members. The study identified 47 tasks focusing on the knowledge,



skills, and abilities essential to successful private fleet management. These have been categorized into five core disciplines that form the heart of NPTC Certified Transportation Professional®.

Leveraging the training content used to earn the Certified Transportation Professional (CTP) designation, this training expands ITI's reach from the truck and into the enterprise. This curriculum is the most extensive curriculum for professional transportation managers available online.

Available on Mobile Devices

"This kind of professional, ongoing education tends to be studied in someone's off-hours, almost like you were going back to school. Therefore, we'll be making this training available online, as well as on mobile devices like smartphones and tablets," said Dr. James Voorhees, CEO of Instructional Technologies.

Accessible to All, NPTC Members Get Discount Access

The exclusive partnership allows ITI to sell the training directly and through its partners. The training will launch in Q2 of 2012, and will be available to everyone. Members of the NPTC will receive a discount.

About the National Private Truck Council

Founded in 1939, the National Private Truck Council is the only national trade association exclusively representing the interests of the private truck industry and corporate/business private truck fleet management. NPTC is the premier marketplace of information, networking and skill building for private fleet professionals as it leads in shaping the future of corporate transportation.

About Instructional Technologies, Inc.

Instructional Technologies, Inc. stands alone at the top of the truck driver training market with their groundbreaking training programs: Pro-TREAD and Pro-TREAD In-Cab. With a constantly growing and always up-to-date menu of over 70 interactive lessons, Pro-TREAD trains on average 70,000 drivers and warehouse workers every month, and more than 3.5 million lessons have been taken to date. Pro-TREAD is chosen by some of the largest private and for-hire fleets, including Schneider, Ryder, US Express, FedEx, and CVS Pharmacy. More information can be found at www.instructiontech.net.

For media inquiries:

Thom Schoenborn

360.576.5976 x.121

thom@instructiontech.net



###