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## **Northland Advantage - We Know The Road**

(DESCRIPTION)

Northland Insurance

(SPEECH)

[ROCK MUSIC]

SPEAKER: Since 1948 when Northland Insurance first opened for business, the trucking industry has gone through a lot of changes. 1956, US interstate system is created. Early 1960s, Northland Insurance goes national. During the '60s and '70s, cab-over engine trucks came into widespread use.

1973, OPEC imposes oil embargo. 1980, Motor Carrier Act partly deregulates industry. 1999, used truck price crises leaves trucking companies fighting bankruptcy. 2008, soaring fuel prices clobber freight volume. 2016, ongoing shortage of truck drivers is a key issue facing the industry.

Looking ahead, what will new technologies like self-driving trucks bring? Right now, it's anyone's guess. But rest assured, we're on this journey with you. You deserve a company that has seen it all and can protect your interests with a commitment that will never waver, no matter what. We know the road. That's the Northland advantage.

(DESCRIPTION)

A blue cartoon semi truck drives on a road

Logo, Northland Insurance

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