

Six Years On The Road

THE DRIVER, The Professional Trucker's Audio Magazine, celebrates its sixth year of providing company-specific content in an entertaining format to thousands of trucking company drivers.

Franklin, TN October 24, 2007 -- Now celebrating its sixth year, THE DRIVER audio CD makes it entertaining for trucking companies to keep drivers informed.

"Over the past six years, we've crafted customized editions with company-specific content, produced in an entertaining format, creating a powerful communications tool to assist trucking companies in training, sustaining & retaining their valuable fleet," said Dave Edwards, S & E Production's vice president. THE DRIVER, The Professional Trucker's Audio Magazine, has accompanied thousands of drivers in their travels.

Creating every audio issue of THE DRIVER is a team which follows its creative passion to produce the cream of the crop. "Applying that creativeness and taking it up a notch is what we do best," said Greg Smith, president of S & E Productions. "We want THE DRIVER to be a service to the truckers and the company for which they drive."

Each monthly edition's topics range from finances, with ideas from money guru Dave Ramsey; safety issues, including health issues and preventive care, and interviews with top-notch talent: everyone from country singers Kathy Mattea and Merle Haggard, to comedian Henry Cho to movie stunt driver Mike Ryan, who casually runs up Pike's Peak every year in an eighteen-wheeler.

S & E Productions specializes in audio magazines for the transportation industry; corporate training CDs and videos, commercials and original music. Located in Franklin, Tennessee, please call (toll free) 877-937-7263 ext. 105 for more information.

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