

Truckers Look to Unite Through Social Media

- *Hodyon Sponsoring First-Ever Social Media Conference*

Austin, Texas, September 8, 2011 -- While social media continues to grow in popularity throughout the world as a popular and effective way to communicate, form relationships and share information, the trucking industry has not been quick to adopt the technology. However, this may be changing as an increasing number of professional truck drivers are discovering social media as a means of uniting, helping each other and achieving positive change.

As social media continues to evolve in the trucking industry, truckers will gather for the first annual Truck Driver Social Media Convention on Oct. 15, 2011 at the Gold Strike Resort & Casino in Tunica, Miss. Hodyon, the manufacturer of the Dynasys™ auxiliary power unit (APU), is sponsoring the all-day event.

“Social media is changing the platform on which the American trucker speaks,” said Hodyon CEO David Hancock. “Many truck drivers have felt that there are few people within the industry who hear what they have to say. Now, like never before, professional truck operators are coming together to exchange thoughts, ideas and solutions that will best meet the needs of our nation's drivers. Through social media, drivers are helping other drivers.

Hancock noted that Hodyon’s gold sponsorship of the event is the latest example of the company’s commitment to the independent truck operator. Earlier this year, Hodyon introduced an in-house, driver-friendly leasing program that provides flexible financing options. Drivers of all credit scores can qualify for the leasing program.

“Professional truck drivers are the foundation of our industry,” Hancock commented. “In particular, owner operators are entrepreneurs who want to make smart investment choices. Thanks to the new leasing program, the Dynasys APU has never been more affordable and pays for itself through fuel savings. Through social media, more drivers can learn about the benefits of energy and money-saving technologies like APUs and will strengthen their collective voice.”

The convention is being organized by long-time trucking advocate Allen Smith of “AskTheTrucker.” Drivers will have the opportunity to participate actively in discussions on what they perceive as today’s most pressing issues. Topics include: Government regulations, truckers’ rights, owner operator business success, truck driving careers, truck driver health and how to share messages through social media. Attendees will receive valuable information about these topics from respected speakers and learn how issues can be addressed through the tools of trucking social media, such as Facebook, Twitter, LinkedIn, blogs, YouTube, etc.

For more information on the convention, go to www.truckingsocialmedia.com. For more information about the Dynasys APU and the Hodyon leasing program, go to www.DynasysAPU.com or www.hodyon.com.

For Hodyon's social media presence, go to www.facebook.com/dynasys or www.twitter.com/dynasysapu

About Hodyon

Hodyon, a wholly owned subsidiary of Fallbrook Technologies Inc., is a manufacturer and distributor of energy-efficient products and systems that reduce the magnitude of climate change. Located in Round Rock and Austin, Texas, with 28 employees, Hodyon is ISO 9001:2000 certified and the 59th fastest growing, privately-held manufacturer in the United States, according to *Inc. Magazine*.

Auxiliary power units (APUs) are used on heavy trucks to provide power for heating and air conditioning, lighting and electronic systems in circumstances where the diesel engine is turned off. Hodyon's diesel-electric *Dynasys*[™] APU system provides dependable comfort for the driver during down times, reduces emissions and lowers fuel costs during stops (vs. idling of the main engine). Hodyon's current APU embodies a design it considers superior and the company provides field support, customer service and product fleet trial programs viewed by customers as significantly better than the competition.