

June 4, 2014

Maxim Magazine
1040 Avenue of the Americas
New York, New York 10010

Dear Editors:

As a representative of the more than 7 million professionals in the trucking industry, we are horrified that your magazine would publish an advertisement that depicts the professional truck driver as a serial killer (advertisement by V3 Villarreal & Begum Law Firm).

The advertisement, and the fact you would choose to publish it, is absolutely appalling and outrageous. We are asking for Maxim Magazine to issue an apology to our vital industry and afford us complimentary space in your next issue to run a truthful advertisement about the industry that safely serves America 24/7.

The trucking industry is the backbone of the American economy and is vital to our everyday lives. Without trucks, how would you publish Maxim Magazine? For instance, the machines, paper, ink, desks, chairs....everything is delivered by truck. In fact, how do you think your magazine is delivered to the outlets and homes that your industry serves? Of course, by a safe professional truck driver!

There are over 3.1 million professional truck drivers who are highly trained and are dedicated to safety on our nation's highways. These professional truck drivers are members of our communities and care deeply about the people and corporations they serve.

The American Trucking Associations, along with the entire trucking industry has a deep commitment to improving safety on our highways. Our industry has been at the forefront of new safety technology, endorsing slower speeds, more active traffic enforcement and educating drivers of all vehicles how best to share the road safely.

Every fatality on our nation's highways is a tragedy, and we all have an obligation to improve highway safety, but our professionals that serve America are certainly not serial killers.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill P. Graves". The signature is fluid and cursive, with a large initial "B" and "G".

Bill P. Graves

cc: Sardar Biglari, Biglari Holdings Inc.
Edmund B. Campbell, III, 1st Guard