

## Twitter Thread by Pulp Librarian



**Pulp Librarian**

@PulpLibrarian



There really isn't enough sociology in advertising nowadays...

# The Working Class

Whether you're driving a rig or have a fleet hauling for you, you've been there.

From loading that first run of cold stuff to checking out with dispatch late at night, hauling a reefer makes for a long hard day. Sometimes all you've got is your rig and your thoughts until the day finally ends and you're home again. That's when you really appreciate the value of Class. It pays off where it counts—on the bottom line.

We know that pulling reefers is tough on trucks and tough on truckers. But it's your life and the good times outweigh the bad.

The difference is Peterbilt.

After all, that's what working with Class is all about.

**Peterbilt**  
A DIVISION OF PACCAR



"I am Myrtle, Goddess of logistics and distribution..."



# The Working Class

Whether you're driving your own rig or have a fleet hauling for you, you've been there.

Working construction is a rough, tiring job that demands a lot from you. Sometimes all you've got is your rig and your thoughts until the day finally ends and you're home again. That's when you really appreciate the value of Class. It pays off where it really counts—on the bottom line.

We know construction work is tough on trucks and tough on truckers. But it's your life and the good times outweigh the bad.

The difference is Peterbilt.

After all, that's what working with Class is all about.



"Look at what you could have won..."



*Class: The alternatives seem  
hopelessly outdated*

*Peterbilt*

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