



**COMPANY DRIVERS  
APPLY NOW**

**OWNER OPERATORS  
APPLY NOW**

**STUDENTS  
APPLY NOW**

**FIND A  
TRUCKING JOB**

**APPLY NOW  
ONLINE**

[Home](#)

[Job Board](#)

[Driver Jobs By State](#)

[Owner Operators](#)

[CDL Test Prep](#)

[Trucking Schools](#)

[Articles](#)

[Becoming A Driver](#)

[Forums](#)

[Trucker Tools](#)

[News](#)

[Hire a Truck Driver](#)

[Recruiter Login](#)

[✉ Newsletter Signup](#)

[f Our Facebook](#)

## Trucking Industry News

« [Recent Trucking News](#)

### PRIME, INC. PARTNERS WITH MONTAGUE BIKES

2012-08-22 16:55:59

[ShareThis](#)

[Discuss This Article in our Forums](#)

**Springfield, Mo.** - Starting in late summer 2012, Montague Corporation, a Cambridge, Mass. based bicycle company, and Prime, inc., based out of Springfield, Mo., will be partnering to pioneer an advancement in the trucking industry: A dramatic change in driver health.

America relies on its trucking industry for economic success, but hundreds of hours behind the wheel add up. As a result, long haul trucking has one of the highest obesity rates of any industry. Obesity and related health issues have been linked to high crash rates, but Prime is committed to changing that.

Robert Low, founder and president of Prime and chairman of the Truckload Carriers Association (TCA), has made a solemn commitment to create a culture of fitness in the trucking industry. At the forefront of this movement is Siphwe Baleka of Fitness Trucking, Inc., who has joined Prime as Driver Fitness Coach. A former Ivy League swimming champion and recent distinguished triathlon winner, Baleka has been working to create this culture of fitness, even while working as a lease-operator with Prime.

This year, at the National Truck Driving Championship in Minneapolis, Minn., Baleka will be taking the first steps in a partnership with Montague Corporation, the industry leader in full-size bikes that fold. Montague bikes which fold in less than 20 seconds, to a compact 36"x 28"x 12", are equipped with standard components, full-size wheels, and a patented folding system that doesn't compromise ride quality. In an industry where space, speed, and performance are crucial, Montague bikes provide the opportunity for fitness on the go: Folding saves space and saves time -- no tools required. A Montague folding bike provides an onboard solution for fitness in one of America's great industries, improving health, fitness, and quality of life for those on the road.

Baleka will be promoting a culture of fitness in the industry, with Montague folding bikes as the onboard gym. Fitness Trucking already offers services to individuals and fleets who want to improve their health. Prime will be increasing the scope of this mission over the next year, including the formation of trucker triathlon teams. To show its support for fitness in the trucking industry, the U.S.A. Triathlon team contracted Fitness Trucking/Prime to carry athletes' bicycles to the final U.S.A. Triathlon Olympic qualifier this year in San Diego, Calif.



**COMPANY DRIVERS  
APPLY NOW**

**OWNER OPERATORS  
APPLY NOW**

**STUDENTS  
APPLY NOW**

**FIND A  
TRUCKING JOB**

**APPLY NOW  
ONLINE**

Home

Job Board

Driver Jobs By State

Owner Operators

CDL Test Prep

Trucking Schools

Articles

Becoming A Driver

Forums

Trucker Tools

News

Hire a Truck Driver

Recruiter Login

✉ Newsletter Signup

f Our Facebook

Riding foldable bikes allows truckers to bypass the limited hours and monthly membership fees of a gym, and to fit more extensive, rigorous workouts into their busy schedules. This kind of exercise is a powerful weapon in the battle for health and wellness. Studies have shown that the majority of truck drivers are overweight or obese. One obesity related health concern is sleep apnea. Persistently disrupted sleep, which is the hallmark of apnea, leaves overweight operators exhausted and driving long distances in a chronically fatigued state. Further studies have linked this chronic fatigue to high rates of collisions. Tired drivers are more likely to cause crashes, making the roads more dangerous for all users. The fitness movement within the trucking industry aims to change these trends.

Trucking demands a high level of focus and commitment, for countless hours behind the wheel. This focus and commitment, when directed toward fitness, is sure to yield success. Together Montague Corp. and Prime are working to ensure the health of an industry at the heart of America, making the roads safer for everyone, whether they're on two wheels or eighteen.

For more information about Prime, please visit [www.primeinc.com](http://www.primeinc.com) or call 1-877-PRIME-JOB.

For information about Montague's complete line of full-size bikes that fold, visit [www.montaguebikes.com](http://www.montaguebikes.com) or contact Montague at [800-736-5348](tel:800-736-5348).

### About Prime inc.

Founded in 1970 by Robert Low, Prime inc. is North America's most successful refrigerated, flatbed, tanker and logistics trucking company. Headquartered in Springfield, Mo., Prime's personnel, equipment and technology remains on the cutting edge of the transportation industry, and the company's growth remains steady and well managed.

### About Montague Corporation

Montague Corporation is based in Cambridge, Massachusetts and is dedicated to advancing cycling through the development of inventive technologies that provide its customers with an unprecedented combination of performance and convenience. Montague has been proudly manufacturing bikes and bike components for 25 years. Visit [www.montaguebikes.com](http://www.montaguebikes.com) or call toll free [\(800\) 736-5348](tel:800-736-5348) for more information about Montague products and technologies.