



# **ATTENTION:**

## **Professional Drivers**

### **Bike Week Feb. 26 - March 7**

**Q: Is this the same event as Biketoberfest last fall?**

A: It's similar, but it's called Bike Week, and it lasts much longer than the three days in October's event. Bike Week lasts 10 days, from Feb. 26 – March 7, and draws a much larger volume of traffic. Events are held every day from approximately 7 a.m. to 8 p.m. Local police have commented that on occasion during the events associated with Bike Week, they have experienced two-to-three mile backups on US-1 and I-95, north and south of the Love's exit and the travel stop.

**Q: Why is Love's not allowing any truck parking but still allowing four wheelers /cars to park?**

A: Long-term parking is never allowed for four wheelers/cars. In the past when we attempted to impose 30-minute parking limits for trucks, it was difficult to enforce. The increased traffic volumes for truckers waiting to fuel – combined with the significant influx of cars, trucks and bikes during that week – caused traffic jams to the point that State Police had to close the exit. Love's wants to provide the necessary fueling for our professional truck driver customers, but in order to ensure that is still available, we need to keep the trucks moving in and out at that exit.

**Q: If Love's sell spaces to bikers and media, isn't the company turning away truckers to make money off this event?**

A: While Love's does rent spaces to bikers, we do not rent space to media. In fact having to allow fuel-and-go only for our professional driver customers significantly reduces our inside business for that week.

**Q: What if a truck driver is at their maximum driving time allowed by law and needs to have longer-term parking?**

A: Our intention in providing this notice more than one month prior to this event is so that there is plenty of time to make other arrangements in advance for that week. In addition to the in-store flyers at Love's 316, we also have flyers within the entire district of stores in several surrounding states. We are also notifying all of our fleet customers by email, and sent out media advisories to trade publications, XM radio and trucking organizations.

**Q: What are the best directions to get back on route after fueling?**

1. When you leave Love's parking lot, local police will be directing traffic and will only allow you to run right onto US-1.
2. Go one mile north, where the Sheriff's office will have a controlled turnaround point for anyone needing to go south.
3. If you head north for approximately five more miles, you will come to Old Dixie Highway
4. Take a right and go two miles where you can connect to I-95 north or south.

**Q: What is Love's position on this event and its affect on its customers?**

A: Love's, especially the team at the Ormond Beach location, understands the inconvenience for our customers during this bi-annual event. In the last year, we have engaged in much more proactive communications in order to ensure our customers know well ahead of time the effect this event will have on their route, and their ability to stop and park overnight. We have also hired two police officers specifically to help direct traffic at our location to ease the congestion in entering and exiting. We value our customers and appreciate your business. We wish to sincerely thank you, in advance, for your understanding.