

Start-up Website Hires Dot-com Trailblazer Jeremy Anwyl as CEO

TAMPA, Fla. — Feb. 24, 2016 — Trucks.com, an online publication that will feature news and analysis for the trucking industry, named website visionary Jeremy Anwyl as its chief executive.

Plans for the website include a robust news service, hard-hitting features and in-depth analysis, said Anwyl, former chief executive officer of auto shopping website Edmunds.com.

“There are countless topics — government mandates, technology advances, cost pressures and other issues in the trucking space — that can be explored,” Anwyl said. “Not only are we looking to be a fresh new voice in the trucking community, but we’re looking to the horizon. Our goal is to make logistics and transportation topics accessible to everyone. These issues are important because they have a huge effect on the economy.”

Trucks.com was purchased for a few dollars along with dozens of other domain names back in 1994 by Bruce Goldenberg, a trucking industry entrepreneur. It was used by his 15-year-old nephew to build a website, which offered information on Goldenberg’s Tampa-based used garbage truck business. But Goldenberg thought there might be a better way to unlock the value of the URL and sought Anwyl’s help.

“I was looking for someone with experience in building a domain into a platform of thought-provoking news and commentary,” Goldenberg said. “Jeremy has a proven ability to see business from many perspectives, and that’s exactly the kind of thought leader we need behind this venture.”

In his 13 years at car news and information site Edmunds.com, Anwyl led its growth [from 50 to 550 employees](#) despite an increasingly competitive market. During his tenure, Anwyl guided content and features to create transparency around the automotive business, including in-depth data analysis and free consumer services like True Market Value (TMV®), which educates car shoppers about what other people in their region pay for the same vehicles. Both the press and

government regulators often seek Anwyl's thoughts about economic and legislative issues, such as [fuel-efficiency standards](#) and [stimulus programs](#).

Anwyl comes from 35 years of automotive leadership, including serving as President of Marketec Systems, an international auto manufacturer consultancy firm, and President of USP AA, a company that works with retail auto dealers in the U.S.

About [Trucks.com](#)

Technological change, increased regulatory requirements and escalating cost pressures are combining to reshape transportation and shipping at a pace not seen in a century. This will lead to new ways of thinking and revolutionary breakthroughs in the industry. [Trucks.com](#) will chronicle this change, reporting on developments and providing insights from widely recognized leaders in the trucking world. We plan to fuel your mind for the exciting road ahead.

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