

WEDNESDAY
5TH OCTOBER



PR 03



Picture Caption: On the Road? Not in this case!!

Pictures can be deceiving!

JBS trucks digitized



JBS Simulation

Gaming, a pass time that over the last 20 plus years has gained some serious pace! From the early days of Super Mario brothers and Sonic the hedgehog, to the modern reality simulation games.

When we paid our gratitude for sharing the imagery. Kieran replied “That’s ok, anytime. Credit goes to Speedy143 for making this truck and trailer in the game”

JBS trucks get their fair share of attention from not only fellow truckers, but truck spotters and the public. We often see pictures of our trucks all over social media, which is a great boost for any company. However, on one occasion this past week the photo’s needed a little more attention to detail.

When Kieran Quarterman (JBS Fan) shared a post on the JBS Haulage Trucks Facebook page, the immaculate Volvo FH truck looked slightly different. For good reason, it wasn’t real!! An avid gamer himself, Kieran had stumbled upon a Digitally enhanced model on the “Truck Sim” game. Truck sim allows the gamer come driver to experience in a virtual world the feeling of being a “Trucker”. Who knows, in the future we may all be able to make actual deliveries using a similar platform! Food for thought?

“The attention to detail really is a sight to behold”

- John Jennings

