

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
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 hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * BELL RODNEY L <small>(Last) (First) (Middle)</small> 430 AIRPORT ROAD <small>(Street)</small> GREENEVILLE, TN 37745 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol FORWARD AIR CORP [FWRD] 3. Date of Earliest Transaction (Month/Day/Year) 03/08/2011 4. If Amendment, Date Original Filed(Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) CFO, SVP & Treasurer 6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)				Price
Common Stock	03/08/2011		S		48	D	\$ 29.92	109,787.4929	D	
Common Stock	03/08/2011		S		100	D	\$ 29.95	109,687.4929	D	
Common Stock	03/08/2011		S		100	D	\$ 29.93	109,587.4929	D	
Common Stock	03/08/2011		S		100	D	\$ 29.91	109,487.4929	D	
Common Stock	03/08/2011		S		200	D	\$ 30.22	109,287.4929	D	
Common Stock	03/08/2011		S		200	D	\$ 30.12	109,087.4929	D	
Common Stock	03/08/2011		S		200	D	\$ 29.945	108,887.4929	D	
Common Stock	03/08/2011		S		274	D	\$ 29.97	108,613.4929	D	
Common Stock	03/08/2011		S		300	D	\$ 30.13	108,313.4929	D	
Common Stock	03/08/2011		S		300	D	\$ 30.0201	108,013.4929	D	
Common Stock	03/08/2011		S		400	D	\$ 29.9	107,613.4929	D	
Common Stock	03/08/2011		S		500	D	\$ 30.2	107,113.4929	D	
Common Stock	03/08/2011		S		500	D	\$ 30.19	106,613.4929	D	
Common Stock	03/08/2011		S		500	D	\$ 30.04	106,113.4929	D	
Common Stock	03/08/2011		S		526	D	\$ 29.95	105,587.4929	D	
Common Stock	03/08/2011		S		600	D	\$ 30.2001	104,987.4929	D	
Common Stock	03/08/2011		S		600	D	\$ 30.16	104,387.4929	D	
Common Stock	03/08/2011		S		600	D	\$ 30.01	103,787.4929	D	
Common Stock	03/08/2011		S		772	D	\$ 30.01	103,015.4929	D	
Common Stock	03/08/2011		S		800	D	\$ 29.91	102,215.4929	D	
Common Stock	03/08/2011		S		1,200	D	\$ 29.98	101,015.4929	D	
Common Stock	03/08/2011		S		1,228	D	\$ 30	99,787.4929	D	
Common Stock	03/08/2011		S		1,352	D	\$ 29.9	98,435.4929	D	
Common Stock	03/08/2011		S		1,400	D	\$ 30.1601	97,035.4929	D	
Common Stock	03/08/2011		S		1,500	D	\$ 30.0401	95,535.4929	D	
Common Stock	03/08/2011		S		1,700	D	\$ 30.02	93,835.4929	D	
Common Stock	03/08/2011		S		2,000	D	\$ 30.0101	91,835.4929	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date	3A. Deemed Execution Date, if	4. Transaction	5. Number of	6. Date Exercisable and Expiration Date	7. Title and Amount of	8. Price of Derivative	9. Number of Derivative	10. Ownership	11. Nature of Indirect
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Security (Instr. 3)	or Exercise Price of Derivative Security	(Month/Day/Year)	any (Month/Day/Year)	Code (Instr. 8)				(Month/Day/Year)		Underlying Securities (Instr. 3 and 4)	Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
								Date Exercisable	Expiration Date					
				Code	V	(A)	(D)							

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BELL RODNEY L 430 AIRPORT ROAD GREENEVILLE, TN 37745			CFO, SVP & Treasurer	

Signatures

/s/ Michael P. McLean, Attorney-in-Fact		03/10/2011
<small>**Signature of Reporting Person</small>		<small>Date</small>

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.