

Red
+ Green
Black

When the world profits, our clients do, too. **RUAN**

We are determined to make our trucks—and the industry's trucks—cleaner and more efficient. It's an effort Ruan has been leading since long before the environment was a front-page topic.

A moral imperative. A business opportunity.



Driving toward a cleaner world.

Global warming, ozone depletion, oil spills and other hazards have made Americans acutely aware of potential dangers. That's why forward-thinking companies like Ruan have invested so much time, money and effort in sustainability initiatives. Transportation companies must develop sustainable solutions if they are to attract new customers and new employees, improve operations and provide solutions that impact clients' businesses.

Ruan has always believed that we are more than a transportation company: we are part of the communities we serve. That's why we view sustainability as more than good business; it's a moral imperative. We are determined to make our trucks—and the industry's trucks—cleaner and more efficient. It's an effort Ruan has been leading since long before the environment was a front-page topic.

Since the 1980s, when we helped develop the first truck capable of traveling 1 million miles without major repair, we've continued to investigate efficiency and sustainability innovations including cleaner-burning fuels, lightweight equipment, energy conservation and more. We are leading the transportation industry into a new era of environmental responsibility.



RUAN RECOGNIZES THAT EFFICIENT TERMINALS AND WORK SPACES IMPROVE THE ENVIRONMENT AND THE BOTTOM LINE. SEVERAL OF OUR BUILDINGS ARE CURRENTLY UNDER CONSIDERATION FOR LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED) CERTIFICATION, AND WE WILL CONTINUE TO DEVELOP ENERGY-EFFICIENT LOCATIONS IN THE FUTURE.

Good for the environment. Good for our customers.

Making a difference today.

Going green is good for the environment, but it's good for business as well. That's because it's almost a certainty that environmental regulations will tighten in the years to come. Businesses that are prepared will be in a stronger position for the future.

Ruan designs logistics solutions that emphasize and take advantage of environmental efficiencies. Fuel efficiency saves on transportation costs. Energy conservation reduces utility costs. Lightweight materials increase efficiency. All of these initiatives improve the bottom line.

These are savings that we can — and do — pass on to our customers. Here are a few of the ways we add value to our clients' supply chains through environmental initiatives.

Engine technology and design

Ruan continually works with engine manufacturers to develop longer-lasting, lower-emitting engines with improved performance and lower fuel consumption.

Biodiesel

Ruan uses biodiesel in its fleet because it has a proven ability to reduce engine wear through greater lubricity and substantially reduces the emissions of harmful particulate emissions. In addition, the Environmental Protection Agency studied the greenhouse gas emissions of biodiesel, including the indirect land use effects, and found the emissions were reduced by as much as 86 percent when compared to petroleum diesel fuel.

Lightweight equipment and aerodynamics

The base tractor specification used by Ruan matches the EPA's recommended tractor for best fuel consumption.

Driver training

Because drivers have the largest impact on vehicle maintenance and fuel consumption, Ruan places tremendous emphasis on driver training, including Smith System safety training techniques.

Reducing highway speeds

At increased highway speeds, roughly 60 percent of consumed fuel is used to overcome air resistance on the vehicle. Ruan has implemented a company-wide policy of governing all tractors at 62 miles per hour.

Low viscosity lubricants

Ruan has a long history of utilizing advanced and emerging additive blends, and has used low viscosity synthetic lubricants for 23 years.

Auxiliary power unit (APU) usage and idle reduction

As the result of extensive testing and an ROI analysis, Ruan has begun to add APUs to sleeper cabs. During rest stops or downtime, drivers have the ability to heat or cool the cab without needing to idle the engine. All tractors have an automatic engine shutdown after a two-minute idling period.

Solvents and materials

Whenever possible in our maintenance operations, Ruan utilizes low environmental-impact solvents and cleaners, and we properly dispose of, or recycle, all used materials.

Paperless technology

Over the past 10 years, Ruan has made a concerted effort to develop and implement paperless technologies. Technologies such as our proprietary *RedTrak* system, the Ruan Portal, Ruan Track & Trace and onboard communication systems have helped reduce our reliance on paper and increase our company-wide efficiency and productivity.

Reduce, reuse and recycling initiatives

Ruan facilities and corporate offices place a high priority on the reduction, reuse and recycling of all materials. Through policy changes and the use of various technologies, Ruan has experienced a 99 percent reduction in the use of paper to communicate among our corporate and field offices since 2007.



SmartWaySM Transport Partnership

Ruan is an official partner in the U.S. Environmental Protection Agency's SmartWay Transport Partnership. SmartWay is a collaboration between the EPA and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution. Ruan received the highest score possible on its application review.



E-SMART

Ruan has partnered with the Innovation Center for U.S. Dairy and serves as the co-chair of the organization's Environmentally Sustainable Methods for Achieving Responsible Transportation (E-SMART) program. The E-SMART program is developing dairy-specific transportation guidelines to reduce carbon dioxide emissions by 165,000 metric tons annually, potentially saving 16.5 million gallons of diesel fuel.



THE WORLD FOOD PRIZE

A global commitment to sustainability.

Photo by Todd Post/Bread for the World



Ruan employees volunteer to build sustainable communities.



Amb. Kenneth M. Quinn, Hon. George McGovern, Hon. Robert Dole and Ruan Chairman & CEO John Ruan III

Helping at home. Helping in the world.

At Ruan, we are committed to the environment as well as the communities within our environment. Our dedication to these principles was recently demonstrated through our response to the hurricanes in the Gulf region, our response to the California wildfires and our assistance with the tornadoes and flooding that devastated the Midwest. In these instances, Ruan provided food, aid, clothing and refrigerated storage and cooling stations.

With the World Food Prize, we extend our community commitment to the world. The World Food Prize is the foremost international award recognizing excellence and progress in overcoming global food production and distribution challenges. It was created in 1986 by Nobel Laureate Dr. Norman Borlaug, and its \$250,000 annual prize honors the lifetime achievements of individuals who have advanced human development by improving the quality, quantity or availability of food in the world.

John Ruan assumed sponsorship of The Prize in 1990 after the original sponsor withdrew support, and later permanently endowed it with \$10 million to ensure its tenure in Des Moines, IA. With Dr. Borlaug, he created and supported the Global Youth Institute to help spur and encourage the next generation of scientists and agricultural leaders. His son, John Ruan III, has continued his father's passion. The Norman E. Borlaug World Food Prize Hall of Laureates — spearheaded by John Ruan III and the City of Des Moines — is expected to be completed in 2011 and will serve as the permanent home of the World Food Prize.

For more information on Ruan's environmental and sustainability initiatives, please contact us at **866-782-6669**, or visit **www.ruan.com**.

RUAN

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