

WE'RE NOT TAKING AWAY YOUR FLEET. WE'RE GIVING YOU BACK YOUR BUSINESS.

Staying competitive in today's tough economic climate depends on a true and honest evaluation of your company's core competencies. And a perfect place to begin the evaluation is by considering your transportation spend.

Depending on a company's product, transportation costs can be as low as 4 percent of sales or as high as 14 percent. Ruan Transportation Management Systems (RTMS) offers a solution that not only reduces expenses, but also ensures that products are delivered safely, efficiently and with unmatched service, on time, every time.

"In this challenging economy, many shippers are taking the opportunity to focus on their core competencies," said Roger Mason, Ruan's senior vice president of sales. "Outsourcing your private fleet to an expert transportation company results in improvements in all aspects of the shipping operation."

Ruan delivers these benefits because transportation is **our** core competency.

A strategic business decision.

Freeing up manpower to concentrate on your core business is a major advantage of using Ruan's Dedicated Contract Carriage (DCC) solution. But, it is far from the only advantage.

Businesses that choose to switch from private fleets to a DCC solution gain all the benefits of a private fleet without the challenges of managing one.

"Our customers rely on Ruan's DCC services so they can focus on what they do best—producing and selling their products," Mason said. "They capitalize on Ruan's ongoing investment in equipment, drivers, service centers and the latest technologies in everything from supply chain optimization to on-board mobile communications. By outsourcing, companies are able to lower risk, reduce overheads, remove costs and free up capital.

Founded in Iowa in 1932, Ruan's rich transportation tradition is built upon our Midwestern values and work ethic—a difference you'll see the moment you partner with us. Customers from every industry select Ruan for our customer service, professional drivers, financial stability and attention to safety and regulatory issues. We are committed to understanding your business and delivering on your transportation requirements; we're not just another point-to-point carrier.

We offer backhaul revenue sharing agreements, quality training programs, sustainable practices and collaborative coordination of client network synergies to achieve efficiencies. We advocate for fair and reasonable government regulations. And, we continually identify ways in which we can add value to our partnerships.





“We work with our customers to drive down costs, decrease empty miles and develop an equipment and maintenance strategy to keep the fleet running efficiently. Ruan makes the transition and start-up process seamless.”

— **Ralph Arthur**
President, Ruan Dedicated Contract Carriage

MAKING THE TRANSITION.

Your drivers become our drivers.

When Ruan transitions a company from private fleet to a DCC solution, we typically retain approximately 80 percent of the company's qualified drivers. Staffing and maintaining a team of top professional drivers is a continuous challenge. Fortunately, the best drivers want to work for Ruan. Our retention rate is currently five times better than the industry average, and many of our drivers have been with the company for 10, 20 or even 30 years.

That's because Ruan places a high value on maintaining a predictable schedule and work-life balance. Most drivers are home every evening, and each drives for one primary customer. Ruan's low driver turnover rate makes for safer and more accurate deliveries because drivers thoroughly know their truck, their route, the product they haul and their customer. In addition, our Megasafe culture and excellent benefits contribute to high morale.

Ready market for your equipment.

Our clients are immediately infused with cash and divested of costly assets with Ruan's fleet assumption or disposal options. What's more, the associated insurance, maintenance, procurement and disposal costs—which are often hidden in a company's overhead—are eliminated. Some companies even improve their overall tax position by switching to Ruan's DCC solution.

Lower risk and liability.

Insuring a fleet of trucks is expensive and almost always is accompanied by excessive deductibles. Switching to Ruan's Dedicated Contract Carriage solution shelters your organization from these costs. We diligently train staff members on safe practices, Department of Transportation (DOT) policies and specific OSHA regulations and requirements. By allocating more resources to training, Ruan is able to develop safer and more efficient drivers, which reduces insurance claims and holds down costs.

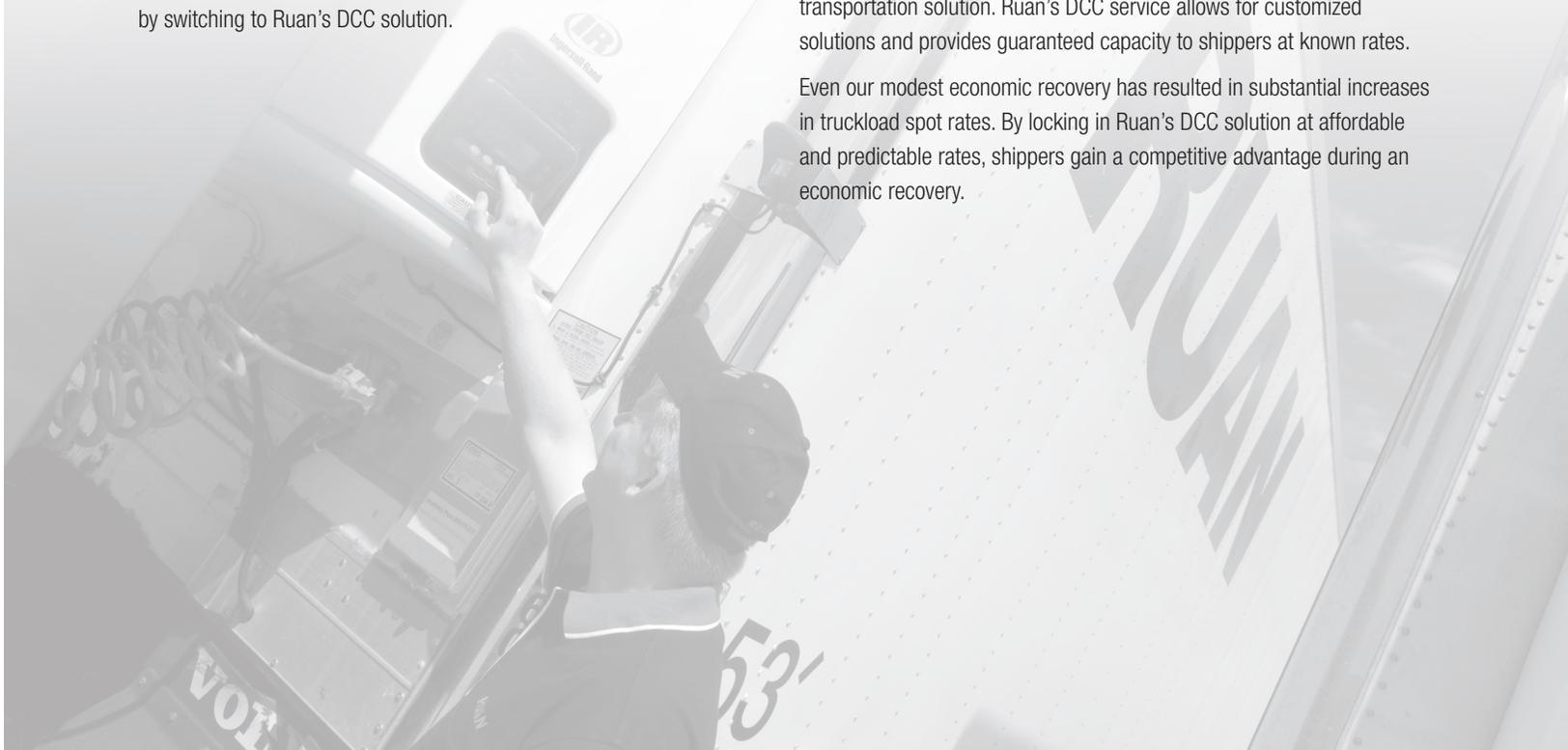
We handle all compliance issues.

Federal and state policies regulate everything in the hauling industry, from hours on the road to the particulars of shipping certain goods. Navigating these restrictions and achieving full compliance drains resources for businesses that are not full-time transporters. As a dedicated contract carrier, Ruan is equipped to easily handle regulatory changes, saving our customers money, headaches and manpower.

We provide stability.

After thousands of trucking companies went out of business during the recent recession, many companies are looking for a better, more stable transportation solution. Ruan's DCC service allows for customized solutions and provides guaranteed capacity to shippers at known rates.

Even our modest economic recovery has resulted in substantial increases in truckload spot rates. By locking in Ruan's DCC solution at affordable and predictable rates, shippers gain a competitive advantage during an economic recovery.



RUAN IS THE RIGHT CHOICE.

The decision to operate a private fleet or use Ruan's DCC solution will affect not only the way you do business, but your customers' satisfaction and your bottom line. Consequently, Ruan works to protect your customers and your brand as if they were our own. No other DCC provider has Ruan's history, team of professionals, commitment or safety record. When you choose to work with Ruan, you'll find a partner for your business that is as dedicated to achieving your goals as you are.

RUAN DCC BENEFITS:

- Superior customer service
 - Performance guarantees measured by co-developed Key Performance Indicators (KPIs) to ensure accountability
 - Focused attention on safety and regulatory issues
 - Ongoing investment in the latest technology
 - Availability of capital currently allocated to equipment
 - Reduction in insurance costs
 - Elimination of driver labor concerns, driver management, training, turnover, litigation, HR administration and union management
 - Ability for management to focus on core competencies
 - Reduction in, or elimination of, liability, risk and exposure of operating a private fleet
 - Enhancement of operating efficiencies, route optimization systems and reduction in transportation costs
 - Seamless transition ensures no service interruptions
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RUAN

DEDICATION THAT MOVES YOUR BUSINESS

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Megasafe
Ruan Safety Program

 **SmartWay**SM
Transport Partner
Getting There With Cleaner Air