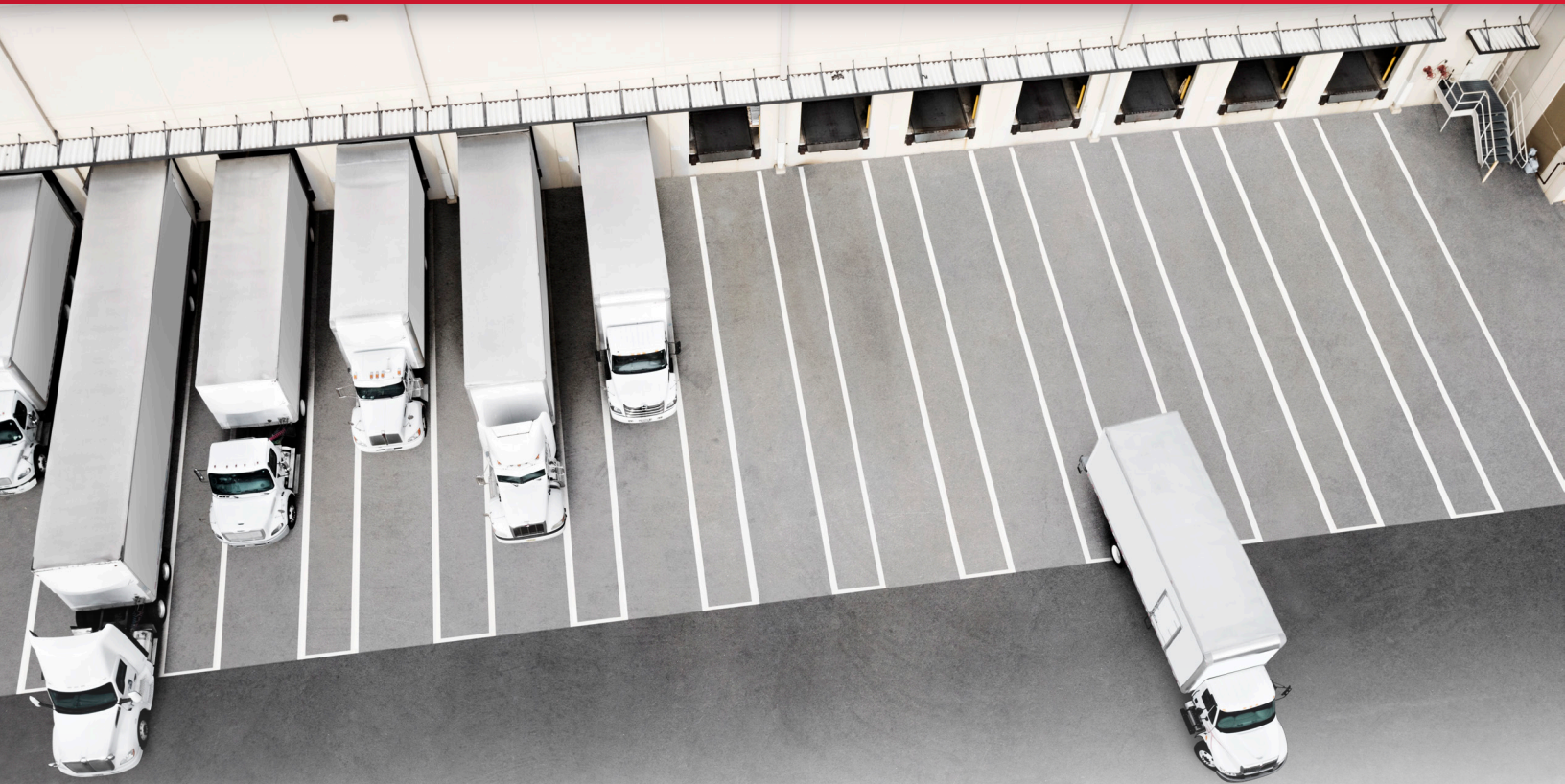




SHIPPER AND RECEIVER OF CHOICE PERSPECTIVES



In today's transportation market, the pendulum that swings between shippers and carriers during the ebbs and flows of business is less noticeable than in decades past. Because of this, becoming a Shipper or Receiver of Choice remains a strong strategy to moderate rate increases and capacity volatility, as well as building carrier partnerships, while the industry awaits the next move of the pendulum.

It is no secret that a company's ability to successfully deliver goods has never been more dependent on gaining transportation capacity. While shippers with consistently high volume freight are always attractive to carriers, this alone is no longer enough. The fact is, not all freight is equal; and time is money. Therefore, if a shipper's, or receiver's, freight management practices cause issues for carriers and their drivers – especially with increased regulation, ELDs, and demand for drivers – carriers will turn elsewhere for business or charge shippers more to gain that capacity.

Today, carriers are more selective than ever when deciding the shippers they want to partner with. Being a Shipper and Receiver of Choice means that your business practices are aligned with what carriers consider desirable. They want to make sure they're protecting their bottom line and not losing time. This is achieved by collaborating and showing carriers your commitment to an effective long-term partnership.



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Customer Insight

To help companies become Shippers and Receivers of Choice, Ryder brought together select customers from various industries including – retail, automotive, healthcare, and energy – as part of the Ryder Enterprise Customer Advisory Board.



Member breakouts crystallized key thoughts for Shipper and Receiver of Choice processes for their companies including:

- EMPHASIS ON BECOMING LESS TRANSACTIONAL
- CONSIDERING SAFETY INCENTIVES FOR DRIVERS
- SERVICE RATING SYSTEMS



The chart below lists attributes members found most critical for improving a Shipper and Receiver of Choice standing:

- SHIPPER OF CHOICE ATTRIBUTES**
- Load and paperwork ready for pickup
 - Driver amenities
 - On-time payment
 - Limit dwell time
 - Relationship and partnership – more than a customer
 - Offer safety incentives to driver
 - Organize assets to ensure timely loading

- RECEIVER OF CHOICE ATTRIBUTES**
- Timely unloading of trailers
 - No surprises at docks
 - Clarify who’s responsible for receiving
 - Optimize backhauls
 - Service rating system

Partnering with Carriers to Highlight Important Attributes

To gain more insights, select carriers met at the inaugural Ryder Carrier Advisory Board. Through the meeting, Ryder gained valuable knowledge about carrier partners' perspectives for both Shipper and Receiver of Choice.

These perspectives on key attributes are listed below categorized by best-in-class, differentiator, and table stakes capabilities or services.

RECEIVER OF CHOICE ATTRIBUTES
Best-in-Class
Flexible loading and unloading hours
Differentiator
Provide drop and hook
Must Have
Keep drivers moving
Offer basic amenities to drivers
Overnight parking
A plan for dock delays
No surprises at the dock
Additional attributes suggested
Timely unloading of trailers

SHIPPER OF CHOICE ATTRIBUTES
Best-in-Class
Interest in partnerships
Load volume forecasts
Differentiator
Provide drop and hook
Ease of facility access
Must Have
Offer basic amenities to drivers
Flexible loading and unloading hours
Overnight parking
A plan for dock delays
No surprises at the dock
Load tender lead time
Paid in full within terms
Additional attributes suggested
Treating drivers well
Mutually beneficial relationship

Becoming a Shipper or Receiver of Choice

As one Ryder customer remarked, “Before this session, I thought my company was a shipper of choice – there’s more to it that I need to consider.”

The complexities of today’s market are putting more pressure on shippers and receivers. As we’ve uncovered, gone are the days of companies with high freight volumes being the top choice. With the attributes listed above, make a checklist and audit yourself. Then make strategy adjustments where needed to become a Shipper or Receiver of Choice – if you are not already one.

Ultimately what we have found through our respective Advisory Boards is: Shippers and Receivers that create a more flexible and collaborative relationship and provide more visibility will be rewarded as Shippers and Receivers of Choice.



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How is Ryder Closing the Gap?

Ryder has contractual arrangements with many CAB members to negotiate with the carrier marketplace on their behalf and provide competitively priced reliable capacity. At the same time, Ryder advocates for and collaborates with carriers to find the best fit for customer requirements.





About Ryder

Ryder is a FORTUNE 500® commercial fleet management, dedicated transportation, and supply chain solutions company. The Company offers nationwide access to 800 state-of-the-art service facilities, 6,300 certified technicians, and a dedication to superior repair quality, safety, speed, and full visibility. Ryder offers a wide range of maintenance products for all vehicle types, delivering flexibility around the level of maintenance that companies require in order to keep their fleet running properly throughout its life span. Ryder is continually monitoring emerging fleet technologies and works closely with the technology providers and equipment manufacturers building innovative features to provide feedback around functionality, usability, and adaptability. Ryder's stock (NYSE:R) is a component of the Dow Jones Transportation Average and the S&P MidCap 400® index. The Company has been named among FORTUNE's World's Most Admired Companies, and has been recognized for its industry-leading practices in third-party logistics, environmentally-friendly fleet and supply chain solutions, and world-class safety and security programs.





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