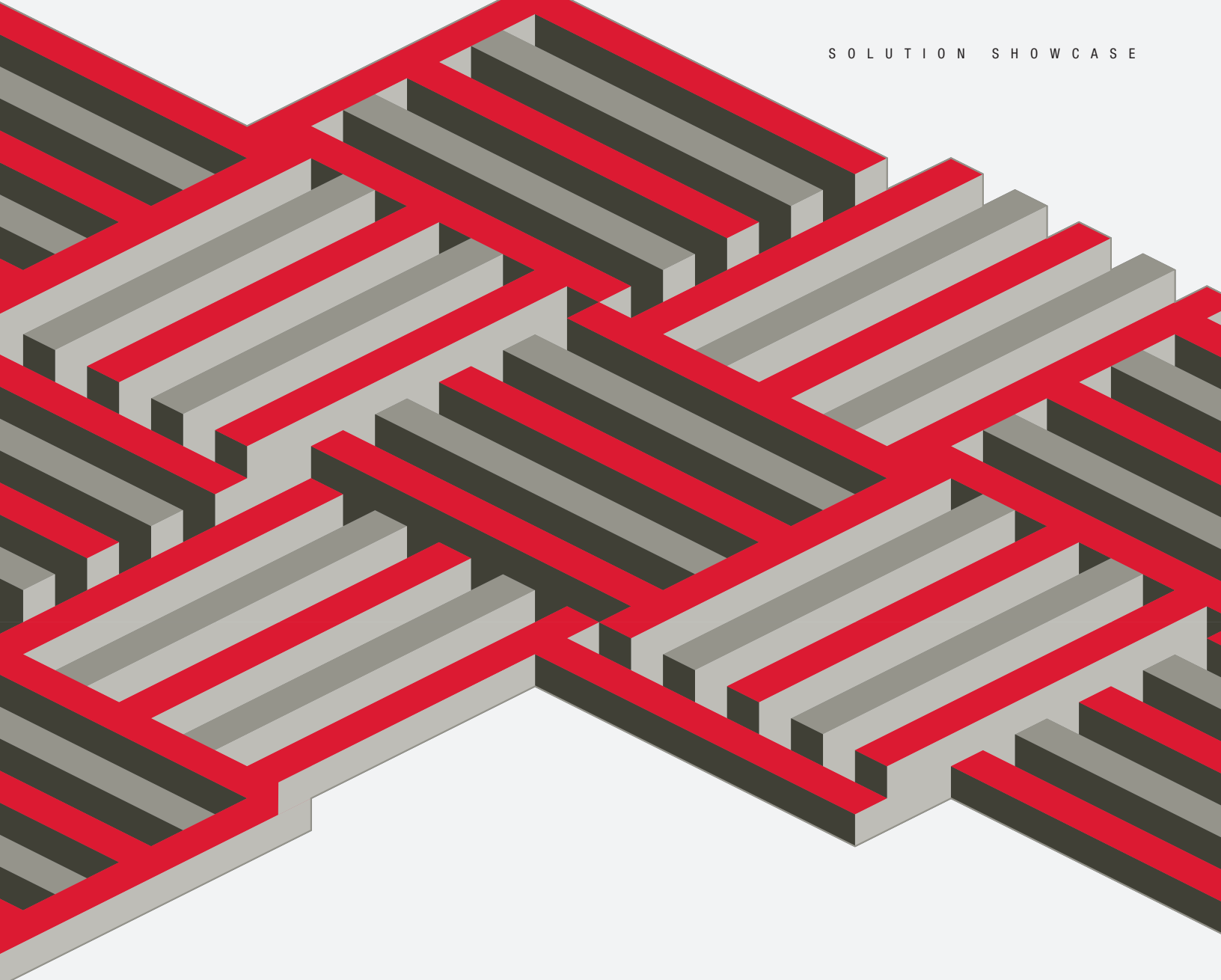




THE VALUE OF CUSTOMER SERVICE AND LEASING WHETHER IT'S FURNITURE OR A FLEET

Customer service is the backbone of any company. Whether in the furniture industry or transportation and logistics, exemplary customer service is one of the main reasons why customers remain loyal.

In this report, learn how Express Furniture Rental and Ryder built a partnership through customer service that led to a customized fleet and transportation savings.

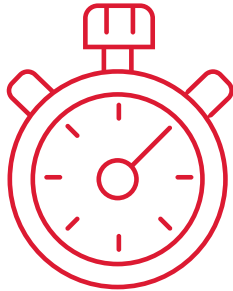
express
furniture rental

Ryder
Ever better.™

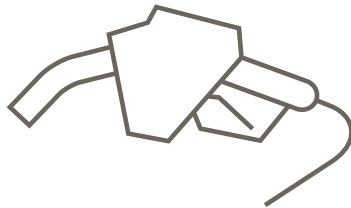
THE OUTSOURCING DIFFERENCE

Since partnering with Ryder, Express Furniture Rental has achieved:

98% vehicle uptime

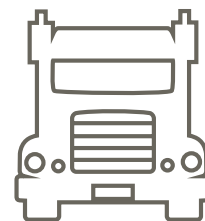


30-40% savings on
transportation costs



Fuel savings through
a specialized rate

Access to over 800 service
facilities across North America



20 custom spec'd vehicles
to meet business needs

For Express Furniture Rental, a leading furniture provider in the temporary housing industry with locations throughout the west coast, exemplary customer service is in its DNA. Relationship-driven based on key values such as compassion, creativity, fairness, integrity, and fun, Express Furniture Rental provides its services to an array of customers; from college students to medical providers to those traveling business and to professional athletes. They are also there when a disaster strikes and residents are in need of furniture for their home.

“Our DNA is one of the intangibles we have in this business,” says Dan Andberg, President of Express Furniture Rental. “We are pretty easy-going and like to have fun, but we take what we are doing very seriously.”

In order to deliver both its furniture and customer service, Express Furniture Rental needs a fleet of vehicles that meets the company’s criteria – this includes a provider that shares the same values and has exemplary customer service.

That’s where Ryder comes in. Since 2005, Express Furniture Rental has leased the majority of its fleet of 20 customized vehicles from Ryder. When the company began in 1985 it owned its vehicles. Then it leased vehicles from another provider. When needed, the company rented vehicles from Ryder, which was the beginning of a strong relationship. Because of the new relationship with Ryder, as the term of each lease from their previous provider expired, the company would begin a new lease with Ryder.

When you ask Andberg why he switched, he is quick to say the customer service.

“Rarely do you find someone who wants to know what we do first. Sherry Muenchow, Customer Development Manager, and Ryder took the time to ask numerous questions and learn our business before they began talking about a lease,” Andberg said. “Sherry and Ryder then came back and addressed pretty much everything I was looking for in a fleet.

“That was quite refreshing, and Ryder earned our business based on how it approached us with a solution.”

The solution for Express Furniture Rental is a Ryder ChoiceLease Full Service that includes all maintenance, access to Ryder’s national service center footprint to easily accommodate growth into new markets, fuel services from Ryder at a pre-negotiated rate, and access to several value added options.

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Through Ryder’s maintenance capabilities, Express Furniture Rental knows it has a reliable fleet and has experienced increased uptime due to maintenance. During peak seasons, Express Furniture Rental has access to inventory at preferred rates, which provides the capacity needed to meet customers’ needs.

“Having delivery trucks is just one of those things that we don’t want to have to worry about,” Andberg said. “We need to make sure that the fleet we are currently running is properly maintained. We’re focused on furniture. With Ryder, our fleet and its maintenance is one less thing we have to worry about, along with the availability of inventory where we need it, when we need it.

“It is important and something we expect. Ryder provides that for us.”

Each vehicle Express Furniture Rental leases from Ryder is custom spec’d to the company’s needs. This is especially important when moving non-traditional loads such as furniture. The fleet consists of mostly 26-foot bobtails and a few 16-foot box trucks. For ease of delivery and inventory security, the side door was eliminated from the vehicles and panels were installed. Inside the vehicle, slats were installed to ensure furniture doesn’t get dented or scratched during the delivery process. The custom spec also helps the drivers and delivery personnel complete their job more efficiently.

“It took a little time to get the trucks the the way we wanted because there are a lot of options and we experimented with a few different ways,” Andberg said. “We landed on something that worked for us the best and got exactly what we needed.”

With at least one customized vehicle in every market the company serves, Andberg says that company has saved between 30 and 40 percent off its transportation spend with Ryder ChoiceLease Full Service. This is based on the low and predictable monthly payment, gas mileage and fuel at a specialized rate, personnel (drivers and delivery persons), and performance of the fleet.

And, that is not the only value the relationship provides.

“What provides the most value is being proactive and understanding our business,” Andberg said. “As things change, the good things about the relationship don’t change. We’re in growth mode and to have that relationship is important to be able to service us going forward.

“It’s truly being able to depend on Ryder day in and day out, and knowing that we are being taken care of and our account is being looked after.”

About Express Furniture Rental

Express Furniture has grown into the fourth largest furniture rental company in the country. It currently operates in 8 major markets covering the entire West Coast. Express Furniture Rental was originally established in Southern California in 1985 as a subsidiary of McMahoons Furniture Inc. The current owners of Express purchased the last remaining Express Furniture Rental market located in Fresno, CA in 1998. In 2003, Express Furniture Rental discovered a segment of the furniture rental industry that was not being properly serviced to the level required by the Temporary Housing Industry. By the middle of 2003, Express opened its second market in Phoenix, AZ and with it rolled out its new strategy to be the only furniture rental company in the United States that would concentrate all of its resources on servicing the Temporary Housing Industry. This industry is comprised of companies primarily in the Corporate Housing, Traveling Nurse, Insurance Housing and Student Housing business.

Because of the success of its Phoenix opening and the pent-up demand for a furniture provider that caters to the Temporary Housing Industry, Express opened Portland, OR in 2004, Seattle, WA in 2005, Tucson, AZ in 2007, Sacramento, CA in 2008 and Los Angeles, CA and San Diego, CA both in 2009. Also, in early 2008, Express completed construction and moved into its new company-owned warehouse/office facility in Fresno, CA that houses its order process and accounting departments. New expansion is again being planned beginning with its San Francisco market opening in this year.



About Ryder System, Inc.

Ryder is a FORTUNE 500® commercial fleet management, dedicated transportation, and supply chain solutions company. The Company offers nationwide access to over 800 state-of-the-art service facilities, 5,900 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.