



# GROWTH DRIVERS

Changes in technology and consumer demands provide Ryder with new opportunities to serve customers and grow our business. The emergence of connected vehicles and drivers, connected service facilities and technicians, and the digital supply chain are creating complexities that have never been seen – making it more difficult for companies to manage their fleets and supply chains on their own.

## A MAN, A TRUCK, AND A DREAM



As the premier fully-integrated transportation and supply chain logistics company, Ryder combines experience and expertise with strategic relationships positioning itself as the industry leader. Ryder works behind the scenes every day to deliver solutions for companies so they can focus on their core businesses.

## TRENDS FAVORING OUTSOURCING:

- Rising cost and challenges of fleet ownership including uptime, maintenance, and implementing advanced vehicle technology
- Increased supply chain complexity due to the “now economy” requires dynamic, integrated solutions
- Compliance requirements related to environmental and safety regulations – such as new emissions standards and the ELD Mandate
- Shortage of qualified drivers, warehouse talent, and maintenance technicians



## CUSTOMERS NEW TO OUTSOURCING

A key driver of our growth is from companies outsourcing for the first time

**40%**  
OF NEW LEASE SALES  
from companies new to outsourcing

**RECORD**  
SALES RESULTS  
in 2017

**6TH**  
CONSECUTIVE YEAR OF  
LEASE FLEET GROWTH