



NEWS RELEASE

# Loyalty360 Recognizes Ryder for Customer Engagement Program

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Ryder RedZone Loyalty Program for Commercial Rental Customers Wins Multiple Awards

MIAMI--(BUSINESS WIRE)-- **Ryder System, Inc.** (NYSE:R), a leader in **commercial fleet management, dedicated transportation, and supply chain** solutions, today announced that it has been recognized by Loyalty360 with multiple awards for the Company's commercial truck rental customer-centric culture as well as its loyalty program, Ryder RedZone. Ryder earned the Platinum **Loyalty360 CX Award** in the Best Measurement in Customer Experience category; a Gold Award in the Most Customer-centric Culture category; a Bronze Award in the Best Employee Engagement category; and the Gold Award in the comprehensive 360-Degree Award category. The awards were presented to Ryder during Loyalty360's recent Engagement & Experience Expo in Dallas, Texas.

TWEET THIS: Ryder wins BIG at the **@Loyalty360** Awards w/ Platinum, Gold & Bronze awards in several customer loyalty categories **#RyderRedZone**

"Ryder is proud to be recognized by Loyalty360 for our customer-centric focus," said Richard Mohr, Vice President & Global Product Manager, Rental Operations for Ryder. "We take pride in making our commercial rental customers feel at ease with speedy check-ins, checkouts, and innovative solutions. We know businesses have a choice when searching for commercial vehicle rental providers, so we want to position ourselves as the company with the best solutions and customer loyalty programs available."

The Ryder RedZone customer loyalty program provides Ryder commercial rental customers in the United States and Canada with a convenient way to earn points and rewards for each rental dollar they spend. To participate, customers can simply sign up at **RyderRedZone.com** and continue to rent regularly to earn points. Participants can redeem points from a selection of thousands of rewards, including lifestyle and sports merchandise, consumer electronics, home and garden supplies as well as Ryder branded products. Once ready to redeem points, Ryder RedZone members are able to review earned points online, make selections, and have items shipped to them directly.

The Engagement & Experience Expo provided a platform for executives and customer-focused professionals to share insights, best practices and innovations related to customer experience and engagement. The Loyalty360 CX Awards, hosted by **Loyalty360.org**, honors brands that are using innovative and best-in-class techniques to deliver customer experiences that ultimately build customer loyalty. Ryder was selected as a finalist and won several awards among hundreds of submittals that consisted of some of the world's most recognized brands.

**Ryder Commercial Rental** provides customers with rental trucks on a short-term basis to meet their needs for supplemental capacity. Ryder serves customers at more than 500 convenient rental locations across the U.S. and Canada, staffed with a dedicated team of knowledgeable rental agents, and stocked with an inventory of over 37,000 recent-model vehicles. All rental vehicles are backed by Ryder's Rental Service Guarantee. To rent a truck, call 1-800-345-9282 or visit **reservations.ryder.com**.

For questions or further information on how to register for Ryder RedZone, call 1-800-316-6681.

## About Ryder

Ryder is a FORTUNE 500® commercial fleet management, dedicated transportation, and supply chain solutions company. Ryder's stock (NYSE:R) is a component of the Dow Jones Transportation Average and the Standard & Poor's 500 Index. Ryder 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. The Company is a proud member of the American Red Cross Disaster Responder Program, supporting national and local disaster preparedness and response efforts. For more information, visit **www.ryder.com**, and follow us on our **Online Newsroom**, **Facebook**, **LinkedIn**, **Twitter**, and **YouTube**.

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