



NEWS RELEASE

Loyalty360 Recognizes Ryder for Measurement Capabilities in Commercial Rental Customer Experience

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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 for the Company's commercial truck rental customer-centric culture. Ryder earned the Gold 2016 **Loyalty360 Award** in the Best Measurement in Customer Experience category. The award was presented to Ryder during Loyalty360's ninth annual Loyalty Expo in Orlando, Fla.

TWEET THIS: @RyderPR earns the Gold Award at the @Loyalty360 @LoyaltyExpo for its commercial truck rental customer-centric culture.

"Ryder has helped businesses deliver on their promises to customers for more than 80 years, and this recognition by Loyalty360 is a testament to the expertise, customer service, and innovation that the Ryder commercial vehicle rental team continues to provide," said Rich Mohr, Ryder Vice President & Global Product Manager for Rental Operations. "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 service so that they can better serve their customers and focus on their core business."

The Loyalty Expo provided a platform for executives and customer-focused professionals to share insights, best practices and innovations related to customer experience and engagement. Prior to the expo, the 2016 Loyalty Awards finalists were determined by judges from some of the most respected technology and loyalty solution suppliers. During the expo, the 2016 Loyalty Award winners were chosen by the collective voice of expo attendees, a group consisting of brands across a wide spectrum of industries. Ryder was selected amongst a field of 17 of the world's most recognized brands, representing the cutting edge in customer loyalty.

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.

Ryder also offers a customer loyalty program for its commercial rental customers called Ryder RedZone. Ryder RedZone 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 date, there are currently over 26,000 Ryder commercial rental customers enrolled in Ryder RedZone. To participate, customers can simply sign up at **RyderRedZone.com** and continue to rent regularly to earn points.

To rent a truck from Ryder, call 1-800-345-9282 or visit **reservations.ryder.com**.

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** and social media pages: **Facebook, LinkedIn, Twitter, Instagram, and YouTube**.

Note Regarding Forward-Looking Statements: Certain statements and information included in this news release are "forward-looking statements" within the meaning of the Federal Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on our current plans and expectations and are subject to risks, uncertainties and assumptions. Accordingly, these forward-looking statements should be evaluated with consideration given to the many risks and uncertainties that could cause actual results and events to differ materially from those in the forward-looking statements including those risks set forth in our periodic filings with the Securities and Exchange Commission. New risks emerge from time to time. It is not possible for management to predict all such risk factors or to assess the impact of such risks on our business. Accordingly, we undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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