



NEWS RELEASE

# Ryder Launches New Mobile-Friendly Website Experience

8/1/2016

New Mobile Technology Makes it Easier than Ever to do Business with Ryder

MIAMI--(BUSINESS WIRE)-- **Ryder System, Inc.** (NYSE:R), a leader in **commercial fleet management, dedicated transportation, and supply chain** solutions, today announced the launch of its rebranded, fully responsive website, [Ryder.com](http://Ryder.com). The new layout, featuring reorganized content, makes it easier to navigate the site from any device, and ultimately, to do business with Ryder.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160801005212/en/>

The new [Ryder.com](http://Ryder.com) layout, featuring reorganized content, makes it easier to navigate the site from any device. (Photo: Business Wire)

“Ryder is continuously looking for ways to create and deliver the best customer experience

possible,” said Karen Jones, Executive Vice President and Chief Marketing Officer, Ryder. “We want to make it as easy as possible for visitors to get the information they need about the best Ryder solution, both when and how they need it and across any device.”

The fully refreshed site serves up a “Problem Solver” feature, which allows visitors to easily identify the business challenges they are facing and pinpoint which Ryder solutions can help them to address those challenges accordingly. This tool specifically helps prospects and customers understand the benefits of outsourcing transportation and supply chain operations.

With the new homepage layout, tasks are made simple, such as buying or renting a truck, searching for Ryder locations, and identifying industries and solutions for supply chain and logistics needs. A background canvas video that illustrates Ryder’s capabilities immediately plays on the homepage, where visitors are also able to obtain access to highlighted content and pages. Additionally, the new site has made it easier for those seeking a career at Ryder to learn about all available job opportunities within the Company.

The new Expertise page is one in particular that can help any visitor conducting research on Ryder's transportation and supply chain solutions. This section provides access to real-world examples of Ryder's capabilities through case studies, customer testimonials, videos, brochures, special reports, and more.

The website was developed in partnership with Crispin Porter + Bogusky (CP+B), a leading advertising and digital agency known for strategic thinking and breakthrough creativity. The agency's global client list includes companies such as Kraft, Infiniti, Domino's Pizza, Jetco, Fruit of the Loom, **Hotels.com**, and American Airlines.

A thorough analysis of Ryder.com's user activity revealed just how important it was for the site to be fully responsive and mobile-friendly, with mobile traffic doubling over the past two years and constituting nearly 50 percent of its traffic. Findings from the analysis also enabled the Company to identify the most frequently visited pages and to create rich, easy-to-digest content on those pages.

In addition to Ryder.com, the Company plans to launch redesigned versions of its Rental and Pre-Owned Vehicle Sales websites later this year. This will make the mobile experience seamless and provide the most user friendly platform in the industry for commercial rental and sales.

To access Ryder's new online experience, simply visit [ryder.com](http://ryder.com) from your desktop or mobile device.

## 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](http://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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