



NEWS RELEASE

Ryder Earns Four Customer Awards from Loyalty360 for Its Cross-Functional Customer Engagement Strategies

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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 customer-centric culture and its cross-functional customer engagement and insights strategies. Ryder earned the Gold 2017 **Loyalty360 Customer Award** in the Operational Excellence and the Silver Brand 360-Degree Customer Award. The Company also received the Silver Award in both the Customer Insights and Customer Experience & Engagement categories. The awards were presented to Ryder during Loyalty360's inaugural Customer Expo in Nashville, Tenn.

TWEET THIS: @RyderSystemInc earns the Gold Award in Operational Excellence and Silver Awards in Customer Insights, Brand 360-Degree, and Customer Experience & Engagement categories at the @Loyalty360 Customer Expo for its customer-centric culture.

"Ryder takes pride in helping businesses provide solid solutions to their customers as for more than 80 years we have continually advanced our business to meet their needs in the rapidly changing trucking and logistics industries," said Dennis Cooke, President, Global Fleet Management Solutions for Ryder. "This recognition by Loyalty360 is a testament to the expertise, customer service, and innovation that Ryder continues to provide. Over the last 10 years, Ryder completely transformed its customer service function, and the Company is now able to not only understand what customers want, but anticipate customer needs and trends that impact how business is done."

Ryder has a long history of focusing on excellent customer service where the Company consistently strives to improve the customer journey. Earlier this year, Ryder introduced a set of customer experience principles called "The Great8," which were shared across the entire organization and included a listing of best practices to improve and elevate the Ryder customer experience. Ryder received the Gold 2017 Loyalty360 Customer Award in the Operational Excellence for its "The Great8" customer-focused initiative. It provides clear guidelines on how to make

it easy for Ryder customers to do business with the Company by demonstrating a “customer-first” attitude and encouraging an elevated focus on customer advocacy and accountability in how Ryder executes against its service promises. Ryder’s “The Great8” helps increase employee engagement while at the same time, recognizing and celebrating internal improvements and successes, further driving customer satisfaction across Ryder.

“Getting customer feedback and insights that are relevant and timely to the right players at key touch points along their customer journeys helps Ryder to move the needle in terms of improving customer experience,” said Samuel Johnson, Ryder Vice President, Customer Loyalty & Insights. “Collecting feedback and taking action closes the loop with all customers and it becomes a more holistic approach. Ryder’s ultimate goal in its efforts is to make it easier for companies to do business with us.”

Ryder was also recognized by Loyalty360 for its customer experience strategy which focuses on training throughout the organization on customer centricity. The Company’s innovative approach to customer experience and engagement is deployed across multiple functional areas in the organization. The Company has a holistic approach to customer engagement with an actionable end-to-end customer experience that includes, but is not limited to, on-boarding, lifecycle management, recognition, as well as customer loyalty and retention strategies.

The Customer Expo focused on all aspects of the customer journey, including an exploration of crucial audiences both internal and external. The Expo featured several best-in-class speakers, interactive discussions, and case studies from multiple world class technology suppliers. Attendees learned about the latest theories, best practices, case studies, emerging trends, and strategies that drive measurable behavioral change and quantifiable results. During the expo, the 2017 Customer 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 100 of the world’s most recognized brands, representing the cutting edge in customer insights.

Ryder, founded in 1933, operates behind the scenes, managing critical transportation and logistics functions for more than 50,000 customers, representing many of the world’s best-known brands. The Company employs 34,500 people and manages a fleet of 234,100 commercial vehicles.

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 S&P MidCap 400® 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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