



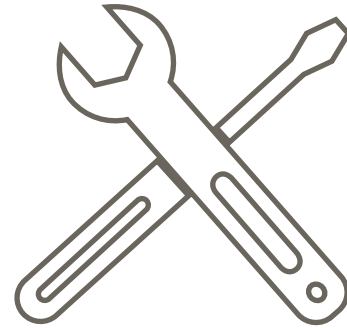
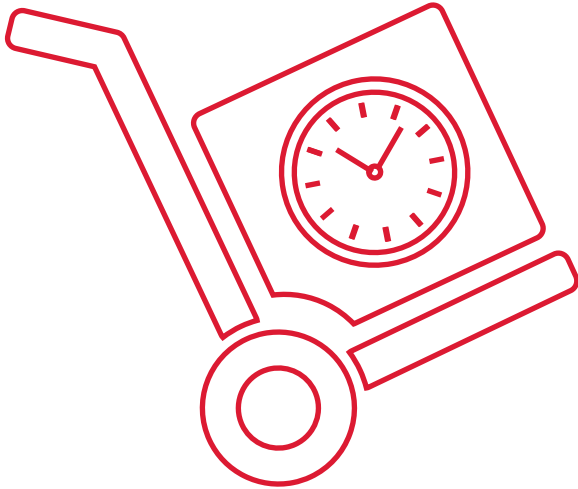
W.B. MASON GAINED BETTER CONTROL BY OUTSOURCING ITS FLEET

With dependability, predictability, and efficient use of capital looming large, the way a company manages its fleet impacts its overall business strategy and success going forward. This holds true whether you lease or own your fleet. For many businesses small and large, fleet management is not a core competency, making the decision to operate a fleet in-house even more pressing because of the significant impact it has on customers and the business. This report showcases how one of the nation's leading office supply companies benefits from a full service lease from a leading third party provider.

THE OUTSOURCING DIFFERENCE

By outsourcing its fleet to Ryder, W.B. Mason gained:

99% on-time delivery



2,000

preventive maintenance inspections
each year minimize breakdowns



Ability to redesign and add
custom features to trucks,
allowing delivery of new
products, while keeping
a unique branded look



Maintenance performed
during nights and weekends
keeps vehicles on the road
making deliveries during
regular business hours



Procurement power secures replacement
vehicles within two hours
if a truck goes out of service



800 maintenance shop network gives
immediate access to fleet management
when entering new markets

Today's business environment is full of challenges for fleet owners, and it is only getting worse. New emissions technology is making trucks more expensive and complex to maintain. Truck prices, along with associated maintenance and repair expenses, have increased by more than 40 percent. The driver and technician shortage is also hampering fleet owners who need to get products to customers.

With the effect your fleet can have on your business, you have to ask yourself whether it's better to lease or own your fleet? Both leasing and owning have their benefits. Deciding which is best for your company depends on many factors: type of operation, truck configuration, managing preferences, routes, capacity, and financing.

When considering whether to lease or own your fleet you should ask:

- Do I spend too much time and money managing my fleet?
- Am I up-to-date on the complexities of engine technology, regulations, and emissions standards?
- Do I want to drive more value from my fleet while gaining time to focus on my business and customers?

What is a full service lease?

The truth is, owning, running, and maintaining a fleet can be costly. Unpredictable costs, breakdowns, and unseen risk can take your focus away from your business and your customers. With a full service lease, you get a fleet you can rely on, predictable monthly costs, and time to focus on your business.

By collaborating with a third party provider for a full service lease, you can put the complexities of managing your fleet behind you. With a full service lease you won't have to worry about acquiring, managing, and disposing of the vehicle. You also limit the risk should you break down, as maintenance is covered.

What you get is a reliable fleet, tailored to your business with a predictable monthly payment. Thousands of businesses, small and large, trust a third party provider such as Ryder for their fleet. For

the second largest office supply company in North America, that trust has been a growing partnership since 1981.

W.B. Mason and Ryder: A customized fleet for phenomenal growth

When William Betts Mason founded W.B. Mason in a Brockton, Massachusetts storefront in 1898, he had no idea the company would change the way America viewed the delivery of office products. The iconic brand – “Who But W.B. Mason” – embodies the commitment to bring an amazing selection of products at low prices, superior delivery and top-quality personal service to businesses of all sizes.

As W.B. Mason grew to become the largest, privately owned office products dealer in the U.S., so did its brand. “Masonville” comprises over 60 locations in the Northeast running north of Massachusetts to Maine and Vermont, south to Virginia and west to Pennsylvania and Ohio. Recently, W.B. Mason expanded into Illinois and California, with plans to be nationwide in the near future.

Recognizable throughout Masonville are the colorful W.B. Mason delivery trucks, with branding so iconic they are routinely featured in films and television programs. These delivery icons represent a solid partnership between W.B. Mason and Ryder that began in 1981. Over time, W.B. Mason has depended on Ryder to help fuel its growth to become a billion dollar company, most of which has happened in the past 20 years.

“Working with Ryder has been a huge factor in being able to grow our business 12 times over in the 1990's, and four times over so far in the 2000's,” says Leo J. Meehan, III, President and CEO of W.B. Mason. “Our ability to execute our nationwide expansion plan by entering 18 markets since 2009 is largely due to Ryder's exceptionally skilled and flexible teamwork. Whenever we entered a market, they were very quick to get us there.”

Meehan recalls that the company had two trucks in 1981 when Ryder began to run its fleet. Within the last 10 years, the fleet grew from 72 to more than 1037 trucks that W.B. Mason leases from Ryder. Ryder's ability to help grow W.B. Mason's fleet as its business increased has been key to its expansion.

To keep the fleet continually operating, Ryder performs more than 2,000 preventive maintenance inspections annually. This includes everything from oil changes to tires – all according to a pre-defined schedule for each vehicle. Inspections are performed after hours and on weekends so vehicles are in prime condition to make deliveries daily during business hours.

W.B. Mason Senior Vice President of Distribution, Mike Meath, recognizes how important it is to keep trucks operational at all times.

"Having trucks always up and running has a direct impact on our customers, our ability to give them very customized service, and our competitiveness as a company," he says. "Trucks must be the optimum solution for drivers so they have time to develop customer relationships. With Ryder, we never have to worry about our trucks, so we can focus on our core competency."

W.B. Mason makes a customer guarantee that often crushes its competition: free same day and next day delivery. Because drivers can make up to 100 deliveries daily in challenging urban and rural environments, trucks must be in top condition and designed to aid storage and rapid unloading of all types of products – from paper, printers and janitorial supplies, to fresh, refrigerated and frozen snacks and drinks.

Ryder's keeping W.B. Mason's vehicle uptime at its best is key as company vehicles travel more than 13 million miles annually. Because Ryder maintains the fleet so well, and has worked with the company to customize its vehicles, W.B. Mason has the enviable record of making deliveries on time more than 99 percent of the time.

"The difference between us and the competition is that they have trucks," Meehan says. "We have weapons of delivery efficiency."

These were conceived by W.B. Mason and Ryder several years ago when the office products industry saw diversification beyond traditional products in favor of snacks, sandwiches and drinks. W.B. Mason moved quickly to stock thousands of food items in its warehouse, and their popularity is growing fast. The company is proud to have these as part of its superior customer experience. However, supplying them in addition to traditional office products required trucks to be redesigned to accommodate a greater variety of products; have refrigeration and freezing capability; and the ability to easily unload large and unwieldy products, like multi-gallon water bottles.

"Ryder really understood this," Meehan says. "They truly want to help make us the best company we can be."

The result was eight truck designs that accommodate varying types and volumes of products, plus the easiest and safest features specifically designed to suit W.B. Mason drivers.



"They offer a stellar level of dependability. We can't have break downs; they make sure we don't. We can't have safety issues and accidents; they make sure we don't,"

– Leo J. Meehan, III
President and CEO, W.B. Mason



“The way they integrate with us is seamless. It’s always been about the partnership.”

— Leo J. Meehan, III
President and CEO, W.B. Mason



Customized vehicle features include:

- An air-ride system providing less height when lowered during delivery to optimize safety
- Customized shelving for large water bottles
- Cargo netted shelves
- Angled shelves for ease in off-loading
- Reinforced truck bodies for greater load capacity
- Motion detectors for lighting in the rear of trucks, so battery life is maximized
- Non-stick floors and extra handrails

“With incredibly reliable trucks designed for drivers’ needs as they change, we are very fast and very good at what we do,” Meehan says. “Instead of focusing on managing freight struggles, our drivers can take time to nurture customer relationships each time they make a delivery.”

Just as customers trust W.B. Mason to deliver the best supplies in the shortest amount of time possible, the company trusts Ryder to help make that happen.

“They offer a stellar level of dependability. We can’t have break downs; they make sure we don’t. We can’t have safety issues and accidents; they make sure we don’t,” Meehan says. “The way they integrate with us is seamless. It’s always been about the partnership.”



W.B. MASON

A Fleet Management Journey

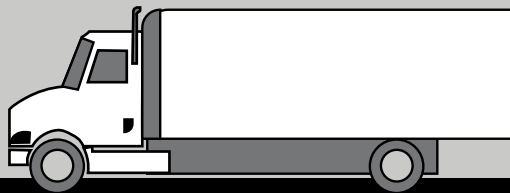
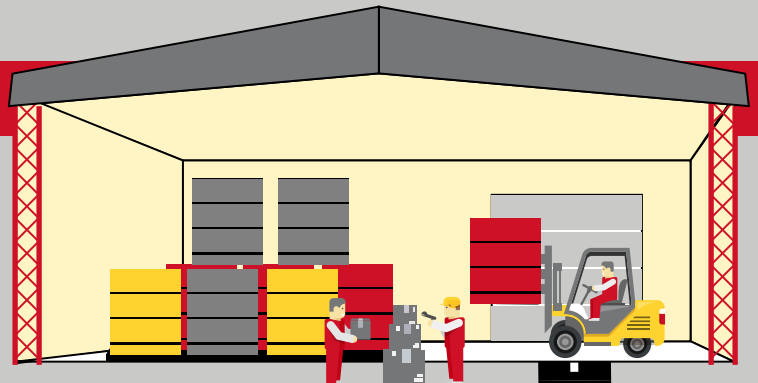
What happens when you combine W.B. Mason's century-spanning customer service skills with Ryder's fleet management expertise?

National reach

THE FIRST 83 YEARS

1898-1981:

- 1 warehouse in Brockton, Mass.
- Fleet of 5 trucks, owned by W.B. Mason
- Frequent breakdowns and maintenance issues



1981: W.B. MASON PARTNERS WITH RYDER



Today:

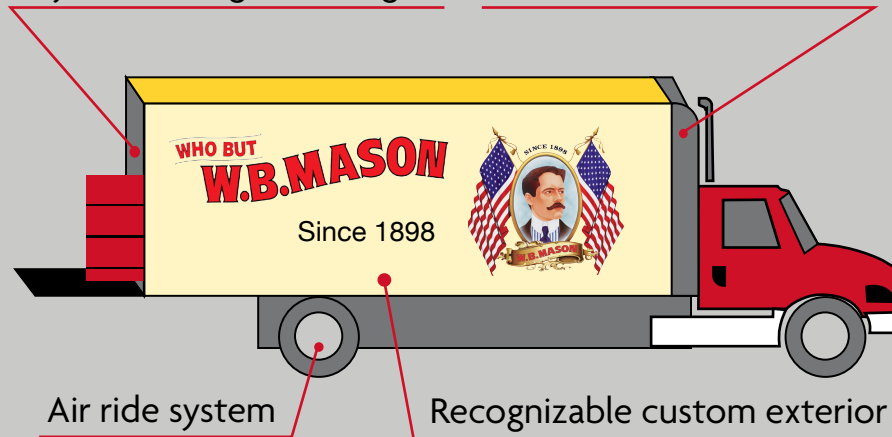
- Fleet of 1037 trucks, owned and serviced by Ryder
- 60+ locations
- 24 states
- 230,000+ customers
- Largest privately owned office supplier in the U.S.



THE RYDER ADVANTAGE

Adjustable cargo shelving

Reinforced truck bodies



Truck Customization

Safety & Responsiveness



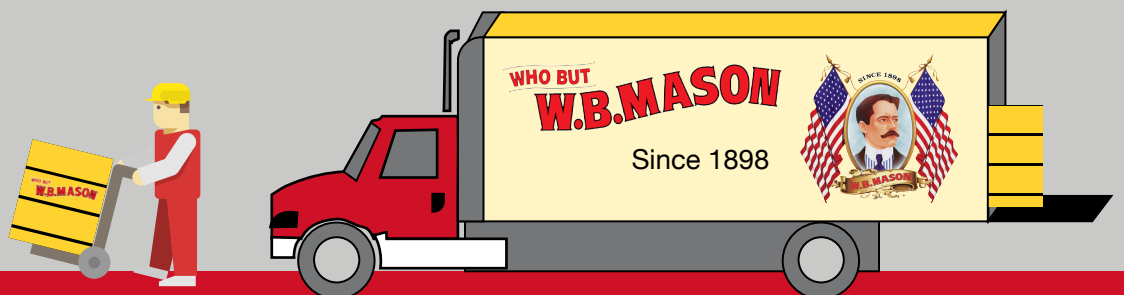
Driver safety training



Over 2,000 preventive maintenance inspections per year



When breakdowns do occur, loads are switched out within an hour



The result is W.B. Mason's 99% on-time delivery rate—
an industry record!



ABOUT W.B. MASON

Since 1898, the dedicated people at W.B. Mason have been passionate about bringing their amazingly low prices, superior delivery and outstanding personal service to businesses of all sizes for all of their workplace supply needs. From our humble beginnings in a small warehouse in Brockton, MA, we have grown to become the largest, privately owned office products dealer in the United States, with over 60 locations spanning all 50 states. We have everything you need for your office, from supplies and furniture, to break room and janitorial goods. Let us be your one source for all of your office needs.



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. For more information, visit www.ryder.com.