



# TG's Playbook

January

There's a new team  
in town... and it's us

**Come March 1, we are going to formally bring Yellow and Roadway together as YRC.**

**We will provide customers with an experience that is new and unique in our industry.**

**Make sure that the people you talk to have heard about the new YRC brand and understand how they will benefit.**

People love new things. Whether it's just a new little gadget or a new car, we're excited about having it and eager to show it off. Today we all have something new that we can be eager to start showing off to our customers; the new YRC brand.

Legally we've been YRC Inc. for several months, but to our customers and most of the outside world we just looked like two companies that were working together as one. Come March 1, we're going to formally bring the companies together. Before that happens, we need to make sure that every customer has heard about why we're making the change, has seen the new brand and knows about the benefits that will result. This isn't just a new play from our book; this is a whole new game.

We are going to provide a **simply reliable** customer experience that is new and unique in our industry, an experience built around the facts that set us apart.

- We are the **heavyweight shipping experts**, with 38,000 transportation professionals and a combined legacy of more than 160 years experience
- Our **comprehensive network** puts us closer to customers, with more direct coverage and greater shipment density
- We offer **flexible, efficient solutions**

There will be plenty of corporate communications about our company becoming YRC. There will be a new website, and our tradeshow displays and literature will start to show the new brand beginning in February. But you need to make sure that the people you talk to hear about the new YRC brand and how they will benefit.

We're going to have a few fumbles and stumbles during the integration, and customers will call with concerns. When they do, keep it positive. Let them know we'll take care of the problem and have all of the kinks worked out very soon.

This is a bittersweet time for many of us, the people who came from either Roadway or Yellow. Lots of us have decades of service. I started with Roadway in 1979 in Peoria. When I look at all my shirts and hats with the Roadway logo, it makes me a bit sad to know that it's going to be replaced by the new YRC logo.

But we need to look forward, not backward. We're doing the right things to survive in the short term, and go to new levels of success and profitability in the long term. The integration continues, so all of the benefits aren't yet available. But every day we move closer to becoming one company, the biggest carrier in North America, with capabilities and resources that customers can't find anywhere else.

Professional athletes routinely change teams and quickly begin to contribute their talents and skills to the new team. We are bringing two teams together, each with its own strong talents and unique skills. Together, we are going to be unstoppable!

**Roadway**  
your way.