



IDEALEASE

2008 - 2009 CORPORATE PROFILE

A BETTER WAY
A BETTER PLACE

TABLE OF CONTENTS

Mission of Idealease	1
Message from Executive Management	2-3
Full Service Leasing Frees Capital and Delivers Many Advantages Over Ownership	4
Idealease National Accounts Group: A Sound Choice for Major Private Fleets	5
Idealgreen Solutions: Fuel Efficient and Hybrid Vehicles that are Eco-Friendly and Save Money	6
Leadership in Safety, Compliance and Risk Management	7
Idealnet, IdealMaintenance, Mobile Maintenance and Idealogistics	8-9
Map and List of Idealease Locations	10-11
We are A Better Way and A Better Place for the Private Fleet Customer, Corporate Officers and Board of Directors	12-13



2008 - 2009 CORPORATE PROFILE

**A BETTER WAY
A BETTER PLACE**



The Mission of Idealease

The mission of Idealease is to be the premier transportation solutions provider in all markets that we serve. Our commitment is to lead our industry with innovative products and services that allow us to meet each customer's need for cost effective, productive and efficient transportation solutions.

Idealease fulfills its mission by providing our customers with professional consultation to identify the best solutions and by delivering superior service and support. All Idealease programs are designed to be flexible and customer-centered:

- **Industry Leading Products:** Idealease vehicles are leading-edge and deliver the latest in technological innovations to meet the growing demand for fuel efficient and eco-friendly operation.
- **National Accounts:** A comprehensive program that meets the demands of corporations with multiple locations with a single contract and supplements that address corporate and local product and service requirements.
- **Emergency Road Service:** The industry-leading Idealnet emergency road service program is available 24 hours a day, 7 days a week year-round. Staffed by Idealease trained service consultants, these professionals are dedicated to getting vehicles repaired and on the road as quickly as possible.
- **Safety and Compliance Training and Information:** Idealease has led the industry with the most comprehensive program for delivering safety and compliance information and training to management and drivers.
- **Our Portfolio of Services** addresses every aspect of truck and equipment leasing and rental including proper vehicle and equipment specifications, regular maintenance and contract maintenance programs, national rental programs for corporate fleets, substitute vehicles, and much more.
- **Mobile Maintenance** brings the best technician and a fully equipped vehicle to customer locations to provide convenient, off-hours maintenance services.



As Globalization Alters the Business Landscape, Idealease Commits to Finding Better Ways to Serve Our Customers

2008 was a year of great challenge and 2009 promises to be a year of unprecedented change for the lease and rental industry. The effects of globalization on our economy here in the U.S. as well as Canada and Mexico are evident: large numbers of businesses have disappeared, consolidations increased, and demand faltered with the uncertain prospects for the global economy.

Intense competition, pressure on margins, and mergers, consolidations and private equity buyouts are altering our customer base. As smaller companies are purchased and merged into larger corporations, they tend to be moving away from ownership and toward leasing as the preferred model for their private fleets. We understand the financial and resource needs that make leasing a smart choice for those companies. As equipment, like trucks, becomes a true commodity, the services that support and maintain that equipment are becoming more valuable.

In response, Idealease of North America, Inc. redoubled its efforts to face these challenges head-on by doing what we do best: providing excellent and innovative services tailored to the unique needs of each customer, and driving improvement throughout our operations in efficiency, leveraging technology and increasing the capability of our personnel. Idealease is committed to being both *A Better Way* and *A Better Place* for customers, our employees and our valued suppliers.

Highlights of our progress in 2008 include the following:

- The revenues of the system, which include all Idealease locations, Idealease of North America revenues, and National Accounts revenues exceeded \$1,200,000,000.
- Total Idealease Fleet Units exceeded 39,000.
- Idealease in-serviced over 1,367 new national account units.
- The National Accounts fleet of over 9,000 units is supported by 366 Idealease locations in the U.S., Canada and Mexico with revenue billings in fiscal 2008 of \$137,000,000.
- A Customer Portal was launched to provide national accounts with real time, online fleet management tools.
- Our 'green' product offerings expanded.
- Safety and Compliance Training Webinars were introduced.
- Mobile Maintenance units increased to support more than 5,000 units.

Leasing Emerges as the Better Way

Truck and equipment lease and rental services give businesses and corporations the ability to focus on their core businesses while managing their transportation needs and expenses more effectively. What makes Idealease of North America, Inc. and our 420 locally-owned and managed lease and rental operations a Better Place is our commitment to priority service, customer support, and service excellence. While U.S. affiliates represent the largest share of locations, our 71 affiliates in Canada and 36 affiliates in Mexico deliver premier transportation solutions from the northern regions of Ontario to the southern-most areas of Mexico.

The Idealease Advantages of local decision-making, flexibility in designing solutions, and responsiveness in meeting customer needs have allowed Idealease to build solid customer relationships that stand the test of time. Unlike competitors who fit customers into their standard programs and services, Idealease customizes product and service offerings to enhance each customer's productivity and efficiency, whether the customer is a local business or a national account with multiple locations.

Our **National Accounts Group** is populated by industry experts who assist major corporations in streamlining their fleet management and controlling costs. Our proven support services and the most capable service organization in North America serve national accounts clients in virtually every major market. An Idealease National Accounts Area Vice President works closely with each of our corporate clients to structure the best overall contract with supplements that cover individual location requirements. In 2008,

Idealease of North America, Inc. is owned by its stockholders, the owners and operators of the 420 Idealease locations throughout the U.S., Canada and Mexico. The Idealease National Account organization works directly with corporations that have multiple locations and coordinates services among the supporting Idealease locations for these accounts.

Idealease of North America, Inc. posted strong results in fiscal year 2008. Total Idealease System revenues exceeded \$1.2 billion.

There are more than 9,000 national account units. These accounts are serviced by 366 Idealease locations in the U.S., Canada and Mexico. The total Idealease fleet numbers more than 39,000 units.

Idealease introduced a Customer Portal to provide private fleets the ability to manage their fleet, control costs, and track productivity and utilization online and in real time. With pressure on profits growing tougher, Idealease Mobile Maintenance services are critical to companies utilizing truck equipment around the clock as they work to do more with fewer vehicles. As demand for greater uptime and convenient vehicle maintenance grew in 2008, **Idealease Mobile Maintenance** services expanded to meet that demand and we now support more than 5,000 units. We expect demand to grow in 2009.

The **North American Rental Program** is designed for larger fleets that want the flexibility of renting vehicles and the confidence of consistent pricing, one-time credit approval and coordinated rental service.

Another valuable service for National Accounts is **Idealease Fleet Services** which provides legalization, fuel tax reporting and licensing of trucks in the U.S., and allows us to have direct control over these high value services to assure efficiency and quality.

Idealmaintenance is our program of best practices and preventive maintenance dedicated to keep vehicles on the road and out of the service shop through excellent maintenance services. Idealmaintenance is part of every full service lease and is also available in contract maintenance programs.

The **Idealgreen** philosophy is a Better Way for customers who have made 'green' their business mission. Idealease offers Idealgreen specs featuring the International® ProStar™ and TranStar™, the DuraStar™ hybrid and non-hybrid vehicles, and refrigerated cold plate technology. Whether a company is focused on reducing its carbon footprint, remaining carbon neutral, or looking for the benefits of aerodynamics and biodiesel, Idealease provides vehicles that meet today's stringent emissions and fuel efficiency requirements.

Idealease Safety, Compliance and Risk Management Services

The demands on today's transportation industry for regulatory compliance require companies to assure that employees are trained in the proper and safe operation of motor vehicles. Idealease is the leader in safety and compliance training and we have dedicated the resources to provide customers with the most current and useful information and training available today. In partnership with the National Private Truck Council, Idealease delivers industry-leading training in driver safety and regulations and compliance for private fleet managers. In addition, Idealease will customize training by working directly with companies to address their particular needs. A comprehensive library of safety training videos and DVDs and webinar training in topics such as drug abuse and alcohol detection are also available. Idealease also helps companies develop Driver Rodeos and Driver Safety programs to encourage safety awareness and proper vehicle operation.

Roadside Assistance Around the Clock

Idealnet, the Idealease emergency roadside assistance service, provides customers and their drivers with a 24 hours-a-day, 365-days-a-year safety net. The mission of Idealnet is to get drivers back on the road as quickly as possible. Idealnet is staffed by Idealease employees who are trained to respond quickly and professionally to our customers. This is a 100% in-house service to assure that Idealease provides the highest level of responsiveness. Our service network includes 420 Idealease locations and tens of thousands of service providers that have been screened and rated to assure the best possible service for our customers. The Idealnet website provides real-time repair status for each breakdown situation. In 2008, Idealnet handled more than 45,000 calls for roadside assistance.

Providing a Better Way and a Better Place for Our Customers

Idealease of North America, Inc. understands that transportation solutions, tailored to the unique needs of each customer whether local or multi-location, can have a positive impact on the bottom line of companies. We remain dedicated to providing the products and services that give our customers an advantage in good times and in hard times.

As we face the changes ahead in 2009, we are more committed than ever to being the most flexible, responsive and innovative Transportation Services Company in North America – A Better Way, and a Better Place, for transportation solutions that work.



A handwritten signature in black ink that reads "William W. Kennedy".

William W. Kennedy
President, Idealease of North America, Inc.



A handwritten signature in black ink that reads "Daniel J. Murphy".

Daniel J. Murphy
*Executive Vice President and
Chief Operating Officer, Idealease of
North America, Inc.*

Full Service Leasing Frees Capital and Delivers Many Advantages over Ownership

With the need growing every day to operate efficiently and conserve capital, full service leasing is a great alternative to ownership for companies operating private truck fleets. Full Service Leasing allows companies to focus their cash, resources and time on their core business and let Idealease manage their vehicles. Consider these advantages of Full Service Leasing:

- Full Service Leasing is typically off balance sheet which improves financial ratios and makes the balance sheet more attractive to lenders and investors.
- Minimal investment. No down payment for a purchase is needed and customers do not have any cash expenses.
- No requirement to borrow money against credit lines.
- Priority Service means fast attention to vehicle repair and maintenance needs.
- Maintenance costs are included in the monthly price which remains constant over the term of the contract and eliminates the impact of unexpected repair and breakdown costs.

- Maintenance is performed by Idealease locations which specialize in truck maintenance. Idealease has residual responsibility with a Full Service Lease and provides superior maintenance to assure uptime and residual values.
- Menu of services for customers to choose from:
 - Roadside Assistance Program – Idealnet
 - Licensing and Registration
 - Fuel Tax Reporting
 - Fuel Card Services
 - Substitute Vehicles (in case of vehicle breakdown)
 - Mobile Maintenance (where available)
 - Vehicle Washing
 - Customized Safety Programs

Contract Maintenance

Companies that prefer to own their vehicles can choose the Idealease Contract Maintenance Program and have Idealease handle all scheduled maintenance and repairs over the term of the contract. A set monthly fee eliminates the variable costs of self-maintenance and assures the latest in service technology and best practices are followed.

Unbundled Leasing

Another variation offered by Idealease is the Unbundled Lease, a combination of an Asset Lease with a contract maintenance program. The Asset Lease can be a Fair Market Value Lease, a TRAC Lease, or an Equity Lease. Each of these lease types has a different impact on a company's balance sheet and tax books. Idealease National Accounts Managers can provide more details about this offering.

Idealrental

When substitute vehicles or additional equipment are needed quickly, Idealrental provides a variety of equipment including dry and refrigerated straight trucks, day cabs and sleeper tractors, flatbeds, trailers, and even specialized equipment.

Flexibility and Responsiveness

Flexibility is one of the Idealease founding principles. We are focused on local decision-making that is quick and responsive, and transportation solutions to fit each customer's unique situation. Idealease locations build relationships in the communities where they do business, understand customer needs, and respond to those needs better than any other competitor in the industry with customized solutions to enhance customer productivity and efficiency.



Idealease National Accounts Group:

A Sound Choice for Major Private Fleets

The number one task of major corporations operating private fleets is to manage vehicle and equipment assets efficiently, streamline processes and improve cash flow. The Idealease National Accounts Group offers solutions that drive great benefits for on-balance sheet or off-balance sheet requirements.

Equity Lease: For corporations that are driven by EBITDA (earnings before interest, tax depreciation and amortization) and prefer to keep the asset, depreciation and interest on their books for tax purposes, the Idealease National Accounts Equity Lease is the answer. The Equity (or Capital) Lease provides the benefits of ownership without the cash outlay of purchasing the assets.

Operating Lease: This off-balance sheet transaction improves financial ratios and makes the balance sheet more attractive to lenders and investors and provides the benefits of state-of-the-art equipment, fuel savings, and the ease of outsourcing.

An Idealease National Accounts Area Vice President works closely with the company's financial and operating management to determine the appropriate structure, construct the master contract and write the supplements that cover each geographic location where equipment needs to be serviced and supported. Scheduled evaluations of local Idealease services are conducted and reviewed monthly or quarterly to assure that service and quality levels are consistent with the customer's expectations.

The Idealease National Accounts service portfolio includes centralized billing, transferability, expense tracking, customized reports, online management tools, regular service evaluations, and the full array of outstanding Idealease products and services, such as mobile maintenance, roadside assistance, safety and compliance training, safe driver training and recognition programs.

The **North American Rental Program** provides larger fleets with the flexibility to secure rental equipment from any Idealease location without the need to establish separate rental accounts. Our program provides consistent pricing, one-time credit approval, and coordinated rental service at more than 400 Idealease locations. All insurance documentation, credit approval, pricing and service requirements are issued to field locations by our corporate office.

Idealease Fleet Services provides legalization, fuel tax reporting and licensing of trucks in the U.S. The Idealease Fleet Services Fuel Card is also integrated into our Fuel Tax Reporting systems. These services offer customers reliability and ease in data collection and extremely competitive rates.

The dedicated support and responsiveness of our experienced National Accounts executives has built our reputation for sound management and excellent hands-on support with large accounts.

The Idealease National Accounts Group serves a large portfolio of major North American corporate customers. These customers are served by 366 Idealease locations in the U.S., Canada and Mexico. Revenue for these national accounts now exceeds \$137 million annually.

A sampling of some of these prestigious national account corporations includes: Schwan's Consumer Brands, Stericycle, United Rentals, Inc., Hill's Pet Nutrition, Home Depot Supply, Kraft/Nabisco, Reddy Ice, Stroehmann's Bakery, Eby-Brown Distributors, Aaron Rents, DS Water, Vitalaire, and YRC Logistics.

CUSTOMER PORTAL: MANAGE FLEET OPERATIONS IN REAL TIME

The Idealease National Accounts Customer Portal is a secure, web-based tool that gives fleet managers easy access to timely operating information about their lease fleet. This Customer Portal enables these critical features:

- **Consolidated Billing:**
View billing by location, download pdf or excel file to general ledger accounts.
- **Expense History:**
Identify trends by region, location, unit, driver and repair type
- **Download Data:**
Download data to customer's system to create P&Ls and analysis
- **Track Rentals:**
Monitor rental trends, service needs, and why rentals were used
- **Communications:**
Promote better communication and easy access to safety information, forms, instructions, certificates of insurance, operating and procedures manuals, archival information.

Training in the use of the Customer Portal is provided through webinars that are conveniently scheduled and cost effective.

The Idealease National Accounts Customer Portal tool is continually enhanced as part of our improvement process and in response to customer requests for additional functionality.

Idealgreen Solutions: *Fuel Efficient and Hybrid Vehicles that are Eco-Friendly and Save Money!*

Never before has there been the focus and momentum to merge the need to reduce vehicle operating costs and meet the demands of ever-increasing environmental regulations. Companies are establishing environmental commitments and seek suppliers who share those philosophies. There is a growing demand for products that positively impact carbon footprint, are carbon neutral, aerodynamic or use biodiesel fuel.

Idealease has offered lease and rental customers leading-edge vehicle technologies for more than 26 years and is proud to be in the forefront with fuel efficient and environmentally responsible hybrid vehicles. In 2008, Idealease added the first medium duty hybrid in production, the DuraStar™ 4300 with Eaton® Hybrid System, to its product offerings. Our vehicle portfolio also includes the International® DuraStar™ with Cold Plate System, that can save up to \$8,000 in fuel expense, and the International® ProStar™, the most aerodynamic truck in its class that can deliver fuel economy savings of up to 14%.

Hybrid Vehicle Leases

Hybrid vehicles are new to the truck transportation industry and can be as much as \$40,000 more expensive than non-hybrid vehicles. Leasing reduces the sizeable risk of operating hybrid vehicles as the

industry learns more about actual running costs and fuel savings. Subsidies are available to help increase the use of hybrids and decrease the cost over time. Idealease will help customers identify and obtain subsidies, and pass 100% of the subsidy to the customer.

- Leasing hybrid vehicles from Idealease gives customers access to service technicians who are trained in maintaining and repairing these new, sophisticated systems. Special care is required from diagnostics through repair, and investments must be made in training and tooling.
- The Idealease Hybrid Demo programs for reefers and chassis are part of our partnerships with Navistar, Inc., Eaton and various refrigeration systems suppliers.
- Hybrid vehicles are application-specific. The greatest savings are achieved with applications operating between 20 and 35 miles per hour on multi-stop routes
- Driver training is essential to reap the benefits of hybrid technologies. Idealease provides a thorough review of the hybrid vehicle on site with customers' drivers and also uses OEM training programs to enhance the training experience.

Idealease also provides customers with the latest tips and techniques to achieve fuel savings and improve eco-friendly vehicle performance:

- Speed limiters
- Vehicle specifications for maximum fuel efficiency
- Eco-friendly lubricants and other products
- Idle Shut Down
- Driver tips to reduce start and stop cycles, reduce speed, use cruise control
- Maintenance schedules for engine and transmission
- Daily Vehicle Inspections
- Proper tire specifications

Idealgreen Solutions

Idealease is proud to offer our lease and rental customers International® brand vehicles, the most fuel efficient and aerodynamic vehicles on the road today:

- International® DuraStar™ 4300 with Eaton Hybrid System
- International® ProStar™
- International® LoneStar™
- International® TranStar™ 8600
- International® WorkStar™ 7600 and 7700
- International® 9200i
- International® CityStar™ LFE
- Refrigeration Units - Ultra Temp by Kidron
- MaxxForce™ Engine Parameters for Fuel Efficiency and Performance



Leadership in Safety, Compliance and Risk Management

The Federal Motor Carrier Safety Administration (FMCSA) is charged with preventing commercial motor vehicle related fatalities and injuries through strong enforcement of safety regulations. The FMCSA identifies non-compliance through compliance reviews and by targeting 'high risk' fleets. The best way to reduce the risk of accidents and to assure compliance is by providing fleet managers and drivers with the latest information on safety regulations, training, and access to experts in the field.

For 27 years, Idealease has helped transportation managers from companies of all sizes understand and comply with the regulatory requirements that affect motor carrier operators. The National Private Truck Council (NPTC) and Idealease are co-sponsors of Idealease Safety and Compliance Seminars, the transportation industry's leading source for information and training to assure that fleet managers have the knowledge to comply with regulations, understand the review process, and prepare for a review. The Idealease Guide to Transportation Safety and Compliance is updated annually and provided as part of the Seminar materials.

The Idealease/NPTC Safety Seminars, held annually throughout the U.S., have been attended by thousands of companies that recognize the benefits of preventing loss and managing risk through safety and compliance training.

The Safety Seminar takes attendees through the information that will help them prepare for and successfully pass a DOT audit, achieve compliance, drive down losses, and create their own safety program. These one-day Seminars are held at locations throughout the U.S. and are offered as a free service to all NPTC Members and Idealease customers. Non-NPTC Members and non-Idealease customers may attend the seminar for a nominal fee.

Drivers are the key to safe motor vehicle operation and Idealease programs are targeted at this important employee group. The Idealease Start-Up kit gives drivers the information and procedures that encourage safe performance from day one and includes a daily inspection book, log book, MFCSR book, reflective triangles and more. Driver Safety Meetings are customized for each company and held quarterly to keep drivers current and aware of safety concerns.

Other valuable safety-related services provided by Idealease include the following:

- Safety Hotline for ready-access to experts in the field of safety and compliance
- Pre- and Post-Trip DOT Inspection DVDs (available in English and Spanish)
- Weekly Safety Bulletin
- Safety Training Video Library
- Webinars on Preparing for DOT Audits
- Agreements with Vendors for Drug and Alcohol Testing
- Alcohol Detection and Drug Abuse Detection Supervisory Training (at Seminars and by Webinar)
- Assistance for Driver Rodeo Events
- Assistance for Driver Safety Awards Programs (customize programs, pins and patches)



In 2008 Idealease continued its leadership in safety and compliance training. Idealease and NPTC presented 24 Safety Seminars to more than 1,500 attendees, and included Drug and Alcohol Supervisory training. The first edition of [The Idealease Guide to Transportation Safety and Compliance](#) was released. To expand the reach and benefit of our safety message, Safety Webinars were instituted.

Other safety and consulting services are available from Idealease including:

- Policy and Procedure Statement to promote safety, efficiency and profitability
- DOT Compliance guidance and preparation
- Driver Qualification Services (candidate screening, testing, selection process, and other services)
- Safety Publications
- Terminal Inspections
- Cargo Security
- Accident and Injury Analysis
- Accident Assistance (documentation of insurance)



Idealnet is staffed by Idealease employees, trained by our management and skilled in providing knowledgeable support to drivers in need of assistance. 'Live Answer' is available 24 hours a day, 365 days a year and multi-lingual service coordinators meet the needs of a diverse driver population. Drivers do not have to work through a series of prompts or recordings, or experience long hold times. Idealnet is the premier roadside assistance program in the industry and outperforms other programs that are outsourced to third party providers, often located in other countries.

Idealnet: The Best Roadside Assistance Program in North America

Idealnet, the Idealease roadside assistance program in the U.S., Canada and Mexico, has one goal: Get your vehicle repaired and your driver back on the road in the shortest time possible.

To fulfill that goal, Idealnet has invested in state-of-the-art call center technology that is continually enhanced and updated. Idealnet operates 365 days a year and around the clock. Service coordinators are Idealease employees, trained by our staff and skilled in providing the most efficient way to help drivers with their vehicle problems such as lock-out, vehicle breakdown, emergency permit requirements, towing, fuel or hazardous material spill cleanup.

Service coordinators answer every call live and react immediately if a driver is in an unsafe situation. Because the driver population is diverse, Idealnet has multi-lingual service coordinators available at all times. The Idealnet service network includes more than 30,000 dealerships, truck stops, tire repair centers and service stations in North America.

Once a driver calls the Idealnet hotline, the process is set in motion to determine the problem, locate the closest Idealease location or service provider, arrange for a tow, and inform the driver's company. Idealnet will follow the instructions for approval and payment provided by the company.

Voice recordings of all calls are entered into our digital system and downloaded into a central computer. In only seconds, service coordinators can access the recording of a call regardless of when it occurred. This information also can be sent by email to customers to review a breakdown from start to finish.

All active breakdowns are tracked in real time on a large screen in Idealnet offices and are visible 24 hours a day to Idealnet management.

Constant communications among Idealnet, the Idealease location or service provider, the driver and the company results in quicker response time and less downtime for our customers.

Idealmaintenance: Comprehensive Maintenance Programs Improve Uptime and Performance

Superior maintenance is the backbone of Idealease. Keeping our lease fleet and customers on the road is our goal. Idealmaintenance programs are designed to help support equipment uptime and meet customer needs for convenience and efficiency.

Priority Service at all Idealease locations allows customers to avoid the delays in service and repair that occur at retail maintenance facilities. New Idealmaintenance customers have reported a 75% to 90% improvement in downtime, due to dedicated service bays and experienced service technicians who take vehicles from quick diagnosis through repair.

Preventive Maintenance is the key to improving vehicle uptime. Idealmaintenance has established optimum PM intervals and contacts customers and drivers when vehicles are due for service. Every effort is made to schedule PMs during customer off-hours for convenience and to limit out of service time. Oil and lubricant testing and analysis are performed to maximize the useful life of the vehicle. Idealmaintenance PM Programs satisfy state and federal annual inspection programs.

Tire Management is a critical part of maintenance because tires represent the single largest maintenance expense for a vehicle. Idealease leverages its purchasing power to lower tire expense, and provide expert tire management and accurate replacement intervals that maximize fuel economy. Idealmaintenance programs include the cost for all normal tire repair and replacement. Idealease locations use the latest wheel alignment tools and testing equipment for the best tire performance and fuel economy.



Mobile Maintenance: *Convenient and Cost Effective Maintenance Support*

In today's difficult economy, companies are focused on making the best use of their resources, time and personnel. Idealease Mobile Maintenance Service delivers high quality maintenance and repairs on site and at the most convenient time for the customer. Mobile Maintenance can be scheduled for off-hours and weekends, assuring that equipment is ready to roll when needed. This convenient service cuts down on vehicle and driver downtime, and saves the transport time from the customer location to the Idealease location, reducing fuel expense.

Idealease Mobile Maintenance vehicles are specially designed and equipped to perform scheduled PMs, mobile quick checks, minor repairs and DVIR write-ups. The best service technicians operate Mobile Maintenance units and take pride in both their skill and in the relationships they build with each customer account and location.

As demand for greater uptime and convenient vehicle maintenance grew in 2008, Idealease Mobile Maintenance services expanded to meet that demand and we now support more than 5,000 units. We expect demand will continue to grow in 2009.

Idealogistics: *Logistics Solutions for Complex Supply Chain Management*

Idealease has developed strategic partnerships with North America's most experienced logistics companies to offer Idealogistics, logistics solutions to meet the complex supply chain management issues facing businesses today.

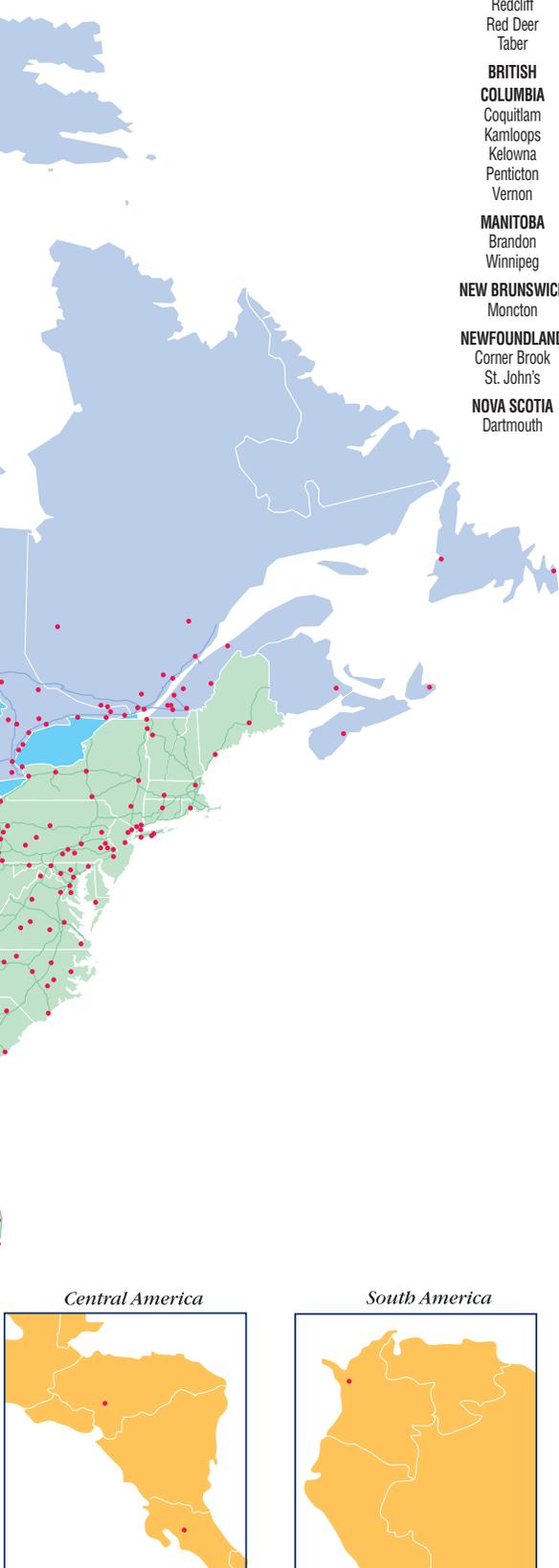
Idealogistics combines the equipment and maintenance expertise of Idealease with the distribution and management capabilities of North America's most successful logistics providers. Whether your transportation and distribution structures require a massive overhaul or fine-tuning, Idealogistics has the range of services and flexibility to meet your requirements.

Idealogistics provides these valuable services:

- Equipment Leasing
- Comprehensive Management
- Emergency Breakdown Assistance
- Safety Programs
- Transportation Management
- Driver Management
- Warehousing and Storage
- Distribution Management
- Operations Management
- Customer Service

Since 1982
Idealease has built
and become the
premier transportation
services company in
North America.
Our 420 locations,
representing 210
stockholders, deliver
priority service, expertise
in equipment specification
and maintenance, and
services that give
customers the value they
expect and the efficiencies
they need. Our affiliates in
the U.S. Canada, Mexico,
Central America and South
America share common goals,
high standards, and a philosophy
that puts the
customer first.





- Canada**
- ALBERTA**
Brooks
Calgary
Camrose
Edmonton
Lethbridge
Lloydminster
Redcliff
Red Deer
Taber
- BRITISH COLUMBIA**
Coquitlam
Kamloops
Kelowna
Penticton
Vernon
- MANITOBA**
Brandon
Winnipeg
- NEW BRUNSWICK**
Moncton
- NEWFOUNDLAND**
Corner Brook
St. John's
- NOVA SCOTIA**
Dartmouth
- ONTARIO**
Barrie
Belleville
Brantford
Brockville
Burlington
Cambridge
Chatham
Cornwall
Goderich
Guelph
Hamilton
Kemptville
Kingston
Kitchener
London
Markham
Mississauga
North Bay
Ottawa
Owen Sound
Peterborough
Sarnia
St. Catharines
Sharon
Sudbury
Timmins
Welland
Windsor
Woodstock
- PROVINCE OF QUEBEC**
Amos
Anjou
Carignan
Chicoutimi
Drummondville
Gatineau
Granby
Lavaltrie
Laval
Riviere Du Loup
Saint-Georges
Shawinigan
Sherbrooke
St. Laurent
Theftord Mines
Vanier
Victoriaville
- SASKATCHEWAN**
Regina
Saskatoon
- Mexico**
- AGUASCALIENTES**
Aguascalientes
- BAJA CALIFORNIA**
Mexicali
Tijuana
- CAMPECHE**
Campeche
- CHIAPAS**
Tuxtla Gutierrez
- CHIHUAHUA**
Chihuahua
Ciudad Juarez
- COAHUILA**
Torreon
- DISTRITO FEDERAL**
Tlalneantla
Tultitlan
Vallejo
- DURANGO**
Durango
- GUANAJUATO**
Leon
- HIDALGO**
Pachuca
- JALISCO**
Tlaquepaque
- MICHOACAN**
Zamora
- MORELOS**
Jiutepec
- NUEVO LEON**
Guadalupe
- PUEBLA**
Puebla
Tehuacan
- QUERETARO**
Queretaro
- QUINTANA ROO**
Cancun
- SAN LUIS POTOSI**
Ciudad Valles
San Luis Potosi
- SINALOA**
Culiacan
Los Mochis
Mazatlan
- SONORA**
Hermosillo
- TABASCO**
Villahermosa
- TAMAULIPAS**
Puerta Altamira
- VERACRUZ**
Jalapa
Veracruz
- YUCATAN**
Merida
- Central America**
- COSTA RICA**
Pozos de Santa Ana
- HONDURAS**
San Pedro Sula
- South America**
- COLOMBIA**
Medellin
- United States**
- ALABAMA**
Birmingham
Decatur
Dothan
Mobile
Montgomery
Tuscaloosa
- ALASKA**
Anchorage
- ARIZONA**
Phoenix
Tucson
- ARKANSAS**
Fort Smith
Lowell
N. Little Rock
Russellville
Texarkana0
- CALIFORNIA**
Bakersfield
Carson
Fresno
Hayward
Huntington Park
Montebello
Pacoima
Pomona
Rohnert Park
San Bernardino
San Diego
San Jose
San Marcos
San Mateo
Santa Fe Springs
Santa Maria
- CONNECTICUT**
Hartford
- FLORIDA**
Davenport
Ft. Myers
Jacksonville
Miami
Ocala
Orlando
Pensacola
Riviera Beach
Sarasota
Tallahassee
Tampa
- GEORGIA**
Albany
Atlanta
Augusta
Lake City
Norcross
Richmond Hill
Rockmart
Thomasville
- HAWAII**
Kapolei
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Wichita
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Henrietta
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Mansfield
Marietta
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Midvale
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Stony Ridge
Walton Hills
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Oklahoma City
Tulsa
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Pendleton
Portland
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Springfield
- PENNSYLVANIA**
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Eighty Four
Erie
Harrisburg
Johnstown
Langhorne
Lewistown
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Philadelphia
Pittsburgh
Reading
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We Are A Better Way and A Better Place for the Private Fleet Customer

By Jeff Kirby, 2009 Chairman, Idealease Board of Directors

Idealease affiliates are a BETTER Place because we are truly one-stop shopping for the private carrier customer thanks to our affiliation with our International® truck dealership operations.

We have the retail business that answers every need of the customer who seeks ownership, and we have the full service lease capabilities and the flexibility to custom design solutions for those customers who can benefit by leasing.

Between the retail and lease businesses we have shared advantages: parts inventory, superior service capability, highly trained technicians, comprehensive service tooling, roadside assistance, Safety and Compliance services, and much more.

One fact is clear for us and for our customers in this turbulent time: we cannot do business today as we did business yesterday – the world has changed too much. Leasing is indeed a better way for customers who currently are in ownership to improve their cash flow, control costs and increase the productivity of their transportation departments.

As International/Idealease operations we offer more choices to the marketplace. We are a BETTER PLACE, dedicated to serving our customers – local and national – better than any other competitor.



IDEALEASE OFFICERS OF THE BOARD OF DIRECTORS

Pictured above, from left to right:

Richard Ryan

Vice Chairman, Idealease of North America, Inc.

William W. Kennedy

President and Chief Executive Officer, Idealease of North America, Inc.

Jeff Kirby

Chairman, Idealease of North America, Inc.

Daniel J. Murphy

Executive Vice President and Chief Operating Officer, Idealease of North America, Inc.

Traci Royal

Vice President and Chief Financial Officer, Idealease of North America, Inc. (not pictured)

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Chairman



RICHARD RYAN
Vice Chairman



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President, Salem Idealease
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Baltimore, Maryland
President, Idealease of Baltimore
Vice President, Beltway Companies
Continuing to serve a 2-Year Term



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Re-Elected to serve a 2-Year Term



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Chief Operating Officer,
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IDEALEASE OF NORTH AMERICA, INC.

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Visit our website at www.idealease.com to learn more about Idealease locations and services.