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To: **Idealease Principals & Idealease General Managers**

Subject: **Idealease CARES – Landmark Idealease of Knoxville, Tennessee**

*One way we demonstrate our Core Value of **Stability** is by regularly giving back to the communities where we do business. **Idealease CARES** helps to shine a light on the collective community service, charitable causes and the contributions of Idealease locations across North America. **Idealease CARES** sets us apart from our competitors because we are integral parts of the communities where we live and work. Whether an Idealease location is large or small, community service and charitable causes are part of our long tradition of **Stability** in the communities where we do business. Let's shine our light on some great work done recently by the fine folks at Landmark Idealease and Landmark Trucks in Tennessee.*

LANDMARK IDEALEASE: Helping Those in Need Obtain Access to Medical Care and Related Services

It all started sixteen years ago with a simple service request for a former race car trailer that had been converted to a rolling medical lab. The trailer was owned by Remote Area Medical (RAM), a Knoxville, Tennessee non-profit that provides no-cost general medical care including immunizations, flu shots, checkup exams, dental care, eye exams and related services to underserved, isolated, or impoverished communities. RAM serves the poor and the working poor—including people who might go without medical care because they cannot afford the co-pays or deductibles.

“I started learning about RAM’s mission and operations in 2000, when our location was asked to provide some routine maintenance for their portable medical lab,” says Andy Jablonski, Idealease Principal of Landmark Idealease. “We made sure the trailer was in compliance for DOT and had proper tires and working lights. It wasn’t long before we were looking after their fleet of older trucks.”

Jablonski started volunteering for RAM events in the Knoxville area and he saw their older trucks at work. As Andy learned more about RAM’s operations, he realized their vehicles were not the right specs for the job. “RAM served a lot of needy people but they were still turning people away,” Andy said. “I knew with a better vehicle spec, RAM could serve more people, more efficiently.”

Jablonski helped RAM optimize and unify their fleet. He spec’d features like a lift gate and developed a set of operating procedures that allows RAM leadership to instruct a volunteer about proper vehicle operations remotely. This allows the volunteers to operate the



“Our partnership with Landmark and Idealease means more care for more people.” - Chris Hall, Chief Operations Officer, RAM

vehicles safely and efficiently. With properly spec'd vehicles, RAM went from serving 800 people to more than 1,800 in a weekend. RAM trucks travel all over the US to locations like the Staples Center in downtown Los Angeles, California, or Richmond, Virginia, serving people who drive great distances for free care. RAM's trucks from Landmark are much more reliable so more people can be served in more locations.

Jablonski has had the privilege of witnessing the work of hundreds of highly trained, highly paid medical and dental professionals who donate their time and provide their services for free. "These people have a passion for others. I have my own skill and I can help by putting the right equipment in their hands to make their job easier and allow them to serve more people in need. I love that."



The Interior of a Remote Area Medical "rolling medical lab."

Last summer, Landmark Idealease and Landmark Trucks raised \$6,500 for RAM at a corn hole (bean bag) tournament. The event was well attended by customers, other local companies, sponsors, Landmark employees and their families. Landmark employees also served as volunteers for the RAM Knoxville Clinic held on February 6-7, 2016 at Chilhowie Park. As business leaders, Jablonski and his dealership partners believe in giving back to the community so Landmark services the RAM fleet at cost and have made other outright donations as needs have arisen.

"RAM's original mission was to deliver medical care to remote villages in the Amazon via single engine planes," explains Chris Hall, Chief Operations Officer, Remote Area Medical. "When the overwhelming need for RAM's services shifted our focus to our own backyard, we began using trucks to transport equipment and supplies to isolated and underserved areas. Due to factors such as vehicle size, efficiency, and functionality, our capacity for care depends on our transportation. Our partnership with Landmark and Idealease means more care for more people. Their contributions to RAM have expanded our mission, allowing us to travel further, deliver more, and make a bigger impact. And as we strive to help even more hurting people in the U.S. we look forward to continued partnerships with Idealease affiliates."

Jablonski would like to encourage other Idealease locations to connect with their RAM state chapter to provide the support for their vehicles. "I think RAM is a great cause for Idealease locations to support because it helps people get access to health care services and dental care." Jablonski says. "RAM's long term goal is to have one dental lab and one vision lab operating in every state. This is a philanthropy that runs on the back of trucks—Idealease locations can help because we know trucks!"

Founded in 1985, Remote Area Medical Volunteer Corps (RAM) is a Knoxville, Tennessee-based non-profit, volunteer, medical relief corps that provides free general medical care, dental care, eye care, veterinary services, preventive care, and education through mobile clinics to underserved, isolated, or impoverished communities. Since its inception, RAM has provided \$103,243,000 worth of free health care to 624,918 patients with the help of 106,731 volunteers. Approximately two-thirds of this total is in the US. RAM is funded through donations and relies on volunteers from the community, as well as

professionals including physicians, dentists, optometrists, nurses, pilots and veterinarians to provide care to poorer communities. To learn more about RAM visit www.ramusa.org.

The power of **Idealease CARES** is evident at Landmark Idealease. Idealease applauds their efforts to give back and live our core value of **Stability**.

Throughout the year, we will recognize Idealease locations and their employees for their community service and support of charitable causes by publicizing that involvement in social, electronic and print media. In addition, Idealease might send a video production crew to film community support events that we expect to have large impact and wide public appeal. These videos will be used at our 2016 Annual Meeting to highlight our collective efforts.

Sincerely,

Lance Bertram
Sr. VP; Sales, Marketing & Distribution