



VERSION 1.0 | JULY 2022

 **STEREO** *in partnership with*



WHY WE'RE DIFFERENT

TrueFleet is different as a result of our experience and how we apply the lessons from our experience to the problems faced by our customers. The TrueFleet app is our experience represented and available 24/7 in digital form. It's the only tool of its kind that is able to standardize across returnable (automotive) packaging. It creates comparisons and suggests options for evaluating packaging that allow program managers to make informed decisions quickly and with confidence.

WHY WE'RE DIFFERENT

THE DIFFERENCE WE PROVIDE

TrueFleet assesses the cost of packaging in a way that nothing else does. Our app helps automotive packaging engineers resolve their core fears and achieve their core desires quickly, confidently, and consistently as they come to rely on it as an essential decision making tool.

POSITIONING STATEMENT

TrueFleet helps automotive packaging engineers eliminate loss, waste, and cumbersome decision making so they can create deep value for their companies through packaging optimization and tracking. The TrueFleet app is built on unequaled experience that allows users to assess costs and benefits in ways no other tool can match. Relying on TrueFleet to guide decision making saves time, money, and headaches while improving the bottom line.



OUR SUBSTANCE

CORE PURPOSE

The reason we exist beyond making money

To influence the world for the better through organization, reliable systems, and problem solving that help manufacturing leaders move their companies forward.

WHAT OUR CUSTOMERS MEAN TO US

Our customers mean the world to us. We relate to them because we share a common background. We understand, better than anyone, what they are going through. We know their frustrations and we stand ready to remove them. We know their joys and we stand ready to celebrate them. TrueFleet's value is proven when our customers win because of solutions we inspire. Even in companies that move millions of containers, it's ultimately about people. Logistics is simply a means to an end. Helping our customers is the way we support business and ensure business can meet the needs of consumers.

WHY WE BELIEVE

We believe in TrueFleet because we've seen every problem and every opportunity, first hand. We know the difference packaging can make and we have the numbers to prove it. When packaging is solved, manufacturers can shift from a defensive and reactionary posture to a proactive and strategic one. Business does better when the potential for chaos is interrupted at the source. Fires that are never set, never have to be put out. Resources aren't unlimited so it only makes sense to use them as efficiently as possible. TrueFleet's work is far removed from finished goods but still adds value to every step in the chain.



***Better
decisions
for a
better
bottom
line***

TRUEFLEET.CO