



FLEET SOLUTIONS

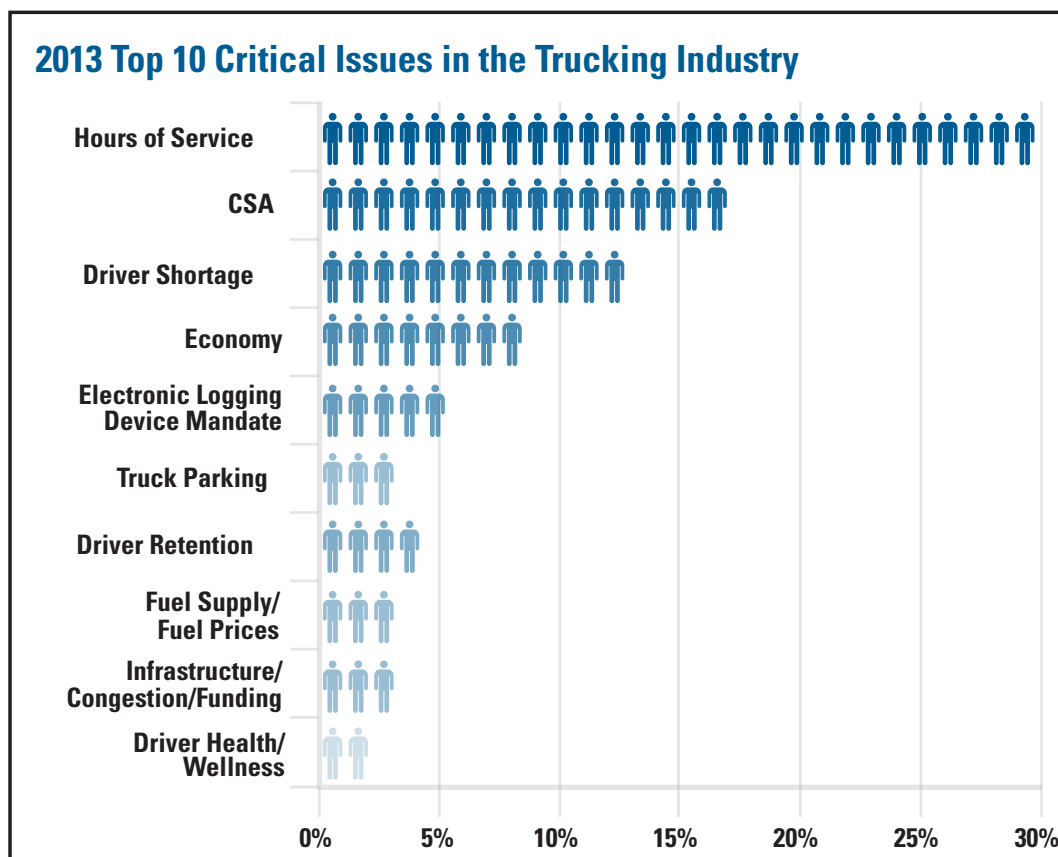
Overcoming Critical Issues:

- Keep Your Drivers Safe & Compliant
- Improve Procurement of Truck & Driver Supplies
- Better Recruit, Retain & Reward Drivers
- Create Revenue While Serving Drivers with a Company Store



Welcome to **FLEET SOLUTIONS**

DAS understands the critical issues facing today's fleets. And we are uniquely capable of providing solutions that will help you improve productivity and profitability.



ATRI is a research arm of the American Trucking Association (ATA)

What critical issues do you need to solve?

It's no surprise that Hours of Service and Compliance, Safety, and Accountability are the top two issues. Driver Shortage, which goes hand-in-hand with Driver Retention, is close behind. Keeping your drivers on the road, meeting state and federal regulations, and delivering loads on time are what keep your fleet in business.

So, how do you meet HOS (Hours Of service) and CSA (Compliance, Safety Accountability) regulations?

How do you keep and recruit the best drivers?

There's a lot of technology available, but how do you decide what will work best for your business? And, how do you know what tech tools your drivers will actually use?

The American Transportation Research Institute surveyed over 4,000 trucking industry executives to compile its Top 10 "Critical Issues in the Trucking Industry 2013." The results highlight concerns that impact some key areas of fleet management.

DAS is Uniquely Positioned to Help You Solve These Problems.



Four Critical Issues Facing Fleets

DAS is uniquely prepared to aid you in solving the critical issues facing today's fleets.



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SAFETY



Keep Your Drivers Safe & Compliant

Keep Drivers on the Road & Freight on the Move.

As 30-minute mandatory breaks and the 34-hour restart rule take drivers off the road for longer periods of time, carriers are feeling the pinch of complying with regulations while maintaining their fleets' revenue-generating miles. The American Trucking Association has proclaimed this the "Age of Analytics" in the trucking industry, and **telematic technology is the key to keeping your drivers safe and compliant.** Web applications can control in-cab routing for drivers and monitor compliance. Black boxes paired with a GPS device can display compliance information on tablets, phones, and laptops, making it easy to keep and view logs electronically, giving fleet managers and drivers real-time notifications of hours driven and when breaks are required.



safe driving saves
5% fuel
in the city and
33% fuel
on the highway

Source: energy.gov

Are you confident your fleet is ready for the road ahead?

How Can DAS Help You Keep Drivers Safe and Compliant?

DAS has the **#1** portfolio of mobile tech & truck safety supplies including 12,000 products from the leading brands such as the latest ELD technology, the **#1** brands of Bluetooth headsets for hands-free driving, and **safety-focused products**, such as high-viz gloves and dash cams.



2

SUPPLIES



Improve Procurement of Truck & Driver Supplies

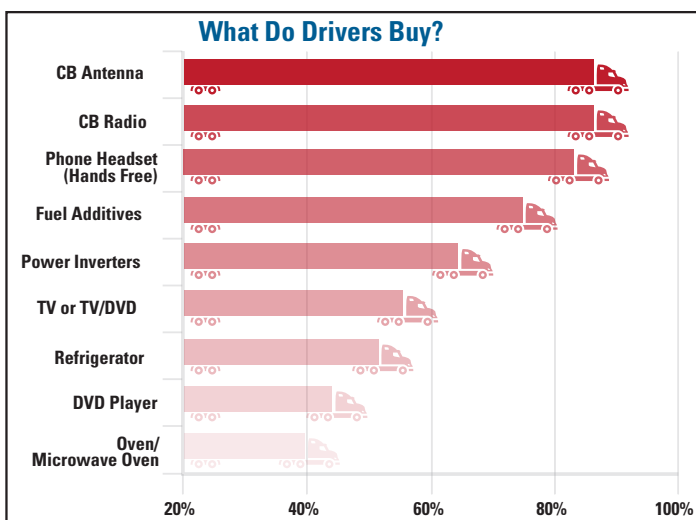
Cost-efficient, one-stop truck & driver supplies.

Keeping your fleet maintained is a big job—tracking inventory, making sure trucks are inspected and repaired, and performing preventive maintenance. We don't sell brakes or engine parts. What we do sell are distinct truck maintenance parts, as well as all the products professional drivers need to enjoy the comforts of home while on the road. We have the **#1 truck supplies portfolio** and a flexible, global supply chain that can get the right products to you when you need them. Because we offer a portfolio of comprehensive proprietary brands, as well as a global product portfolio of national brands and import values, **you're guaranteed that we'll have what you need to keep your driver and your fleet running strong.** Take a look at the range of brands we carry. Whether you're looking to tune up your driver safety and compliance, driver retention, company store, or fleet maintenance, DAS is your single source for the Right Products. Right Place. Right Now.

Do you have the supplies you need?

How Can DAS Help Keep Your Fleet Supplied?

DAS has the **#1 portfolio** of proprietary & national brands of **truck and pro driver products** including **12,000 products** from national and proprietary brands.



Source: May 2013 Randall-Reilly Market Intelligence survey of truck drivers.



3

REWARDS



Better Recruit, Retain & Reward Drivers

Satisfied, loyal drivers keep freight on the move.

Driver shortage is still one of the top three issues in the trucking industry. HOS regulations make it harder to ensure a better lifestyle for drivers and time on the road has always been hard for families. We know how much fleets spend to attract new drivers, but the **best way to recruit new drivers is by keeping the ones you have**. Creating incentives to stay and developing relationships with your existing drivers can reduce your recruitment budget by retaining your safest drivers. If you don't have drivers, your fleet doesn't go anywhere.

Incentivizing Drivers to Stay

We know what drivers want. As the #1 supplier to over 2000 travel centers, we track purchasing insights and trends. Creating an incentive program that rewards your best drivers with the products they want shows you value their service and strengthens your relationship. Incentives can also be combined with your safety program, so there are more reasons for drivers to be compliant.

Need help building loyalty?

How Can DAS Help You Retain Drivers?

DAS has the **#1** portfolio of driver travel gear that delivers convenience, comfort and connectedness. **We can make retaining drivers easy and less expensive than continually recruiting new ones.** We offer premium imprinting services, so your drivers can sport incentive items with your brand logo that make them feel a part of the team.

What Can You Do To Keep Drivers?

Some things are easy and just common sense:

- Treat your drivers like valued employees.
- Keep lines of communication open.
- Give drivers the tools they need to do their jobs right.

Remember, you're not the only one offering sign-on incentives, so keeping your drivers comes down not only to treatment, but also to what incentives and environment you offer them to stay.



4

REVENUE



Create Revenue While Serving Drivers with a Company Store

Make life easier & more productive for your drivers

If you don't have a company store, you're not tapping into a **ready-made market** – your own employees.

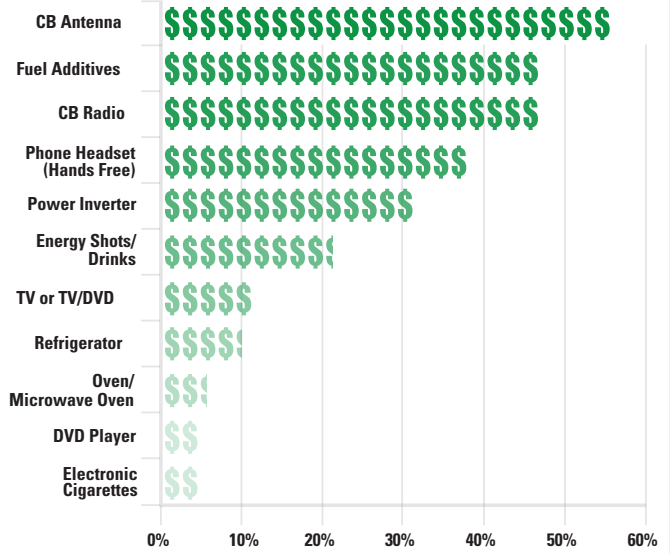
Every day, your **drivers are making purchases**, and the average driver makes most of those purchases at travel centers and truck stops.

A company store can be a valuable profit center, offering drivers everything from cab conveniences to electronic accessories, to comfort items, before they even hit the road.

A Company Store Can Provide You With:

- Incremental, low risk sales.
- Recognized, trusted professional driver lifestyle products – one-stop shop.
- A valuable profit center.
- Proven turn-key merchandising programs – ignites impulse sales.

What Do Drivers Buy at Truck Stops?



Source: May 2013 Randall-Reilly Market Intelligence survey of truck drivers

Want to build a profit center?

How Can DAS Help Your Company Store?

DAS is the **#1** supplier to **Pilot Flying J** and **Love's Travel Stops** and we have the products to supply your one-stop truck driver shop. We have the most trusted professional driver electronic and lifestyle products, like the best, broadest CB accessories brands; power inverters; back-up cameras; and impulse driven mobile tech accessories.





About DAS Companies

DAS is the leading marketing & supply chain serving **travel centers & heavy duty trucking**. DAS designs, imports and distributes truck & auto supplies, travel gear, and mobile electronics that bring safety, convenience, comfort and connectedness to professional drivers. Our proprietary RoadPro Family of Brands is specifically designed to **bring the comforts of home to the road**.

Our Five Core Commitments

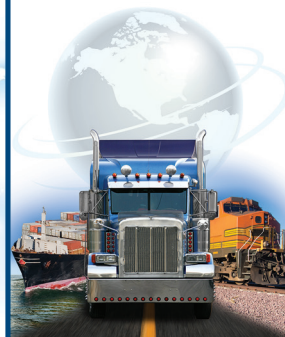
1 Proprietary Brands



2 Global Product Portfolio



3 Flexible Supply Chain



4 p3 Business Solutions



5 Stewardship Heart



To learn more visit www.DASINC.com.

Our Proprietary Brands



Our Global Product Portfolio

