



STYLE GUIDE- PROPER USE OF COMPANY NAME

Background:

- In August 2004, GE announced a change of business name for its Transport International Pool (TIP) business. Hence forward it would be doing business under the **GE brand**, with a service offering known as **Trailer Fleet Services**.
- All websites, advertising, business cards and stationery were transitioned to the new brand name in August 2004. There are still however some remaining TIP logos on branches and older assets. Old “TIP” logos on branches and trailers are being phased out gradually, hence there may be some market confusion.
- **Trailer Fleet Services** is a division of **GE’s Equipment Services** business. Products and service offerings include: Rental and Leasing, Maintenance Management, Remarketing Services, Financing, Insurance and VeriWise™ TRAILER (a product of **Asset Intelligence**, also a division of **GE’s Equipment Services**).

ACTIONS REQUIRED

NOTE TO EDITORS: Please update stylebook reference guides for our company as follows:

Acceptable and proper first company references may simply be: **GE**

Correct References for TRAILER FLEET SERVICES business:

“GE’s Trailer Fleet Services announced today...”

“The Trailer Fleet Services division of GE’s Equipment Services announced today...”

“The Trailer Fleet Services business of GE’s Equipment Services said today...”

“GE, Equipment Services - Trailer Fleet Services has announced...”

Correct References for VERIWISE product:

VeriWise™ TRAILER solution from Asset Intelligence, a division of GE’s Equipment Services

Additional Reference Notes:

- **DO NOT** use “TIP”, “GE TIP”, “GE Trailer Fleet Services”, “GE VeriWise”, or “Transport International Pool” when describing the company.
- Subsequent references can simply be: **GE**
- **DO NOT** abbreviate Trailer Fleet Services or use “TFS” – if you need to abbreviate, use: **GE**