



NEWS: FOR IMMEDIATE RELEASE

## GE adds VeriWise™ to its total fleet management services for Mexico trailers

**MEXICO CITY, MEXICO** -- *March 12, 2007* – GE Equipment Services' Mexico operation announced today it will begin offering customers here the VeriWise™ Asset Intelligence solution April 15, matching the total fleet management services it already offers to trucking companies in the U.S. and Canada.

GE has operated in Mexico for nearly a century, and GE Equipment Services has been operating its Trailer Fleet Services unit in Mexico since 1993, with an experienced team offering financing, lease, rental and maintenance services out of branches in Mexico City, Monterrey and Guadalajara. Equipment Services' Railcar Services division had operated in Mexico since the mid-1990s, providing railcars to railroads and shippers throughout Mexico.

"This step completes our North America coverage strategy laid out three years ago," said Thomas Konditi, President and CEO of GE's Asset Intelligence division. "It supports our goal of providing seamless global supply chain visibility to transportation and logistics firms."

Konditi noted that GE intends to offer Mexico customers its VeriWise satellite-based product first, and the cellular-based tracking solutions it gained in January with the Terion acquisition later this year.

"We understand that one size does not fit all, and one-dimensional solutions deliver very limited value," he explained. "We have different VeriWise solutions, and we can offer a variety of total fleet management services for trailers. Customers can also leverage the strong financial services of GE to purchase the VeriWise solution."

Equipment Services is focused on delivering measurable customer value, using asset intelligence to streamline operations, optimize fleet utilization, enhance safety and security, prevent losses from damage and theft, instill preventative maintenance, and ensure regulatory compliance. For more information on GE's Trailer Fleet Services operations in Mexico, visit: <http://www.ge-tfs.com.mx/es/index.html>.

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### **About Equipment Services**

GE's Equipment Services business is a global provider of transport solutions for the world's supply chains. Offering a full range of equipment leasing and intelligence-based asset management and logistics services for manufacturers, retailers and shippers. Equipment Services enables the timely movement of raw materials and cargo for the global economy.

### **About GE's Asset Intelligence, a division of Equipment Services**

GE's Asset Intelligence division represents the 'resource horsepower' of GE, deployed to address the challenges of the global supply chain. By leveraging the latest wireless communications and web technologies, the VeriWise satellite and cellular based (formerly FleetView from Terion) platforms provide intelligence based solutions to enable shippers and carriers with decision support tools to better manage their fleet, freight and maintenance operations. Quick access to actionable intelligence empowers customers to make more informed decisions about securing and optimizing their asset portfolios and streamlining their supply chains.

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