



NEWS: FOR IMMEDIATE RELEASE

GE technology helps Hartt Transportation “see more and do more”

BANGOR, MAINE -- *March 12, 2007* – Hartt Transportation has ordered 974 of GE’s satellite-based VeriWise™ trailer tracking units to identify patterns in the way its trailers are used. Hartt is then applying the technology to better position assets where they’re needed most, and also give customers more accurate information on the location of their shipments.

“VeriWise has had an immediate impact helping our Operations team better manage our trailer fleet,” said Jeff Castonguay, General Manager for Hartt, a family-owned and -operated freight hauler based in Bangor. The 50 year-old firm has 350 employees and operates tractor-trailer rigs moving dry goods across the U.S. and in Ontario, Quebec, and Maritime Canada.

“What VeriWise does is give us visibility to our trailer assets,” added Joanna Bradeen, Chief Financial Officer for Hartt. “We’ve had GPS units on our tractor fleet for several years now, but since our trailer-to-tractor ratio is three to one, the question has always been, “if one trailer is attached, where are the other two?”

From a customer service perspective, Castonguay noted that Hartt can now respond to its shippers with more specific information on location status, giving them greater peace of mind. He noted that, “Instead of saying, ‘your goods are in Pennsylvania right now,’ we can help their scheduling process by responding, “your shipment is 6.2 miles east of Lancaster.”

Hartt owns all of its 974 trailers and 300 tractors. To stay competitive, it must closely monitor standard depreciation, interest and taxes, as well as the expense of adding new assets. Knowing where its trailers are, and who is using them, is vital to reining in these hidden costs.

“The data provided by VeriWise allows us to make more educated asset management decisions,” Castonguay explained. “For instance, knowing we have trailers available nearby for an urgent customer need allows us to say “yes” more quickly. In the past we may have had to rent or purchase additional trailers, incurring unnecessary cost or delay -- simply because we couldn’t locate and move empty trailers fast enough...we no longer waste valuable resources chasing phantom trailers.”

In selecting GE’s trailer tracking product for its needs, Bradeen said it was important to have one that would integrate with the company’s TMW dispatch software. From a pricing standpoint, Hartt also wanted to pool its “polling purchase,” referring to the fact that once installed, ongoing charges for obtaining the location of a trailer are typically billed like cell phone minutes – by the number of times each day that a data transmission occurs. Hartt essentially wanted a “family plan,” wherein the billing charges are shared across all its trailers. This allows Hartt to “borrow” polling time off a trailer parked in a known location, for instance, and use it for one that is out on the road, and requires more frequent monitoring.

Bradeen was also already familiar with GE's range of support for the trucking industry through previous financing transactions. The VeriWise units were obtained through GE's Trailer Fleet Services division, which offers total fleet management across North America, including rental and leased trailers, remarketing, financing, maintenance services and trailer insurance.

Trailer Fleet Services allows customers the option of installing VeriWise devices themselves or getting help from GE. Hartt decided to do its own installations, using GE's patented and award-winning handheld association device, and is receiving ongoing training support on using the software and website direct from GE.

Noting GE's corporate tagline of "imagination at work," Bradeen offered her own vision of the future of trailer tracking. "Wouldn't it be nice someday to go to a website and actually see our trailer moving down the highway?"

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About Hartt Transportation

For over 50 years Hartt Transportation has been servicing the dry goods carrier needs of its customers. Located in Bangor, Maine, Hartt provides freight hauling for local as well as national and international customers. It services all 48 contiguous states, Ontario, Quebec, and Maritime Canada. Currently the fleet includes 300 tractors and 974 dry vans, 45 flatbeds, and 25 tri-axle trailers to accommodate virtually all its customers' freight requirements. Additionally, Hartt operates a new terminal in Auburn, Maine, with short-term and long-term warehousing capabilities. The company website is www.hartt-trans.com.

About GE's Trailer Fleet Services

GE's Trailer Fleet Services business (formerly known as Transport International Pool, or TIP), is based in Wayne, Pa., and is a single-source provider for all aspects of trailer fleet management. Now celebrating its 50th year, it has been a recognized leader in over-the-road total fleet management solutions, which today includes everything from leasing, renting, financial services, insurance, maintenance, remarketing and asset tracking. GE's Trailer Fleet Services business has 135,000 over-the-road trailer assets, and operates a North American network of 90 branch locations, staffed by a sales and operations team of 900 employees. A division of GE Equipment Services, its website is www.trailerservices.com.

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