



GE trailers build “Red Cross Readiness” in Philadelphia region

PHILADELPHIA, Pa., October 23, 2007 - When disaster strikes, time is of the essence for first responders like the American Red Cross. That's why its unit serving the city of Philadelphia and five counties in southeastern Pennsylvania came up with the idea of staging relief supplies in 53-foot truck trailers around the region, ready to move out at a moment's notice.

"With more than 3.8 million people living in the area, we need to plan response scenarios on a large scale," said Donna M. Palmieri, Chief Operating Officer for the Southeastern Pennsylvania Chapter of the American Red Cross. "Thanks to GE Equipment Services, we have 15 'mobile storage units' now fully stocked with cots, blankets and comfort kits, parked at strategic locations around the region."

That readiness has already paid off. In June 2006, the Red Cross quickly dispatched a loaded trailer with supplies direct to Susquehanna County, an area hit with disastrous flooding that actually affected the entire state.

The American Red Cross has been the nation's premier emergency response organization since being founded in 1881. As the leading nonprofit first-responder to cataclysmic events, both natural and manmade, it understands that answering the call requires more than just having the right lifesaving and recovery resources. It also means having those resources positioned where they most quickly do the greatest good.

As part of its 50th anniversary celebration in September, the Trailer Fleet Services unit of GE Equipment Services provided five additional storage trailers to the Southeastern Pennsylvania Chapter of the American Red Cross, committed to ongoing maintenance checks, and re-branded them with the familiar Red Cross logo and a Disaster Relief designation. This was a learning from the Hurricane Katrina relief effort, when shipments of urgently needed supplies were often delayed at roadside checkpoints and not given priority status.

"From past experience, GE understands the mission of the Red Cross both here and around the world," said Trailer Fleet Services CEO Joe Artuso. "We are fortunate to be in a position to partner with the Southeastern Pennsylvania Chapter of the American Red Cross with equipment, donations and volunteers. We hope this example will encourage others to help them as well."

The American Red Cross marked National Disaster Preparedness in September and offers families and a one-stop online readiness resource at www.redcross.org/services/prepare.

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About Trailer Fleet Services from GE

GE's Trailer Fleet Services business 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 130,000 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 unit of GE Equipment Services, its website is www.trailerservices.com.

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