



NEWS: FOR IMMEDIATE RELEASE

GE introduces Integrated Refrigerated Trailer Lease, ideal for private fleets

INDIANAPOLIS, INDIANA (April 30th, 2007) – GE is adding an Integrated Refrigerated Trailer Lease to its financial services for the trucking industry, with features that take away the routine headaches that can come from running reefer vans in a fleet. The announcement was made here at the annual National Private Truck Council meeting.

‘Our customers have been asking us for help with the whole process of acquiring, licensing, maintaining, tracking and disposing of their reefers,’ explained Joe Artuso, CEO of GE’s Trailer Fleet Services unit. “For one simple monthly payment, our new product offering gives customers the asset type they need, while controlling costs and simplifying their budget.”

GE’s new product includes providing customers leased refrigerated assets on a five- to seven-year term, with pre-defined costs per hour of operation and cost per mile. The product also includes an integrated tracking feature -- with reefer monitoring and exception-based reporting by VeriWise™. Normal maintenance is also included for wear and tear on the van and cooling unit, and on-site service is provided at a GE branch or right at the customer’s depot.

GE will offer the new product in Canada and the U.S., where it will be supported by both its 100-branch Trailer Fleet Services unit, and its Asset Intelligence division.

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About GE’s Trailer Fleet Services

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 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 unit of GE Equipment Services, its website is www.trailerservices.com.

About GE’s Asset Intelligence

GE’s Asset Intelligence business, based in Schaumburg, Ill., is a technology solutions provider within GE Equipment Services. The unit represents the “technical horsepower” of GE applied to address the challenges of the global supply chain. GE’s VeriWise™ Asset Intelligence solutions include the product formerly known as FleetView® from Terion, and leverage the latest communications and web technologies to enable better tracking, monitoring and management of valuable transportation assets and cargo. With quick access to actionable intelligence, GE customers are empowered to make more informed decisions about securing and optimizing their asset portfolios and streamlining their supply chains. At GE, we believe that what our customers imagine, we can help make happen.

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