



# Rona

“RYDER HAVE PROVEN THEMSELVES TIME AND TIME AGAIN. THEY’RE FLEXIBLE, WILLING TO TRY NEW THINGS, AND ADDED VALUE BY PROVIDING AN ON-SITE MECHANIC.”

Brian Cole, Fleet Maintenance Manager

## INDUSTRY

- BUILDING SUPPLIES AND HOME IMPROVEMENT

## COMPANY

- RONA ONTARIO INC.

## CHALLENGES

- FOCUSING ON CORE BUSINESS
- CONSISTENT NEXT DAY RETAIL DELIVERIES
- EXCESSIVE VEHICLE DOWNTIME HURTING CUSTOMER SERVICE
- HIGH VEHICLE MAINTENANCE COSTS
- IMPROPER VEHICLE SPECIFICATIONS
- NEW VEHICLES NOT A CAPITAL ALLOCATION PRIORITY

## SOLUTIONS

- OUTSOURCE TRANSPORTATION OPERATIONS WITH RYDER FULL SERVICE LEASE INCLUDING MAINTENANCE
- SURGE DEMAND SUPPORTED BY EXTRA RYDER RENTAL UNITS
- RYDER MAINTENANCE PROGRAM SUPPORT FOR VEHICLES STILL OWNED
- FLEXIBLE, ON-SITE MAINTENANCE

## RESULTS

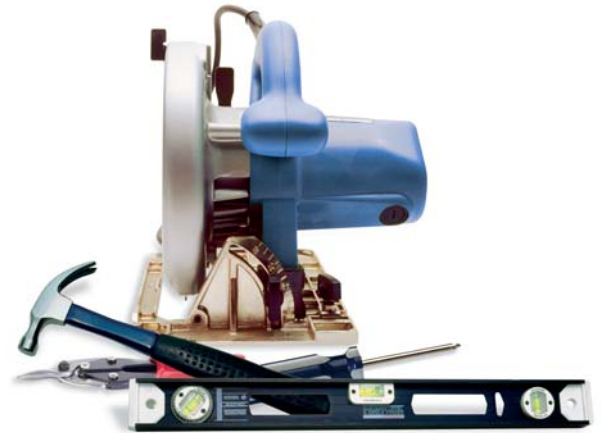
- IMPROVED CUSTOMER SERVICE THROUGH REDUCED DOWNTIME
- COSTS REDUCED, AND MADE PREDICTABLE
- SIMPLIFIED OPERATING PROCEDURES
- PEAK SEASON/SURGE DEMANDS HANDLED
- IMPROVED DRIVER RETENTION WITH PROPERLY SPEC’D, SAFE TRUCKS
- CAPITAL PRESERVED FOR BUSINESS GROWTH

It takes a lot of planning to keep sufficient inventory of building materials on hand in strategically located warehouse depots and then schedule on time deliveries to either construction sites or to homes undergoing renovations, so that work in progress is not delayed. It also takes the right size and number of vehicles to move big bulky loads of building materials around efficiently. And if you happen to be a leading national distributor of building products such as Rona then you are probably utilizing a fleet of approximately 700-800 trucks to get the job done.

Rona currently has five distribution points across Canada: Surrey, British Columbia; Calgary, Alberta; Halton Hills and Etobicoke, Ontario; and Boucherville, Quebec. The company also operates 540 stores across Canada, in these Provinces and also in Saskatchewan, Manitoba, New Brunswick and Nova Scotia, operating under names like Rona Home and Garden, Botanx, Rona Revy Home and Garden, Rona Cashway, and Rona Lansing, to name a few. The company’s headquarters is located at their distribution centre in Boucherville, where they have 34 percent of the Quebec marketshare. The company continues to grow through



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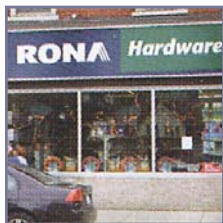
## BUILDING CUSTOMER SATISFACTION.



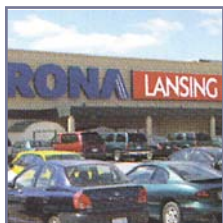
competitor acquisitions and expand rapidly across the rest of the country. Today, they have a 13 percent share of the total Canadian market.



Through the purchase of Revy Home Centres, Lansing and Cashway the previous companies had employed many different purchasing strategies. With Rona acquiring these companies it was necessary to adopt a "best practices" approach to vehicles and implement a National Purchasing Program adapting from the three companies as well as Rona.



One of the companies acquired, Lansing Buildall had successfully outsourced their transportation operations to Ryder since 1992. Through the relationship grown with Brian Cole, Fleet Maintenance Manager, and Paul Granger, Director of Distribution, Ryder's initial Full Service Lease contract expanded from one vehicle to 45 units by 2002. This includes many specialized trucks varying from a panel van to a tri-axle flatbed equipped with a Moffett Mounty, allowing the driver to offload heavy deliveries without needing cranes or hoists.



In Ontario, Ryder's services support the required daily deliveries to customers' homes and construction sites,

driving between 30-70,000 km/year, with the majority of materials delivered by 11:00 am. each morning. During peak periods, Ryder provides extra vehicles, as required, so customers still receive on-time quality service, regardless of market conditions.

Today, Rona recognizes a marked improvement in their customer satisfaction, reductions in transportation costs and greater efficiencies in their operations. Rona is pleased with Ryder's commitment to ensuring on-time deliveries and providing outstanding customer service. There is great mutual respect between both parties and as Rona has begun the transition of its British Columbia fleet operations, it has selected a Full Service Lease with Ryder initially for 7 units, with Ryder providing maintenance services to the 25 vehicles Rona still owns.



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