

PacLease

Truck Rental and Leasing



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PACLEASE BRANDING

The PacLease brand is one of our greatest assets.

Studies consistently show that consumers, both B2C and B2B, prefer brands they know and trust when everything else is equal. It is often the reason companies call you when they are looking for a transportation solution, or the reason a new qualified resume crosses your desk.

We define brand as “a set of representations and perceptions of an entity that enable an end user to easily identify and differentiate one offering from other comparable offerings.” From an organizational perspective, brand is a promise to the customer of the value they can expect from a product or service.

A brand is much more than the company logo or tagline; it is an accumulation of all the experiences a consumer has with your company’s products or services. And much like a personal reputation, it is developed over time as individuals are exposed to consistent messages and experiences with your company.

PACLEASE BRAND PROMISE

The PacLease brand is backed by the rich history and reputation built by PACCAR, for over a century. The PACCAR name has become synonymous with quality, innovation and fiscal responsibility. The Peterbilt brand is an industry leader reflecting the core values of PACCAR with the expectations of customers that value premium equipment.

PacLease utilizes the established PACCAR brands and adds a variety of transportation services designed to improve customer operations. The PacLease brand position was developed based on research with employees, customers and franchises on PacLease's competitive strengths and future success.

The following statement describes who we are, why we are different and the primary value we offer customers:

"PacLease is a provider of full service truck leasing and rental services for commercial fleet customers.

PacLease is unique because of its direct affiliation with Peterbilt and an industry-leading dealer service network.

As a result, customers receive premium quality trucks and services customized to improve their operation."

We believe PacLease owns this distinct position in the marketplace relative to other leasing companies. Other companies may claim to offer high quality and customized solutions, but PacLease leads the industry when it comes to these attributes.

The tenants of this position include:

- Lower overall cost
- Greater efficiency
- Increased uptime
- Faster service
- Enhanced image
- Satisfied drivers

We build our brand by keeping the promise made in our brand position—every time, everywhere, with every contact. The purpose of this guide is to ensure we communicate the PacLease message consistently across the company and franchise network.

LOCAL INTEGRATION

Integrating the PacLease brand with your local business is imperative to our success. We understand that independently-owned PacLease franchises may have their own identity in the local market. Adhering to the guidelines in this book will help you strengthen your local identity while leveraging the strength of the national brand.

Regardless of the location, customers should expect to receive the same quality service and specification expertise to help improve their operation. Effectively leveraging and supporting the PacLease brand requires a business philosophy based on quality. This does not necessarily mean spending more money, but it does mean a renewed focus on operational details including:

- Clean and orderly facilities
- Exterior and interior signage supportive of the PacLease brand
- Responsive and efficient service
- Processes to ensure trucks are properly spec'd
- Competent staffing to ensure customer satisfaction
- Staff adequately trained in PACCAR products and services
- Proper use of PacLease identity as described in the guide

IDENTITY

A critical element of creating a consistent brand image is our communication program. These guidelines help ensure PacLease communications media are consistent across our entire network in terms of theme, style, appearance and messaging. At the same time, there is room to grow your local brand under the PacLease umbrella.

These are the building blocks that help to differentiate PacLease through all of our media. When used together over time, they help create instant recognition in the marketplace.

NAMING CONVENTION

The name "PACCAR Leasing Company" is reserved for references to the corporate PACCAR entity.

"PacLease" is our marketplace brand name and the predominant identifier used for company and franchise locations. As part of the PacLease network, franchises are required to integrate the PacLease name into their local nomenclature as a DBA name similar to:

JX PacLease

Coast Counties Peterbilt **PacLease**

PacLease of Baltimore

PACLEASE TAGLINE

PacLease does not use a tagline or themelines except the identifier of "Truck Rental and Leasing." While a franchise may have an independent tagline, these taglines may not be used in conjunction with the PacLease logo. A franchise tagline may be present on a printed or electronic piece with the PacLease logo; however it may not be placed next to the PacLease logo. In other words, the franchise tagline cannot interfere or appear as part of the PacLease logo. As an example, the following are used but not in conjunction with the logo:

"Transportation Solutions"

"Quality. Performance. Reliability."

PACLEASE LOGOS

Franchises have the authority to use the logo to promote the PacLease name and contribute to the cohesive identity of our products, services and company. However, this authority does not provide unrestricted right or license to use the PacLease logo. Franchises must follow approved guidelines as defined in this section.

The PacLease logo trademark is the primary identifier of the PacLease brand.

- When sharing a page or space with a distinct franchise logo, the PacLease logo should hold at least equal weight on the page compared with other logos. The PacLease logo must not be used on the same piece as a competitor's logo or mark
- The PacLease logo must never be altered from its approved form
- The vertical trademark shape must be shown with a minimum of 20% space around the trademark in a uniform width
- The horizontal trademark should only be used in very restricted horizontal areas in which the vertical trademark will not reproduce or read well
- If the logo is to be placed on a dark background, a thin white line may surround the logo so it is not lost in the background
- For franchises, logos other than PacLease, Kenworth, and Peterbilt maybe be used, as long as the appropriate trademark and copyright clearances are in place
- If the franchise uses their logo alongside the PacLease logo on webpages, both should be equally represented in their photography and size

LOGO CORRECT USAGE



LOGO **INCORRECT** USAGE EXAMPLES



CORRECT PRODUCT LOGOS



GRAPHIC ELEMENTS

Elements that contribute to the PacLease brand are captured in the PacLease brochures and web design. Elements of grey, black and white areas make up the page. While the PacLease logo must adhere to logo color and design standards, design elements incorporating the look and feel of the logo may vary within the parameters of our approved colors.

Designs are not required to contain the accented logo “P” as a primary element, but the design should follow the look and feel of these pieces. Fonts, primary colors, images must follow the guidelines contained in this manual.

Ensure that any sales literature, advertising or other collateral you create follows these standards and contains the same “look and feel” as the pieces on the following pages.

GRAPHIC ELEMENT EXAMPLES

PacLease
Truck Rental and Leasing

TRANSPORTATION SOLUTIONS

QUALITY • PERFORMANCE • RELIABILITY

PacLease
Truck Rental and Leasing

PacLease delivers transportation solutions designed for your unique business needs. Combined with premium Kenworth trucks and personalized local service, PacLease truck rental and leasing can help manage your fleet operations and improve your bottom line.

PACAR Leasing Company | P.O. Box 1518 | Bellevue, WA 98009
www.paclease.com

TÉLÉMATIQUE OPTIMISANT LA PRODUCTIVITÉ DE VOTRE FLOTTE

- Suivi des performances de votre flotte
- Fiches journalières électroniques pour navigation et guidage autoroutier
- Diagnostics en temps réel
- Suivi des alertes

FORMATION DES CONDUCTEURS DISPONIBLE 24/7

- Vidéos de formation en ligne
- Matériel pédagogique imprimable
- Contenu rédigé par des experts
- Outils de suivi de formation

DÉCLARATION DE TAXE SUR LES CARBURANTS SIMPLIFIÉE

- Déclaration de taxe sur les carburants conforme à l'IFTA
- Immatriculations, obtention de permis et permis temporaires
- Assistance lors de vérifications

PACTRAC
SYSTÈME TÉLÉMATIQUE

PACTRAINER
FORMATION SUR LA CONFORMITÉ RÉGLEMENTAIRE

PACTAX
DÉCLARATION DE TAXE CARBURANTS

TYPOGRAPHY

Type can be a powerful brand tool when used consistently. To help ensure PacLease documents provide a consistent look and style, PacLease has selected the following font family:

Segoe UI Regular	copy text
Segoe UI Semibold	copy text/sub-headers
Segoe UI Bold	headers/headers
Sansation Bold	headers/titles

If Segoe UI or Sansation fonts are not available, the Arial font family may be substituted:

Arial Light	<i>Arial Light Italic</i>	copy text
Arial	<i>Arial Italic</i>	copy text/sub-headers
Arial Bold	<i>Arial Bold Italic</i>	sub-headers/headers

No other font typefaces may be substituted when creating printed and electronic communications including word processed documents and PowerPoint presentations. You may order any of these approved fonts from www.linotype.com.

COLOR SYSTEM

The PacLease color palette consists of:

Black - Neutral color
White - Neutral color

Primary color

Black 40%
Build: R-153, G-153, B-153
C-0, M-0, Y-0, K-40
HTML: #999999



Secondary color

Pantone 186 (red)
Build: R-212, G-28, B-59
C-15, M-99, and Y-79, K-4
HTML: #D41C3B



Other shades of grey may be used in addition to the primary color as design accents.

Franchises are encouraged to use their company's own brand color system on web pages, but when including a PacLease logo, the two main colors to be associated with the brand are black and white; pantone can be used as a third possible color.

COMMUNICATION STANDARDS

Truck images must reflect the quality of Peterbilt and should contain the latest truck models (except for used truck advertising). Used truck images should only contain vehicles with correct rental graphics as outlined in this guide. With few exceptions, truck images should feature the truck from a front 45 degree angle.

Images of facilities and people must be clean and professional. Use the images below as a quality barometer when selecting images for print or web. You may also contact the PacLease marketing department for pre-approved photography.

Whenever possible, franchises are advised to use the truck photos provided or approved by the PacLease Marketing Department.

Always make sure to use photos of trucks available through PacLease (i.e. Peterbilt Models).

Customer Examples



Professional Examples



COMMUNICATION STANDARDS



While franchise entities have their own marketing and communications strategies, every piece we create must support the PacLease brand. Our brand positioning statement is as follows:

"PacLease is a provider of full service truck leasing and rental services for commercial fleet customers.

PacLease is unique because of its direct affiliation with Peterbilt and an industry-leading dealer service network.

As a result, customers receive premium quality trucks and services customized to improve their operation."

The language style in all communications is solution-focused. We never use jokes, slang or other informal communication styles in writing.

PACCAR truck brands, overall product and service quality, and our ability to custom spec solutions are central to the PacLease position. To help you apply the PacLease identity standards to common communication pieces, we have created templates to help build consistency across the network.

FACILITY EXTERIOR SIGNAGE

Exterior signage is an important aspect of identification as a PacLease system member. Each franchise location is required to prominently display a PacLease primary identification sign.

- The four logos described in the PacLease Logos section of this manual are approved as sign art and must be placed on an individual sign displaying the logo only
- The PacLease franchise is responsible for the purchase and installation of PacLease signage
- The PacLease franchise is responsible for the cost of removing any old signs, if necessary
- All sign orders must be approved by the PACCAR Leasing Franchise Relations Manager before the sign is ordered

The PacLease signage supplier is:

Persona, Inc.
700 21st Street Southwest
Watertown, SD 57201
(800) 843-9888 x 237
www.persona-inc.com

PREMIUM GOODS & WEARABLES

Premium goods such as wearables, business gifts and advertising specialties are valuable marketing tools. PacLease offers a wide variety of pre-approved logo merchandise items for you to conveniently order for your sales and marketing programs. To view and order merchandise, visit ePortal, go to the Leasing tab and then the Marketing section. Click the Merchandise link.

If you wish to utilize the PacLease logo on items you are sourcing directly, you must follow the logo use guidelines outlined in this manual. You may also not use the logo on any item PACCAR Leasing deems inappropriate or does not reflect the quality of PacLease. PACCAR Leasing reserves the right to determine deviations from this policy. Logos other than PacLease, Peterbilt or a franchise logo may not be used (i.e. competitor leasing companies or truck manufacturers).

VEHICLE GRAPHICS

PacLease equipment represents the end product of your leasing and rental services to the public. This equipment provides exposure to build system-wide PacLease awareness and convey a high quality image.

PacLease recognizes your need to promote your franchise and brand in your rental fleet. These standards are designed to give prominent positioning for your franchise logo and graphics. But in order to maintain our quality image, graphic standards on equipment must be adhered to with no variations.

The PacLease graphics supplier is:

Gillespie Graphics, Inc.
2767 SW Parkway Ave
Wilsonville, OR 97070
(800) 547.6841
www.gillespie-graphics.com

VEHICLE GRAPHICS

Vehicle Color

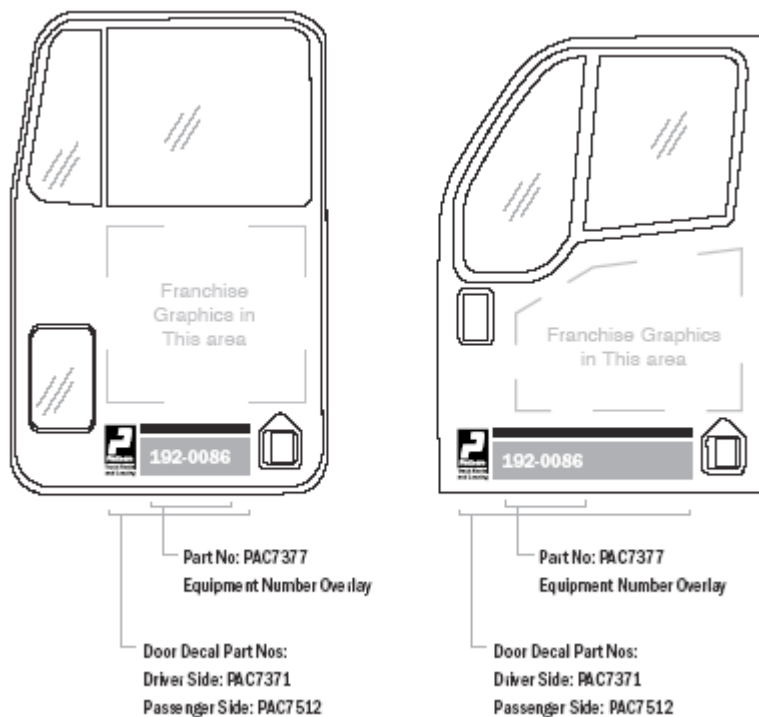
All rental trucks, tractors, boxes and trailers are to be white only.

Door Panels

The door panel graphics decal is to be placed 1" above the bottom edge of the door and 1" to the rear of the leading edge of the door or to the rear of the view window, as necessary. The stripes stop 1" short of either the door handle or the lead edge of the door.

The equipment number is an overlay which begins 1" to the rear of the leading edge of the gray stripe, and is centered vertically.

Franchise graphics should be contained in the large clear area above the PacLease logo/stripping with a minimum of 2" of clearance.

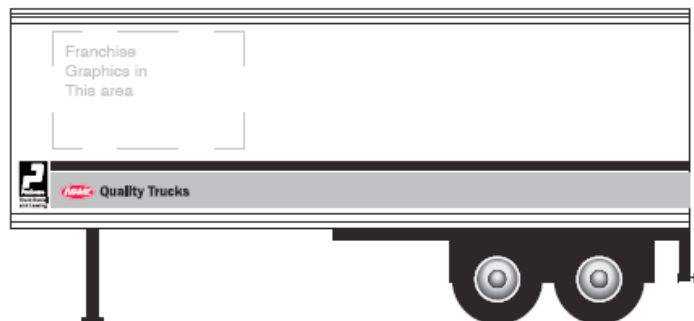
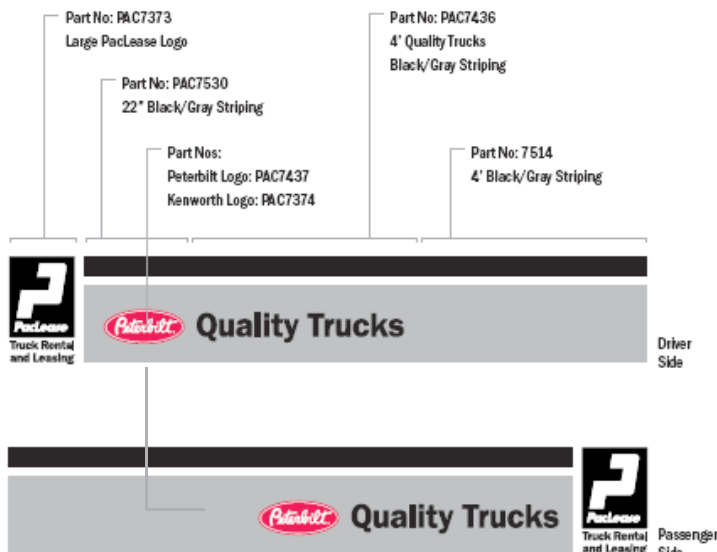


VEHICLE GRAPHICS

Box and Trailer Sides

The PacLease logo is placed on the leading edge of each side of the trailer 2" above the bottom trim and 2" to the rear of the leading trim. On the driver side a 22" piece of black/grey striping is placed 2" to the rear of the logo with the appropriate Peterbilt logo overlay placed so that a 1" margin remains on the trailing edge of the 22" piece of striping. A 4' "Quality Trucks" decal is placed immediately to the rear with plain black/grey striping decals continuing from there until the stripes butt up flush with the rear trim. On the passenger side, the "Quality Trucks" decal and the 22" stripe with logo overlay trade positions.

Franchise graphics are to be placed to the top and front of the leading edge of the striping and 6" above the striping. The area above the PacLease logo should be kept clear all the way to the top of the box/trailer.



VEHICLE GRAPHICS

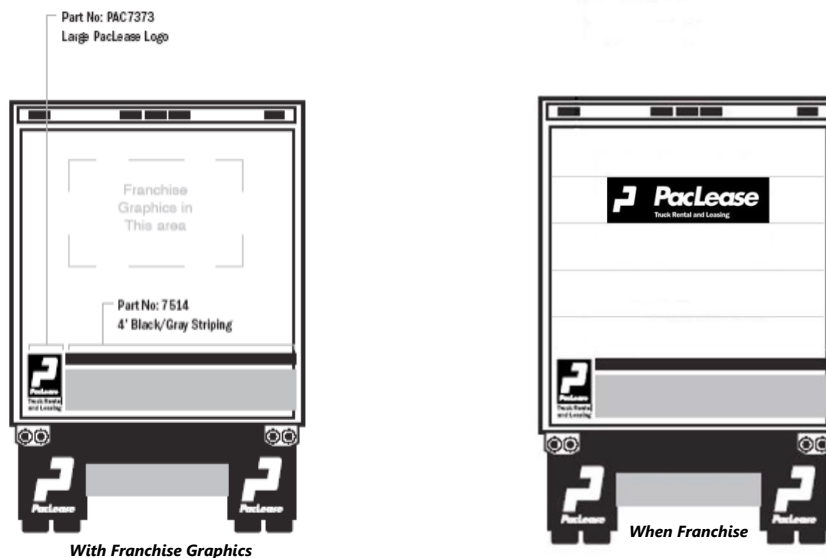
Rear

The logo and striping treatment is applied to the rear of the trailer with the PacLease logo placed 2" above the bottom door trim and 2" to the right of the left trim. The 4' sections of black/grey striping then begins 2" to the right of the logo and continues until it butts up flush with the right edge trim.

PacLease graphics are not required on the rear of trucks which have a liftgate installed.

Franchise graphics should be placed to the top of the rear doors. A minimum 6" of clear space needs to be maintained above the PacLease logo and striping.

When rear door Franchise Graphics are not used, the Horizontal PacLease logo should be placed on one of the panels of the rear doors.



Lease Vehicle Graphic Standards

Leased PacLease truck, tractor and trailer colors and any graphic treatments applied will be specified by the customer. Two PacLease equipment number decals are required on the left and right sides of the cab and the left and right sides at the front of trailers.

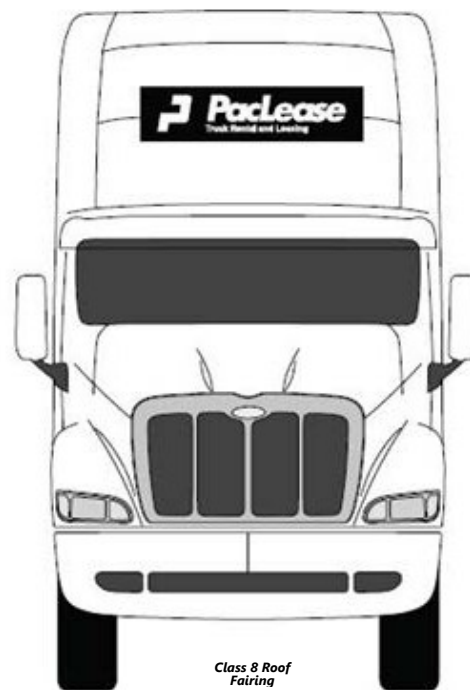
VEHICLE GRAPHICS

Front

The horizontal PacLease logo is to be applied to the top of the truck, above the cab roof.

Van Body: The Horizontal PacLease logo should be centered on the visible van body space above the cab roof.

Roof Fairing (Optional): The Horizontal PacLease logo should be centered on the roof fairing. The horizontal roof fairing graphics are not required.



Decal Ordering

To facilitate the consistent application of PacLease graphic standards, we have had these decals pre-manufactured. They are available from Gillespie Decals. An order form is available on ePortal.

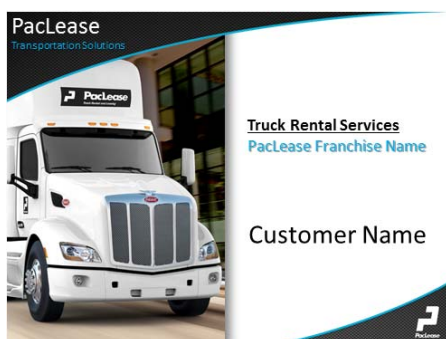
POWERPOINT SALES TEMPLATE

PacLease provides customer and prospect presentation templates that reflect our distinct brand design elements. To customize the template to your franchise, open the template and select "View" and then "Master/Slide Master". On the Master slide, remove the text box in the lower right of the page and replace it with your franchise logo. Click on the text page template; place your logo in the lower right of the page. Save the template for later use. Make sure to select file type .pot.

When creating your presentations it may be necessary to adjust type sizes to fit the page. The approved sans serif fonts are **Univers** and **Arial**. Do not use other fonts when creating your presentations.

The title page slide features the PacLease logo and a truck image. There are designated areas for the title, customer logo or name, and your franchise logo. PacLease supplies a variety of truck model images to replace the one shown to reflect the focus of your presentation.

On the page slide, a good location for your franchise logo is at the bottom left corner of the page.



WEB DESIGN

A visible Internet presence is essential to promoting the PacLease brand and supporting the sales process. An up-to-date website allows potential customers to gain more knowledge and interest in available services, and to contact your franchise for more information.

The PacLease website is designed to help you increase Lease and Rental business. The website includes:

- An Interactive location map that directs potential customers directly to you by phone or web link
- Links to franchise web sites from paclease.com help increase your search engine ranking
- Description of services provided by the franchise


To ensure brand consistency, the use of the PacLease logo and information must conform to PLC graphic and branding standards. If you would like to take advantage of PACCAR Leasing marketing investments with a link to your site from the PLC site, your site must meet the following requirements:

- Contain the PacLease logo as a dominant image on the entry page conforming to logo standards
- Provide working hyperlinks back to paclease.com
- Include local PacLease contact information and a short overview of PacLease's services and locations
- Use content from Paclease.com as needed
- Complete review by PACCAR Leasing Marketing Department
- The following page contains an example of a correct landing page of a PacLease-affiliated franchise


WEB DESIGN


The following is a sample landing page layout of a PacLease-affiliated franchise:

- Insert url here.



Franchise Logo





Tabs for Franchise Services:

(Example: Lease, Rental, Contract Maintenance)

Description of Franchise Services:

(For recommended descriptions and content formatting see content from paclease.com)


Hyperlinks:

PacLease.com

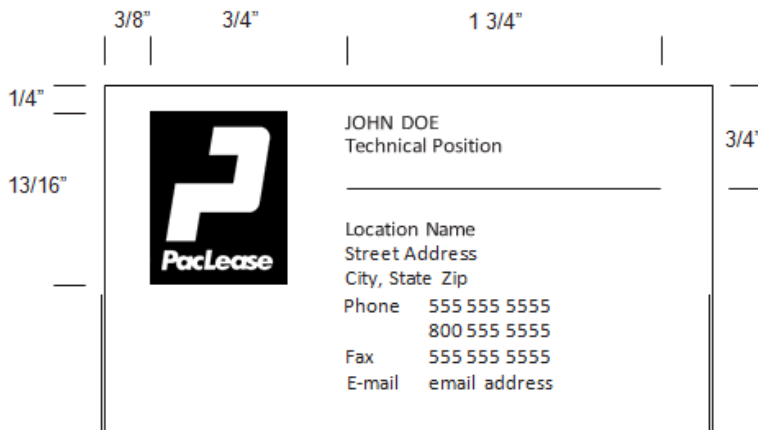
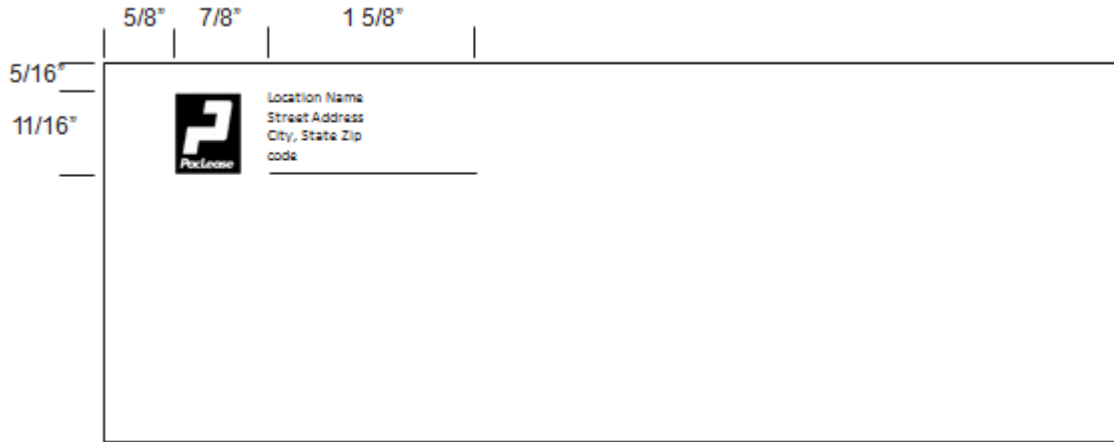
OFFICE COMMUNICATIONS

Letterhead, envelope and business card templates are available to download on ePortal under the Leasing Brand Guidelines section.

In ePortal, go to the Leasing tab and navigate to the Marketing link. Click on Branding Standards for tools, templates, guides and order forms.

	5/8"	7/8"	6 3/8"	
5/16"				
11/16"				
	Location Name	Street Address	City, State Zip code	Franchise Logo
	Telephone	Website Address		

OFFICE COMMUNICATIONS



The business card order form is available on ePortal. The PacLease business card supplier is:

Navitor
2505 N. Shirk Road
Visalia, CA 93291
(877) 343-6291
www.navitor.com

OFFICE WALL ART

Approved wall art is available to download or order on ePortal. Artwork is shipped in tubes. They can then be mounted on foam core or framed.

