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TrueNorth Transportation Announces Launch of SYiNERGY

(CEDAR RAPIDS, IOWA, FEBRUARY 2016) – This week, TrueNorth Companies Transportation Division announced the launch of SYiNERGY: a system based approach to align operations, finance and risk. SYiNERGY solves for the complicated yet inevitable imbalance transportation companies face between operations and risk. This customized and comprehensive service provides consulting, data analytics and ongoing communications to ensure a lasting impact and return on investment.

With SYiNERGY in place, leadership has the opportunity to create and implement sound strategies that improve driver retention, wellness initiatives and safety. SYiNERGY bridges the gap between strategy and execution, opening access to:

1. TrueNorth Consultants: A national group of leading transportation professionals with expertise in safety, DOT compliance, recruiting and retention.
2. iNERGY: A propriety business intelligence tool designed to collect, measure and evaluate companies' operational and risk data through developed key performance indicators at a corporate (macro), site/division (mini-macro), and driver (micro) level.
3. Customized Communication and Learning Management Systems (LMS): Now, transportation companies have the ability to create an identity in their Risk Management department with strategic communication and branding tied to their business intelligence and key performance indicators.
4. Project Management: TrueNorth understands the tools and resources SYiNERGY offers are only as good as a client's level of engagement and commitment to study data and implement change. To ease this burden, TrueNorth provides access to industry-leading project managers to facilitate and support the execution process.

"TrueNorth's SYiNERGY is an inventive and holistic approach for transportation companies saddled with increasingly complex risk. In an environment where companies have to do more with less, SYiNERGY establishes a platform with cultural staying power, which provides your highest return on investment," said TrueNorth EVP, Jason Smith.

Learn more about TrueNorth's SYiNERGY program by visiting www.truenorthcompanies.com/risksolutions.

About TrueNorth

With headquarters in Cedar Rapids, Iowa, and locations across the United States, TrueNorth specializes in assisting transportation companies and their people with protecting and maximizing assets, resources and opportunities. For more information, visit www.truenorthcompanies.com.