



## Frequently Asked Questions: Rebranding

### **About the new name ...**

- For our valued Service Provider partners, the brand change won't take effect until March 1. Further communications will be sent out at that point.
- No changes are necessary on your end now or after March 1 – all contact info, as well as all administrative processes and billing procedures, will remain the same.

### **Why we changed our name....**

- A single brand highlights our combined strength as a unified enterprise that is uniquely qualified to offer “end-to-end” solutions for drivers, service providers, and clients.
- More than ever, we can seamlessly integrate everything related to safety, security, and convenience – for drivers and for clients.
- We're now able to leverage an almost 40 year legacy of service excellence in new and richer ways to make safety, security, and convenience features and services seamless, helping our clients build brand loyalty.
- Our new brand reflects the fact that we're now committed more than ever to being an innovative industry leader – we're already working on some of our most innovative offerings ever.

### **How do I say it?**

- Agero (pronounced Ah-JEH-roh, from the Latin word agere: to do, to lead, to drive).

### **Will the Cross Country tax ID change?**

- No – the tax ID will stay the same.