

# THE SKILL & THE WILL

## Fact Sheet

ArcBest's The Skill & The Will brand promise is the embodiment of our advanced capabilities and our personal commitment to our customers in every company we run and every market we serve. Our skill sets ArcBest apart in a crowded, complex transportation and logistics marketplace. Our will brings our company vision to life, making sure that we exceed expectations every time. We'll find a way.

Merging ability and action, The Skill & The Will® powerfully conveys an unwavering commitment to excellence. It's a purposeful decision to never settle for anything less than 100 percent, and it's fostered through hard work, collaboration and a continual "look-forward" approach.

The Skill & The Will® is anticipating needs and proactively identifying solutions. It's knowing your customer's business so well that they trust you as an equal partner. It's saying yes, even when everyone else says no.

At ArcBest, we use creativity and cooperation to solve transportation and logistics challenges for customers worldwide. Our companies and brands – ABF Freight®, ABF Logistics®, Panther Premium Logistics®, FleetNet America®, U-Pack® and ArcBest Technologies – apply The Skill & The Will® with every shipment and supply chain solution, every household move or vehicle repair.

The Skill & The Will® is part of the ArcBest DNA. It binds our companies together. And to our customers, it's everything.



To learn more, visit: [theskillandthewill.com](http://theskillandthewill.com).

Media Relations Contact:  
Kathy Fieweger  
kfieweger@arcb.com  
(479) 785-8633

Investor Relations Contact:  
David Humphrey  
dhumphrey@arcb.com  
(479) 785-6200

