

U.S. PATENT OFFICE AWARDS PATENT TO UNITED ROAD FOR OVISS TECHNOLOGY.

ROMULUS, MI., May 24th, 2011 – United Road President, Kathleen McCann, announced today that United Road’s advanced OVISS technology has been awarded a first-ever patent from the United States Patent and Trademark Office for their innovations in advanced Vehicle Transport Load Optimization. The proprietary OVISS technology is designed to provide seamless coordination for all Finished Vehicle Logistics activities including network optimization, real-time event reporting, tracking, invoicing and delivery confirmation.

“I’m excited and proud that our dynamic suite of tools has been recognized by the Patent office for being the first of its kind.” said Matt Cartwright, Chief Information Officer for United Road and inventor of OVISS. United Road was invited to demonstrate this leading edge technology to MIT last week where they also took part in “Connectivity and the Car” on Friday, May 20th with NEMPA (New England Motor Press Association).

McCann says, “This component of OVISS is just the latest part of our commitment to maintaining control over customer vehicles from the time an order is received to the moment it’s delivered. It’s just one more reason why United Road is the leader in the industry.”

Cartwright believes United Road is a forerunner in advanced technologies for FVL and on the leading edge of the telematics frontier, “United Road’s technology will continue to evolve, promoting highway safety, fuel efficiency and highly optimized custom solutions for vehicle shippers. I am confident that the company will lead technology that continuously delivers vehicles on time and damage free, using the power of United Road’s North American network.”

Headquartered in Romulus, Michigan, United Road is one of the largest vehicle transportation logistics solutions providers in the United States. With 1500 employees and a nationwide network of 1200 late model vehicle carriers, United Road is the technology leader of the industry via its proprietary web-based, real time OVISS information system. The company operates in the 48 continental United States, Alaska, Canada and Puerto Rico. United Road is also the only SmartWay certified “green” auto carrier in the United States recognized by the Environmental Protection Agency for outstanding environmental practices. For more information, please visit www.unitedroad.com.

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