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PRESS RELEASE

E.J. Ward Announces A Complete Brand Update

New brand reflects alignment with company advancements in technology and services for Fleet industry needs.

June 19, 2017 San Antonio, Texas: San Antonio based E.J. Ward Inc. has undergone a total brand update, and today unveiled its new logo, tagline, and website to support its refocus and emphasis on fleet Sustainability and fuel management IOT solutions through the collection and analysis of data using advanced vehicle Telematics, GPS options, and cutting-edge software.

The new brand identity reflects Ward's commitment to providing the most complete platform of telematics and fuel management solutions to lower fleet operating costs, increase over all vehicle health through managed maintenance schedules and tracking driver behavior patterns. These enhancements to embrace the IOT evolution, will enrich the customer experience while co-existing alongside Ward's fuel control management offerings of which Ward's foundation was built.

The new website (www.ejward.com) launched last month highlights Ward's product innovation and presence as a market resource for in-depth information to help current and future customers gain an understanding of fleet industry issues and the solutions available to solve them.

Commenting on Ward's rebrand, President Markay Ward said; "While our logo, tagline, and web have changed to better represent what the company is today, Ward's value proposition remains the same – our combination of industry leading technology, commitment to excellent customer service, and 43 years of industry expertise enables us to develop long-lasting and rewarding customer relationships."

Since 1974, E.J. Ward, Inc. has been the industry leader, and at the forefront of fleet fuel management technology development. Ensuring accountability and security of fuel usage by public and private fleets globally, Ward's Solution Suite provides significant savings for its customers through organization-wide Automation of Fuel Management, OBDII based Telematics, GPS and Enterprise level software.

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