



THE MARKET

What began as a small messenger service has evolved into the world's largest package delivery company and global leader in logistics and freight services. UPS manages complex global supply chains, and its friendly, familiar drivers deliver more than 15 million packages and documents every day to more than 215 countries and territories around the world. Indeed, UPS has become one of the most recognized and respected brands in the world, based on a simple belief that attention to customers' changing needs is central to its success.

ACHIEVEMENTS

UPS's greatest achievements have been its enduring ability to foster a strong corporate culture and sustain a highly respected brand for more than a century. From building the first conveyor-belt system for handling packages to launching its own airline and developing the industry's first electronic clipboard, known as the DIAD (Delivery Information Acquisition Device), UPS's spirit of innovation has defined the company and set it apart from the rest.



HISTORY

At age 19, Jim Casey, along with his business partner Claude Ryan, borrowed \$100 to start a small messenger service in Seattle. The goal was to provide the best service at the lowest rates.



UPS has transformed itself many times since 1907, as is evident in the UPS logos over the years, which reflect the company's evolving business strategy and its capabilities.

Since its beginnings in Seattle, UPS has called Los Angeles, New York City, and Greenwich, Connecticut, home. The company moved its headquarters to Atlanta in 1991.

THE PRODUCT

UPS's broad service capabilities span the supply chain and facilitate the movement of goods worldwide. The company offers time-definite delivery via air and ground services around the world, providing customers with reliable transportation services and shipment information that allows them to plan and manage resources to achieve their goals.

As a leader in supply chain management, UPS offers forwarding and logistics services in more than 175 countries and territories — including

supply chain design and execution; domestic and international air freight; ocean, rail, and ground freight; transportation network management; customs brokerage; and mail services.

UPS also provides long-haul truckload and less-than-truckload (LTL) freight services in the United States, Canada, Mexico, Guam, Puerto Rico, and the U.S. Virgin Islands.

RECENT DEVELOPMENTS

UPS's technology has revolutionized the company's operations and its ability to serve its customers through the use of smart labels, precise dispatch planning, specific sorting information, and detailed delivery data. UPS's innovations have allowed the company to continually improve efficiencies and expedite shipments through one integrated network, allowing UPS operations people to better deliver that volume. Other advancements include "limited left turns" in route planning in the United States; services like



1907	1913	1924	1929	1951	1975	1982	1988
Begins as American Messenger Company in Seattle	Jim Casey applies the idea of consolidated delivery to UPS service	Builds (in Los Angeles) the first conveyor-belt system for packages	Begins air express service until 1930 (resumes in 1953)	Establishes the 1907 Foundation (now The UPS Foundation)	Serves every continental U.S. address; expands into Canada	Establishes UPS Next Day Air® service	Launches its own airline



The company's first logo was adopted around 1919, along with the name "United Parcel Service." The logo established the prominent shield that continues today.



UPS unveiled its second logo in 1937 and included another mainstay of the company's identity: the letters "UPS." By this time, the company had grown significantly and was providing merchandise delivery in a number of cities throughout the United States.



Paul Rand, a renowned logo designer, created UPS's third logo in 1961. Using a bow-tied package above the familiar shield to express the mission of the company, the logo simplified UPS's identity. At that time, package delivery was UPS's primary service offering.



To better symbolize UPS's expansion from package delivery into a broader array of supply chain services, UPS adopted its fourth logo in 2003. The most visible change was the removal of the bow-tied package above the UPS shield.

UPS Delivery Intercept[®], which allows a customer to recall or redirect a package in transit; and the launch of mobile applications that allow customers access to UPS services.

UPS also has acquired businesses around the world, increasing the company's ability to serve key industries. The company has continued to expand its service capabilities by opening new facilities in China, Canada, and Europe. Its restructuring of U.S. operations in 2010 is another example of the company transforming itself to further increase efficiencies.



As part of the company's pursuit of sustainable business practices worldwide, UPS is developing service offerings such as UPS carbon neutral and its Eco Responsible Packaging Program that help customers in their efforts to be more environmentally responsible.

Annually, UPS releases an industry leading Corporate Sustainability Report, which is available online at responsibility.ups.com.

PROMOTION

Often regarded as the "quiet giant," UPS began its advertising efforts in earnest in 1984 with

its first television commercial, which touted, "We save you money from the ground up." Since then, UPS has featured memorable campaigns, including, "We run the tightest ship in the shipping business[®]," "What can BROWN do for you?[®]" and the "Whiteboard" campaign. UPS has been an Olympic sponsor for the Games in Atlanta; Nagano, Japan; and Sydney, Australia. UPS became an official sponsor of NASCAR[®] in 2000 and currently sponsors driver David Ragan. UPS was a sponsor within China of the 2008 Olympic Games in Beijing, and within the United Kingdom, the company is the Official Logistics and Express Delivery Supporter of the 2012 Olympic Games in London. UPS is also a sponsor of The European Tour and golfers Lee Westwood, Pablo Larrazabal, and Jeev Milkha Singh.



the phone, or in brown uniforms — are trusted by their customers and distinguish UPS in the marketplace.

Not only do UPS people serve their customers, they serve each other, their share-owners, and their communities with passion and pride. Whether they are in the midst of a peak holiday season, responding to a humanitarian crisis, or going the extra mile for a customer, UPS people are a fixture in communities around the world and work

together to accomplish the company's goals.

BRAND VALUES

The business is based upon just a few simple principles and policies. To these we have applied practical ideals — not just copy-book philosophy, but a sincere desire to do the right thing and do it well.

— James E. Casey
UPS founder

Early on, UPS's founder created a culture rooted in hard work, determination, partnership, and teamwork. He understood the value of service and led people to be constructively dissatisfied. Those very principles are reflected in the UPS brand. Called the company's "living brand," people who represent UPS every day around the world — whether in person, on

THINGS YOU DIDN'T KNOW ABOUT UPS

- The company selected its signature color brown in 1919 for its package cars. The color, now trademarked, was similar to that used on the Pullman railroad sleeping cars and symbolized style, elegance, and class.
- UPS has the largest alternative fuel vehicle fleet in the industry — more than 2,000 vehicles.
- UPS's 4,793 safest drivers, who have gone 25 years or more without an accident, have logged 5 billion miles — enough to circle the earth 212,000 times.
- Since 1982 UPS and its employees have donated more than \$1 billion to United Way.
- UPS is the largest customs broker in the world.



1994	1999	2001	2002	2003	2006	2010
Launches ups.com [®]	Becomes a public company traded on the New York Stock Exchange [®]	Wins the right to fly to and from China six days a week; acquires Mail Boxes Etc. [®]	Forms UPS Supply Chain Solutions [®]	U.S. Mail Boxes Etc. [®] franchisees rebrand to The UPS Store [®]	Rebrands Overnite [®] to UPS Freight [®] (acquired in 2005)	Opens Shenzhen intra-Asia air hub in China's Pearl River Region