

value

# Supply Chains: A New Role for Intermodal

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CSX Transportation



*How tomorrow moves*



# Transportation is more relevant than ever





## How goods get to market is increasingly important

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# Transportation is about more than just moving goods



# The CSX message reflects mainstream values



Engaged citizens who recall CSX ads	2007	2010
I felt more positive about CSX after seeing the ads	69*	88
Critical/essential to economy	63	81
Does business in an environmentally responsible manner	37	62
A company that has an impact on me	39	61
Progressive company	35	60

Source: 2010 Brand Perception Survey (\* NB started tracking in 2008).

## Beneficial Cargo Owners share these same values ...

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General Mills keeps green scorecard on suppliers†

*June 6, 2011*

Wal-Mart's motive is no secret: Going green saves it money†

*June 4, 2011*

Speedy suppliers must go green or miss out†

*June 7, 2011*

P&G Welcomes New Members to U.S. Sustainability Expert Advisory

Panel†

*May 31, 2011*



# The time is now to question old assumptions





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# Investments characterize the “Intermodal Renaissance”



- Increase network capacity
  - New and expanded terminals
  - Double-stack clearances
  - Rail-provided container fleets
- Pioneer capacity management
  - Innovative terminal design
  - State-of-the-art technologies

# Nothing brings it all together like the National Gateway



National Gateway

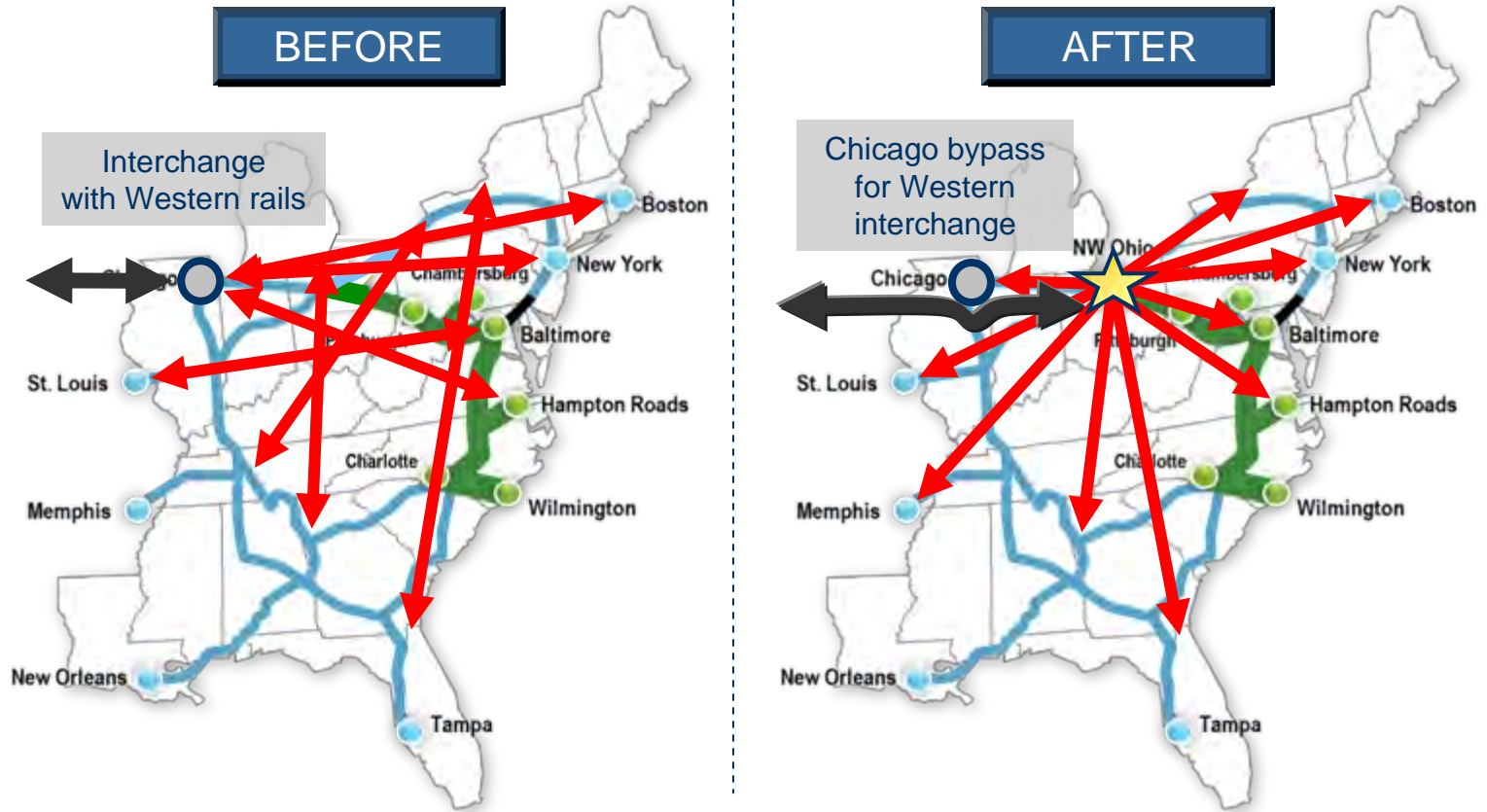


Creates new market opportunities

Provides faster, more reliable service

Simplifies interchange with western rails

# Northwest Ohio is a total network initiative



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# Operating system enhances overall terminal performance



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## Wide-span cranes set new standards in efficiency



Operation	Pollutant (grams/lift)			
	HC	CO	NO <sub>x</sub>	PM
WSC	1.8	8.3	23.9	2.1
Reduction vs. conventional	84%	83%	84%	82%

HC=Hydrocarbons , CO=Carbon Monoxide, NO<sub>x</sub>=Oxides of Nitrogen, PM=Particulate Matter, 454g/lb., 2000 lbs/ton

# The future is here today in Northwest Ohio



