



Greetings,

Pacific Coast Transportation, Inc. is announcing a General Rate Increase for 2021.

Over the past two years we have absorbed increases in wages, insurance and other operating costs without increasing our rates to you, our valued customers. Our goal is to continue to provide you with a high level of service without compromising our standards. To keep up with increasing costs, PCT will need to implement a rate increase by business segment as of January 1, 2021.

Many of our customers are going through significant changes as well and we understand that all too well these days. We understand that it is our responsibility to present value to our customers, therefore we have spent much of our attention in the last two years scaling back costs wherever possible and streamlining efficiencies to push back against the rising cost environment. We will continue to streamline our operations in order to maintain long term sustainability. Here's the breakdown specific to our business segments:

PCT RETAIL Delivery - We will continue these rate cards as our PCT Premium Service, and they will be adjusted +/- to accommodate a premium Customer experience. More to come down the road regarding this....

PCT WEST COAST LTL Service - Published rate cards will be reorganized with 15% higher minimums per shipment but lower per case pricing on larger shipments. All discounted rate cards will be terminated, thereafter we will be rolling out quarterly volume discounts to our best performing customers, based on sales volume. Please refer directly to our website for all current rates. www.pctonline.net

PCT OTR Service – Rates will increase 5% on each of the case brackets, and minimums will all be adjusted to 14 cases. Volume discounting for our top performing customers will be rolled out after reviewing sales numbers quarterly.

PCT TX LTL Service – Rates and minimums will increase 3% by case bracket.

PCT EAST COAST OTR – Rates and minimums will increase 7% by case bracket.

We take our relationship with each of our customers very seriously. Each year brings new challenges, and we will continue to spare no effort to ensure your product is handled with the highest degree of professionalism and care.

Discounting will be discussed on a case by case basis. If your company can make volume commitments, we will be happy to review.

Sincerely,

T.J. O'Doan
Chief Executive Officer
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