



**FOR IMMEDIATE RELEASE**

## **RED CLASSIC INTRODUCES COMPREHENSIVE ENHANCEMENT TO DRIVER BENEFIT PACKAGE**

**CHARLOTTE, N.C. (May 23, 2018)** – Red Classic announced today a comprehensive enhancement to its driver benefit package, impacting compensation, scheduling and home time.

The change includes an Over-the-Road (OTR) company driver pay increase to \$0.46 per mile (CPM), which represents a 7% increase in overall compensation. Red Classic OTR drivers also receive a \$5,000 sign-on bonus, safety component pay and preferred Midwest and Southeast running areas. Due to a recent network re-optimization, multiple OTR routes now offer a home weekly option; new power lanes enable a portion of OTR drivers to be home multiple times during the week.

A new schedule for regional drivers will offer a permanent four-day work week (Friday to Monday) that includes a \$0.10 CPM premium in addition to base pay and safety component pay. PM-shift drivers will now earn a \$0.03 CPM premium.

Other improvements to the driver benefit package include a 2,500 mile per week guarantee for owner operators. Average compensation for Red Classic regional and Direct Store Delivery (DSD) drivers now exceeds \$63,000 and OTR drivers nearly \$70,000.

While Red Classic has instituted driver pay increases each year since 2013, the current adjustment represents the largest single increase in driver night/weekend pay in the company's history.

As a wholly-owned subsidiary of Coca-Cola Bottling Co. Consolidated (CCBCC), Red Classic's asset-based fleet serves as its dedicated carrier. Having expanded from a regional Southeast carrier to one that services much of the Midwest and Mid-Atlantic, Red Classic is seeing the most significant growth in Ohio, Indiana, Illinois, Arkansas and Western Tennessee. Red Classic has seen a 32% increase in fleet growth over the last 18 months, while maintaining an average driver tenure of more than 6 years.

"At Red Classic, our goal is to provide a comprehensive benefit package that attracts and retains the best and safest drivers in the business," said Ron Drogan, Red Classic President. "Through our commitment to industry-leading benefits, top-quality equipment and increased home time, we aim to be the preferred employer for drivers in our industry."

### **About Red Classic Services, LLC**

Red Classic, a wholly-owned subsidiary of Coca-Cola Bottling Co. Consolidated, is a safety focused provider of transportation, logistics and fleet maintenance solutions through a group of five divisions headquartered in Charlotte, NC. Red Classic provides asset-based solutions on over 600 trucks throughout its regional, dedicated and over the road networks and leverages its logistics division to provide nationwide coverage for truckload, less than truckload and intermodal shipments. The company

also provides commercial fleet maintenance services from more than 80 shops throughout the Southeast and Midwest. Red Classic has been recognized twice as a Top Workplace by the Charlotte Observer.

[www.redclassic.com](http://www.redclassic.com) [www.cokeconsolidated.com](http://www.cokeconsolidated.com)

**Media Contact:**            **Emilie Nicholls**  
                                      **Sr. Communications Manager**  
                                      **Coca-Cola Consolidated**  
                                      **704-796-6557**  
                                      [Emilie.Nicholls@ccbcc.com](mailto:Emilie.Nicholls@ccbcc.com)