



ETHICAL TRUCKING & RESPONSIBLE FREIGHT OPERATIONS POLICY

The Blue Ridge Standard for Safe, Honest and Responsible Freight Operations

Policy Number	OPS-ETH-001	Department	Operations / People, Safety & Compliance
Effective Date	September 24, 2026	Review Cycle	Annual
Policy Owner	Director of People & Operations	Applies To	Employees, drivers, dispatch, operations, contractors and representatives

1. PURPOSE

Blue Ridge Transportation believes ethical trucking is demonstrated through everyday operational decisions - not simply through statements of company values. This policy establishes the standards by which Blue Ridge Transportation seeks to quote, accept, dispatch, transport, document, deliver, and bill freight responsibly. It addresses driver treatment, safety, honest communication, freight integrity, responsible technology, detention, customer relationships, business partnerships, and accountability.

Our standard is straightforward: Move it safely. Communicate honestly. Treat people with dignity. Protect what is entrusted to us. Respect the road.

2. POLICY STATEMENT

Blue Ridge Transportation will conduct freight operations lawfully, safely, honestly, and professionally. No employee or representative is expected to compromise safety, falsify information, misrepresent operational circumstances, conceal a material service problem, or disregard company standards solely to preserve a load, appointment, customer relationship, or revenue opportunity. Ethical trucking requires consideration of the people and communities involved in transportation as well as the freight itself.

3. THE BLUE RIDGE STANDARD

Our approach to ethical trucking is based on these principles:

Drivers Matter: Professional Freight Drivers are people, not merely equipment capacity or available hours.

Safety Before Service: Safety and lawful operation take priority over schedules.

Honest Pricing: Rates, charges, and accessorial should be accurately represented.

Time Has Value: Driver and equipment time should be treated responsibly.

Honest Communication: Material problems should be communicated rather than concealed.

Freight Integrity: Freight and shipment documentation entrusted to us must be protected.

Ethical Dispatching: Loads should be planned around realistic operational conditions.

Responsible Technology: Technology should support safety, service, and accountability.

Fair Partnerships: Business relationships should be professional and mutually respectful.

Community Responsibility: The communities along our routes deserve consideration and respect.

4. PROFESSIONAL FREIGHT DRIVERS ARE PEOPLE FIRST

A driver is not simply a dot on a dispatch screen. Professional Freight Drivers navigate traffic, weather, construction, mountain grades, customer appointments, loading delays, equipment conditions, and changing road conditions while making safety decisions throughout the workday. Blue Ridge Transportation will seek to establish reasonable operating expectations that recognize applicable hours-of-service requirements, fatigue, required rest, road and weather conditions, equipment limitations, and driver wellbeing. Drivers may raise legitimate safety concerns without being pressured to place a shipment ahead of safe and lawful operation.

5. SAFETY BEFORE SERVICE

No shipment is important enough to justify unsafe or unlawful operation. No customer, broker, shipper, receiver, dispatcher, manager, or other person has authority on behalf of Blue Ridge Transportation to require or encourage a driver to violate applicable safety requirements or hours-of-service requirements. When weather, fatigue, equipment condition, road closures, traffic, loading delays, or other circumstances materially affect safe operation, employees should communicate the issue promptly and make an appropriate lawful decision. This standard complements the company's Detention & Wait-Time Policy, under which safety and regulatory compliance take priority over delivery schedules.

6. ETHICAL LOAD ACCEPTANCE

Before knowingly committing company capacity to a shipment, Operations should reasonably evaluate available information concerning freight characteristics and requirements, equipment type and capacity, pickup and delivery requirements, driver availability, reasonable transit time, known route limitations, applicable operating requirements, and other material circumstances affecting the company's ability to responsibly perform the shipment. Blue Ridge Transportation should not knowingly represent capacity, equipment, services, or capabilities that it does not reasonably expect to provide.

7. ETHICAL DISPATCHING

Dispatch decisions should consider more than whether equipment appears available. When reasonably applicable, dispatch should consider driver hours, driver wellbeing, equipment capabilities, freight requirements, route conditions, weather, realistic transit time, pickup and delivery requirements, and safety. Employees should not knowingly create schedules that depend upon unlawful or unsafe operation to succeed. Drivers have a corresponding responsibility to provide Dispatch with timely and accurate information affecting their ability to safely and lawfully complete an assignment.

8. HONEST PRICING & BILLING

Blue Ridge Transportation seeks to provide accurate and understandable freight pricing. Rates and known charges should be communicated according to applicable quotations, rate confirmations, customer agreements, tariffs or other controlling arrangements. Invoices and supporting records should accurately represent services provided. Employees must not knowingly fabricate services, mileage, detention, accessorial events, delivery circumstances, or other information for the purpose of increasing a charge. Legitimate billing disagreements may be investigated, negotiated, corrected, waived, or otherwise resolved through normal business processes.

9. DRIVER TIME & DETENTION

Blue Ridge Transportation recognizes that a vehicle waiting at a facility represents both company equipment and a professional driver's working time. Detention must be documented accurately and administered according to the company's Detention & Wait-Time Policy and any applicable customer, broker, or shipment agreement. Unless otherwise agreed in writing, the company's standard policy provides two hours of free time and establishes documentation procedures for qualifying detention. Customer detention charges and driver compensation are separate matters.

10. HONEST COMMUNICATION

Blue Ridge Transportation expects truthful and timely business communication. Employees and representatives must not knowingly conceal or materially misrepresent information concerning capacity, equipment, pickup or delivery status, material delays, freight damage or loss, accidents or safety incidents, documentation, equipment problems, or other material circumstances affecting a shipment. An unexpected problem is not automatically misconduct. Employees are expected to communicate problems so that they can be addressed.

11. FREIGHT INTEGRITY

Freight accepted into Blue Ridge Transportation's care must be handled professionally and according to applicable shipment requirements. Drivers and operations personnel are expected to protect cargo, maintain appropriate shipment documentation, report observed damage or discrepancies, and accurately document pickup and delivery. Bills of lading, proofs of delivery, photographs, inspection records, timestamps, signatures, and other shipment documentation must not be knowingly falsified, fabricated, or materially altered to misrepresent what occurred.

12. RESPONSIBLE TECHNOLOGY

Blue Ridge Transportation uses technology to support safety, visibility, compliance, communication, and customer service. Company ELDs, telematics systems, tracking systems, mobile applications, GPS systems, cameras, and other authorized technology must be used according to applicable law and company policy. Employees may not intentionally tamper with, disable, manipulate, circumvent, or falsify information generated by required safety or compliance systems. Technology should be used responsibly and should not replace professional judgment when actual road, weather, equipment, or safety conditions require a different decision.

13. MOUNTAIN ROADS & ROUTE RESPONSIBILITY

Blue Ridge Transportation's Appalachian roots inform our understanding that geography matters. Mountain grades, narrow roads, rapidly changing weather, rural delivery locations, construction, bridge restrictions, clearances, and limited truck access can materially affect transportation operations. Drivers and Operations should use appropriate routing resources and consider known vehicle dimensions, equipment limitations, road restrictions, weather, and actual operating conditions. The shortest route is not necessarily the safest or most appropriate route.

14. CUSTOMERS, BROKERS, SHIPPERS & RECEIVERS

Blue Ridge Transportation will seek to treat customers, brokers, shippers, receivers, and other transportation partners professionally and fairly. In return, the company expects business partners to provide materially accurate shipment information, communicate relevant requirements, maintain reasonably safe operating environments, respect lawful safety requirements, and treat Professional Freight Drivers appropriately. Employees should escalate requests from a business partner that would require or encourage unlawful, deceptive, or unsafe conduct.

15. HUMAN RIGHTS & EXPLOITATION

Ethical transportation begins with human dignity. Blue Ridge Transportation opposes human trafficking, forced labor, involuntary servitude, child exploitation, unlawful discrimination, harassment, coercion, and other forms of exploitation. Company vehicles, equipment, facilities, technology, accounts, or other resources may not knowingly be used to facilitate human trafficking or exploitation. Human-rights matters are further governed by the company's Human Rights & Ethical Transportation Policy.

16. APPALACHIAN STEWARDSHIP

Blue Ridge Transportation's roots in Appalachia represent more than branding. The roads through East Tennessee and the broader Appalachian region connect homes, businesses, workers, manufacturers, farms, distribution facilities, and communities. We seek to operate in ways that respect those communities, support responsible economic activity, maintain professional conduct, and represent Appalachia positively wherever our operations take us.

Local roots mean local responsibility.

17. WHEN THINGS GO WRONG

Ethical standards are particularly important when operations do not proceed according to plan. When a delay, missed appointment, breakdown, damaged shipment, mistake, documentation problem, or other significant service issue occurs, employees should: **Tell the truth. Protect people and property. Document what happened. Communicate with the appropriate parties. Work toward a reasonable solution. Learn from the event when appropriate.** Employees should not conceal a good-faith mistake merely to protect appearances. An operational mistake, discrepancy, or unexpected outcome will not automatically be treated as intentional wrongdoing.

18. REPORTING ETHICAL CONCERNS

Employees and contractors are encouraged to report suspected violations of this policy through their supervisor or People, Safety & Compliance. Customers, vendors, drivers, and other stakeholders may also raise concerns regarding conduct they reasonably believe is inconsistent with Blue Ridge Transportation's ethical standards. Good-faith reports should be reviewed respectfully and based on available facts. Employees are not expected to conduct their own investigations or place themselves in danger to gather evidence.

19. NON-RETALIATION

Blue Ridge Transportation prohibits retaliation against an employee for making a good-faith report of suspected unsafe, unlawful, dishonest, discriminatory, exploitative, or unethical conduct or for participating honestly in an investigation. Knowingly and materially false allegations are not protected by this provision.

20. ACCOUNTABILITY & CORRECTIVE ACTION

Potential violations should be evaluated based on the circumstances, available information, severity of the conduct, intent when relevant, applicable law, and company policy. Corrective action may include education, coaching, additional training, process changes, restriction of duties, disciplinary action up to and including termination, termination of a contractual relationship, or referral to appropriate authorities when warranted. Blue Ridge Transportation seeks corrective action that is appropriate to the circumstances rather than assuming every mistake constitutes intentional misconduct.

21. RESPONSIBILITY

Professional Freight Drivers are responsible for safe operation, accurate communication, freight protection, and truthful documentation.

Dispatch and Operations are responsible for ethical load planning, realistic operational expectations, communication, and appropriate escalation of concerns.

Finance is responsible for accurate billing and financial documentation.

People, Safety & Compliance is responsible for policy administration, safety and ethical-conduct concerns, training, and appropriate review of reported violations.

Company leadership is responsible for supporting a culture in which ethical conduct is expected even when doing so is inconvenient.

22. POLICY ADMINISTRATION

This policy establishes Blue Ridge Transportation's internal Ethical Trucking standard. It does not replace federal, state, or local law, applicable safety regulations, contractual obligations, or other company policies. When applicable law or a controlling written agreement establishes a higher or different requirement, the applicable requirement will control. Blue Ridge Transportation may revise this policy as laws, regulations, operations, technology, insurance requirements, or company needs change.

THE BLUE RIDGE PROMISE

**MOVE IT SAFELY.
COMMUNICATE HONESTLY.
TREAT PEOPLE WITH DIGNITY.
PROTECT WHAT IS ENTRUSTED TO US.
RESPECT THE ROAD.
DO THE RIGHT THING WHEN NO ONE IS WATCHING.**

Local Roots. Regional Reach. Moving What Matters.

EMPLOYEE / DRIVER ACKNOWLEDGMENT

I acknowledge that I have received or been provided access to Blue Ridge Transportation's Ethical Trucking & Responsible Freight Operations Policy. I understand my responsibility to conduct company business safely, honestly, professionally, and consistently with the standards described in this policy.

Name: _____

Signature: _____

Date: _____