

Rio Grande Pacific Dispatch, formerly Nebraska Central Dispatch, rebrands, rolls out new logo

FOR IMMEDIATE RELEASE

Fort Worth, Texas (July 13, 2017) – Rio Grande Pacific Dispatch (RGPD), formerly Nebraska Central Dispatch, announced today that it has adopted a new name and logo. The rebrand is designed to strengthen its connection to parent company Rio Grande Pacific Corporation, as well as more accurately depict the company's operations.



RIO GRANDE PACIFIC DISPATCH

NCD rebrands as Rio Grande Pacific

Dispatch

throughout the industry for its commitment to customer service. We're proud to be part of the RGP family, and we wanted the new logo and the name to reflect that."

RGPD's dispatching services originated as part of the Nebraska Central Railroad Company more than a decade ago. However, when the dispatching center relocated to Fort Worth in 2016, RGPD's leaders knew it was time for a change.

"The rebranding of RGP Dispatch, through its logo and name, was motivated by a desire to unify and simplify our organization in a cohesive way," said Tres Meyer, vice president, operations. "Rio Grande Pacific is widely respected

The refreshed logo includes a modernized railroad signal and incorporates the red, gold and green palette of its parent company. Updated typeface pays homage to the stylized fonts of legacy lines, with a modern twist. "The most important piece of this rebranding is clarity: clarity of the service we provide and clarity of our identity," said Orlando Quiroz, chief dispatcher.

Adds Meyer, "This new brand identity is a logical step for us, and it communicates to both current and potential customers that Rio Grande Pacific is a diverse corporation, that, through various subsidiaries, is uniquely positioned to serve the many needs of the freight and transit industries. We're beginning to look like a single family of brands serving a common purpose, and that's tremendously exciting."

About Rio Grande Pacific Dispatch

Rio Grande Pacific Dispatch (RGPD) provides reliable, around-the-clock primary and backup rail dispatching for 11 freight railroads and transit agencies, a task that covers approximately 2,000 miles of main track throughout the United States. The dispatching center, located in Fort Worth, Texas, operates 24 hours a day, seven days a week. Currently, RGP Dispatch supports 13,000 crew starts on 11 railroads occupying 2,000 miles of track, issuing over 21,000 Track Warrants on an annual basis. Clients include freight, short line and transit agencies. www.rgpc.com/dispatch

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