

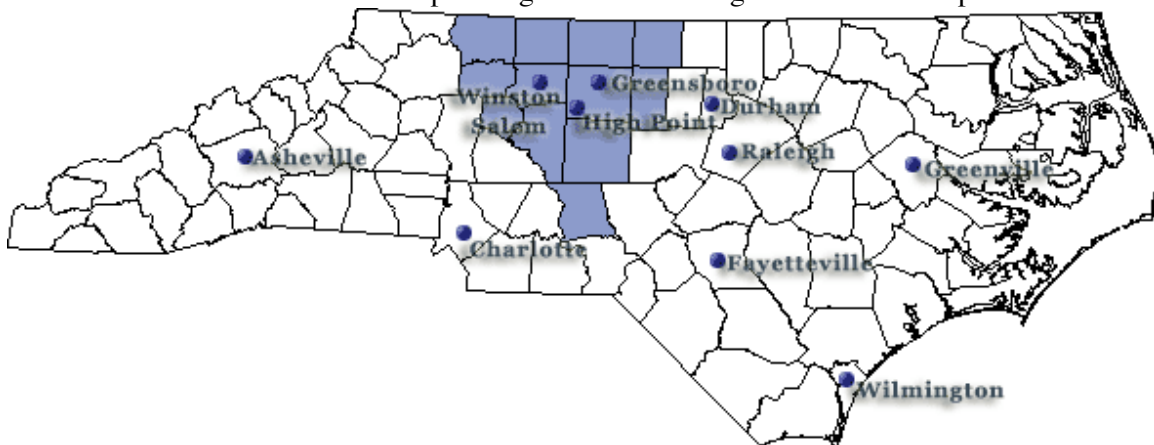
WINSTON-SALEM, A DISTRIBUTION HUB

INTRODUCTION

Winston-Salem is a prime choice for expansion or relocation of distribution and transportation-related businesses. With its strategic location in the Piedmont Triad Region of North Carolina, Winston-Salem is a gateway to the Southeast, Mid-Atlantic, and Ohio Valley. Planned and on-going construction projects will enhance this distinction and spur economic growth throughout the region. The decision by FedEx to construct a new hub at Piedmont Triad International Airport has raised the profile of the Triad and proves the area has the infrastructure, climate, quality of life, and physical ability to support such an enterprise. The communities of the Triad are taking advantage of FedEx's decision through infrastructure enhancements and business recruitment efforts that will attract new businesses and allow existing ones to increase their size, scope, and profitability.

LOCATION

Winston-Salem is located half-way between Washington, DC and Atlanta, GA in the northwestern part of North Carolina. In addition to numerous US and State Primary Highways, the city is served by Interstates I-40, I-77, I-85 and Future I-73 and I-74. When complete, I-73 and I-74 will link Detroit, MI and other parts of the Midwest with the port of Charleston, SC. This promises to be a boon for Winston-Salem. The city is conveniently located south and east of the Blue Ridge Mountains and is positioned to take advantage of the increased traffic by attracting new businesses that can benefit from proximity to an additional major overland transportation route. On a local and regional level, the on-going widening of I-40 and the Winston-Salem Northern Beltway (construction to begin in 2006) will increase the flow of traffic and allow for expected growth in trucking and overall transportation.





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1080 West Fourth Street, Winston-Salem, NC 27101



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EXISTING BUSINESSES

Winston-Salem is home to numerous firms in the distribution and transportation industries. Local companies specialize in air and ground transportation, computer software design, consulting, security and financial services, logistics, and freight forwarding. Numerous companies, including Kay Chemical, Reynolds American, Krispy Kreme Doughnuts, Liberty Hardware and Sara Lee have major distribution facilities in Winston-Salem. The following is a short list of companies with Winston-Salem area operations:

ABF Freight

B & M Storage & Distribution

Bridgeways, Inc.

Bulkmatic Transport

Carolina Public Warehouse

Conway Southern Express

Data Chambers

FedEx Ground

Hanover Warehousing

Hub Trucking

J. B. Hunt Transport

Jonestown Warehouse & Distribution

Landstar Inway

Lentz Transfer & Storage

Martin Motor Lines

McCann Enterprises

Melton Technologies

Mike's Truck Service

Pace Airlines

Qualcomm Fleet Management Solutions

Roadway Express

Salem Leasing

Salem Logistics

Sanders Transfer

Southeastern Freight Lines

Swing Transport

TCI Logistics

TIMCO

Triad Warehouse & Cold Storage

Truck Lease Services

Watkins Truck Lines

Wilborne RV Trucking

Because of the growth in the transportation and logistics industries, Forsyth Technical Community College instituted an Associates Degree in Global Logistics Technology that includes courses on supply chain management, international business, computerized inventory, traffic management and purchasing logistics.

THE FUTURE

In addition to the aforementioned projects, construction at and around Piedmont Triad International Airport to prepare for the FedEx hub began in the first quarter of 2004. A third runway and connecting road will be constructed to accommodate the additional FedEx flights, plus provide capacity for more commercial airline traffic. Bryan Boulevard, the main airport thoroughfare, and other secondary roads will be relocated and expanded to accommodate the additional traffic and allow room for runway construction and operation. The initial FedEx hub will consist of a one million square foot facility which will be capable of sorting 24,000 packages per hour, and be served by 20-25 airplanes daily. The hub is anticipated to begin operation by 2009.

The addition of the FedEx Mid-Atlantic Hub should help overland transportation companies, distribution and logistics professionals, as well as FedEx suppliers recognize Winston-Salem as the ideal location for their business ventures. Proximity to the hub will allow local companies to access overnight delivery with a later drop-off time (usually 11 pm), increasing



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company response time. Furthermore, companies in the fields of biotechnology, medical technology, and other high value-added industries will be attracted to Winston-Salem, particularly since the city has focused its efforts on these industries. In addition to building the planned expansion of the Piedmont Triad Research Park, which will become the nation's largest urban research park, there is an unmatched ability to collaborate with premier scientists at Wake Forest University Baptist Medical Center. Finally, companies involved in advanced manufacturing will benefit from the manufacturing expertise of the area workforce.

**Preceding Maps and FedEx hub information courtesy of Piedmont Triad Partnership*