# Ryder Races Towards Its First NASCAR Sponsorship in Truck Series

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- Frankie Muniz to drive the No. 33 Ryder Ford F-150 at Homestead-Miami Speedway
- Ryder livery to debut on Muniz's truck at Homestead-Miami race on March 21
- Team uniform, gear, race-day assets Ryder-branded throughout 2025 NASCAR Craftsman Truck Series season

MIAMI--(BUSINESS WIRE)-- Ryder System, Inc. (NYSE: R) enters the racing world with a marketing sponsorship in the 2025 NASCAR Craftsman Truck Series of driver and television star, Frankie Muniz. As the first NASCAR driver to be sponsored by Ryder, Muniz will debut the No. 33 Ryder Ford F-150 for Reaume Brothers Racing featuring Ryder-branded livery, along with team uniforms showcasing the Ryder logo, during the Baptist Health 200 on March 21, 2025, at Homestead-Miami Speedway. The team uniform, gear, and several race-day assets will include Ryder-branding throughout the 2025 NASCAR Craftsman Truck Series season.



Ryder enters the racing world with sponsorship of the No. 33 Ryder Ford F-150 for Reaume Brothers Racing and driver Frankie Muniz in the 2025 NASCAR Craftsman Truck Series.

The No. 33 and Ford truck carry special significance for Ryder, paying homage to the company's founding in 1933 in Miami when Jim Ryder launched the business with a single Ford Model-A pickup truck. Now, more than 90 years later, Ryder launches its brand into motorsports—this time on a high-performance Ford F-150, driven by Muniz, in one of the world's most-watched racing series.

"As one of the largest fleet owners of commercial trucks in North America, we see tremendous business value in aligning with a NASCAR truck driver," says Stephanie Wicky, vice president of marketing for Ryder. "Frankie brings an incredible work ethic, determination, and passion for excellence—qualities that resonate with our brand and our customers in transportation—especially in the commercial fleet rental and leasing industries."

While Muniz will be the face of the sponsorship, Ryder recognizes the skilled team of professionals behind every race—just like the 5,000 expertly trained truck technicians across North America who keep Ryder's and its customers' trucks on the road every day. The sponsorship also connects to Ryder's commitment to technician excellence, celebrating the best in fleet maintenance.

Additionally, NASCAR's dedication to vehicle innovation aligns with Ryder's focus on advancing fleet technology, maintenance solutions, and sustainable transportation—ensuring the trucks of tomorrow are safer, more efficient, and more reliable than ever.

"Like Ryder, NASCAR prioritizes safety, innovation, and the expertise of the drivers and technicians who keep these vehicles performing at their best," says Tom Havens, president of Fleet Management Solutions for Ryder. "There's a natural alignment between our brand and NASCAR—not only in the vehicles but in the values we share. Frankie Muniz embodies the same drive and determination that has fueled Ryder for more than 90 years, and we're excited to see the No. 33 Ryder Ford F-150 hit the track."

"It's an honor to represent Ryder, a company with such a deep history in trucking and logistics. The connection between NASCAR and Ryder makes perfect sense—both are driven by innovation, performance, and an incredible team behind the scenes making it all happen," adds NASCAR Craftsman Truck Series Driver Frankie Muniz. "I'm excited to get behind the wheel of the No. 33 Ryder Ford F-150 and compete at the Homestead-Miami Speedway."

The race will be broadcast live on FS1 and SiriusXM NASCAR Radio on channel 90 at 8 PM ET.

## About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a fully integrated port-to-door logistics and transportation company. It provides **supply chain**, **dedicated transportation**, and **fleet management** solutions, including **warehousing and distribution**, **contract packaging** and **manufacturing**, **e-commerce fulfillment**, **last-mile delivery**, **managed transportation**, **professional drivers**, **freight brokerage**, **cross-border** solutions, full-service **fleet leasing**, **maintenance**, commercial truck **rental**, and **used vehicle sales** to some of the world's most-recognized brands. Ryder provides services to businesses across more than 20 **industries** throughout the United States, Mexico, and Canada. In addition, Ryder manages nearly 250,000 commercial vehicles, services fleets at approximately 760 maintenance locations, and operates nearly 300 warehouses encompassing more than 100 million square feet. Ryder is regularly recognized for its industry-leading practices; technology-driven innovations; environmental management; safety, health and security programs; and recruitment and hiring initiatives. **www.ryder.com**

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