



Merchants Fleet

Locations: New Hampshire (HQ)

Industries: Transportation

RISK LEVEL:



Lower Risk

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DESCRIPTION:

Merchants Fleet is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Merchants Fleet does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Merchants Fleets has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Merchants Fleet does not appear to discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Merchants Fleet appears to prioritize diversity over merit in its recruitment. From its 2023 Impact Report: "Merchants utilizes Circa, a diversity recruitment technology that connects our company to millions of under-represented job seekers through a network of community-based organizations and niche diversity websites" (1). Merchants Fleet operates a supplier diversity program. "A core tenant of Merchants sustainability strategy is to proactively seek and encourage the consideration of competitive suppliers that are diversely owned and/or promote socially responsible business practices" (2). The company does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Merchants Fleet supports DEI within its business practices. From its 2023 Impact Report: "Merchants continues to be a member of the Diversity Workforce Coalition (DWC), which comprises employers and other community members whose purpose is to promote diversity in the workplace through education, training, and enhancing networking opportunities. Merchants was recognized as a DWC Diversity Champion, and we will continue our role as a diversity leader at both the state and national level in 2024". Merchants Fleet also launched "the Diversity in Fleet Task Force to amplify the industry's collective impact for greater diversity, equity, and inclusion" ([1](#)). Otherwise, there are no publicly known cases of Merchant Fleet using its reputation to advance ideological causes or policies ([2](#)).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Lower Risk

Merchants Fleet has not used corporate funds to advance ideological causes, organizations, or policies ([1](#)).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Merchants Fleet does not operate a PAC or engage in lobbying at this time ([1](#))([2](#))([3](#)).

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