Today’s Presentation

- SmartWay program overview
- Key program components
- Looking toward the future
- International interest
SmartWay Program Overview

Goal: Promote cleaner, more efficient transportation options

Freight Partnership – launched in 2004
- Improves fuel efficiency
- Reduces GHG emissions
- Saves companies money
- US EPA certified tractor-trailers and verified equipment

Light Duty – launched in 2005
- Vehicle environmental scores
- US EPA certified SmartWay passenger vehicles

Enhancements to Partnership – in development
- Based upon feedback from partners, increased focus on shippers, multiple freight modes, freight networks and hubs
- New assessment and tracking tools will provide more information for EPA and our partners while streamlining data management
- Creates a framework and model for sustainable goods movement across the global supply chain
Key Program Components

1. Partnership
   - Assess, benchmark and track emissions of carriers, shippers, and logistics companies
   - National idle reduction program
   - New carbon assessment tools
   - Partner support (PAM, helpline)
   - GHG and fuel savings

2. Technology Program
   - Test program
   - SmartWay Tractor/Trailer
   - SmartWay-verified technologies
   - Test methods

3. Finance Program
   - Innovative finance programs (grant programs, banks, retailers)
   - SmartWay Finance web site

4. Outreach and Education
   - Partner recognition - SmartWay web site, logo, and awards
   - Partner education – webinars, fact sheets, e-update, web site, workshops, events
   - Innovative pilot programs
   - Brand marketing – PSAs, media campaigns, events

5. International Activities
   - Conferences
   - Role model
   - Projects
   - Global supply chain

6. Light Duty Vehicles
   - SmartWay certified vehicles
   - Preferential leasing, purchasing
   - Consumer education
How Does The Partnership Work?
SmartWay Partner Results

2, 700 Partners
- Most of the top 100 carriers in the US (700,000 trucks)
- All the Class 1 railroads; several short haul railroads
- 25% of the Fortune 100 shipper partners
- In addition - logistics companies, technology manufacturers, trucks stops, ports, banks, vehicle and equipment dealer and service centers

Since 2004, SmartWay Partners saved
- 14.7 million metric tons of CO2
- 1.5 billion gallons of diesel fuel
- 3.5 billion dollars in fuel costs
- Equivalent to taking about 3 million cars off the road for 1 year
Why Is SmartWay Successful?

Shippers:
- Top of the supply chain, drive marketplace demand
- Give preferred status to SmartWay Carrier Partners
- Get better data to improve their own shipping operations
- Modify logistics operations to improve efficiency & reduce emissions, for example:
  - Inter-modal Shipping
  - Full Truck Loads
  - Warehouse Improvements
  - Idle-Reduction at facilities
- Get recognition and PR value with SmartWay brand

Carriers:
- Gain competitive advantage:
  - Preferred status, plus
  - Fuel efficiency, savings
- Reduce emissions
- Integrate fuel saving technologies and strategies into fleets, such as:
  - Idle Reduction
  - Improved Aerodynamics
  - Efficient Tire Systems
  - Driver Training
  - Renewable Fuels
  - Advanced Lubricants
- Get recognition and PR value with SmartWay brand
SmartWay Technical Program

Refine SmartWay draft test method
- Conduct class 8 tractor-trailer tests on HHDDT test cycle
- Assess relative weighting of each mode in test (urban, highway, etc.)
- Optimize length of test mode for chassis dynamometer
- Additional hybrid truck tests (bus, utility, parcel, refuse)

Evaluate aerodynamic assessment methods
- Follow SAE work on coast down, wind tunnel and fuel economy RPs
- Conduct coast down and chassis dynamometer testing on different tractor and trailer configurations
- Analyze other potential approaches
  - CFD analysis / modeling
  - Scale model / full scale wind tunnel

Expand tire program
- Conduct tests of HD truck tires using new ISO 28580 test
- Refine our tire verification requirements
- Establish a retread tire specification and evaluation method

Increase our understanding of truck simulation modeling
- Collaborate with DOE to calibrate the HD truck module in PSAT
SmartWay Tractors and Trailers

Specifications include 2007+ engine, idle reduction, low rolling resistance tires, and aerodynamic equipment

- 10% to 20% efficiency gain, relative to a comparable truck without these fuel-saving features

- Limited to the equipment & truck types that EPA tests
SmartWay Finance Program

Innovative finance programs reduce emissions and improve air quality

- Aim for highest leveraging of public dollars (4x or higher)
- Loan program funds can be “recycled” multiple times - increasing public benefits
- Most funding to-date under DERA = focus on diesel emissions with GHG co-benefits

Nearly $30 million in grants awarded 2008 – 2009
- Additional $12M expect to award in 2009 - 2010
- Complements $284M 2008-2010 funding for EPA’s National Clean Diesel Campaign

SmartWay Finance funding supports a wide range of projects across United States

- Port dray truck retrofits and repowers
- Over-the-road and regional truck fleet upgrade, leasing and loan programs
- APU rebates for independent owner-operators
- Lease/loan programs aimed at small fleets for trade-ups in equipment
- CNG retrofits of school buses
- Retrofit and repower of port, construction, and agricultural equipment

EPA web sites provide technology, emissions and financial information

- SmartWay Finance web site
- SmartWay verified technologies web site
- National Clean Diesel Campaign verified emission control equipment web site
- SmartWay Upgrade Kit technology and cost calculator
- Diesel Emissions Quantifier retrofit calculator
SmartWay Outreach Program

Multi-media public service campaign
- Reached 3B people via 26,227 airings at 177 stations
- Over $14 million in pro bono placement

Direct outreach
- SmartWay affiliates commit to do outreach and education
- SmartWay participates in conferences, webinars, media events and distributes materials via web, e-update
- SmartWay partners provide case studies
- Pilot projects explore new outreach opportunities

SmartWay vehicles and equipment
- OEMs and dealerships market SmartWay certified vehicles and SmartWay verified products via web, trade shows, media, POS materials

SmartWay Partner recognition via logo and awards
PSA Campaign - Aimed at Shippers
(Print ads in trade and business publications)

Logistics managers are constantly looking for ways to reduce costs for their customers through customized solutions. SmartWay® Transport Partnership is one smart money-saving program grounded in innovative business strategies and new technologies. SmartWay Transport is about streamlined logistics operations that reduce fuel costs while reducing greenhouse gases and other emissions.

To find out more about this collaborative program, please call 1-734-214-4767 or visit www.epa.gov/smartway.
PSA - Aimed at Freight Partners
(TV, Radio, Print)

These Manufacturers Are Hauling
The Best Logo In The Business

Introducing SmartWay Certified Tractors & Trailers
From These Manufacturers

Tractor makers:
- Freightliner
- International
- Kenworth
- Mack
- Peterbilt
- Volvo

Trailer makers:
- Great Dane
- Trailmobile
- Utility
- Wabash

To learn more visit epa.gov/smarterway
PSA - Aimed at Consumers
(TV, Radio, Print)

Reflects Well On You.

Driving a vehicle that is fuel-efficient, produces fewer greenhouse gases, and can save you money reflects well on its owner—especially these days, with growing concerns about climate change. The U.S. Environmental Protection Agency makes it easy to identify environmentally friendly cars and trucks. Just look for the SmartWay® leaf. SmartWay will help change the way America drives.

For more on SmartWay-certified cars and trucks, visit our website at www.epa.gov/smartway.

Reflects well.
(And helps keep the air clean, too.)

Let’s face it, any time your fleet can boost fuel efficiency by 10 to 20%, it reflects well on you and your bottom line. U.S. EPA certified SmartWay Tractors and Trailers allow you to do just that. You can also display the SmartWay certification mark, a symbol of environmental distinction, which also reflects well on you. The SmartWay leaf indicates to both industry and the public that you operate the cleanest and most efficient trucks and equipment available today.

To learn more, visit epa.gov/smartway
Partner Recognition

- Partner logo earned by top-performing SmartWay Partners
- SmartWay Annual Awards recognize the “best of the best”
- SmartWay partners compete very seriously for recognition
- Annual awards can be worth $millions in freight contracts
Looking Toward the Future

Shippers are driving demand for sustainable freight operations
- Growing demand for carbon disclosure & efficiency gains from freight providers
- Transportation significant to overall global emissions footprint

Globalization introduces new challenges and opportunities
- Multinational corporations linking manufacturing and logistics operations across the world
- Strong business case for more sustainable supply chains

SmartWay Partners see SmartWay as a key part of their global supply chain solution
- SmartWay improving its carbon accounting and tracking tools to provide enhanced carbon assessment, tracking and benchmarking capability and improve data functionality and management
International Interest in SmartWay

SmartWay International Workshop December, 2008
  – Dozen countries participated
“SmartWay” sister programs launched
  – France, Australia, Mexico
  – EU launching SmartWay platform

Clean Air Initiative in Asia
  – SmartWay technologies used for Green Trucks Project in Guangzhou, China
  – Asia Development Bank considering significant expansion of project

Commission for Environmental Cooperation
  – Considering SmartWay for CAN-US-MEX trade corridor
  – Considering North American SmartWay Supply Chain demonstration project