

# FleetSmart



**National Idling Reduction Planning Conference,  
Monday 17 May 2004 - Albany NY**



Natural Resources  
Canada

Ressources naturelles  
Canada

Canada



# *Today's Presentation*

- Who are we?
- Technology & Training
- Industry Outreach
- Co-benefits

# ***What is FleetSmart?***



***A program at Natural Resources Canada to help commercial & municipal fleets reduce fuel consumption & emissions through improved energy efficient practices.***

## ***Programs for on-road vehicles***

- Trucks – highway, forestry, urban
- Bus – highway coach, transit, school buses
- Urban – Municipalities, Utilities,
- Light Duty Fleets ie: taxi, courier



# *Why Bother?*

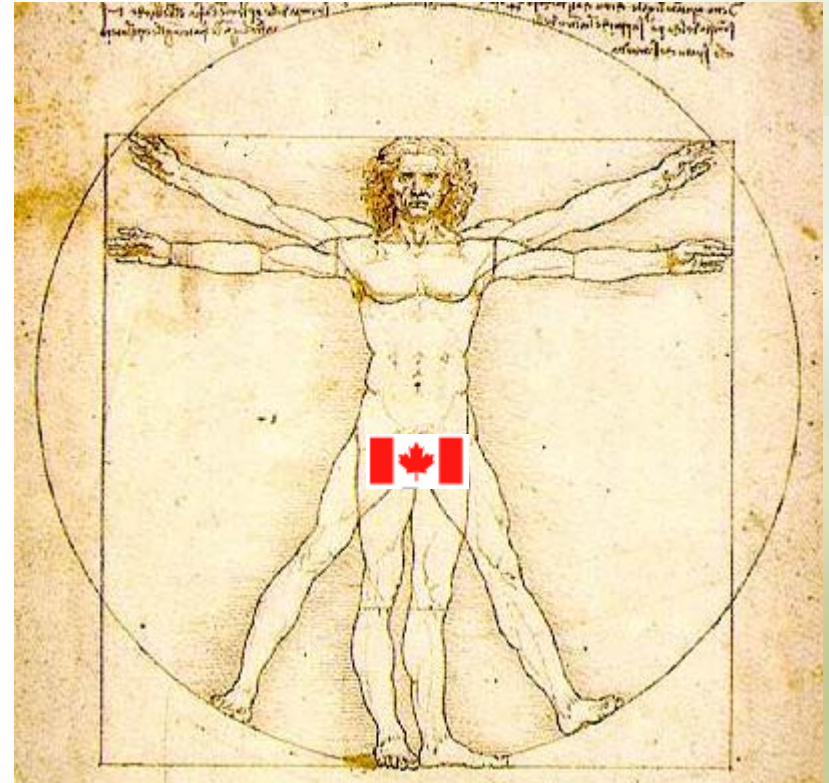
- ✓ Save \$\$ + Reduce emissions
- ✓ Support government initiatives
- ✓ Good management of a finite natural resource.

# *FleetSmart & the use of On-board Technologies*



*The most important  
on-board  
technology today -*

**THE DRIVER**



# *Education & Awareness Programs*



- ✓ *SmartDriver*
- ✓ Fuel Management 101
- ✓ Technology Workshops  
*ie: understanding your ECM*
- ✓ Truck Stop Idle-free Zone – campaign
- ✓ Rebate program for commercial class 6, 7 & 8+ (19,500+ lbs.) diesel engine vehicles

# *Education & Awareness Programs cont'd...*



## ***Truck Stop Idle-free Zone – campaign***

- Fall 2004 – 3rd year
- Focus on reducing unnecessary idling
- Create quiet safe places to rest, reduce noise & emissions for drivers, employees & their communities
- Supported by media & collateral materials
- 58 sites across Canada & growing

# *Education & Awareness Programs cont'd...*



*Rebate program for commercial class 6, 7 & 8+  
(19,500+ lbs.) diesel engine vehicles*

- APU's up to 20% of unit price max - \$1,400
- Cab heaters up to 20% of unit price max - \$350

*Added incentive from the mfg's to download  
data 12-18 months of installation from memory  
chip on hours of use*





## *Buy-in...*

- Misinformation & myths are prevalent & are an impediment to the industry
- Informed drivers, technicians, dispatchers, managers are more likely to change their behaviour & share with family



# *Co-benefits*

## *Corporate:*

- ✓ Employee Retention Programs
- ✓ Creates funds for reinvestment via
  - *reduced fuel & maintenance costs*
  - *extend purchase cycle*

## *Social:*

- ✓ Improved corporate image
- ✓ Reduction in emissions

# FleetSmart

A small, stylized map of Canada is located in the top right corner of the slide. It shows the outline of the country with some internal details, set against a light green background.

*‘Improving energy efficiency to reduce  
greenhouse gas emissions that  
contribute to Climate Change’*

**Thank You**

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