

SmartWay Rolls Out Consumer Campaign

EPA SmartWay launched a new public information campaign this month introducing consumers to its SmartWay brand. The new campaign encourages drivers shopping for a vehicle to “buy smart” and highlights the environmental performance and fuel efficiency of new and previously owned cars that qualify for the US EPA Certified SmartWay mark.

The SmartWay designation for cars is determined by how a vehicle scores using EPA air pollution standards and criteria. Specifically, the scores are based on emission levels (air pollution score) and fuel economy values (greenhouse gas score). Vehicles that score a 6 or better on each of the air pollution and greenhouse gas scores and achieve a combined score of at least 13 when added together qualify as SmartWay vehicles. There are a variety of makes and models that have received the SmartWay designation, providing drivers with a wide range of options whether they are looking for a compact car, mid-size sedan, or sport utility vehicle.

As consumer interest in cleaner, more fuel-efficient cars increases, the new campaign directs drivers to look for the SmartWay Leaf as a simple way to identify the top environmental performers. The consumer campaign also features the success of SmartWay in the freight sector, highlighting SmartWay certified tractors and trailers.

The broadcast, radio and print media campaign materials have been distributed to 90 percent of the national market, including:

- 800 Consumer Magazines
- Major News Papers
- 5,600 Radio Stations
- 1,100 Broadcast Stations
- 250 Cable Multiple System Operators and Interconnects

In addition to seeking pro bono placement, SmartWay partners and licensees are creatively co-branding the SmartWay Leaf logo, strengthening it as a symbol for cleaner, more fuel-efficient transportation.

SmartWay Website Redesigned!

In addition to the consumer campaign, the SmartWay web site has been redesigned so that both businesses and consumers can easily navigate it to find the latest information available on SmartWay activities.

Visit the new SmartWay site at:
www.epa.gov/smartway.

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The PSAs include a one-minute video, 2 print ads and a 60- and 30-second radio spot. For more information and to view the campaign materials go to:

www.epa.gov/smartway/vehicles/smartway-message.htm.

If interested in working with SmartWay to get the word out and you would like camera-ready materials, contact us at 734-214-4767.

For more information on which vehicles qualify for SmartWay, please visit the Green Vehicle Guide web site at:

www.epa.gov/greenvehicles.

Welcome New Partners!

Affiliates

AdamWorks, LLC
Aexcel Solutions, Inc.
Airgo Systems, LLC
Comfort Innovations, LLC
Diamond Power Systems
eCycle, Inc.
Goodyear Tire & Rubber Company
Hendrickson USA, LLC
ITS Distributing
Kohler Power Systems
Manwin Enterprises, Inc.
Owner-Operator Independent Drivers
Association Inc. (OOIDA)
OX Brands, LLC. (Idlebuster)
Project Professionals Group Pty. Ltd.
Reid Landis
Sokolis Group
SOLUS Solutions and Technologies, LLC
Specialized Carriers &
Rigging Association
Trucks Feed Our Families
UPC, Inc.

Dealers

McCoy Freightliner

Logistics Management Companies

Arpin International Group, Inc.
Associated Global Systems
Audit Logistics, LLC
AV Logistics, LLC
Caterpillar Logistics Services, Inc.
Flagstone Logistics, LLC.
Eleets Transportation
Fetch Logistics
Flynn Transportation Services
Freedom Lines
Freight Management, Inc.
Hybrid Transit Systems, Inc King Solutions,
Inc.
Matson Integrated Logistics
Quebecor World Logistics
Radius Rail Logistics, LLC
Ryan Transportation Service, Inc.
Ryder Integrated Logistics, Inc.
Schenker, Inc.
Sharp Freight Systems, Inc.
Strive Logistics, LLC
Sunteck Transport Group
Total Transportation Services, Inc.
Vertex Transport, LLC
Advanced Transportation Services, Inc.

Shipper/Carriers

Kohler Company
Pella Corporation
Sherwin Williams

Shippers

Arandell Corporation
CHEP USA
Church & Dwight Company
Continental Tire
Fujitsu Computer Products of
America, Inc.
Fujitsu Computer Systems Corp.
Georgia Pacific
Hill's Pet Nutrition Sales, Inc.
Johns Manville
Malt-o-Meal
Mattel, Inc.
Ocean Spray Cranberries, Inc.
OSRAM Sylvania
Stonyfield Farm, Inc.
Target
The Dannon Company

Truck Carriers

AAA Cooper Transportation
Above Par Transportation, Inc.
Action Delivery
Active Transportation
Company, LLC
Aeropres Corporation
Air Traffic Services
Allied Automotive Group
Blackhawk Transport, Inc.
BMI Motorsports, Inc.
Borgen Systems
Brennan Transportation
Brent Redmond
Transportation, Inc.
C & C Trucking of Duncan SC
CANEX, Inc.
Carroll Fulmer Logistics
Corporation
Christenson Transportation, Inc.
Colonial Cartage Corp.
Corrugated Logistics, LLC
Cox Transportation Services, Inc.
DF Hammonds, Inc.
Danny Herman Trucking Inc.
Denis Gray Trucking, Inc.
DeTore Enterprises, LLC
Eagle Systems, Inc.
Emerson Electric Company
Emm Trucking, Inc.
Family Logistics, LLC
FedEx Ground Package
System, Inc.
Flexway Trucking, Inc.
Foreway Transportation, Inc.
Freight Solution Providers
GDP Transportation
GFS Transport
Gilbert Express Grand Island
Express
Halvor Lines, Inc.
Hartley Trucking Co., Inc.

Truck Carriers (continued)

Hartsfield Warehouse Co., Inc.
Hendrickson Trucking, Inc.
Heyl Truck Lines, Inc.
J & P Hall Express
Lund Trucking Company, Inc.
McKimm Milk Transit, Inc.
Mystic Island Transport, Inc.
National Retail Systems, Inc.
NEX Global Logistics
Nippon Express USA, Inc.
Old Dominion Freight Line, Inc.
OCS Transport, Inc.
Office Movers, Inc.
Panther Expedited Services, Inc.
Parkway Transport, Inc.
Paschall Truck Lines Inc.
Penske Logistics, LLC
Perkins Specialized Transportation
Pitt Ohio Express, LLC
Pleasant Trucking, Inc.
Priority Transportation
R & R Cartage, Inc.
R. E. Garrison Trucking Co.
Raider Express
Rands Trucking, Inc.
Raven Transport Co., Inc.
RMG Enterprises, Ltd.
S & H Trucking, Inc.
Select Van and Storage
Southwest Freight Lines
Specialized Transportation, Inc.
Stagecoach Cartage & Distribution, L.P.
Summitt Trucking, LLC
Super Service Inc.
Synergistic Transportation, Inc.
Tandem Transport Corp.
Taylor Truck Line, Inc.
Team Logistics Systems, Inc.
Teton Transportation, Inc.
The Scotts Company
Tighe Trucking
Titan Transfer, Inc.
Transco Lines, Inc.
Transport Designs, Inc.
Trans-Pro, Inc.
Tri-Hi Transportation
Tri-National, Inc.
Trinity Transport, Inc.
Triways, Inc.
United Road Services, Inc.
United Stationers Supply Co.
USA Logistics Carriers, LLC
Vitesse Trucking Services
Wagner Industries, Inc. Western Dist. Trans
Corp
Wiley Sanders Truck Lines, Inc.
XTL Transport Inc.
Yarmouth Lumber

Non Asset Based Carriers

Trailer Corporation



HP Consumer PCs get there with clean air - the SmartWay

Seeking to build on its reputation as a global environmental leader and strengthen the sustainability of its supply chain, HP joined SmartWay in 2007. A primary goal was to ship 100 percent of its North American product portfolio using only SmartWay surface transportation carriers by September 2008.

In April of this year, HP took a big step forward to achieving that goal when it announced that effectively 100 percent of the HP Pavilion and Compaq Presario consumer desktops, monitors and accessories are now being transported by carriers and logistics providers that actively participate in SmartWay. This made HP the first SmartWay Transport Partner to apply the SmartWay Transport Partner logo to the boxes and packaging used to ship its consumer products.

“HP’s support of the SmartWay Transport Partner network is a key element in reaching our goals of more sustainable goods movement, and we hope that being the first company to display the SmartWay logo on our packaging will help educate customers about the priority HP places on environmental responsibility,” said Linda Graesser, HP Procurement Manger for Global Logistics.

“Working with our carriers to reach a 100 percent rate of participation in SmartWay was a real challenge, but one we felt was necessary to really help us reach our fuel-efficiency and carbon goals.”

In addition to consumer desktops and monitors, HP’s surface transportation carrier network for

printers and workstations are now all SmartWay partners.

As a SmartWay Partner, HP also is preparing to implement idling restrictions and dwell-time reduction at all of its U.S. and Canadian distribution centers by the end of August.

HP also is taking action to pilot the use of recyclable plastic pallets to ship its notebook PC laptops from suppliers in China to the U.S. The plastic pallets are stronger, lighter and more durable than wooden pallets, helping to lower shipment weight, and reduce fuel use and greenhouse gas emissions from air transport.

Additionally, HP is converting all of its distribution centers material handling equipment to zero emission vehicles and installing energy efficient fluorescent lighting.

HP has made the environmental performance of its supply chain a priority, and the organization continually looks for ways to make improvements.

“HP is not only reducing the impact of our own operations and products on the environment, but also is working alongside industry partners, suppliers and regulatory bodies for an even broader global impact,” says Tony Prophet, Senior Vice President, Worldwide Supply Chain Operations, HP. “With HP’s broad portfolio and extensive partnerships, we believe our efforts are good for customers, good for business and good for the planet.”

SmartWay Affiliates Focus on Shared Environmental and Efficiency Goals

In recent weeks two long-time SmartWay affiliates, the American Trucking Associations (ATA) and Alliance to Save Energy (ASE) have launched programs aimed at helping their members and consumers address climbing fuel costs and protect the environment. In both cases, ATA and ASE feature their affiliation with SmartWay, underscoring their commitment to the partnership and bringing us a step closer to achieving our shared goals.

American Trucking Associations – Trucks Deliver a Cleaner Tomorrow –

The American Trucking Associations (ATA), an active and supportive SmartWay Affiliate, initiated a new sustainability program in May – *Trucks Deliver a Cleaner Tomorrow*. Through its program ATA has committed to a series of measures designed to minimize the trucking industry's carbon footprint and significantly reduce fuel consumption over the next ten years. ATA's plan builds on past actions the industry group and its members have taken to reduce fuel use and emissions. To achieve its goals ATA has identified six areas to further reduce the carbon emissions of trucks in the United States, including the following:

- Lower speed limits and speed governing
- Increased fuel efficiency through participation in SmartWay
- Fuel economy standards for trucks
- Reduce non-discretionary idling
- Congestion reduction
- More productive truck combinations

Find out more about ATAs sustainability program @ www.trucksdeliver.org

Alliance to Save Energy – Drive Smarter Challenge –

Another proud supporter of SmartWay, the Alliance to Save Energy (ASE) is conducting a nationwide print and radio media campaign called the Drive Smarter Challenge, emphasizing actions drivers can take to lower their gasoline costs by using less. A cornerstone of the campaign is an interactive website (www.drivesmarterchallenge.org) with a calculator that allows drivers to enter specific data on their vehicle (make, model, year, cylinders) to find out exactly how much money they can save with six easy vehicle maintenance and sensible driving steps. The calculator also displays a running tally of the cumulative money, gallons, and CO2 emission savings of everyone who has taken "*The Challenge*". The calculator demonstrates that even small fuel-efficiency steps by large numbers of people add up to measurable benefits.

The campaign also encourages consumers to "Buy Smart" by looking for SmartWay® certified vehicles when in the market for a new or used car and to check out EPA's Green Vehicle Guide for a list of vehicles.

For more information on ASE's print media campaign go to www.drivesmarterchallenge.org.



New SmartWay Logo for Affiliates

Our SmartWay affiliate partners now have a new logo to promote their association with the EPA SmartWay program. The new *Proud Supporter of SmartWay* logo is available to not-for-profit affiliates that actively educate their constituents and the public about the SmartWay program. It may also be used by organizations classified as SmartWay Tractor/Trailer Dealers or SmartWay Leasing companies. SmartWay Dealers promote and sell US EPA Certified tractors or trailers, and four categories of clean, energy-saving devices, including: idle reduction, wide-based or fuel efficient tires, Automatic Tire Inflation, and tractor/trailer aerodynamics. Leasing companies that lease SmartWay Certified vehicles, tractors and/or trailers and join the partnership also may use the *Proud Supporter* logo.

CORNER

SmartWay Account Management . . .

News You Can Use

Wisconsin Diesel Truck Idling Reduction Grant Program Offers \$2,000,000 to Help Truckers Reduce Fuel Costs and Air Pollution

Common, contract and private motor carriers in Wisconsin interested in the installation of idling reduction equipment can receive grants from the state of Wisconsin's Diesel Truck Idling Reduction Grant Program. Applications will be accepted starting July 1 and are available at www.commerce.wi.gov/dieselgrantprogram.

The program reimburses trucking companies for 50 percent of the cost of an APU, and includes a set aside of \$500,000 for small trucking companies. The Owner Operator Independent Drivers Association, a new SmartWay affiliate is encouraging its members to apply and offering assistance to complete applications if needed (visit www.ooida.com for more information).

Through the grant program the state hopes to help truckers deal with escalating fuel costs. Recipients of a grant also will help the state monitor air quality improvements by providing pre-installation baseline data, followed by six and 12-month reports.

For more information, visit the Wisconsin Department of Commerce Web site at <http://www.commerce.state.wi.us/BD/BD-CA-Diesel-Grant-Program.html>.

Stop and Rest at a SmartWay Truck Stop!

Many types of partners exist in the SmartWay Partnership: carriers, shippers, and logistic companies to name a few. But did you know that truck stops can also participate in the SmartWay program as partners? SmartWay Truck Stops play a special role in the Partnership -- they offer an environment where long haul carriers can rest comfortably, without the noise and pollution from nearby idling trucks. In essence, SmartWay Truck Stop partners provide "idle-free" zones. Carriers driving trucks equipped with an idle reduction technology can stay in the idle-free zone, where in some instances electrified parking spaces ("truck stop electrification") are available. That means drivers can enjoy amenities such as air conditioning or heat while resting.

To date the following locations have joined the SmartWay Community:

- Atlanta South 75 Travel Center, Jackson, GA (122 Truckstop Way)
- Bruce's Truck Stop, Bakersfield, CA
- Scranton Petro LP, Scranton, PA

First Ever SmartWay Truck Dealership Aims to Help Customers Save Fuel, Money and Environment

Oregon-based McCoy Freightliner is the first truck dealership to join SmartWay. McCoy Freightliner operates out of three locations in Oregon, where it sells trucks, parts and equipment, and provides its customers a broad range of truck services. To join the partnership as a SmartWay Truck Dealership, a dealership must promote and sell SmartWay Certified tractors and trailers, and four approved categories of energy-saving devices: idle control, low-rolling resistance tires, automatic tire inflation, and tractor-trailer aerodynamics. McCoy Freightliner markets and sells all of these products. Its dealership locations in Oregon are:

- McCoy Freightliner-Portland, OR
- McCoy Freightliner-Brooks, OR, and
- McCoy Freightliner-Sprinter Center

Call 1800-602-8878 or visit www.mccoyfl.com for information on McCoy Freightliner and its truck services.



Recognizing and supporting our partners' commitments to saving fuel and protecting the environment is a top priority. Through Smartway, EPA promotes your good work and the progress we're making to achieve our shared goals at important key industry conferences and meetings. Here's a sampling of some upcoming industry activities where SmartWay will have a presence.

ON THE ROAD

Dates	Event	Location
October 1-2, 2008	Same Roads - New Challenges	Toronto, ON
<p>This first-ever forum is being jointly sponsored by the Natural Resource Canada's ecoEnergy (FleetSmart) and the U.S. EPA's SmartWay Transport Partnership. The forum will provide opportunities for transportation industry professionals to explore and discover practical solutions to manage the issues of energy efficiency and environmental performance in today's on-road fleets. The first day of the forum will focus on methods to calculate the return on investment in corporate operations, the benefits of driver training programs, and clean technologies. Day two will feature strategies for overcoming barriers, managing and measuring progress, and developing a plan. Leaders from Natural Resource Canada, SmartWay and the industry will speak and give presentations on their experiences in improving their carbon footprint and keeping freight costs competitive.</p>		
<div style="display: flex; justify-content: space-around; align-items: center;">   </div>		
October 4-7, 2008	2008 American Trucking Associations Management Conference & Exhibition	New Orleans, LA
<p>Stop by and visit the SmartWay booth at the American Trucking Associations' 2008 Management Conference & Exhibition in New Orleans. This year marks ATA's 75th anniversary and every year during its annual management conference it convenes an audience of executives representing major fleets and suppliers in a spirit of cooperation. ATA is a longtime SmartWay affiliate partner and recently launched its new "Trucks Deliver a Cleaner Tomorrow" campaign with a goal of finding solutions to reduce fuel consumption and minimize the carbon footprint of vehicles. The upcoming conference will provide opportunities for fleets and suppliers to network and discuss ATA's new campaign and the industry's progress in meeting its goals.</p>		
October 5-8, 2008	Council of Supply Chain Management Professionals Annual Global Conference	Denver, CO
<p>The Council of Supply Chain Management Professionals graciously has agreed again to host the annual SmartWay Excellence Award ceremony at its annual global conference held this year in Denver. A key topic of discussion at CSCMP's conference will be strategies and opportunities for managing global instability. Industry-leading executives also will share their insights on managing global trade barriers and risks; the implications of changing demographics and the importance of going green. The SmartWay award ceremony will be conducted on the morning of October 7 as a key session during breakfast. For more information on CSCMP's conference visit www.cscmp.org. For information on the EPA 2008 SmartWay Excellence Award program visit www.epa.gov/smartway.</p>		



The Buzz about SmartWay Transport Partnership

Visit the links below to see media stories that feature SmartWay Transport Partnership:

Partner News

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- Packexpo.com. April 21, 2008. "HP Displays EPA SmartWay Logo on Computer Packaging".
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http://indianapolis.dbusinessnews.com/shownews.php?newsid=159540&type_news=latest
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<http://www.trucknews.com/issues/ISArticle.asp?id=83441&issue=04252008>
- Trucknews.com. April 30, 2008. "XTL Scores Top Marks With EPA SmartWay Partnership".
<http://www.trucknews.com/issues/ISArticle.asp?id=83659&issue=04302008>
- Trucknet.com. May 2, 2008. "Trucking Firm ACT and EPA Join Forces to Improve Air Quality, Reduce Greenhouse Emissions" by Craig Zwiener. <http://www.truck.net/news/2372/109.html>
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<http://www.purchasing.com/article/CA6554607.html>
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http://www.truckinginfo.com/news/news-detail.asp?news_id=60442
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