

## U.S. Bank Launches a Green Auto Loan Program for Customers Buying SmartWay Certified Vehicles

On April 16, 2009, U. S. Bank became the first national bank to launch a discounted auto loan program for consumers who finance U.S. EPA certified SmartWay vehicles. U.S. Bank's Green Auto Loan Program ([http://www.usbank.com/cgi\\_w/cfm/personal/products\\_and\\_services/loans\\_and\\_credit\\_lines/auto/green\\_auto.cfm](http://www.usbank.com/cgi_w/cfm/personal/products_and_services/loans_and_credit_lines/auto/green_auto.cfm)), provides consumers with .5% interest rate reduction when financing or refinancing a new or used SmartWay certified vehicle through their lending institution. Vehicles eligible for the discount include all SmartWay certified cars and light trucks from the current model year through the six previous model years. "Including EPA-certified SmartWay vehicles in programs like this is a great way to lower greenhouse gas emissions," said Margo Oge, director of EPA's Office of Transportation and Air Quality. "We applaud companies that develop initiatives that benefit both the consumer and the environment." Visit the EPA's Green Vehicle Guide to find the list of all SmartWay certified vehicles.

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## TECHNOLOGY TIDBITS

### SmartWay Technology: Verified Technologies

SmartWay verified technologies improve fuel efficiency and reduce greenhouse gas emissions and air pollution. Currently, SmartWay verified technologies include idle reduction equipment, aerodynamic equipment, and low rolling resistance tires. Technologies that are verified by EPA may be eligible for funds under the Diesel Emission Reduction Program. The American Recovery and Reinvestment Act of 2009 provided \$300 million in new funding for the Diesel Emission Reduction Program to support the implementation of verified and certified diesel emission reduction technologies. A number of SmartWay verified idle reduction technologies (i.e., idle reduction technologies affixed to a tractor) are also eligible for a federal excise tax exemption, see: [www.epa.gov/smartway/transport/what-smartway/idling-reduction-fet.htm](http://www.epa.gov/smartway/transport/what-smartway/idling-reduction-fet.htm)). Our current list of SmartWay verified technologies is found at:

[www.epa.gov/smartway/transport/what-smartway/verified-technologies.htm](http://www.epa.gov/smartway/transport/what-smartway/verified-technologies.htm)

**How do I get my technology verified?** Requests for SmartWay verification of idle reduction equipment, aerodynamic equipment, and low rolling resistance tires should be sent through the new [SmartWay-Tech@epa.gov](mailto:SmartWay-Tech@epa.gov) mailbox. EPA will provide guidance on the information you'll need to provide (e.g., a product description, performance data, testing plan) based upon the type of product you wish to verify. EPA will evaluate your product and contact you. Newly verified technologies will be added to aforementioned web site list monthly.

### SmartWay Technology: Truck Emissions Test Protocol

SmartWay Transport Partnership is collaborating with the transportation industry to develop a SmartWay Truck Emissions Test Protocol that better quantifies the benefits of various heavy vehicle designs and technologies. This protocol would create a standard test method to compare the relative emissions and fuel-efficiency of heavy-duty vehicles as a "whole truck" system. EPA released the draft protocol to solicit comment and held a public hearing in March of 2008. For more information, visit:

[www.epa.gov/smartway/transport/what-smartwayresearch-testing-tech.htm](http://www.epa.gov/smartway/transport/what-smartwayresearch-testing-tech.htm)

Since then, EPA has been reviewing comments for incorporation into the protocol. EPA intends to use this test protocol in establishing performance-based, technology-neutral eligibility criteria for the next generation of SmartWay trucks and to quantify the benefits of hybrid vehicles for vehicle-based certification.

# Welcome New Partners!

## Affiliates

Airodyne Industries, LLC  
Hammond Air Conditioning, LTD  
Owner Operators Coalition of Virginia  
The Foundation for Global Mobility  
Xtra Lease

## Dealer/ Service Center

Southwest International Trucks

## Logistics Companies

Advantage Transport, Inc.  
American Transport Group, LLC  
B&R Logistics, Inc.  
BirdDog Logistics Services, LLC  
Bridge Logistics, Inc.  
CL Services, Inc.  
DTH Expeditors, Inc.  
Giant Eagle, Inc.  
Gordon K. Tom Transportation Services, Inc.  
Hannic Freight Forwarders, Inc.  
JMD Transportation Services  
KTI Logistics, LLC  
Landstar Global Logistics  
Mail Express, Inc.  
Mark Westby & Associates, Inc.  
Northern Freight Service, Inc.  
PLS Logistics Service, Inc.  
Ronald Jolicoeur, Inc.  
Scott Logistics Corp.  
Straitline Transportation Systems, Inc.  
Sun Trax Logistics  
Team Worldwide  
Tri-Ad International Freight Forwarding, Ltd.  
Twin Cities Logistics  
UniExpress Systems, Inc.  
United Logistics Association  
WLA, Inc.

## Shippers

Accuride Corporation (Shipper)  
Collective Brands Inc.  
Deere & Company  
Energizer Holdings, Inc  
IFCO Systems North America, Inc.  
Ingersoll Rand  
Kellogg Company  
Neenah Paper, Inc.  
Sunny Delight Beverages, Co.  
Whitfield Lines, Inc.

## Truck Carriers

Accord Transportation Ltd.  
Allen Distribution  
All-State Express, Inc.  
American Transportation  
Nationwide of Wisconsin  
Apergis Transportation  
Apex Carriers, Inc.  
Astral Carrier  
Bear Trucking, Inc.  
Benore Logistic Systems, Inc.  
Bisom Truck Line, Inc.  
Bozzuto's, Inc.  
Bradway Trucking  
Bright Transportation, L.P.  
Brown Logistics, Inc.  
Brubaker Transfer, Inc.  
BTC Express, Inc.  
Butler Transport, Inc.  
Cardinal Transport, Inc.  
CDT usa Inc.  
Centennial Warehousing Corp.  
Colonial Freight Systems, Inc.  
Commercial Shuttle Service, Inc.  
Crum Trucking, Inc.  
Cumberland Dairy  
D&D Transportation Services, Inc.  
Dedicated Logistics, LLC  
Dedicated Systems, Inc.  
DEH Trucking Inc.  
DMT Trucking, Inc.  
Dufour Petroleum  
Eagle Express Trucking, Inc.  
Edina Couriers, LLC  
Ennis Transportation Company, Inc.  
Evergreen Transportation Inc.  
Exact Delivery, Inc.  
Express Carriers, LLC  
Foster Farms  
Gemini Traffic Sales  
Giant Eagle, Inc.  
Gordon Sevig Trucking Co.  
Grane Transportation Lines, Ltd.  
Greentech Logistics, LLC  
Gulf Coast Transport  
Harvey Building Products  
Hayes Brothers Trucking  
Hiner Transport  
HL&S Trucking Company Inc.  
Hornady Transportation, LLC  
Howl Transportation, LLC.  
HP Hood, LLC

## Truck Carriers

Inner Valley Transport Inc.  
J. Guadalupe Lerma dba Lerma Trucking  
JH Sims Trucking Co., Inc.  
Jim Palmer Trucking  
John Ham dba Ham Trucking  
Jowin Express, Inc.  
JTK Trucking Inc.  
LEEK Transportation, Inc.  
Load One, LLC  
M. Bjorn Petersen  
Maxwell Tank Lines, Inc.  
Midwest Logistics Systems  
Motor Carrier Service, Inc.  
Moutrie Trucking LLC  
Northeast Foods, Inc.  
Northern Refrigerated Transportation, Inc.  
Oakhurst Dairy  
Oscar Ortiz dba Elohim  
Otto Trucking Inc.  
Overbye Transport, Inc.  
P.E. Kramme  
Pat Fruth Trucking Inc.  
Red D Transport  
Reeves Bros Trucking  
Republic Express, Inc.  
Robinson Cartage Co.  
Roger Sitterly & Son, Inc.  
RRR Express  
S & S Transport, Inc.  
Saddle Creek Transportation, Inc.  
Southland Express, LLC  
Starliner Transport Ltd.  
Steel & Machinery Transportation, Inc.  
STS Truck Line, Inc.  
Sunrise Transport Inc.  
Team Campbell Logistics Pacific, LLC  
The Complete Logistics Co.  
The Martin-Brower Company  
Titus Transportation, LP  
TransCorr, LLC  
Transportation Services, Inc.  
Tree Of Life, Inc.  
Triangle Burlington Management Co., LLC  
Triple C Transport, LLC  
Turbo, Division of OHL  
Unimark Lowboy Transportation, Inc.  
Van Eerden Trucking Company Inc.  
Vork Motor Transport, Inc.  
Western Sky Inc.  
White Farms Trucking Inc.  
Zeitner & Sons, Inc.



## Celadon Trucking Services Invests the SmartWay

By the end of this year, Celadon Trucking Services' 2,343 U.S.-based long-haul trucking fleet will be composed entirely of U.S. EPA SmartWay certified tractors – an investment reflecting the company's commitment to operate at a level of efficiency that positively contributes to its profitability as well as substantial contributions to the environment.

Through a comprehensive, centralized maintenance program, this SmartWay Partner also has upgraded its lightweight, hi-cube trailers with low rolling resistance tires and a well-tuned tire inflation program that is further helping improve fuel efficiency and lower costs.

Celadon's ongoing driver training program is another key to the company's success in operating efficiently. Their training materials emphasize tactics and fuel-savings that can be achieved by reducing idle time, lowering top road speeds, and a broad range of related safety and efficiency topics. Through training, senior drivers also share tips and advice for driving safe and smart with newer employees to help achieve a faster positive end result for their team.

Based on its training program and equipment strategy, Celadon estimates that in the first three months of 2009 idle hours were reduced by 637,000 hours as compared to same quarter in 2008. They have also equipped new trucks with ambient temperature sensors to only allow five minutes of engine run time between the temperatures of 25-70 deg F. Celadon has also installed auxiliary heaters with fans to provide driver comfort within these temperatures. Driver manager's weekly counseling on idle time with their fleet members have also contributed a great deal to this reduction.

According to Jeff Bryant, Vice President Fleet Maintenance, Celadon's ongoing investment in SmartWay certified tractors has helped reduce idle time, fuel use and costs. He projects even greater savings will be achieved by the end of the year once the company's investment in the tractors is complete. "We wouldn't have been this successful if it were not for the support of our professional drivers."

"For us the auxiliary heater units coupled with an ambient temperature sensor have been an excellent choice – they run as little as three-hundredths of a gallon of fuel per hour and can be set to temperatures that ensure driver comfort all the way down to just before the fuel gelling point," said Bryant.

Manufacturers of SmartWay certified tractors agree to provide their customers with the option of installing their own idle reduction technology or specifying that their SmartWay certified tractors come equipped with a pre-installed idle reduction unit. Other fuel-saving features include aerodynamic mirrors and bumpers, low-rolling resistance tires, and fuel tank skirts, cab side extender and integrated high roof fairings. The tractor's 2007 EPA certified engine ensure that the trucks run cleaner, another important factor for Celadon.

Bryant noted that the environmental benefits of SmartWay certified tractors are another big plus for the company as both the trucking industry and shippers work together to minimize the transportation industry's carbon footprint.

"We've been working on improving our operations through fuel and money-saving efficiencies that deliver an environmental benefit," said Bryant. "By participating in SmartWay, we're in a much better position to share our focus, and inform our customers, competitors and public of our goals and achievements in this arena, with an added benefit of being able to learn ideas from other partners as well."

In today's economy, where the drop in consumer spending and manufacturing output has significantly impacted demand, times for Celadon, like the rest of the industry are challenging. Even so, the company believes that its investment in new equipment and technology that saves fuel and lowers emissions will help it weather today's storms and pay off in the long run.

## Corner

# Are you “Linked” to SmartWay?

As we continue to make improvements to the SmartWay website, the SmartWay Web Development Team has created a new policy for Partner Profiles.

EPA’s SmartWay Transport site includes a current list of active partners with the program. Potential customers may go to this list to find out which shippers, carriers, and other companies are currently participating in SmartWay.

As a partner, you may want to direct them to this page to see that you are on the list:

<http://www.epa.gov/smartway/transport/partner-list/index.htm>

SmartWay Transport currently has links on this page to Partner Profiles for partners who have requested them in the past. As part of SmartWay’s new website policies, these profiles will be removed on May 29, 2009.

In place of these profiles, SmartWay is offering eligible partners the option of adding a web link to the partner’s “SmartWay Information” page on the corporate website.

### ELIGIBILITY

All partners in good standing with the program are eligible to submit a web link request. However, the Partnership reserves the right to deny a request due to content deemed inappropriate for an EPA external link. See the section below for more details.

### LINK LOCATION:

SmartWay Transport will link to a new, SmartWay-focused web page in your website OR an existing “environmental activities” page that contains information about other environmental programs. SmartWay Transport will NOT link to your corporate home page, or any other page that promotes your company to your customers, as this could be construed as an endorsement of your products and is in violation of EPA policies.

### GUIDELINES FOR ADDING SMARTWAY CONTENT TO YOUR WEBSITE

SmartWay recommends the following content be included in your description of your participation in the SmartWay Transport Partnership:

1. Location of company
2. Type of SmartWay Partner (e.g., shipper, carrier, private fleet, etc.)
3. Major operations: (1-2 sentences describing the type of products/services you provide)
4. SmartWay Highlights: 3-7 bullets describing what you are doing to meet your SmartWay goals — please specify the fuel efficiency and environmental measures your company is taking
5. Quote(s) from leaders in the company regarding your commitment to the principles of SmartWay
6. Indication of any awards or recognition you’ve received related to your SmartWay Participation
7. Links to press releases and news coverage you’ve received related to your SmartWay Participation

### PROHIBITIONS

While we strongly encourage you to use this page as a promotion of your fuel efficiency and environmental activities, we prohibit statements that imply that SmartWay Transport “endorses,” “recommends,” “promotes” or otherwise makes any judgments about the value or benefits of your company or its products or services.

### REQUESTING A LINK

To request an EPA link to your website on the SmartWay Transport partner list, please send a request to your partner account manager or [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov) with the web address that you would like us to link to. We will review your submission and contact you to follow up and review your web content.

## SmartWay Partner Webinars

In response to our partners' request to network and exchange information, SmartWay has implemented a series of Partner Webinars. These webinars are held the second Tuesday of each month at 1:30 EST. We are pleased to say that these webinars have been very successful! The turnout and feedback provided from partners has been great. The webinar topics vary from new programs to marketing updates. We encourage you to check the SmartWay website for additions and any changes to the schedule.

[www.epa.gov/smartway/transport/partner-resources/webinar-schedule.htm](http://www.epa.gov/smartway/transport/partner-resources/webinar-schedule.htm)

### Upcoming webinars include:

Webinar Topic & Brief Description	Date
<p><b>SmartWay Partner Tools and Resources</b></p> <p>SmartWay Partners explore using these SmartWay resources for publicity, education, outreach and in co-branding opportunities.</p> <p>Click here to register: <a href="https://www2.gotomeeting.com/register/334821772">https://www2.gotomeeting.com/register/334821772</a></p>	May 12, 2009
<p><b>Integrate SmartWay certified cars in your fleet</b></p> <p>SmartWay Partners explore the benefits of purchasing and promoting SmartWay certified cars for their automotive fleets.</p> <p>Click here to register: <a href="https://www2.gotomeeting.com/register/168300543">https://www2.gotomeeting.com/register/168300543</a></p>	June 9, 2009
<p><b>Localizing the SmartWay message</b></p> <p>Planning a SmartWay media event, workshop/conference or partner training session.</p> <p>Click here to register: <a href="https://www2.gotomeeting.com/register/586181707">https://www2.gotomeeting.com/register/586181707</a></p>	July 14, 2009

## *Items of Interest*

### **Diesel Works for Me! - Video Contest**

*Sponsored by The Diesel Technology Forum, a SmartWay Affiliate*

We all know that diesel engines power the movement of goods across the nation, help construct the buildings in which we live and work, help build the roads on which we travel, and carry millions of children to school each day. While diesel engines provide mobility and are critical to the nation's economy, exhaust from diesel engines contains pollutants that negatively impact human health and the environment. Diesel engines emit large amounts of nitrogen oxides, particulate matter and air toxics, which contribute to serious public health problems. Therefore, reducing emissions from diesel engines is one of the most important air quality challenges facing the country today.

Because our SmartWay contacts work with a full range of diesel equipment, we wanted to inform you of a contest sponsored by one of our SmartWay affiliates, The Diesel Technology Forum (DTF). DTF is looking for videos that tell a compelling and creative story of why you love your diesel car, pickup truck or SUV or other diesel-powered vehicle and why you promote and implement clean diesel technology.

For more information visit [www.dieselforum.org/video](http://www.dieselforum.org/video). Videos must be submitted to DTF by June 5, 2009.

### **International Conference on Efficient, Safe, and Sustainable Truck Transportation Systems for the Future**

*Sponsored by University of Michigan Transportation Research Institute*

Legislators and transportation policy experts around the world are challenged by rising energy costs, an increasing freight demand and growing concerns regarding greenhouse gas emissions. The Organization for Economic Cooperation and Development (OECD) is conducting an international study of highway freight transportation safety, efficiency and policy with a view to sustainability. The preliminary findings of this study will be discussed at the conference together with the most recent domestic and international highway freight research results with a view to building policy options that support a vibrant economy while protecting environmental and public interests.

The conference will be held June 15 - 17, 2009 in Ann Arbor, Michigan.

Contact for More Information: Karen Szemak, [szemak@umich.edu](mailto:szemak@umich.edu), Tel: (734) 647-8633

### **Third Annual Mid-Atlantic Clean Ports Workshop**

*Sponsored by the Clean Air Council, a SmartWay Affiliate*

The "Environmental Sustainability: Saving Money and the Environment" conference will be held on May 11, 2009 at the Westin Holtel in Philadelphia, Pennsylvania. The Conference is a great opportunity to network with others in the goods movement industry. For more information about the event and to register online, visit: [CleanAir.org/greenports](http://CleanAir.org/greenports).



## The Buzz about SmartWay Transport Partnership

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

### SmartWay Partnership News

- eTrucker.com. March 6, 2009. "EPA to Offer Clean Fuel Funds" by Avery Vise. <http://www.etrucker.com/apps/news/article.asp?id=76775>
- The Journal of Commerce. March 10, 2009. Pressure Systems International Announces "MTIS Stimulus Package." <http://www.joc.com/node/410006>
- Transport Topics online. March 16, 2009. "EPA Rule Would Track Emissions as First Step to Cap-and-Trade" by Erik Miller. <http://www.ttnews.com/articles/basetemplate.aspx?storyid=21489>
- Refrigerated Transporter. March 20, 2009. "Kenworth Truck Operators Eligible for Federal Stimulus Package Aid." [http://refrigeratedtrans.com/2010-emissions/kenworth\\_truck\\_operators\\_eligible\\_for\\_stimulus\\_aid\\_0320/](http://refrigeratedtrans.com/2010-emissions/kenworth_truck_operators_eligible_for_stimulus_aid_0320/)
- School Transportation News. March 20, 2009. "Millions Available for School Bus Emissions Reduction Projects." [http://www.stnonline.com/artman/publish/article\\_9089.shtml](http://www.stnonline.com/artman/publish/article_9089.shtml)
- NADA News. March 23, 2009. "EPA New Clean Diesel Campaign Could Drive Business to Commercial Truck Dealers." <http://www.nada.org/MediaCenter/News+Releases/EPA+New+Clean+Diesel+Campaign+Could+Drive+Business+to+Commercial+Truck+Dealers.htm>
- Truckinginfo.com. March 23, 2009. "EPA's New Clean Diesel Campaign Could Drive Business to Commercial Truck Dealers." [http://www.truckinginfo.com/news/news-detail.asp?news\\_id=62842](http://www.truckinginfo.com/news/news-detail.asp?news_id=62842)
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- Bulk Transporter. March 25, 2009. "Application Forms Online for Clean Diesel Grants." <http://bulktransporter.com/management/tank-truck/clean-diesel-grants-0323/>
- The Celina Record Star. March 26, 2009. "County to Join Environmental Effort." [http://www.celinarecord.com/articles/2009/03/26/celina\\_record/news/893.txt](http://www.celinarecord.com/articles/2009/03/26/celina_record/news/893.txt)
- Refrigerated Transporter. March 30, 2009. "California Loan Program to Help Truckers Reduce Emissions." <http://refrigeratedtrans.com/2010-emissions/carb-loans-0330/>
- examiner.com. April 1, 2009. "Waxman Ready to Whack Your Wallet" by Geoff Caldwell. <http://www.examiner.com/x-6356-Wichita-Independent-Examiner-y2009m3d31-Waxman-ready-to-whack-your-wallet>
- Refrigerated Transporter. April 1, 2009. "SmartWay Hits Five-Year Mark." <http://refrigeratedtrans.com/news/epa-smartway-anniversary-0401/>
- Transport Topics online. April 1, 2009. "House Democrats Introduce Greenhouse Gas Bill." <http://www.ttnews.com/articles/basetemplate.aspx?storyid=21606>
- Fleet Owner. April 2, 2009. "SmartWay Hits Five-Year Mark." <http://fleetowner.com/green/epa-smartway-anniversary-0402/>

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- Bulk Transporter. February 13, 2009. "Sterling Transport Joins SmartWay." <http://bulktransporter.com/management/tank-truck/sterling-epa-smartway-0213/>
- FE Fleet Equipment. March 1, 2009. "Boosting Fuel Efficiency" by Seth Skydel. <http://www.fleetequipmentmag.com/309-Boosting-Fuel-Efficiency.html>
- PRNewswire.com. March 2, 2009. "EMC Joins Environmental Protection Agency's SmartWay Transport Partnership." <http://news.prnewswire.com/DisplayReleaseContent.aspx?ACCT=104&STORY=/www/story/03-02-2009/0004981073&EDATE=>
- ZDNet.com. March 2, 2009. "EMC Joins SmartWay Fold" by Heather Clancy. <http://blogs.zdnet.com/green/?p=2738>
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- Live-PR. March 3, 2009. "United Road Connects A,B for Web Car Buys" by Neal Haldane of the Detroit News. <http://www.live-pr.com/en/united-road-connects-a-b-for-r1048263085.htm>
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- projo.com. March 4, 2009. "EMC Will Work to Reduce Emissions." [http://www.projo.com/business/content/bz\\_findig04\\_03-04-09\\_RFDHINT\\_v13.2ef6174.html#](http://www.projo.com/business/content/bz_findig04_03-04-09_RFDHINT_v13.2ef6174.html#)
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- BusinessWire.com. March 16, 2009. "Logistics Unlimited Joins U.S. EPA SmartWay Transport Partnership." [http://www.businesswire.com/portal/site/google/?ndmViewId=news\\_view&newsId=20090316006547&newsLang=en](http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20090316006547&newsLang=en)
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