



## **SmartWay<sup>SM</sup> Technology Vendor**

### **Communications Guidelines**

#### **I. Purpose**

This document outlines communications guidelines for Technology Vendors as SmartWay<sup>SM</sup> Transport Affiliates. As Affiliates, you represent a unique role in the SmartWay program. You manufacture or sell technologies that our Partners use to meet their goals. The purpose of this document is to provide you with information on communicating your organization's involvement in EPA's SmartWay<sup>SM</sup> Transport Partnership.

#### **II Background**

EPA's SmartWay<sup>SM</sup> Transport Affiliate Program supports freight shippers, carriers, and logistics companies in achieving goals that increase fuel efficiency and reduce emission of greenhouse gases and air pollutants. To support these efforts, EPA works with for-profit businesses, non-profit industry associations, environmental organizations, academic institutions and governmental entities. These entities can join our program as Affiliates.

SmartWay<sup>M</sup> classifies Partners as entities that commit to direct emissions reductions and fuel savings. We developed a Partner Mark, in the form of the SmartWay name and logo, for our Partners. The purpose of this mark is to create brand recognition so the public will recognize these companies as energy efficient and environmentally cleaner. We need to maintain the integrity of this name and mark by restricting its use for Partners only. This will help the public understand the meaning of the SmartWay program.

SmartWay<sup>SM</sup> Technology Vendors provide technologies that assist our Partners with meeting their goals. As such, you indirectly contribute to our program goals. However, if Affiliates used the SmartWay name and Partner mark (logo) it could potentially confuse the public about the SmartWay brand, and it could confer an improper endorsement by EPA of the product. Consequently, Technology Vendor Affiliates are prohibited from placing the SmartWay name or mark on any products or materials. The exception is the use of EPA generated marketing materials which we can provide to you,

or your own marketing materials with approved language (see Section IV below). These materials provided by EPA and approved language are the only approved marketing materials you may use, and they may not be altered in any way. Further, you should not imply, in any way, that you are a SmartWay Partner or that your product(s) have been verified, certified or endorsed by EPA (see Section VIII below for more information about verification). Violations of this policy may result in the removal of your status as a SmartWay Affiliate.

### **III Commitments**

The Affiliate Agreement contains some of the following commitments for you as a Technology Vendor:

- Provide a link to the SmartWay<sup>SM</sup> Transport website from your website.
- Inform and educate your customers about specific components of SmartWay Transport program (e.g., innovative financing opportunities), and provide opportunities for EPA to communicate with your customers.
- Feature and promote educational materials about the SmartWay<sup>SM</sup> Transport Partnership.
- Train your sales staff on SmartWay Transport Partnership opportunities and tools (e.g., SmartWay<sup>SM</sup> Savings Calculator).
- Report to EPA on a quarterly basis the number of products sold into the marketplace.

### **IV Marketing Yourself as a SmartWay<sup>SM</sup> Affiliate**

As an Affiliate, you assist SmartWay partners (truck carriers, shippers, logistics companies) with meeting their goals of energy efficiency and emissions reductions. When you market yourself as an Affiliate in SmartWay, you can use any of the following approved phrases:

- SmartWay<sup>SM</sup> Transport Affiliate
- Affiliate in SmartWay<sup>SM</sup> Transport Partnership
- Proud Affiliate of the SmartWay<sup>SM</sup> Transport Partnership

You are encouraged to integrate information about the SmartWay<sup>SM</sup> Transport Partnership program into your own marketing materials. If you choose to do this, the following marketing language is suggested:

- Our company sells/manufactures/distributes the type of fuel saving technologies found on the SmartWay Certified Tractor and/or SmartWay Certified Trailer, or in the SmartWay Transport Partnership.

If you want to use a variation of any of the phrases above, or if you would like to use another phrase, please contact your SmartWay<sup>SM</sup> Partner Account Manager (PAM) or contact the SmartWay<sup>SM</sup> hotline at 734-214-4767. If you want to issue a press release

about your involvement in the SmartWay<sup>SM</sup> program, please consult with your PAM for review of the press release language for accuracy and appropriateness.

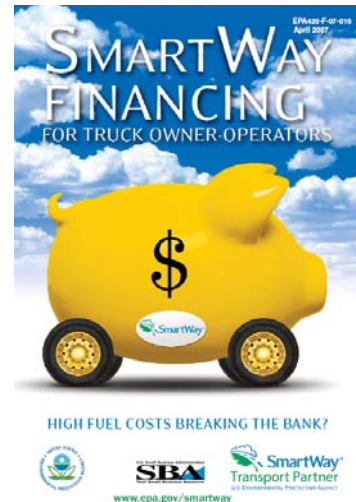
## V Use of Marketing Materials

The SmartWay<sup>SM</sup> program will provide you with marketing materials (subject to the availability of appropriated funds). Your Partner Account Manager will send you our marketing materials when these products are available for distribution. The marketing materials include, at this time: (1) window cling, (2) banner, (3) poster, and (4) brochures. The materials may come in an electronic format which will allow you to have them printed.

1. The window cling has the following words: “Proud Affiliate of the SmartWay<sup>SM</sup> Transport Partnership.” We recommend that the window cling be placed near the entranceway of any dealer or distributor location that carries your product.
2. The banner has the following words: “Financing for Fuel Saving Technologies. [SmartWay name and logo] Loan Information Available Here”. The purpose of the banner is to generate interest about loan opportunities. The banner can be used at any dealer or distributor location that carries your product. You may also choose to use this banner at large truck shows. If a customer asks about the loan, you should provide them with the “*Financing for Truck Owner Operators*” brochure. The banner should be hung in a highly visible location.
3. The poster, like the banner, contains general information about innovative financial opportunities. It is meant to motivate customers to ask you about loan opportunities. You should hang the poster in a highly visible location.



4. The brochures describe the details of the financing options for owner operators who are interested in installing fuel saving technologies on their trucks. These brochures should be distributed to anyone who inquires about the financing program. If you want to further assist your customers with obtaining a loan, you can provide them with access to a computer with internet access. Feel free to bookmark the site(s) of the financial institutions with an online loan application. To find out which banks have an on-line application, go to <http://www.epa.gov/smartway/financing.htm>. For those financial institutions with a telephone number only, feel free to provide your customers with access to a telephone. By providing your customers with quick access to approved lenders, you may facilitate the purchase of your product.



## **VI Linkage to SmartWay<sup>SM</sup> Transport web site**

The purpose of placing a SmartWay web link from your website to our website is an opportunity to educate your customers about the SmartWay Transport Partnership. You may want to add a brief description of the SmartWay<sup>SM</sup> program and a sentence that says “learn more about SmartWay”. SmartWay has created a variety of web buttons that you can use as a hyperlink to the SmartWay website. You should not use the official SmartWay mark (name and logo). This may confuse the public in thinking you are a Partner. Contact your PAM if you have not received the approved web buttons.

The SmartWay website includes a list of all Affiliates (see <http://www.epa.gov/smartway/partners.htm>). We encourage our Affiliates to complete and sign the Corporate Profile form. This form assists EPA with highlighting your company and its contributions to the SmartWay Transport Partnership. Once you complete and return a Corporate Profile Form, we will create a hyper link from your company name to the corporate profile summary form.

## **VII SmartWay<sup>SM</sup> Calculator**

The SmartWay<sup>SM</sup> calculator is available at <http://www.epa.gov/smartway/calculator/loancalc.htm>. You should train your sales and financial staff on using the calculator as a tool, designed by EPA, to demonstrate potential financial savings. The calculator uses conservative assumptions about fuel savings, idling times, cost of fuel, and loan rates. If you would like a tutorial on the calculator contact your PAM or the SmartWay hotline.

## **VIII The Future**

The SmartWay<sup>SM</sup> Transport Partnership will embark upon a verification program for energy-efficient technologies. Such a verification program will allow use of the SmartWay logo as a certification mark on verified products. SmartWay will begin by verifying technologies within three general categories: idle control, tires/wheels, and tractor and trailer aerodynamics (within each of these categories, various sub-categories exist). Prior to verifying any technologies, EPA will develop test protocols to evaluate the technologies. The test protocols will be developed with input from Federal, industry, and academic representatives. The test protocols will create, at a minimum, environmental and energy performance-based specifications that determine the applicability of the SmartWay certification mark.

In the future, EPA may evaluate technologies beyond those included in the three main categories. We reserve the right to not pursue verification of any technology.