



SmartWay Marketing Communications Campaign

*An Inside Look into the Making of a
Successful Green Transportation
Communications Initiative*

December 4, 2008

SmartWay Transport Partnership Overarching Goals

- By 2012, the Partnership aims to:
 - Reduce 33-66 million metric tons of carbon dioxide
 - Reduce up to 200,000 tons of oxides of nitrogen
 - Save up to 150 million barrels of oil, which equals about 6 billion gallons of oil
 - Generate commensurate reductions of other air pollutants (particulates, air toxics)

About SmartWay

○ SmartWay:

- represents environmentally cleaner, more fuel efficient transportation options.
- identifies products and services that reduce transportation-related emissions.

Campaign Planning

- Campaign Objectives:
 - Raise freight industry awareness of SmartWay Transport Partnership
 - Create industry interest
 - Invite industry participation
 - Partner recruitment
- Campaign Strategy
 - Launch a relevant new “branded” program in the transportation category

Strategic and Media Planning

- Determine Target Audience:
 - Key Segments in trucking industry
 - Carriers (fleets, Owner Operators)
 - Shippers
 - Environmental Managers
 - Logistics Companies
 - Affiliates
- Tactics:
 - Print advertising
 - Blend of paid media + bonus insertions
 - Donated media
 - Drive to SmartWay website
 - Ads encouraged interested parties to visit the website for more information



Campaign Measures of Success

- Must have metrics in place before campaign is launched
 - Short - term
 - Number of phone calls
 - Web hits
 - Anecdotal feedback
 - Long - term
 - Awareness & Tracking Survey
 - Partner recruitment/growth

Creating the Brand Image for SmartWay Transport Partnership

○ Goal:

- Iconic, memorable, inviting

○ Key Messages:

- Partners save money and fuel
- Partners help protect the environment

Creative Exploratory

○ Concepts included:

- Tattoo
- Testimonials
- Product on Wheels

Testimonial



**“I thought I knew shipping up, down, and sideways.
Then I found a smart way to save on fuel.”**

-Norman Smith, Shipping Manager, Procter & Gamble

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www.epa.gov/smartway

Products On Wheels

SHIP SMART.



A new, environmentally appealing way to ship a banana is also deliciously profitable.

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epa.gov/smartway

Creative Evaluation

- Research Concepts
 - Conducted testing w/industry executives for initial feedback
 - Focus group testing on two finalists
- Why “Product on Wheels” campaign?
 - Iconic: Wheels represent transportation industry
 - Eye-catching & Memorable
 - Humorous – different from typical government programs
 - Versatility: works for any size advertisement, and any product

Media Planning and Buying

○ Paid Media Components

- Modest budget – decided to use Trade Media for greater targeting
- Selected various trade journals to “speak to” specific targets

○ Leveraging Paid Media Assets

- Negotiated FREE inserts in Trade Media

Targeted Trade Publications

	Publications	
Owner/Operators	Overdrive	
For-hire Carriers	Fleet Owner Modern Bulk Transport	Commercial Carrier Journal Transport Topics (weekly)
Logistics, Shippers	Inbound Logistics Global Logistics & Supply Chain Supply Chain Systems DC Velocity	Supply Chain Management Logistics Management Traffic World
Shippers: Food & Beverage	Food and Beverage Beverage World Snack Food & Wholesale Bakery	Refrigerated Transporter Food Logistics
Shippers: Retail	Retail Info System News	Distribution Channels
Shippers: Industrial Manufacturing	Industrial Distribution	Modern Materials Handling
Shippers: Agriculture	Meat Processing	Feedstuff
Environmental Managers	EM Environmental Protection	Corporate Responsibility Office
On-line	Greenbiz.com Etrucker.com	Inbound Logistics Truckinginfo.com

SmartWay PSA Campaign

Extending Our Advertising Resources

- SmartWay PSA Campaign received pro bono placement in top business magazines:
 - Forbes, Business Week, Fortune, Inc., Fast Company, Kiplinger's, etc.
 - SmartWay has received an estimated media advertising value of over four million dollars over the last three years.
- For every SmartWay advertising dollar spent, the media has donated nearly four times that in advertising value.
- SmartWay Partners have also advertised
 - Exxon Mobil (NY Times)
 - Owens Corning (Transport Topics)
 - Tyson Foods (Transport Topics)

Advertising – Shippers

LEAVE A BETTER ENVIRONMENTAL FOOTPRINT



SmartWay™ Transport Partnership helps shippers reduce the environmental impact from their shipping operations. Shippers who join SmartWay Transport gain invaluable recognition for their environmental stewardship and leadership in corporate social responsibility.

To find out more about this collaborative program, please call 1-734-214-4767 or visit www.epa.gov/smartway.

SHIP SMARTER



An environmentally appealing way to transport goods that's also deliciously profitable.

SmartWay™ Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartwayshipper.

Advertising - Carriers

**WE'RE SHOWING YOU
THE MONEY**



**INTRODUCING FLEXIBLE LOANS
TO BUY FUEL-SAVING TECHNOLOGY**

If you're a small trucking business, we can connect you to loan funds. The way you like: rapid approval, minimal paperwork and no collateral.

You can use the money to purchase fuel-saving technology found in the SmartWay™ Upgrade Kit. The Upgrade Kit includes **idle reduction devices, low rolling resistance tires and advanced tractor and trailer aerodynamics**. In every case, the fuel savings will pay for the loan and then some. For more info visit www.epa.gov/smartway/financing.htm.



An innovative program from the
U.S. Environmental Protection Agency

**CALCULATE YOUR SAVINGS
TO THE ENVIRONMENT. TO THE BOTTOM LINE.**



**FOR TRUCKING COMPANIES, SMARTWAY CAN
ADD UP TO 15% IN FUEL SAVINGS.**

SmartWay® Transport private fleets and for-hire carriers lower greenhouse gases and other emissions, while saving real money on fuel. Savings can average from \$2,500 to \$7,000 per truck per year, depending on the technologies installed.

To find out more about this collaborative program, please call 1-734-214-4767 or visit www.epa.gov/smartway.



An innovative program from the
U.S. Environmental Protection Agency

Advertising – Logistics & Affiliates

BE PART OF THE BIG PICTURE FOR CLEANER AIR FROM A SMARTER SUPPLY CHAIN



As SmartWay™ Partners, manufacturers can lower emissions and fuel costs by 7% or more.

SmartWay™ Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or visit www.epa.gov/smartwaymanufacturers.



An innovative program from the
U.S. Environmental Protection Agency



YOU'RE A CLICK AWAY FROM A SMARTER SUPPLY CHAIN



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.



An innovative program from the
U.S. Environmental Protection Agency

Owens Corning Ad

CONGRATULATING OUR #1 CARRIER SERVICE TEAM

THE PINK PANTHER TM © 1964-2004
Maurice Chevalier/© 1994-2004, Inc. All Rights Reserved.

Owens Corning invites carriers with the ability and drive to be the best to earn a spot on our team.

SUPPLY CHAIN & TECHNOLOGY SOLUTIONS

ONE OWENS CORNING PARKWAY
TOLEDO, OHIO 43859
419.240.7245

www.owenscorning.com/transport

SmartWay Transport Partner
Owens Corning is a SmartWay member.

SmartWay Transport Partnership is a voluntary EPA program designed to save fuel and protect the environment.

THEY MEET OUR TOUGHEST DEMANDS

Over millions of miles, through the harshest weather, with a focus on safety, waste elimination, environmental concern, partnership and perfection, they deliver for our customers on time – every time.

THEY HELP KEEP US #1 WITH OUR CUSTOMER

Owens Corning is all about providing our customers with service experiences second to none. Our carriers make the on time deliveries which help our customers prosper and grow.

AS PART OF THE OWENS CORNING PINK POWER PROGRAM

We celebrate success with our carriers, their Dispatch team and drivers; use carrier web portal technology to improve their productivity; collaborate through our Strategic and Dispatch Carrier Councils; and accountability applies to all parties.

BEING A PREMIER SHIPPER OF PREFERENCE

Our commitment is not only to ensure our carriers prosper and grow, but it's about leadership and engaging responsible, extraordinarily talented individuals, to affect change within the industry.

Extending Campaign's Reach: *Brochure Development*

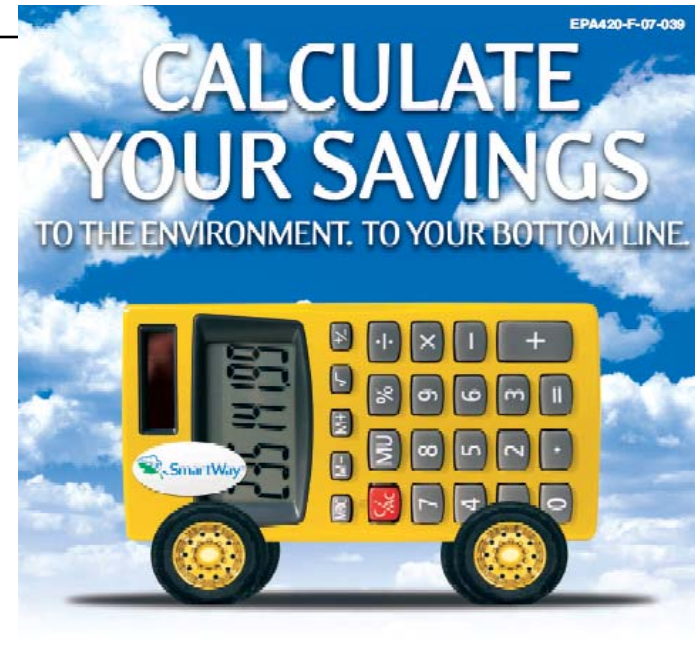


Introducing SmartWay™ Transport Partnership

Freight Shippers



www.epa.gov/smartway



Introducing SmartWay™ Transport Partnership

Freight Carriers



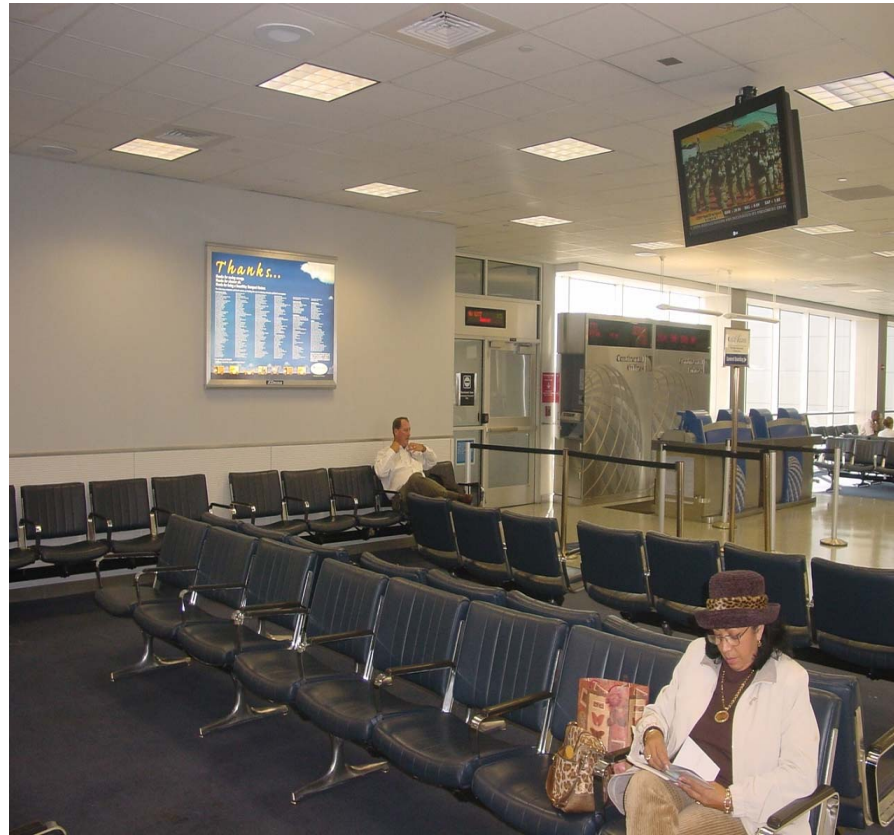
www.epa.gov/smartway



Extending Campaign's Reach: *New SmartWay Transport PSA Efforts*

- Airport Dioramas
 - SmartWay PSAs on 139 Airport Dioramas in 20 airports across the nation
- Truck Stops
 - 1200 Truck stops via Transcore Media
- Building relationships with industry celebrities

New SmartWay Transport PSA Efforts



Airport Diorama

Houston Airport, Terminal E

New PSA Efforts continued

- Trick My Truck TV Show and promotional endorsements
 - Our relationship w/TMT has resulted in two major products:
 - SmartWay concept integrated into a TMT TV episode
 - Print, video and radio PSA

A promotional poster for a PSA. At the top, a group of men in suits are shown in a circular frame with the text "CHROME SHOP MAFIA". Below them, the text reads "HERE'S THE SmartWay™ TO TRICK OUT A TRUCK". The central image is a large red semi-truck with yellow and black stripes, set against a city skyline at night. At the bottom, there is a block of text explaining the SmartWay program and providing contact information for the U.S. EPA's SmartWay Transport Partnership.

We're the Chrome Shop Mafia and trucks are our life. We trick out trucks as a passion, not just as a living. That's why we tell truckers the smart way to trick out a truck is to also install a SmartWay™ Upgrade Kit. An Upgrade Kit includes some of the latest technologies: auxiliary power units, single-wide tires and aerodynamic fairings. Upgrades save you money on fuel – from \$2,500 to \$7,000 per truck per year – and also lower your emissions.

Plus there are Small Business Administration sponsored loans created especially for truckers like you to finance the costs of a SmartWay Upgrade. No collateral and flexible terms. To find out more, contact the U.S. EPA's SmartWay Transport Partnership at 1-734-214-4767 or visit epa.gov/smartway. Tell them the Chrome Shop Mafia sent you!

SmartWay™
Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY
An innovative program from the U.S. Environmental Protection Agency

Add CSM intro video and radio



Extending Campaign's Reach: *Redesigned SmartWay Transport Site*

○ Goals

- Create a clean, business-friendly, and user focused web environment
- Better represent the brand
- Create a more dynamic experience
- Establish a connection between the site and other marketing efforts

- SmartWay Home
- Basic Information
- SmartWay Vehicles
- SmartWay Transport
- Basic Information
- Where You Work
- What SmartWay Can Do For You
- Calculators
- Partner List
- Partner Resources
- Become a Partner
- Newsroom



The Smart Way to Save Fuel, Money, and the Environment

SmartWaySM Transport is an innovative collaboration between EPA and the freight sector designed to improve energy efficiency, reduce greenhouse gas and air pollutant emissions, and improve energy security. [Learn more about what SmartWay can do for you.](#)



Companies that participate in SmartWay Transport programs save money, reduce fuel consumption and are recognized for their social responsibility and leadership. [Join the SmartWay Transport Partnership now.](#)

Newsroom

Latest News:

[October 7, 2008](#)
[SmartWay announces 27 winners of the 2008 SmartWay Excellence Awards.](#)

[September 24, 2008:](#)
[EPA Awards \\$3.4 Million in Grants for Innovative Finance Loans for Fuel-efficient Trucks and Equipment](#)

Featured Videos and Webinars:



Tools

Idling Reduction:

- [Idling Reduction Options](#)
- [Idling Reduction Technologies List](#)

Innovative Financing:

- [SmartWay Finance Center](#) [EXIT Disclaimer]
- [SmartWay Clean Diesel Finance Options](#)

Calculators:

- [Single owner calculator](#) (one truck).
- [Fleet owner calculator](#)

Partners

About the Partnership:

- [Join the Partnership](#)
- [View our list of Partners and Affiliates](#)
- [Explore Frequently Asked Questions](#)

Carrier Resources:

- [FLEET Performance Model for Carriers \(XLS\)](#) (ZIP 1.1 M)
- [The FLEET Model Short Version for Small Carriers \(PDF\)](#) (7 pp, 246 K) (Also available in an executable Excel

SmartWay PSA Campaign Results

- Campaign continues to pick up steam. In 2006 and 2007, Freight industry showed statistically significant increases on key SmartWay Brand metrics
 - **Aided awareness** for the SmartWay Transport Partnership has increased 146% since its inception in 2005
 - 13% in 2005
 - 19% in 2006
 - 32% in 2007
 - **Familiarity** with the program has increased 190% since 2005
 - 11% in 2005
 - 18% in 2006
 - 32% in 2007
 - The proportion who are “very familiar” has tripled since the beginning of the program (2% in 2005 vs. 6% in 2007).
 - **Advertising awareness** has increased
 - 32% in 2006
 - 41% in 2007 (report seeing at least one ad)

SmartWay Campaign *Results*

- **Favorability** toward the program is up 71% since program inception
 - 35% in 2005
 - 52% in 2006
 - 60% in 2007
- **Active participation and likelihood to participate** are both up
 - 8% currently participate vs. 3% in 2005 and 5% in 2006
 - 44% are likely to participate (as compared to 28% in 2006 and 24% in 2005.)
- **Over 1000 SmartWay Partners**

Campaign Expansion: Generating More Impact

○ Truck Shows

- Tractor/Trailer OEM displays
- Partner Displays

○ Development of Radio Spots

- Five radio spots broadcast in the fall of 2007 through 2008
 - SmartWay introductory spots
 - SmartWay featuring Chrome Shop Mafia star, Bryan Martin
 - SmartWay Song

Tractor OEM Display at GATS



Add SW song and SW radio

Campaign Expansion: Collateral Product Development

- Supplementary Products
 - Items promoting various program components
 - Trucker appreciation marketing products

Invest in Your Truck & Save



Affordable Loans help you purchase fuel-saving technologies and reduce costs.
Flexible terms, no collateral required.

Ask us how...



www.epa.gov/smartway
734-214-4767



An innovative collaboration between the freight industry and the U.S. Environmental Protection Agency



YOU DESERVE A CUP OF COFFEE FOR ALL THAT YOU DO!



SmartWaySM in partnership with Overdrive salutes truckers for all that you do!

To learn how SmartWay can help you reduce fuel consumption and save money, please call 734-214-4767 or visit epa.gov/smartway.

Work Smarter, Not Harder



An innovative program from the U.S. Environmental Protection Agency

Partner Recognition/Partner Retention Annual Partner Awards

Purpose

- Recognize SmartWay industry leaders with awards
 - Highlight accomplishments of outstanding SmartWay Transport Partners
- Publicize SmartWay program results
- Opportunity to increase visibility of SmartWay
 - EPA acknowledges award winners
 - Partners market that they are awardees
 - Affiliates recognize members that are winners

Partner Recognition PSAs



**Congratulations to our first
SmartWay Excellence Award Winners**

The U.S. EPA's annual SmartWay Excellence Award recognizes these Partners for their environmental excellence, recruiting effectiveness, promotional efforts, innovation and creativity.

SmartWay Transport Partnership is an innovative collaboration between U.S. Environmental Protection Agency and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.



www.epa.gov/smartway



Thanks...

**Thanks for saving energy.
Thanks for cleaner air.
Thanks for being a SmartWay Transport Partner.**

The following truck carriers are leading the way in reducing emissions and fuel consumption:

- | | | | |
|------------------------------------|---------------------------------------|--|---|
| AAA Cooper Transportation | Diaco, Inc. | Kinnear Transportation, Inc. | Smithfield Picking Transportation Co., Inc. |
| AAA Express, Inc. | Double NN Transport Ltd. | Knight Transportation, Inc. | Southeastern Freight Lines, Inc. |
| AAS Trucking Service, Inc. | Douglas Distributing Carrier | Lakeville Motor Express, Inc. | Southern Cal Transport, Inc. |
| Accidental Freight Group | EnPro Transport | Lanfield, Inc. | Sprint Recycling |
| Acc-Way Freight Systems 2003, Inc. | Eagle Motor Freight, Inc. | Lasco Bulkware Trucking Co., Inc. | Stevens Transport |
| ADIM Trucking, Inc. | ECM Transport, LLC | Lavigne Truck Lines, Inc. | Stylime Transportation, Inc. |
| AJ Sanges Trucking Company, Inc. | Eems Express Lines | LBAS Transportation | Sub Zero Transportation, Inc. |
| Alabama Motor Express, Inc. | Excargo Services | Leiter Freight Co. | Sunmit Trucking, LLC |
| Alert Motor Freight, Inc. | Farrington Express | Linek Car, LLC | Swift Transportation Co., Inc.* |
| Alex Motor Freight | Fatton Transportation | LiWay Transfer and Storage | Tac Trucking |
| American Carriage, Inc. | FedEx Express Corp.* | Mark IV Transportation and Logistics | T.D.T., Inc. |
| AMT Transport Service | FedEx Freight System, Inc. | Maretek Transportation, Inc. | Terra Renewal Services |
| Arbiter Transfer, Inc. | Floyd & Besley Transfer Company, Inc. | May Trucking Company | Texas Department of Transportation |
| Arnold Trucking | Floyd Wild Trucking, Inc. | McFarland Truck Lines, Inc. | Texas Star Express |
| Arnold Transportation Services | FM West | Mackley Trucking Company | TG Transportation |
| Arrow Trucking Company | Food Lion, LLC | MDEAF Trucking | TP Freight Lines, Inc. |
| ASL Transportation | Freddie Freight Lines, Inc. | Metropolitan Trucking, Inc. | Trailwood Transportation, Inc. |
| Adkinson Freight Lines | Freightliner, Inc. | Michal Distribution Services, Inc. | Transport America |
| Awerit Express | Frock Bros. Trucking, Inc. | Midwest Specialized Transportation, Inc. | Transport Industries, LP |
| Banfield Truck Line, Inc. | Fruehauf, Inc. | MST Freight Services, Inc. | Transport Robert LTE |
| Baxter Healthcare | Garrit Logistics, LLC | Muir's Cartage Limited | Transport America |
| Bear Cartage & Intermodal, Inc. | Genmar Transportation, Inc. | Muir's International, Inc. | Transport Industries, LP |
| Belshire Distaco | George's Food, LLC | National Distributors, Inc. | Two Good Trucking Corp. |
| Bell City Transport Systems | G.J. Trucking | National Freight, Inc. | Two Flag Transportation |
| Bison Transport, Inc. | Goodwin Trucking, Inc. | New Century Transportation, Inc. | Unimourse Worldwide, Inc. |
| Brakebush Transportation | Grand Island Express | New England Motor Freight | Upex |
| Braun's Express, Inc. | Great Plains Trucking, Inc. | Nick Shrimbo, Inc. | US Xpress Enterprises, Inc./ |
| Bright Transportation, LP | Green Mountain Color Routes | Ovenite Express, Inc. | Xpress Global Systems, Inc. USA |
| B.K. Williams Trucking, Inc. | Greenbush Logistics, Inc. | Ovenite Transportation Company | Cartage, Inc. |
| Burns Motor Freight, Inc. | CITL Transportation | PAV Transport, Inc. | USA Motor Express, Inc. |
| C. R. England, Inc. | Coastway Transportation Co., Inc. | PAVA Transport, Inc. | USA Truck, Inc. |
| California Carriage Express | Hall's Fast Motor Freight, Inc. | Panther II Transportation, Inc. | VaughanTransport, Inc. |
| Camionage C.P., Inc. | Hannaford Trucking Company | Parsons Truck Lines Ltd. | Vitan Logistics |
| Can-Am West Carriers, Inc. | H.F. Campbell & Son, Inc. | Paschall Truck Lines, Inc. | VDA Corporation |
| Cardinal Freight Carriers, Inc. | Hilltop Transportation, Inc. | PCG Logistics | VTL Group |
| Chadler Trucking Services, Inc. | Hirschbach Motor Lines, Inc. | Perdue Transportation, Inc. | Walgreen Co. |
| Central Freight Lines | Hodges Trucking Co. | Pile Transportation, Inc. | Wal-Mart Stores, Inc. |
| Circle City Transport, Inc. | Huspro Fleet Services, LLC | Pitt Ohio Express, LLC | Walkins Motor Lines, Inc. |
| Commercial Transportation, Inc. | H.C.S. Wolcott, Inc. | Plains Transportation | Walkins & Speed Trucking, Inc. |
| Container Freight BT, LLC | Hub Group, Inc. | Potter's Transportation, Inc. | Wausau Carriers, Inc. |
| Combs Freighters, Inc. | Hudson's Bay Company | QuadGraphics, Inc. | Wellborn Transportation, Inc. |
| Coones, Inc. | Hunkes Transfer, Inc. | RAE Enterprises of Mankato, Inc. | Werner Enterprises, Inc. |
| Carrier Trucking Corp. | IFA Trucking | RAI Trucking | Western Aries Co. LLC |
| Cymbia Wilson | International Motor Freight | Rapid Freshways | Whole Foods Market, Midwest |
| Danman Trucking, Inc. | Intestate Distributor Co. | Refrigerated Food Express, Inc. | Whole Foods Market, LLC |
| Dart Transit Co. | IRL Wilson Transportation, Inc. | Reliable Liquid Transport | WSE Transportation, LLC |
| Davis Cartage Co. | ISAR Tank Lines, Inc. | Risee Butler Trucking, Inc. | YBC Worldwide, Inc.* |
| Davis Express, Inc. | J&R Schugel Trucking, Inc. | Rinchem Company, Inc. | |
| Desco Transportation | J.B. Hunt Transport, Inc. | Roadlink USA East | |
| Deep South Freight | J.K. Trucking | Rock Creek Transportation, Inc. | |
| Denmark Express, Inc. | John Christner Trucking, Inc. | Rochell Transport, Inc. | |
| DHL Express | Jones Brothers Trucking, Inc. | Schneider National, Inc.* | |
| Dick Lavy Trucking, Inc. | Joseph John Belovich, Jr. | Shaw Transport, Inc. | |
| Diversified Transfer and Storage | KBD Transportation | Signature Truck Lines, Inc. | |

To become a SmartWay Transport Partner, save fuel, save money and protect the environment, please call 1-734-214-4767 or email us at smartway_transport@epa.gov. SmartWay is a voluntary program from the U.S. Environmental Protection Agency.

* Indicates SmartWay Transport Charter Partner Partners listed as of 12/29/03



www.epa.gov/smartway





Evolving the Brand: Consumer Outreach Campaign


- Multimedia Advertising Campaign – launched July 2008
 - TV Ad
 - Radio Ads
 - Print Ads
- Leverage the industry's marketing strategies

Why a Consumer Outreach Campaign?

- Highlights the SmartWay Brand and its meaning
 - For both passenger cars/trucks and heavy duty trucks
- Assists consumers with recognizing the SmartWay leaf/logo
 - SmartWay leaf is an easy way for consumers to identify cleaner and more fuel efficient vehicles
- Builds on the previous successes that call for individual action and choices to save fuel, money and the environment
- Leads to an increased demand for SmartWay Vehicles.
 - Designed to influence purchasing decisions
- Launch of new consumer portal of website

PSA Campaign Materials



Multi-media: 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 friendlier 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, leaf through 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





SmartWay Leaf TV and Radio Ad

SmartWay Web “Portal”

○ Goals:

- Create web “portal” for ALL SmartWay branded programs
- Launching pad for easy access to:
 - Consumer SmartWay
 - Government – related SmartWay Resources
 - Business-related SmartWay resources
- Portal reinforces the brand

- SmartWay Home
- Basic Information
- SmartWay Vehicles
- SmartWay Transport
- Newsroom



The Smart Way to Save Fuel,
Money, and the Environment

SmartWay Certified Vehicles



Shopping for SmartWay Certified Vehicles? **Look for the leaf on the EPA Green Vehicle Guide!**

- [Smart Buying and Driving Tips](#)
- [Learn More about SmartWay Certified Vehicles](#)

SmartWay Financing Options



Get technology and truck financing through our **Innovative Financing!**

- [SmartWay Clean Diesel Finance](#)
- [SmartWay Finance Center](#) EXIT Disclaimer

New Leaf Campaign



Learn how **choosing green cars and trucks** can save and money, and help the environment!

- [Watch the TV commercial](#)
- [Listen to the radio commercial](#)
- [View the print PSAs](#)

SmartWay Transport



Ready to **join a partnership** that will save money and reduce fuel consumption?

- [Join SmartWay](#)
- [Download the FLEET Models](#)
- [View the Partner List](#)

SmartWay Tractors & Trailers



Learn about the benefits of **Certified SmartWay tractors and trailers!**

- [Partner FAQs](#)
- [OEM Specifications](#)
- [Idling Reduction Strategies](#)

News & Features

- **October 7, 2008**
SmartWay announces 27 winners of the 2008 SmartWay Excellence Awards.
- **September 24, 2008:**
EPA Awards \$3.4 Million in Grants for Innovative Finance Loans for Fuel-efficient Trucks and Equipment

[Read More SmartWay News](#)

Leveraging Other Assets

- Anticipate leveraging additional media value through the following entities:
 - Auto OEMs
 - Auto Dealerships
 - Auto websites
 - Vehix, CarMax, Edmunds.com
 - Truck OEMs
 - Shippers

- Non-traditional methods
 - Pump Top TV

Industry Promotion

- Marketing traction examples:
 - Ford Motor Company is using the Cert Mark in their Fusion Ads
 - Mazda Billboard
 - Chrysler ad in WSJ and marketing brochure
 - Nissan poster – featured at “Go Green Expo” in NYC
 - Credit Unions offering low cost loans for SmartWay® certified vehicles
 - Hewlett - Packard using SmartWay logo on specific product shipping boxes


Examples: Industry Promotion




It's All GREEN!

mazda3

Low Emissions!
Low Price!

 **mazda**
TEST DRIVE A MAZDA TODAY.

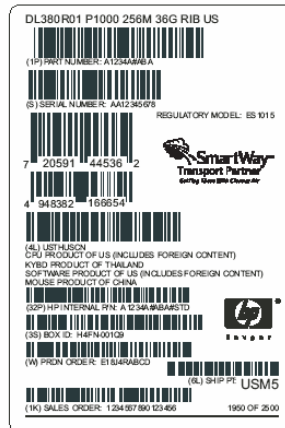
 **US EPA Certified SmartWay**

BILLION MAZDA

Examples: Industry Promotion



Examples: Hewlett - Packard



Leveraging the Freight Sector

- SmartWay Transport helps to reach the consumer through SmartWay Tractors/Trailers
 - We are using the tractors and trailers like billboards to showcase the SmartWay brand
- Several SmartWay Partners have qualified to place the Certification Logo on the exteriors of their tractors/trailers, representing over 1500 trucks.



SmartWay Leaf Campaign: Results Thus Far

- Donated Media value
 - Total Estimated Campaign Value: \$8,937,640
- Web hits
 - SmartWay website is the 2nd most visited website in Office of Transportation and Air Quality
- Tracking Survey
 - Benchmark fielded
 - Wave one conducted 6 months after campaign launch

Marketing: Where We Go From Here

- Extraordinary times for auto manufacturers
- SmartWay will continue to play an important role
- Continued outreach to the light duty and heavy duty OEMs and other car industry members to create individual company strategies tied to our campaign