

## PRESS RELEASE

2010 Mid America Truck Show  
March 2010

Louisville, KY



North Jersey Transportation Authority's *Mobility Matters* magazine has a current article in the March 2010 issue on Sustainable transport that features our fuel saving Eco-flaps.

Exel, Sherwin Williams, Bozzuto's and Bimbo Bakeries USA are our newest fleet customers. SuperValu, who jumped on board with us in late Fall, refers to the Eco-flap now as a *Superstar* for the simplicity of incorporating the fuel saving mudflaps into their operation, the low investment, and the mega return in diesel savings they are reaping.

The EPA's SmartWay program has new metrics under review for evaluating their partners' fuel economy, and by the proposed new measure of grams per mile for CO2 reduction, Eco-flaps reduce CO2 by 60-75 grams per mile. That works out to 6,000 to 7,500 kilograms less CO2 per truck per year, or 6.6 to 8.25 tons less CO2 generated per truck per year. *Color this mudflap green* if you are operating a fleet of equipment that averages 100,000 miles or more per tractor annually.

Speaking of green, at the recent annual TMC meeting in Tampa, several mini-tech sessions stressed the accelerating pressure coming from shippers for fleets to be undertaking green initiatives for their operations. Brokers now control 50% of goods shipped via truck in the U.S., and they too are rejoining shippers' demands for transportation partners to be on board with green practices.

Spring is here (finally!) and with it come rain showers and heavy downpours. Eco-flaps reduce road spray and improve visibility for drivers, both commercial and recreational, on the highway. It's a great time to incorporate the new flaps into your operation and take advantage of both the fuel savings and the safety benefits of running with Eco-flaps. In addition, you may save yourself some maintenance headaches, not having to replace trailer wiring and connectors that get fried by regular road spray.

Tired of diesel prices hanging near \$3.00 per gallon? Get used to it! The Department of Energy claims average diesel prices in 2009 were \$2.46 per gallon, but will be \$2.96 in 2010 and \$3.14 per gallon in 2011. Just since the third quarter of 2009 prices have increased 10% per gallon and are showing no signs of subsiding. For a typical rig, that will equate to \$5,000 more spent on diesel in 2010, or almost \$100 more per week. That same \$100 will equip a rig with four Eco-flaps, and cut your yearly fuel expense by \$1,500. When diesel climbs to \$3.14 per gallon, those annual savings will be over \$1,700.

One of our more clever fleet customers is removing two year old Eco-flaps now from equipment they are selling, to recycle and use their fuel saving flaps on new incoming equipment. Two years into use, they have no doubts about the durability of our Eco-flaps. At this point, their original Eco-flaps have over 200,000 miles under their belt. The fleet made their money back on the flaps the first month of use, and have pocketed similar monthly diesel savings ever since.

Join our growing fan club of 200 fleets who reap substantial monthly fuel savings and improve safety conditions for all motorists on America's highways with their Eco-flaps.

For more information on  
**Safety, Savings and Conservation**  
visit our website [www.ecoflaps.com](http://www.ecoflaps.com)

See us in:  
**The West Wing**  
**Booth 69113**