

# Don't let your profits GO UP IN SMOG!

Engines OFF!



## Idling wastes fuel and pollutes our air.

Changing your habits can have a **BIG** impact!

» **Save Money.** Idling uses about 1 gallon of fuel in an hour. Many trucks idle for 4-8 hours per day, costing **\$5,000-\$12,000** per year in wasted fuel per truck. In addition, the Maintenance Council of the American Trucking Associations estimates that idling can add as much as \$2,000 per year in maintenance costs.

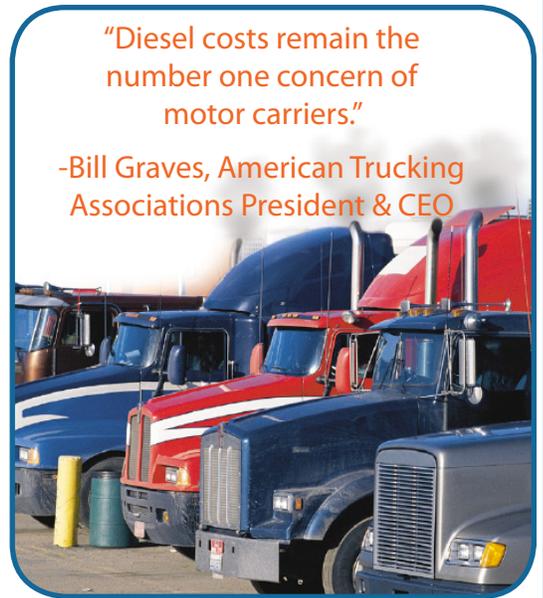
» **Better Public Image.** When businesses take the necessary actions to minimize diesel emission exposure to the public, they are viewed as more responsible members of the community. The benefits of alternative fuel and advanced technology vehicles also can be publicized.

» **Protect Public Health and the Environment.** Because fleet trucks consume more fuel per mile and are driven more than almost any other vehicle type, equipping them with alternative fuel and advanced technologies provides one of the best per-vehicle emission reduction benefits. Plus, drivers can prevent unnecessary idling to avoid wasting fuel.

» **Increase Energy Security.** As the trucking industry uses these new driving behaviors and equipment, they can significantly decrease some of the demand for large volumes of petroleum-based fuel used by fleet trucks and reduce U.S. reliance on imported oil.

"Diesel costs remain the number one concern of motor carriers."

-Bill Graves, American Trucking Associations President & CEO



## Success Story

**Green Mountain Coffee Roasters** used a program of driver education and incentives to reduce idling from 30% of an engine's running time per day to 10% for their fleet of about 25 trucks. By cutting down on unnecessary idling, they were able to reduce the fleets annual fuel usage by almost 7,000 gallons. Drivers found they didn't need to idle because their trucks stayed warm (or cold) for much longer than they thought after turning off the engine. Plus, they noticed that idling caused more wear on the engine than turning the engine on and off. Finally, the GMCR fleet manager was able to change drivers' behavior because he pointed out that reducing unnecessary idling fit in with the company's values of reducing their emissions and carbon footprint.

**Retrofit Now:** The Regional Air Quality Council's (RAQC) Clean Air Fleets (CAF) program helps public and private diesel operators voluntarily reduce diesel emissions and fuel consumption. CAF provides information on and funding for idle reduction technologies and other advances in diesel emissions mitigation. Interested fleets must operate in the 7 County Denver Metro Area or along the Colorado Front Range. Eligible vehicles must be greater than 14,500 GVW. For more information on eligibility, funding, and the application process, please contact the RAQC at 303.629.5450 or visit [http://raqc.org/programs/more/clean\\_air\\_fleets/](http://raqc.org/programs/more/clean_air_fleets/).

*Opportunities to recognize participating businesses may exist*



## Need more reasons to stop idling?

In 2011, the Colorado trucking industry joined with local governments and clean air advocates in Colorado to create a set of recommendations for a **statewide idling standard. HB11-1275**, which became effective on July 1, 2011, allows communities to limit idling to *five minutes within a sixty-minute period* for large, commercial diesel vehicles (14,000+lbs) with certain exemptions. This consistent guideline enables drivers to comply with the law and protect Colorado's air quality across the state, rather than having to follow a diverse patchwork of local regulations.

## Common Idling Myths Debunked

**Myth 1:** Idling reduction technologies are not cost-effective.

**Fact:** Idle reduction equipment can quickly pay for itself through fuel savings. Retrofits that reduce idling typically pay for themselves in two years or less. See the *Champion Auto Carriers success story* below.

**Myth 2:** Diesel truck idling does not waste that much fuel.

**Fact:** Fuel wasted while idling is a major expense for the trucking industry. Almost 1 billion gallons of fuel are wasted every year in the U.S. by trucks idling, costing the trucking industry close to \$4 billion a year at current fuel prices.

**Myth 3:** Diesel exhaust is not a major source of air pollution.

**Fact:** Reducing diesel exhaust emissions can make a significant contribution to clearer, cleaner air. For example, though only 2% of the vehicles in the Denver Metro area are diesels, diesel exhaust contributes 15-23% of the fine particle-matter pollution in the region, which causes respiratory problems in the young, elderly, and those with pre-existing ailments. Diesel exhaust is also responsible for 25-40% of Denver's visibility problem—the "Brown Cloud."

**Local Colorado companies are already using the latest technologies and experiencing the benefits.**

### Success Story

**Champion Auto Carriers**, a local auto carrier company in Henderson, CO, saved 273 gallons of fuel and reduced fuel costs by \$1,119 in one month, by installing a single auxiliary power unit.

