VOLUNTARY TRUCK AND BUS FUEL-ECONOMY PROGRAM

MARKETING PLAN

FINAL TECHNICAL REPORT

FOR THE PERIOD
SEPTEMBER 29, 1980 - JANUARY 29, 1982

WORK PERFORMED UNDER CONTRACT
DE-AC01-80CS50188

COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 North Wabasha
St. Paul, MN 55102

DISCLAIMER

DOE/CS/50188--T1

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NOTICE

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COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 North Wabasha
St. Paul, MN 55102

PREPARED FOR THE

U.S. DEPARTMENT OF ENERGY
UNDER CONTRACT DE-AC01-80CS50188

DE-AC01-80CS50188
COLEMAN & CHRISTISON, INC.
APRIL 6, 1982

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I. INTRODUCTION

1.1. Contract Objectives

The Voluntary Truck and Bus Fuel Economy Program is a joint Department of Energy and Department of Transportation effort, initiated in 1975, to improve the utilization of fuel by the Nation's commercial trucks and buses. The Voluntary Program operates through a cooperative effort between business and government, promoting fuel efficiency via the exchange and dissemination of practical information on fuel-saving equipment and techniques.

The goal of the 1981 Marketing Plan for the Voluntary Truck and Bus Fuel Economy Program was to update and implement specific approaches for educating and motivating the trucking industry on methods and means of conserving fuel.

The Marketing Plan developed was designed to increase awareness of the Voluntary Program and to disseminate fuel economy information to identified target segments of trucking and transportation-related industries. Specific communications programs, utilizing a variety of media and marketing channels were directed to diverse segments of

the trucking industry and diverse levels of industry personnel. For example, target segments included common carriers, private carriers, owner operators, and equipment manufacturers. In addition to the driver segment, information was directed to operations managers, transportation directors, and chief executive officers. Information was disseminated via trade and consumer magazines, radio, newspapers, association newsletters, outdoor advertising, seminars, trade shows, and direct mail.

November 1980 to December 1981, a fourteen-month time period, was established for implementation of the Marketing Plan.

1.2 Project Summary

In summarizing and evaluating Marketing Plan activities, specific programs can be identified as having been more effective in meeting the overall contract objectives. Some projects produced more measurable results in terms of immediate response, number of responses, and interest generated. For example, the number of responses to direct mail projects and media utilization of news releases are easily measured. The development of media contacts and other support groups established a foundation for immediate support, and will serve as effective communications channels for Voluntary Program efforts on a long term basis. Finally, a factor that requires consideration concerns the impact of the changing political environment, and the resulting restrictions and budgetary limitations that affected the final implementation of specific projects.

In reviewing Marketing Plan activities, two groups can be identified as having been most effective and supportive in communicating the fuel economy message: Individual Voluntary Program members and their respective organizations, and the trade publications serving the trucking industry. The Marketing Plan, in many respects, served as the motivating vehicle to enlist support and communicate the fuel economy message to the target segments.

The following outlines Marketing Plan projects:

1. Increase use of Program Logo by Voluntary Program members and others.

2. Solicit Trade Publication membership and support.

3. Brief Congressional delegations on fuel conservation efforts.

4. Increase Voluntary Program presence before trade groups.

5. Increase Voluntary Program presence at truck and trade shows.

6. Create a Voluntary Program display for use at trade shows and in other areas.

7. Review Voluntary Program graphics.

8. Increase Voluntary Program membership.

9. Produce placemats carrying fuel conservation messages.

10. Produce a Special Edition of Fuel Economy News, emphasizing the driver's involvement in fuel conservation.

12. Produce posters carrying Voluntary Program fuel conservation message.

A report summarizing project objectives, activities, and results precedes each project section contained in this book.

2.1

PROJECT 1:

LOGO USE

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 1

Project Name: Use of Voluntary Program Logo

Project Objective: Increase use of Program Logo by Voluntary Program members and others.

Project Summary: A letter and a camera ready Voluntary Program logo was distributed to the 360 Voluntary Program members. The letter encouraged company member use of the logos and provided information on other logo formats available.

A personal telephone call was made to each member to verify the accuracy of the mailing list and to determine if additional information would be helpful.

Of the members contacted by telephone, 93 percent indicated they were using a logo or intended to use the logo in their company's advertising/communication program. (A summary of logo use and samples are included in this section.) Members requesting additional information were sent a follow-up letter and/or were contacted by Voluntary Program representatives.

Clipping service reports prepared and submitted on a quarterly basis provided information of press use of Voluntary Program information. (Reports included in this section.)

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

MEMORANDUM

TO: Bill Minning
Catherine Wilkinson
Hank Seiff

FROM: Jeanne Fogelberg

SUBJ: Telephone Follow-up on Logo Use By Program Members

DATE: July 2, 1981

I have enclosed a report which summarizes the telephone interviews we conducted as a follow-up to the logo mailing to Voluntary Program members.

I feel that the response was good, as 25% of the Program members interviewed who recalled receiving the mailing have used the logo in their advertising or communications programs.

As you will see from the report, interviews were completed for 55% of the Voluntary Program members. In addition to the number of members we were not able to contact by telephone, there were a number of members who did not recall receiving the mailing and asked that the information be mailed again.

Based on this, we would recommend a follow-up mailing as outlined below:

1. A letter to those members who did not recall receiving the original letter and logo, explaining how other members have used it.

2. A letter and postcard mail questionnaire to those members we were not able to contact by telephone.

I have also included a list of those Program members who have requested additional information regarding the availability of logos in quantity.

A list of marketing or advertising contacts for member companies willing to provide the information is attached for future reference.

Please contact me should you have any questions regarding the report. We can discuss the recommended mailing after you have had a chance to review and discuss them.

SECTION I

INTRODUCTION

This report represents the results of telephone contacts with Voluntary Program Members of the Voluntary Truck and Bus Fuel Economy Program. This is a follow-up to a letter Coleman & Christison sent to program members earlier this year, inviting members to use the Voluntary Program logo in their advertising and communications programs.

The primary objectives of these efforts were to determine if the appropriate member received the mailing and to determine the number of members using the Voluntary Program logo.

More specifically, the interviews indicate ways in which the logo is used and its projected future use.

Telephone interviews were conducted by the staff of Coleman & Christison between May 26, 1981 and June 12, 1981. The summary of the results has been prepared for the total sample interviewed.

The completed interviews were tabulated and incorporated into this report by Coleman & Christison, Inc.

SECTION II
TOTAL INTERVIEWS

	#	%
Completed Interviews	175	55
Not Completed Interviews	145	45
Total Sample	320	100

PROCEDURE

At least two attempts were made to contact each voluntary member. 72% of those not contacted were out of the office at the time of both calls; 7% were on vacation; 7% were retired or on leaves of absence and the remaining 14% could not be located due to address or telephone number changes.

SECTION III

SUMMARY OF FINDINGS

1. Do you remember receiving the letter and copy of the logo?

YES		NO	
#	%	#	%
118	67	57	35

118 firms (67%) recalled receiving the letter and logo. 49 (86%) of the 57 firms contacted who could not recall receiving the letter and logo, requested that they be mailed to them.

2. Were you able to use the logo in any of your advertising or communications programs?

YES		NO	
#	%	#	%
44	25	131	75

44 firms (25%) are presently using the logo in their advertising or communications programs. The smaller logos were used three times as often as the larger. The uses most often cited were on stationery, newsletters, billings, dispatch sheets, packages and dashboards. The larger logos were most commonly used on trucks, gas pumps and building doors and walls.

66 of the 74 firms contacted (89%) who are not using the logo currently, plan to use the logo at a future date. 12 of these 66 firms are awaiting approval on the use of the logo from upper management.

3. Could you give me the name of your company's/organization's advertising or marketing director so that we could also send them a copy of our advertising/marketing mailings?

Of the 118 completed interviews, 56 Program Members provided the name of a Marketing/Advertising Director for reference in future mailings. (See attached list).

COMPANY/ORGANIZATION (Member Listed)	PERSON INTERVIEWED	MARKETING/ADVERTISING CONTACT
Alliance to Save Energy Ellen Morgenstern	Ellen Morgenstern	Ellen Morgenstern Communications
American Trucking Assoc. Will Johns, Mgr.Dir.	Will Johns	Will Johns Managing Dir.
ARA Transportation Group Mr. Steve Kraus, Vice Pres.	Steve Kraus	Steve Kraus Vice-President
Arkansas Best Freight System Mr. J.W. Robertson,Maintenance Dir.	Mr. Robertson	John Greer PR Director
Assoc. Motor Carriers of OK Inc. Veronica Underwood	Veronica Underwood	Veronica Underwood Secretary
Arizona Office of Econ. Plng. & Develop. Mr. Thos.V. Lynch, Chief	Thomas Lynch	Nina Mohit Public Inf. Officer
Beatrice Foods Company Mr. Paul M. Pelletier, Dir.	Paul Pelletier	Tom Dvorak Energy Coordinator
Bridgestone Tire Co. Mr.Patrick L. Lab, Mgr.	Rick Brennan	Ron O'Brien VP Advertising
Chancellor Fleet Corp. Mr. John Flynn	John Flynn	Lorelei Azarian Mktg. Director
Chemetron Corp.-Cardox Div. Mr.I.V.Kimball,Fleet Mgr.	I.V. Kimball	John Timmons Dir. of Advertising
Clark Equipment Company T.J. Paxton, Mgr.	T.J. Paxton	Thomas R. Reddington
Craig Transportation Co. Mr. Dale K.Craig, Pres.	Dr. Dale Craig	Michael Craig Advertising Dir.
Dart Transit Co. Mr. Valor Ingraffia,Fleet Supr.	Mr. Valor Ingraffia	Allan Swenson Marketing Director
Dealers Manufacturing Co. Doug Anderson,Flt.Sales Mgr.	Mr. Doug Anderson	John Betz Sales-Manager
Firestone Tire & Rubber Co. A.J. DiMaggio, Mgr. Govt.& OEM Rel-Qlty. Asur. Dept.	Mr. A.J. DiMaggio	A.J. DiMaggio
Fleet Facts, Inc. J.E.(Pete)Paquette,President	J.E. Paquette	Mr. Dave Hanner Cleland-Ward-Smith & Assoc.

COMPANY/ORGANIZATION (Member Listed)	PERSON INTERVIEWED	MARKETING/ADVERTISING CONTACT
Fleet Owner Mr. D.P. Eigo, Editor	Mr. Eigo	Joe Eckl Marketing Dir.
Frito-Lay, Inc. Bill Morgon,Dir.Traffic	Mr. Bill Morgon	Bill Korn U.P. Advertising
Florida Trucking Assoc.Inc.	Mr. Webb	Judy Brittan, Adv. Dir.
Golden Gate Transit Mr. Wayne T.Diggs,Genrl.Forman	Bruce Selby	Bruce Selby, Mkt. Dir.
Gulf Research & Develop. Co. D.F. Kendrick, Mgr.	D.F. Kendrick	Herb French (Main Office/Houston)
Horton Industries, Inc. Mr. Hugh K. Schilling,Pres.	Hugh Schilling	Charles Seldy V.P. - Sales
Indianapolis Public Trans.Corp. Robert. D. Lorah, Gen.Mgr.	Robert Lorah	Mr. Jim Staller Dir. Marketing
Interstate System Mr. B.W. Rollins,V.P. Main.	B.W. Rollins	Norm Byram Dir. of Purchasing
Iowa Motor Truck Assoc. Scott Weiser,Spl. Proj. Coordin.	Mr. Scott Weiser	Scott Weiser
Iveco Trucks of No.Amer.,Inc. Eldridge Pentheny,Engineer	Eldridge Pentheny	Rich Heaton Advertising Dir.
Jones Transfer Co. Mr. Robert J. Duffey, II V.P., Dir. of Mtn. & Pur.	Mr. Robert J. Duffey	Nick Carleton Public Relations
J.J. Keller & Assoc., Inc. Mr. George B. McDowell Editorial Manager	Mr. George McDowell	Greg Iott Advertising Director
The Kendall Company Mr. James T. Ronan Northern Reg. Traffic Mgr.	James T. Ronan	Bob Gilson Advertising Director
Koyo Western Mr. G. H. Encelewski	G. H. Encelewski	Mark Dunstan
Kysor of Cadillac Mr. R.G. Cadwell, V.P. Eng.	Mr. Ronald Cadwell	Roger Brinks Marketing Director
Mason & Dixon Lines, Inc. Mr. J.E. Harvey, V.P. Fleet Mt.	Mr. Joseph Harvey	Luther McClain V.P. Sales
Mercedes-Benz of No. Amer., Inc. Mr. William B. Smyth	Mr. William Smyth	Fred Chapman

COMPANY/ORGANIZATION (Member Listed)	PERSON INTERVIEWED	MARKETING/ADVERTISING CONTACT
Metro Transit Authority Mr. Chuck Grove Fleet/Equipt. Maint. Mgr.	Mr. Chuck Grove	Dave Beach Marketing Director
Midland-Ross Mr. D. S. Varshine, Trf. Mgr.	Mr. Donald Varshine	Ken Saban
Murphy Motor Freight Lines Inc. Don Meline Director of Maintenance & Properties	Mr. Don Meline	John Fahlberg Marketing Director
National Truck Equipment Assoc. Mr. R.J. Toner, Dir., Eng. Serv.	Mr. Richard J. Toner	Mike Tolzdorf Advertising Director
Paccar, Inc. Mr. J. M. Dunn, V.P.	Mr. Joseph Dunn	Ethyl Cox
Pacific Intermountain Express Mr. Jack Bell, Dir., Equipt., Control & Licensing	Mr. Jack Bell	Bruce Gebhardt V.P., Marketing
Port Authority of NY & NJ Mr. R. J. Kelly, Mgr.	Mr. Robert Kelly	Mr. Frigand Public Affairs Department
Pre-Fab Transit Company Mr. R. Roberson, Exec., V.P.	Mr. Roger Roberson	Dale Cox Advertising Director
Purity Supreme Supermarkets Mr. W. J. Baird., Fleet Maint.	Mr, William Baird	John Upton V.P. Charge of Advertising
Racor Industries, Inc.		Kathy Edge Advertising Director
Roadway Express, Inc. Mr. Dawson, V.P., Maint.	Mr. Dawson	Sheryl Shatzley Advertising
Schneider Transport, Inc. Mr. Ronald C. Kipp Fuel Consumption Manager	Mr. Ronald Kipp	John LeBouton Marketing Director
Schwan's Sales Enterprises Mr. F. Posh, Distribution Mgr.	Mr. Francis Posh	Chuck Claude
Smith's Transfer Corp. Mr. J.F. Gilbert, President	Mr. J. E. Gilbert	Mr. Doug Kirkpatrick Marketing Director
Southland Corporation Mr. Don Wilson Distrib. Systems Mgr.	Mr. Don Wilson	Neil Ledger
Sunmark Industries Mr. P. McLaughlin Equipt., Mtn. & Energy Conserv. Mgr.	Mr. Paul McLaughlin	Mr. G. A. Slane

COMPANY/ORGANIZATION (Member Listed)	PERSON INTERVIEWED	MARKETING/ADVERTISING CONTACT
Suntech Group Mr. G. G. Kroninger Customer Service Activities	Mr. Gerald Kroninger	
Synthoil Corp. of CA Mr. Ed. Condon, President	Mr. Condon	Lloyd Hovland Advertising Manager
Table Talk, Inc. Mr. Cherry	Mr. Cherry	Paul Apostol Marketing Director
Taynton Freight System, Inc. Mr. N. J. Peterson, Pres.	Mr. Newman Peterson	Mr. Peterson
Thurston Motor Lines, Inc. Mr. Fike, Dir. of Maint.	Mr. Fike	Mr. Dave Bush
United Merchants Mr. D. Kingsland, Safety Mgr.	Mr. David Kingsland	Robert Smith Purchasing Director
Umthun Mr. Virgil Umthun, President	Norm Helmke	Norm Helmke Marketing Director

The following firms have indicated they are interested in using the Voluntary Program Logo, and should be contacted with information on the question of logos available.

Steve Kraus, Vice President
ARA Transportation Group
16255 Ventura Blvd.
Suite 700
Encino, CA 91436

Thomas R. Reddington
300 N. Redbud Trail
Buchanon, MI 49107

Mr. Dave Bush
Thurston Motor Lines, Inc.
600 Johnston Road
Charlotte, NC 28206

Mr. William Ward
Ward Transport, Inc.
P.O.Box 100
Commerce City, CO 80037

Mr. David Wigginton, Traffic Manager
James River Corp. of Virginia
P.O.Box 2218
Richmond, VA 23217

Mr. Bob Hurt
Vice President of Maintenance
Gordon's Transport, Inc.
185 W. McLemore Ave.
Memphis, TN 38101

John Upton
Vice President Advertising
Purity Supreme Supermarkets
312 Boston Road
North Billerica, MA 01862

VOLUNTARY PROGRAM MEMBERS - FOLLOW-UP INTERVIEW RE: LOGO USE

Company _____ Person _____

Hello, my name is _____ and I represent Coleman & Christison. Our agency is under contract to the Department of Energy, working with the Voluntary Truck and Bus Fuel Economy Program. I am following up on a letter we sent to program members earlier this year, inviting your company to use the Voluntary Program logo in its advertising and communications programs.

Do you have a few moments to discuss this now?

If no -- May I call you tomorrow: Date:_____ Time: _____

1. Do you remember receiving the letter and a copy of the Program logo? YES ☐ NO ☐

2. Were you able to use the logo in any of your advertising or communications programs?

   YES ☐ NO ☐

   If Yes:

   How did you use it? _____

   _____

   (If printed material - brochure, newsletter, etc. - could they send us a sample?)

   If No:

   Do you think you might be able to use it at a future date? YES ☐ NO ☐

   Would another format of the logo work better for you? _____

   _____

3. Could you give me the name of your company's/organization's advertising or marketing director so that we could also send them a copy of our advertising/ marketing mailings?

   _____ NAME _____ TITLE

Thank you very much for your time and cooperation.

February 6, 1981

_____ is part of a unique program that saves money while it conserves this country's energy resources. Why not take credit for the effort?

The program is the Voluntary Truck and Bus Fuel Economy Program, an unusual business/government venture that uses free market forces--not government regulations--to conserve energy. As program sponsors the U.S. Departments of Energy and Transportation help businesses share information on fuel-saving equipment and practices.

The program works. The trucking industry has saved nearly 4.9 billion gallons of fuel, enough to heat the homes of 1.8 million Americans for seven years. That's where Coleman & Christison comes in. We have been retained by the Department of Energy to help tell this success story and to encourage further fuel conservation efforts.

As a Voluntary Program member you are working with some of the most respected corporations in America. Firms such as Pillsbury, Yellow Freight System and United Parcel Service all actively participate. Since you are part of such a select group, why not take advantage of it?

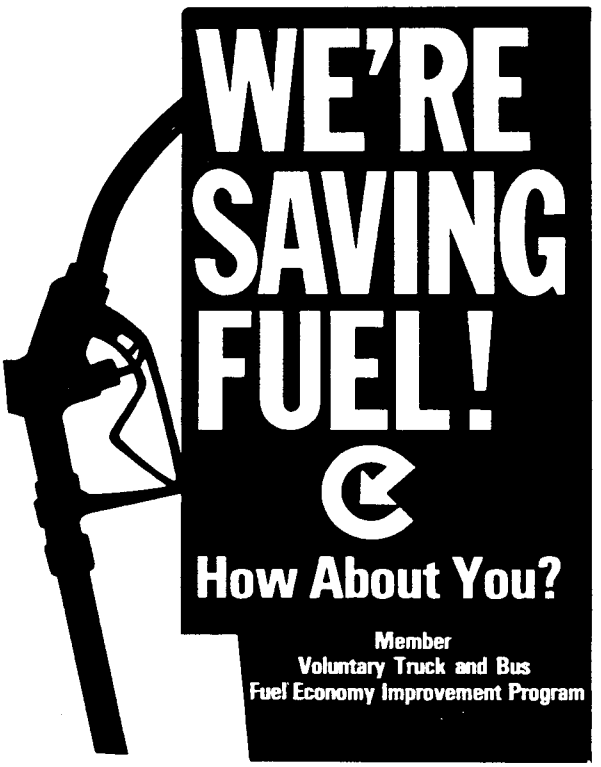
Simply use the Voluntary Program logo in all your advertising and communications programs. A copy of the program's logo is enclosed. Apply it in the way most convenient for you and begin to take credit for your conservation efforts. Start to use the logo. Now.

If you have any questions on its application, please call me.

Sincerely,

Joe Delmont,
Vice President-Public Relations

LOGO SAMPLE:


WE'RE
SAVING
FUEL!
How About You?
Member
Voluntary Truck and Bus
Fuel Economy Improvement Program

VOLUNTARY PROGRAM LOGO USE

TRADE PUBLICATION EXAMPLES

LOGO USE

Heavy Duty marketing

Features

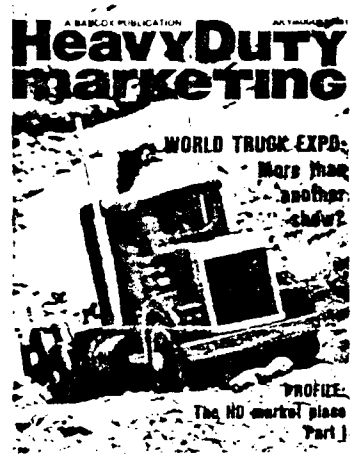
Departments, columns

July/August 1981, Vol. 5, No. 4

Heavy Duty Marketing (ISSN 0194-7419). Published bimonthly by Babcox Publications, Inc., 11 S. Forge St., Akron, OH 44304 USA. Phone (216) 535-6117. Controlled circulation paid at Cincinnati, OH. U.S. and Canadian subscriptions payable in advance: $26 for three years, $20 for two years, $12 for one year. Single copies $2.50; back issues $3.00. Foreign subscriptions double U.S. rates. All subscriptions payable in U.S. funds. No subscription refunds.
POSTMASTER: Send address change form 3579 to: Heavy Duty Marketing, 11 S. Forge St., Akron, OH 44304

About our cover . . .

This hand-carved model of a Kenworth Conventional was created by The Baldwin Toy Co. of Omaha, NE.



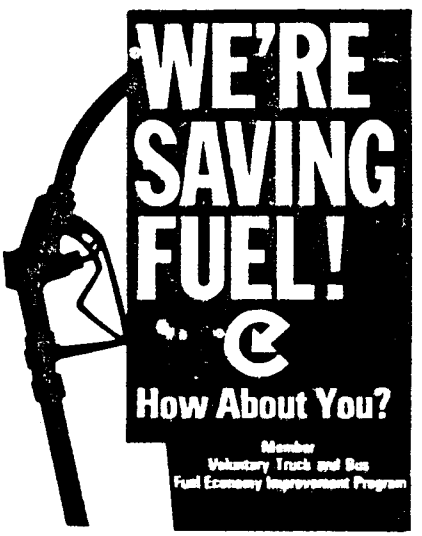
For more information on the company's models, contact Clay Friis at (402) 453-3727.

4C-17N IOWA TRUCKING LIFELINER
MONTHLY 3,300

MAY 1981 CLIPPED BY BACON'S

Chairman's Message

Harold Dickey



Although, the United States has reduced its oil imports by 25% since 1977, more than $100 billion will be spent on foreign oil this year. Nearly two fifths of the petroleum used by free world economies remains vulnerable to production extortion, terrorism, and warfare.

Clearly, a reduction in foreign imports is in our national interest, and the trucking industry has been a leader in fuel conservation. Through the efforts of the Voluntary Truck & Bus Fuel Economy Program, a joint government/industry project, over 5 million gallons of fuel were saved in 1980. These figures were compiled by the Energy and Economics Department of the American Trucking Associations.

Since the inception of this program in 1975, ATA estimates that over 5 billion gallons of fuel have been saved. Our efforts have been twice as effective as the Environmental Protection Agency's mandatory fuel economy standards for passenger cars.

All successful trucking companies have taken steps to reduce fuel consumption. Why not further enhance these programs by taking advantage of the latest techniques and innovations available?

The IMTA office has information on the voluntary program and also handy booklets that deal with fuel conservation. Join the industry leaders who display this logo proudly!

SUMMARY

Voluntary Truck & Bus Fuel Economy Program

Publication Clips

January 1981 - September 1981

	Total Publications	Total Circulation
January	16	757,200
February	25	829,600
March	16	386,900
April	19	485,650
May	20	697,100
June	18	541,500
July	9	211,700
August	17	944,200
September	9	206,800
Total	149	5,060,650

VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

Publication Clips

January 1981 - April 1981

JANUARY

Stories and articles:

PUBLICATION	CIRCULATION	TOPIC
Auto Messenger	13,400	Fuel Economy/Regulatory Efforts
Columbus Dispatch	348,000	Motor Carrier Act
Commercial News	5,500	Yearly Review
Fleet Owner	74,100	PTCA - Council Growth
Florida Truck News	2,000	Voluntary Fuel Efforts
Heavy Duty Trucking	81,000	Evergone, Inc.
Kansas Transporter	2,600	Past and Future
Motor Transportation Hi-Lights	2,500	Year-End Statement
South Dakota Motor Carrier	--	Year-End Statement
Steering Wheel	7,200	Truck Transporation
Traffic World	13,500	General Info Re: Program
Traffic World		Bus Program
Transport Topics	28,000	So. Dakota Test Report
Transport Topics		Annual Fuel Savings
Wyoming Trucker	4,200	Year-End Summary

PUBLICATIONS: 13 CIRCULATION: 582,000

Write for More Information - Booklet, Program, Reports:

PUBLICATION	CIRCULATION	TOPIC
Commercial Car Journal	80,000	New Findings on Maintenance Improvements in Vehicular Design
Heavy Duty Trucking	81,000	How to Save Truck Fuel
Transportation Engineer	14,200	Tips on Fuel Saving

PUBLICATIONS: 3 CIRCULATION: 175,200

TOTAL PUBLICATIONS: 16 TOTAL CIRCULATION: 757,200

FEBRUARY

Stories and articles:

PUBLICATION	CIRCULATION	TOPIC
Cincinnati Post	187,100	Trucker's Tricks
Commercial Car Journal	80,000	Revenue Report
Commercial News	5,500	Efforts Save Fuel
Commercial News		Productivity to Fight Inflation
Daily Commercial News	7,200	Wind Deflector-Fan Clutch
Heavy Duty Distribution	12,000	Trucks Save More Gas Than Cars
Illinois Truck News	5,000	Weight Limits Conserve Fuel
Journal of Commerce	23,000	Fuel Savings
Kansas Transporter	2,600	Fuel Efficient Components
Manchester Union	65,000	Fuel Use
Motor Transportation Hi-Lights	2,500	Fuel Savings
Owner Operator	100,000	Fuel Saving Devices
Owner Operator		Economy Factors
Owner Operator		Tests-Fuel Saving Devices
The Private Carrier	15,000	State of the Economy
Rolling Along	4,500	Year-End Statement
South Dakota Motor Carrier	-	Fuel Saving Program
The Specialist	14,000	Fan Clutch
Steering Wheel	7,200	Fuel Shortage
Traffic Management	60,100	Improved Technology
Traffic World	13,500	Fuel Savings
Warren Tribune/Chronicle	44,000	Estimated Fuel Saved
Wyoming Trucker	4,200	Trucks as Efficient as Trains
Wyoming Trucker		Performance Analysis

PUBLICATIONS: 20 CIRCULATION: 652,400

FEBRUARY (Cont.)

Write for More Information - Booklet, Program, Reports:

PUBLICATION	CIRCULATION	TOPIC
Commercial Car Journal	80,000	New Findings-Maintenance
Daily Journal of Commerce	5,400	Voluntary Fuel Conservation
Heavy Duty Trucking	81,000	Fuel Efficiency
Midwest Motor Transport	5,400	Voluntary Program Info
Road Runner Country	5,400	Fleet Maintenance Council

PUBLICATIONS: 5 CIRCULATION: 177,200

TOTAL PUBLICATIONS: 25 TOTAL CIRCULATION: 829,600

MARCH

Stories and articles:

PUBLICATION	CIRCULATION	TOPIC
Diesel Equipment Superintendent	22,000	Tests
Illinois Truck News	5,000	Fuel Savings Rate
Modern Bulk Transporter	11,700	New Trucks Save Fuel
Motor Transportation Hi-Lights	2,500	Trucks Save More Than Cars
Oil And Gas Journal	50,000	Potential Fuel Savings
The Private Carrier	15,000	General Information Re: Program
Refrigerated Transporter	12,000	Voluntary Fuel Conservation
Tarheel Wheels	13,000	Total Fuel Savings
Tarheel Wheels		Voluntary vs. Federal Regulations
Times Record-N.Y.	47,000	General Information Re: Program

PUBLICATIONS: 9 CIRCULATION: 178,200

MARCH (cont.)

Write for More Information - Booklets, Program, Reports:

PUBLICATION	CIRCULATION	TOPIC
Automotive Aftermarket News	80,000	Truck Economy Program
Commercial Car Journal	80,000	Supporting Fuel Program
Heavy Duty Trucking	12,000	Fuel Saving Efforts
Iowa Trucking Lifeline	3,300	55 MPH - Cummins Report
Road Runner Country	5,400	Trucking Around the Country
South Dakota Motor Carrier	-	55 MPH - Cummins Report
Transport Topics	28,000	Economy Tips
PUBLICATIONS: 7	CIRCULATION:	208,700

TOTAL PUBLICATIONS: 16 TOTAL CIRCULATION: 386,900

APRIL *

Stories and articles:

PUBLICATION	CIRCULATION	TOPIC
Automotive Executive	25,000	Truck Prices - Regulations
Caltrux	3,800	Fuel Savings
Diesel Progress	25,000	Total Fuel Saved
Fleet Maintenance and Specifying	50,000	Total Fuel Saved
Florida Truck News	2,000	Voluntary Fuel Savings
Florida Truck News		Devices & Concepts Save Fuel
Kansas Transporter	2,600	Trucking Industry-Energy Challenge
Midwest Motor Transport	5,400	Truckstops-55 MPH Information
Nebraska Trucker	3,400	Voluntary vs. Gov. Regulation
Nebraska Trucker		Size and Weight Limits
Overdrive	60,000	Manufacturers-Fuel Saving Programs
Purchasing World	73,000	Total Fuel Saved
Transport Topics	28,000	Total Fuel Saved
Transport Topics		Driver Training-Fuel Saved
PUBLICATIONS: 11	CIRCULATION:	278,200

* Additional clips for April will be added to cumulative report.

APRIL (cont.)*

Write for More Information - Booklets, Program, Reports:

PUBLICATION	CIRCULATION	TOPIC
Heavy Duty Marketing	16,500	Better Than Car MPG
Transport Topics	28,000	Fuel Conservation
PUBLICATIONS: 2	CIRCULATION: 44,500	

TOTAL PUBLICATIONS: 13 TOTAL CIRCULATION: 322,700

* Additional clips for April will be added to cumulative report.

VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

Publication Clips

April 1981 - June 1981

APRIL

Stories and Articles:

PUBLICATION	CIRCULATION	TOPIC
Automotive Executive	25,00	Truck Prices-Regulations
Caltrux	3,800	Fuel Savings
Commercial Car Journal	80,000	Dynamometer
Diesel Equipment Superintendent	22,000	Union Carbide program
Diesel Equipment Superintendent		Fuel Savings
Diesel Progress	25,000	Total Fuel Saved
Fleet Maintenance and Specifying	50,000	Total Fuel Saved
Florida Truck News	2,000	Voluntary Fuel Savings
Florida Truck News		Devices Save Fuel
Kansas Transporter	2,600	Industry Energy Challenge
Midwest Motor Transport	5,400	Truckstops-55MPH Info.
Nebraska Trucker	3,400	Vol. vs Gov. Regulations
Nebraska Trucker		Size and Weight Limits
Overdrive	60,000	Manufacturers-Fuel Savings
Purchasing World	73,000	Total Fuel Saved
Rolling Along	4,500	Fuel Conservation
Texas LP-Gas News Weekly	1,350	Fuel Savings
Traffic World Weekly	13,500	Fuel Conservation
Transport Times of the West	45,000	Effectiveness of Vol. Program
Transport Topics	28,000	350th Vol. Program Member
Transport Topics		Fuel efficient inventions
Transport Topics		Free Fuel Saving Tests
Transport Topics		Driver Training

PUBLICATIONS: 17 CIRCULATION: 441,150

Write for More Information - Booklet, Program, Reports:

PUBLICATION	CIRCULATION	TOPIC
Heavy Duty Marketing	16,500	Truck MPG Better than Car MPH
Transport Topics	28,000	Fuel Conservation

PUBLICATIONS: 2 CIRCULATION: 44,500

TOTAL PUBLICATION: 19 TOTAL CIRCULATION: 485,650

MAY

Stories and articles:

PUBLICATIONS	CIRCULATION	TOPIC
Automotive News Weekly	56,000	Diesels Save More
Commercial Car Journal	80,000	Success of Vol. Program
Commercial Car Journal		55mph-Fuel Saver
Florida Truck News	2,000	Fuel Saved
Iowa Trucking Lifeliner	3,300	Leaders in Conservation
Motor Transportation Highlights	2,500	Fuel Saved
Motor Transportation Highlights		Trucks vs. Trains
Motor Transportation Highlights		Fuel-efficient Options
Motor Truck Monthly	20,200	Fuel Economy Tests
Ohio Truck Times	5,800	Vol. vs Regulated Program
Overdrive Monthly	60,000	Remove 55 mph
Road Runner Country Monthly	15,000	Fuel Savings for Average Driver
Road Runner Country Monthly		Trucks Save Fuel
Successful Dealer Monthly	15,000	Average Driver Savings
10 Fleet Owner	74,000	Fuel Saved
The Fifth Wheel	3,600	Vol. program vs Reg. program
The Wyoming Trucker Monthly	4,200	Trucks Save Fuel
Transport Topics	28,000	Truck vs Rail Efficiency
Warehouse Distributors News	14,000	Effective Vol. Fuel Program
West Virginia Engineer Quarterly	1,300	Truckers Save Fuel

PUBLICATIONS: 16 CIRCULATION: 388,500

Write for More Information - Booklet, Program, Reports:

PUBLICATIONS	CIRCULATION	TOPIC
American Trucker Monthly		Vol. Program Fuel Savings
The Fifth Wheel	3,600	Fuel Tests

PUBLICATIONS: 2 CIRCULATION: 3,600

TOTAL PUBLICATIONS: 18 TOTAL CIRCULATIONS: 392,100

JUNE *

Stories and articles:

PUBLICATION	CIRCULATION	TOPIC
Traffic World	13,500	Vol. Program Projects

PUBLICATIONS: 1 CIRCULATION: 13,500

Write for More Information - Booklet, Program, Reports:

PUBLICATION	CIRCULATION	TOPIC
Transport Topics	28,000	Free Fuel Tests

PUBLICATIONS: 1 CIRCULATION: 28,000

TOTAL PUBLICATIONS: 2 TOTAL CIRCULATION: 41,500

*Additional clips for June will be added to cumulative report.

VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

Publication Clips

May 1981 - September 1981

MAY

Stories and Articles:

Publication	Circulation	Topic
Motor Service Magazine	147,000	Voluntary efforts work
Service Station Management	160,000	Voluntary efforts work
PUBLICATIONS: 2	CIRCULATION: 307,000	

JUNE

Stories and Articles:

Publication	Circulation	Topic
Alabama Trucker	1,600	Saves 5 million daily
Alabama Trucker		Truck Stops support efforts
American Trucker		Saves 5 million daily
The Automotive Messenger	13,400	Testing program
Automotive News	56,100	Testing program
Fleet Maintenance & Specifying	50,000	Testing program
Fleet Owner	74,000	Fuel-saving equipment
Fleet Owner		Advantages of 55 mph
Heavy Duty Marketing	16,500	Testing program
Heavy Duty Trucking	81,000	VTBFEP a success
Illinois Truck News	5,000	Saves 5 million daily
Modern Bulk Transporter	11,700	Saves 5 million daily
Modern Tire Dealer	34,000	Radial tire efficiency
Motor Age	144,400	Saves 5 million daily
Motor Truck	20,200	Saves 5 million daily
60 Trux	7,100	VTBFEP a success
South Dakota Trucking News	700	Testing program
Steering Wheel	7,200	Mufflers & fuel savings
Taxi Cab Management	5,100	Australia Vol. program
Traffic World	13,500	Testing program
PUBLICATIONS: 18	CIRCULATION: 541,500	

JULY

Stories and Articles:

Publication	Circulation	Topicss
Commercial Car Journal	80,000	SAE/DOT
Commercial News	5,500	DOT test devices
Diesel Equipment Superintendent	22,000	Driving/motivation
Diesel Equipment Superintendent		Driving/motivation
Fleet Maintenance & Specifying	50,000	VTBFEP success
Florida Truck News	2,000	Truck fuel savings
Modern Bulk Transporter	11,700	SAE/DOT
The Private Carrier	15,000	VTBFEP membership
Refrigerated Transporter	12,000	VTBFEP success
Refrigerated Transporter		SAE/DOT
Traffic World Weekly	13,500	SAE/DOT

PUBLICATIONS: 9 CIRCULATION: 211,700

AUGUST

Stories and Articles:

Publication	Circulation	Topics
Commercial Car Journal	80,000	IndianHead Truck Victory
Fleet Maintenance & Specifying	50,000	QBA Annual meeting
Heavy Duty Marketing	16,500	NHTSA
Michigan Trucking Today	12,000	Truckers save fuel
Modern Bulk Transporter	11,700	Fuel saved
Motor Service Magazine	147,000	Fuel saved
Specialty Custom Dealer	16,300	SAE/DOT
Traffic World Weekly	13,500	Fuel saved
Transport Topics	28,000	Fuel saved
Truck "Insider" Newsletter	1,500	Fuel saved

PUBLICATIONS: 10 CIRCULATION: 772,900

Write for More Information - Booklet, Program, Reports:

Publication	Circulation	Topic
American Trucker		SAE/DOT
Automotive Chain Store	28,000	NHTSA testing
Jobber Topics	75,000	NHTSA testing
NAFA Bulletin	2,000	NHTSA testing
Specialty & Custom Dealer	16,300	NHTSA testing
Transport Topics	28,000	Driver training
Truck & Off Highway Industries	22,000	NHTSA testing

PUBLICATIONS: 7 CIRCULATION: 171,300

SEPTEMBER

Stories and Articles:

Publication	Circulation	Topic
American Trucker		VTFBEP success
Automotive Market Report	16,000	Fuel Saved
Automotive News	56.100	Fuel Saved
Connecticut Motor	5,000	Fuel Saved
Fleet Maintenance & Specifying	50,000	Testing program
Go Transport Times	45.000	Idling Waste
Iowa Trucking Lifeliner	3,300	VTBFEP success
Nebraska Trucker	3,400	VTBFEP members
Transport Topics	28,000	New energy concepts
Transport Topics		Idling Waste

PUBLICATIONS: 9 CIRCULATION: 206,800

2.2

PROJECT 2:

TRADE PUBLICATION MEMBERSHIP

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 2

Project Name: Solicit Trade Publication Membership

Project Objective: Encourage editorial support from selected trade journals and general interest publications.

Project Summary: A press release providing background on the Voluntary Program and announcing the availability of Program information was distributed to trade publications serving transportation related industries.

Eighty-four publications responded to the mailing by requesting additional information on the Voluntary Program and/or indicating support for the Voluntary Program.

Several Voluntary Program members were interviewed for fuel economy stories. Twelve case histories on Program member companies were prepared and approved, both by the companies and DOE, for distribution to trade publications. Case histories were distributed in two flights of three case histories each and one flight of six case histories.

All six case histories for general distribution have been published, according to the clipping service, and it is anticipated that these case histories will generate several additional future stories.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

U.S. DEPARTMENT OF ENERGY
OFFICE OF PUBLIC AFFAIRS
WASHINGTON, DC 20585

DOE NEWS:

FOR IMMEDIATE RELEASE
JANUARY 8, 1981

NOTE TO INDUSTRY PUBLICATION EDITORS AND CORRESPONDENTS:

In an era of inflation and high fuel costs, you are probably trying to help your readers find ways to save money.

The Department of Energy (DOE) is initiating a service to provide you information based on research and practical case histories on how industries that use trucks can cut transportation costs with energy-efficient equipment, maintenance procedures and driving techniques. We will send this information to you if you would like. Please fill in and mail the attached form.

The firm of Coleman and Christison, Inc., of St. Paul, Minnesota, working under contract to DOE, will gather the information from companies that have succeeded in cutting fuel use. Coleman and Christison will then send you the fuel economy case histories as they are developed.

This service is part of the Voluntary Truck and Bus Fuel Economy Improvement Program managed by the Departments of Energy and Transportation. The program, established in 1975 as a response to energy supply problems, is a cooperative effort between businesses of all sizes and government to share conservation information and to promote fuel-efficient operations among truck users. Information and experience developed through the program is intended to be of use to all truck users, in any business, whether they're big carriers or small retailers with just a few vehicles. Participants have already saved an estimated 4.9 billion gallons of fuel.

If you have any questions about the information service or the Voluntary Truck and Bus Fuel Economy Improvement Program, please contact me.

- DOE -

-37-

News Media Contact: Maria T. Oharenko, 202/252-5806

N-81-002

APPLICATION FORM

Voluntary Truck and Bus Fuel Economy Improvement Program

A business/government program managed by U.S. Departments of Energy and Transportation

Mr. Henry Seiff
Department of Transportation
NRD-20
Washington, D.C. 20590

I would like to join the Voluntary Truck and Bus Fuel Economy Improvement Program to receive information on transportation fuel economy techniques.

Publication Name _____

Publication address _____

_____

_____

_____ (zip)

Industries/trades covered by publication: _____

_____

_____

_____

_____

Publication representative: _____

Signature: _____

Date: _____

N-81-002

DRAFT - TRADE PUBLICATIONS LETTER - RE: CASE HISTORIES

In a previous letter, we provided you with some background information regarding the Voluntary Truck and Bus Fuel Economy Program and outlined how your communications medium could provide support for Voluntary Program efforts.

On behalf of the Voluntary Program, I would like to thank you for responding and for expressing your interest in receiving Voluntary Program information for your publication.

I have enclosed press releases on three Program member companies--American Linen Supply Company, Central Freight Lines, and Denny Transport, Inc.--who have voluntarily implemented fuel conservation programs. They have offered to share information regarding their programs, and we recognize their contribution in conserving our nation's fuel resources.

We feel that their stories are interesting, and would be of value to your readers in implementing similar programs in their own companies.

Thank you, in advance, for your cooperation and support.

Sincerely,

Hank Seiff
Department of Transportation

DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
WASHINGTON, D.C. 20590

June 4, 1981

IN REPLY REFER TO:
NRD-22

RECEIVED
JUN 11 1981
COLEMAN & CHRISTISON

Dear Publication Executive:

In a previous letter, we provided you with some background information regarding the Voluntary Truck and Bus Fuel Economy Program and outlined how your communications medium could provide support for Voluntary Program efforts.

On behalf of the Voluntary Program, I would like to thank you for responding and for expressing your interest in receiving Voluntary Program information for your publication.

We have enclosed case studies on three Program member companies--American Linen Supply Company, Central Freight Lines, and Denny Transport, Inc.--who have implemented fuel conservation programs. They have offered to share information regarding their programs, and we recognize their contribution in conserving our nation's fuel resources.

We feel that their stories are interesting, and would be of value to your readers in implementing similar programs in their own companies.

Thank you, in advance, for your cooperation and support.

Sincerely,

Hank Seiff
Acting Manager
Voluntary Truck and Bus
Fuel Economy Program

William Minning
D.O.E. Program Manager
Voluntary Truck and Bus
Fuel Economy Program

It's a law we can live with.

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

TO: Bill Minning
Catherine Wilkinson
Hank Seiff

FROM: Jeanne Fogelberg

SUBJ: Case Histories, Publications List, Cover Letter

DATE: May 6, 1981

Please find enclosed copies of approved case histories, a cover letter addressed to media contacts, and a mailing list of the publications who have indicated their interest in Voluntary Program materials.

There should be three separate mailings of case histories to trade publications. The first and second mailings would be a general mailing of three case histories to all trade publications on the list. The third mailing would involve offering case histories to selected publications on an exclusive use basis. The first mailing should go out as soon as possible, with the second and third mailings following at one-month intervals.

The following case histories have been approved and are enclosed for the first general distribution mailing to all trade publications:

1. American Linen Supply Company
2. Denny Transport, Inc.
3. Central Freight Lines

The enclosed publications mailing list includes names, addresses, and a brief description of publication format.

For your review, I have also enclosed a draft of a cover letter addressed to the publications, to be signed by Hank Seiff.

Please contact me, or Joe Delmont, should you have any questions regarding the enclosures.

jc:cms

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone 415-921-5973

Transportation

Arthur D. Lewis, President
American Bus Association
1025 Connecticut Ave., N.W.
Washington, DC 20036
(202) 293-5890

Ray Camero, President
American Institute for Shippers' Associations
1100 17th Street, N.W.
Suite 309
Washington, DC 20036
(202) 296-7363

Welby M. Frantz, President
American Movers Conference
1117 N. 19th Street, Suite 806
Arlington, VA 22209
(703) 524-5440

Donald J. Bardell, Executive Dir.
American Association of Motor Vehicle Administrators
1202 Connecticut Ave., N.W.
Washington, DC 20036
(202) 296-1955

J. Ronald Brinson, Executive V.P.
American Association of Port Authorities
1612 K Street, N.W.
Washington, DC 20006
(202) 331-1263

J. B. Creal, President
American Automobile Association
8111 Gatehouse Road
Falls Church, VA 22047
AAA-6000

B. R. Stokes, Executive Vice Pres.
American Public Transit Association
1100 17th Street, N.W., Suite 1200
Washington, DC 20036
(202) 331-1100

Daniel J. Hanson, Sr., President
American Road and Transportation Builders Association
ARTBA Building
525 School Street, S.W.
Washington, DC 20024
(202) 488-2722

Carter M. Harrison, Exec. Director
American Society of Traffic and Transportation
547 W. Jackson Blvd.
Chicago, IL 60606
(312) 939-2491

Bennett C. Whitlock, Jr., President
American Trucking Associations
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5000

Jack Lieberman, Exec. Director
Associated Dress Carriers of Brooklyn and Queens
225 W. 34th Street
New York, NY 10001
(212) 244-1646

W. A. Hallman, Executive Officer
Associated Motor Carriers Tariff Bureau
1745 University Ave.
St. Paul, MN 55104
(612) 647-0166

Mrs. Norma L. Iser, Exec. Director
Association of Interstate Commerce Commission Practitioners
1112 ICC Building
Washington, DC 20423
(202) 783-9432

Transportation

W. Gerald Wilson, President
International Road Federation
1023 Washington Bldg.
Washington, D.C. 20005
(202) 783-6722

Andre J. Jacobs, General Secretary
International Union of Public Transport
19 Avenue De L'Uruguay
B-1050 Brussels, Belgium

David F. Gordon, Executive Director
Long and Short Haul Carriers National Conference
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5414

Samuel G. Herold, Executive Vice President
Middle Atlantic Conference
P. O. Box 397
Washington, D.C. 20018
(301) 779-7710

Carroll F. Cenovese, Exec. Director
Movers' and Warehousemen's Assn. of America
1001 N. Highland St.
Arlington, VA 22201
(703) 525-4311

W. J. Welsh, Managing Director
Munitions Carriers Conference
5827 Columbia Pike, Suite 306
Falls Church, VA 22041
(703) 931-7537

Charles Allen, President
National Armored Car Association
c/o Armored Motor Service Corp.
160 Ewingville Rd.
Trenton, New Jersey 08638
(609) 883-1100

John B. Hedges, Executive Director
National Association of Freight Transportation Consultants
14 Station Street
Simsbury, CT 06070

Carl E. Harrison, Executive Officer
National Association of Specialized Carriers
P. O. Box 331
Marietta, GA 30061
(404) 428-4433

Douglas W. McGiveron, Executive Vice President/General Manager
National Automobile Transporters Assn.
23777 Greenfield Rd., Suite 388
Southfield, MI 48075
(313) 557-8855

P. J. Campbell, Chairman
National Bus Traffic Association
506 S. Wabash Ave.
Chicago, IL 60605
(312) 922-3700

Marshall L Gemberling, Exec. Director
National Committee for Motor Fleet Supervisor Training
Special Services Building
Pennsylvania State University
University Park, PA 16802
(814) 865-2581

O. H. Miller, Secretary-Treasurer
National Freight Transportation Assn.
P. O. Box 249
Swarthmore, PA 19081
(215) 544-3363

Raynard F. Bohman, Jr., President
National Furniture Traffic Conference
335 E. Broadway
Gardner, MA 01440
(617) 632-1913

Transportation

S. Michael Richards, Exec. Officer
Association of Interstate Motor Carriers
P. O. Box 225
Webster, NY 14580
(716) 872-3535

Paul L. Martinson, Vice President
Canadian-American Motor Carriers Association
Diamond Transportation System, Inc.
5021 21st Street
Racine, WI 53406

Cloak and Suit Trucking Association
1450 Broadway
New York, NY 10018
(212) 730-0688

Stanley Hamilton, Exec. Director
Common Carrier Conference - Irregular Route
1616 P Street, N.W.
Washington, DC 20036
(202) 797-5286

Edward A. Campbell, Exec. Secretary
Electric Vehicle Council
1111 19th Street, N.W.
Washington, DC 20036

Kenneth R. Hauck, Managing Director
Equipment Interchange Association
1616 P Street, N.W.
Washington, DC 20036
(202) 797-5273

George H. Mundell, Exec. Director
Film, Air and Package Carriers Conference
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5363

Robert J. Frulla, Exec. Vice President
Freight Forwarders Institute
1055 Thomas Jefferson St., N.W.
Suite 403
Washington, D.C. 20007
(202) 333-4580

Allan M. Shirley, Managing Director
Heavy-Specialized Carriers Conference
1155 16th Street, N.W.
Washington, D.C. 20036
(202) 797-5407

Peter G. Koltnow, President
Highway Users Federation for Safety and Mobility
1776 Massachusetts Ave., N.W.
Washington, D.C. 20036
(202) 857-1200

Francis L. Wyche, Executive Secretary
Household Goods Carriers' Bureau
2425 Wilson Blvd.
Arlington, VA 22201
(703) 524-6860

Calvin W. Stein, President
Household Goods Forwarders Association of America
1500 Massachusetts Ave. N.W.
Suite 525
Washington, D.C. 20005
(202) 293-1800

Ronald Bray, Secretary-Treasurer
Independent Armored Car Operators Association
c/o Security Armored Car Service
1022 S. Ninth St.
St. Louis, MO 32104
(314) 231-4030

Transportation

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National Industrial Traffic League
1909 K Street, N.W., Suite 410
Washington, D.C. 20006
(202) 296-4535

James C. Harkins, Executive Director
National Motor Freight Traffic Assn.
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5312

Bill Cothren, President
National Perishable Transportation Association
c/o Zero Refrigerated Lines
P.O. Box 20380
San Antonio, TX 78220
(512) 661-4151

Billie I. Reynolds, Exec. Director
National School Transportation Assn.
P. O. Box 324
Fairfax, VA 22030
(703) 323-5900

Joseph F. H. Cutrona, Exec. Director
National Small Shipments Traffic Conference
1750 Pennsylvania Ave., Suite 1114
Washington, D.C. 20006
(202) 393-5505

Clifford J. Harvison, Managing Director
National Tank Truck Carriers
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5425

Harry R. Porter, President
North American Trackless Trolley Association
1042 Bardstown Road
Louisville, KY 40204
(502) 459-5261

James R. Boyd, President
Oil Field Haulers Association
P. O. Box 488
Austin, TX 78767
(512) 476-5326

Paul T. Domer, Executive Director
The Operations Council of the American Trucking Associations
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5437

Vincent L. O'Donnell, Managing Director
Private Carrier Conference
1616 P Street, N.W.
Washington, D.C. 20036
(202) 269-3404

John C. White, Executive Vice President
Private Truck Council of America
1101 17th St., N.W. - Suite 1008
Washington, D.C. 20036
(202) 785-4900

Richard H. Hinchcliff, Exec. Director
Regular Common Carrier Conference
1616 P Street, N.W.
Washington, D.C. 20036
(202) 797-5266

Joseph Gilbert, Secretary/Gen. Manager
Society of Automotive Engineers, Inc.
400 Commonwealth Drive
Warrendale, PA 15096
(412) 776-4841

William P. Jackson, Jr., Exec. Secretary
Southern Traffic League
3426 N. Washington Blvd.
Arlington, VA 22201
(703) 525-4050

Transportation

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Southwestern Industrial Traffic League
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Lubbock, TX 79408
(806) 763-4466

Warren A. Rawson, Managing Director
Steel Carriers' Tariff Association
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Riverdale, MD 20840
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Eugene Marans, Executive Officer
Time-Critical Shipment Committee
1250 Connecticut Ave., N.W.
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(202) 828-3027

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Traffic Clubs International
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Orlando, FL 32803
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Paul J. Tierney, President
Transportation Association of America
1100 17th St., N.W.
Washington, D.C. 20036
(202) 296-2470

Edward A. Guilbert, President
Transportation Data Coordinating Committee
1101 17th Street, N.W., Suite 309
Washington, D.C. 20036
(202) 293-5514

J. Curtis Counts, President
Trucking Management, Inc.
1150 17th St., N.W., Suite 307
Washington, D.C. 20036
(202) 785-3455

Byron L. Geuy, Executive Director
Western Highway Institute
1200 Bay Hill Drive
San Bruno, CA 94066
(415) 952-4900

Independent Truckers

Willard Barr, Secretary
American Truckers Benevolent Association
1015 Florence Street
Fort Worth, TX 76102
(817) 336-5837

Jim Foote, Business Manager
Associated Independent Owner-Operators, Inc.
17100 Norwalk Blvd.
P. O. Box 6194
Cerritos, CA 90701
(213) 865-6260

Alex Carlucci, Jr., President
Council of Independent Truckers of New Jersey, Inc.
1895 West 7th Street
Piscataway, NJ 08854
(201) 968-0123

John Mullen, President
Independent Truckers Association of Northeastern Pennsylvania
P. O. Box 39
Dunmore, PA 18512
(717) 586-0911

Ralph Sanders, President
Northern Tier Independent Truckers Assn.
109 Main Street
Candor, NY 13743
(607) 659-4695

Independent Truckers

John Bump, President
Southern Tier Independent
Truckers Association
R.D. No. 1
Port Crane, NY 13833

William Hill, Chairman
Fraternal Assn of Steel Haulers
821 East Street
Pittsburgh, PA 15212
(412) 323-2920

Jim Johnston, President
Owner-Operators Independent
Drivers Assn. of America
National Headquarters
P. O. Box 88
Oak Grove, MO 64075

Ted Brooks, N.I.T.U.C. Delegate
Maryland Independent Truckers &
Drivers Assn., Inc.
Box 9646
Baltimore, MD 21237

Walt Slomka, N.I.T.U.C. Delegate
Michigan Owner-Operator &
Drivers Association
25786 Melody
Taylor, MI 48180
(313) 584-5044

Andy Anderson, President
Midwest Independent Truckers Assn
213 Sunset Avenue
Detroit Lakes, MN 56501
(218) 847-7496

Robert Jasmon, Executive Vice President
Mid-West Truckers Assn., Inc.
2715 N. Dirksen Parkway
Springfield, IL 62702
(217) 525-0310

Everett Herin, President
National Council of Independent Truckers
130 Riverview Drive
Hesperia, MI 48421
(616) 854-1173
Chicago Office:
Box 71
Lemont, IL 60439

Carl Cummins, President
Southwestern Michigan Truckers Assn.
Box 651
Kalamazoo, MI 49001
(616) 962-7319

Frank Meeks, President
United Independent Truckers Assn of AL
3060 Teresa Drive
Birmingham, AL 35217
(205) 631-6061

TRADE ASSOCIATIONS

Motor Vehicle

U. J. Reese, Executive Vice President
Council of Fleet Specialists
1719 West 91st Place
Kansas City, MO 64114
(816) 444-3500

W. A. Raftery, Executive Secretary
Heavy Duty Business Forum
222 Cedar Lane
Teaneck, New Jersey 07666
(201) 836-9500

Lloyd Johnson, President
Heavy Duty Representatives Association
1061 Brown Road
Bridgewater, New Jersey 08807
(201) 526-6607

Heavy-Duty Truck Manufacturers Association
1700 K Street, N. W. -- Suite 1300
Washington, DC 20006
(202) 659-8322

Venlo Wolfsohn, Executive Director
International Truck Parts Association
5272 River Road, Suite 500
Washington, DC 20016
(202) 544-3090

William B. Elmer, Executive Secretary
Interstate Towing Association
21635 East Nine Mile Road
St. Clair Shores, MI 48080
(313) 776-1706

V. J. Adduci, President
Motor Vehicle Manufacturers Assn. of the United States (MVMA)
300 New Center Building
Detroit, MI 48202
(313) 872-4311

James D. Carney, Executive Director
National Truck Equipment Association
25900 Greenfield Rd., Suite 410
Oak Park, MI 48237
(313) 968-3680

Berkley Sweet, Secretary
School Bus Manufacturers Institute
Chevy Chase Building, Suite 1220
5330 Wisconsin Ave.
Washington, DC 20015
(301) 652-8004

Berkley Sweet, President
Truck Body and Equipment Association
5530 Wisconsin Ave.
Washington, DC 20015
(301) 652-8004

Vincent P. Ahearn, Jr., Secretary
Truck Mixer Manufacturers Bureau
900 Spring Street
Silver Spring, MD 20910
(301) 587-1400

Charles J. Calvin, President
Truck Trailer Manufacturers Assn.
2430 Pennsylvania Ave., N. W.
Washington, DC 20037
(202) 785-5833

MEMORANDUM

TO: Catherine Wilkinson
Hank Seiff
Bill Minning

FROM: Jeanne Fogelberg
SUBJECT: Case histories, exclusive distribution
DATE: August 25, 1981

Please find enclosed the final revised case histories. The following is a list of publications, in order of contingency, that are being contacted for exclusives on the case histories.

1. CFS Continental
   A. Fleet Maintenance and Specifying
   B. Heavy Duty Trucking
   C. Fleet Owner
   D. Midwest Motor Transport News

2. Agway, Inc.
   A. Fleet Owner
   B. Mid-Atlantic Trucker

3. J.B. Hunt Transport
   A. Heavy Duty Trucking
   B. Southern Motor Cargo

4. Churchill Truck Lines, Inc.
   A. Southern Motor Cargo
   B. Modern Bulk Transporter
   C. Fleet Owner

5. Umthun Trucking Company
   A. Commercial Car Journal
   B. Fleet Owner

6. Pillsbury Company
   A. Refrigerated Transporter
   B. Minnesota Motor Transport News

Paul's Trucking, Air Products, and DuPont are also included for a general distribution.

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September 14, 1981

Mr. Bill Tracy
Commercial Car Journal
Chilton Company
Chilton Way
Radnor, PA 19089

Dear Bill:

Enclosed is the story on Umthun Trucking Company and its participation in the Voluntary Truck and Bus Fuel Economy Program. This story has been cleared by the company and the Departments of Energy and Transportation and needs no by -line. It may be used as your magazine deems appropriate.

Because this is being offered on an exclusive use basis, I would like to know if the story will be used. I will call you this Friday, September 18th for verification. If you are unable to use it, I will then offer it to another publication.

Thanking you for your interest,

Sincerely,

Claire J. Birkeland
Coleman & Christison

Enc.

CJB:bm

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

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HANK SEIFF
DEPARTMENT OF TRANSPORTATION
202-426-4560

JAY LUMB
CFS CONTINENTAL
312-368-7500

CHICAGO, ILLINOIS--CFS Continental, an institutional food service company, has received recent media attention for its contribution to an experiment on energy conservation in corporate fleets.

CFS, formerly Continental Coffee Company, was one of two companies to participate in a pilot driver education program prepared for the Voluntary Truck and Bus Fuel Economy program. E.I. DuPont de Nemours and Company also participated in the tests.

Results of the experiment, reported in the December issue of Fuel Economy News (a quarterly newsletter produced by the Voluntary Program), showed that in a 12-week test CFS conducted at two sites, using a control terminal to adjust for the seasonal variable, an average 8.7 percent fuel economy improvement resulted where driver rewards were used.

The Voluntary Program, which CFS joined in 1978, serves as a clearinghouse for information on fuel-saving equipment and practices--a unique joint effort of industry and government to help improve the trucking industry's energy efficiency without resorting to government regulations. It is sponsored by the U.S. Departments of Energy and Transportation.

Under a contract with DOT, Chilton's Datalog Division prepared the draft driver training and motivation package, called "Ease on Down the Road." The package consists of separate manuals for management, drivers and instructors, a lecture script for driver training meetings, 44 color slides and a wall poster suitable for changing the slogan from time to time.

(The package, available at a cost of $24, may be ordered from Box DW, Chilton Datalog Division, One Chilton Way, Radnor, PA 19089.)

According to Jay Lumb, CFS corporate director of fleet operations, the carefully controlled tests were conducted at the firm's Georgia and Iowa terminals. CFS kept track of each terminal's record, also noting fuel economy by the individual driver and weighing results to allow drivers to fairly compete against their past records.

(more)

Lumb estimated that for each dollar the Chilton package saved, CFS spent 20 cents--mostly on incentive and awards such as certificates, letters of commendation, jackets and gold company pens.

While he declined to mention total savings to CFS during the test period, Lumb called the program results "very positive," adding, "we're going company-wide with it in 1981."

In addition to tangible rewards, CFS also used intangible reinforcements--such as posting test results and awarding a reserved parking space to the weekly "winner" at each terminal.

Because of CFS Continental's fuel-saving success, Lumb said, the Voluntary Program has asked the company to participate in a more intensive 18-month program "which would test driver motivation using 11 different test criteria."

Hank Seiff, Voluntary Program Manager at DOT said, "CFS has found that the three "M's" are essential if you want drivers to help you save fuel and money: MANAGEMENT commitment, MEASUREMENT and feedback of results, and driver MOTIVATION."

"Driver education and motivation is the 'new frontier' as far as fuel economy is concerned," said Bill Minning, program manager at DOE. "By its willingness to participate in controlled experiments, CFS is a leader in the trucking industry as it tests new techniques for real-world use."

For his part, Lumb remarked that he thinks the Voluntary Program is "the best thing that's happened to the trucking industry in a helluva long time. Sure you can quote me."

The Voluntary Truck and Bus Fuel Economy Program has over 360 active members, including motor carriers, equipment manufacturers and suppliers, trade associations and publications, unions, government agencies and firms that use trucks extensively in their operations.

Since the Voluntary Program began in 1975, the trucking industry has saved over seven billion gallons of diesel fuel by purchasing new energy-efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, making route changes, driving at lower speeds and retraining drivers.

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DOYLE WHITMIRE
CHURCHILL TRUCK LINES, INC.
816-646-1590

CHILLICOTHE, MISSOURI--Churchill Truck Lines has taken two giant steps forward in its efforts to save energy--but circumstances beyond its control have forced the 10-state common carrier to take one baby step back.

Since 1977, the company has recycled its crankcase oil, a program now in effect across the entire fleet of 204 road tractors, 251 city units, 94 straight trucks and 30 company cars. The recycled oil is mixed with diesel fuel and returned to the fleet's fuel tanks.

Churchill recycles oil at the rate of about 2,000 gallons a month. And at today's fuel prices, it does add up.

Crankcase oil is drained at each of Churchill's 47 terminals and shipped to the Chillicothe home office for recycling.

Also, Churchill gradually extended its drain interval on crankcase oil from 6,000 miles in 1972 to 30,000 miles in 1977, a move made easier when the company converted to use of multi-viscosity motor oil.

But the drain interval by 1980 has been reduced from its previous high to 21,000 miles, according to Doyle Whitmire, Churchill's superintendent of maintenance.

The reason? "The quality of diesel fuel has deteriorated," Whitmire said. "It's become higher in sulfur because the quality of crude oil now being pumped and sold is lower," he said.

The sulfur in diesel fuel produces sulfuric acid when mixed with air in the firing chamber, Whitmire explained. When this mixture reaches the crankcase, it increases the oil's acidity and will damage the engine, hence the need to change the oil more frequently than before. "It's just one of the things we've got to live with." he said.

(more)

Whitmire said that, while all trucks Churchill has purchased since 1976 have been energy-efficient, he pays little attention to the fleetwide mile-per-gallon average. "We monitor the older units to determine the need for a tune up."

"I pay more attention to what the new engines are getting in fuel economy to determine what model engines are doing the best." And notes that the 65 newest road tractors in the fleet are Cummins Formula 300s, averaging 5.9 miles per gallon on test runs.

Whitmire also said that 22 of Churchill's 30-car fleet are Oldsmobile diesels, a move which has "doubled our fuel economy from 13-14 miles a gallon up to, say 27 to 30 MPG's." Each car logs about 45,000 miles annually, he said.

Churchill Truck Lines, which logs about 16 million linehaul miles a year, is a regulated common carrier that moves everything from food, clothing, and beverage to machinery, auto parts and lumber.

The company is a member of the Voluntary Truck and Bus Fuel Economy Program, a unique joint effort of business and government to share fuel-saving information.

In 1978, Churchill requested and obtained nearly 600 Voluntary Program logo stickers and mounted them on all its vehicles' speedometers. The logos, which read, "We're Saving Fuel--How About You?" are meant to encourage the firm's drivers to change their driving habits.

The Voluntary Program, coordinated by the U.S. Departments of Energy and Transportation, strives to use free-market forces rather than government regulations to improve fuel economy in the trucking and bus industries.

According to Hank Seiff, the program's director at DOT, "Churchill is one of the few companies we're aware of that has undertaken oil recycling so extensively. It's catching on with other firms as a logical fuel-saving step. But fleets need to follow Churchill's lead and heed their engine manufacturer's recommendations when recycling drain oil."

"The larger a fleet gets--and Churchill's people have seen this--the more sense it makes to recycle crankcase oil as an ongoing policy," said Bill Minning, Voluntary Program director of DOE. "Churchill's success with this effort is the kind of information that benefits all the program's members."

With the recycling project in place, Churchill has now turned much of its attention to re-educating its drivers.

(more)

In 1980, according to Whitmire, Churchill began "a series of five different letters to every driver in the system with lots of information, explanations, and encouragements to change driving habits and be more fuel-conscious." The letters are inserted in the drivers' pay envelopes, he said.

Although results of this driver-education effort aren't yet conclusive, Whitmire added, the series of letters are continuing in 1981 "with an emphasis on fuel-efficient driving techniques."

Since the Voluntary Program began in 1975, the trucking industry has saved over five billion gallons of diesel fuel through the purchase of new equipment. Uncounted billions more gallons have been saved through such now-standard industry practices as retrofitting fuel-efficient equipment on existing vehicles, rerouting fleets, running lower speeds and retraining drivers.

Over 360 motor carriers, equipment manfacturers and suppliers, trade associations and publications, unions and government agencies are active members in the Voluntary Program.

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NORMAN HELMKE
UMTHUN TRUCKING COMPANY
515-448-4707

EAGLE GROVE, IOWA--There's no room for doubt that Umthun Trucking Company wants to minimize its fleetwide energy consumption. The Iowa-based contract and common carrier uses not only speedographs and a performance-based point system for drivers, but also adds road speed governors as another conservation factor.

"Most other companies will probably only install one or the other piece of equipment," said Norman L. Helmke, manager of Umthun's fuel conservation program. But "even with the speedographs and point system, we just don't want those trucks going any faster" than the national 55 mile-per-hour speed limit, he said.

Speedographs, meters which are connected to truck speedometers, have been in place on all 190 road tractors and some of Umthum's 19 straight trucks since December 1979, according to Helmke. The equipment cost about $40,000.

In 1979, Umthun's fleetwide miles-per-gallon figures ranged from 3.9 in the winter to 4.8 in the summer. The comparable 1980 range was 4.5 to 5.2 fleetwide miles per gallon which represents a savings of 193,315 gallons of diesel fuel.

Another benefit of the speedographs: "Our accident rate is way down," Helmke said.

Helmke attributes the improvement to Umthun's January 1980 announcement to drivers that the point system used to encourage driver safety would be expanded to include penalties for speeding.

The speedographs and radar, operated by the Safety Department, measure driver speeds. "We also calibrate all the speedometers," Helmke said, "because they can either break or be tampered with." The speedometer calibration factor becomes a part of each truck's permanent record. This calibration factor is then added or subtracted from the unit's weekly speedograph printout from the Data Processing Department, to give an adjusted speed for each unit. Points are assessed to each driver on the basis of this adjusted speed, each week.

Forty-two trucks in Umthun's fleet have been equipped with road speed governors, Helmke said. Although "they're too expensive to put on as a retrofit item," the governors are now specified on all new trucks "to show our drivers we're serious about this."

"It's something we will continue to equip the trucks with until we find a combination of engine speed, and rear axle ratio that will prove more efficient at 55 MPH. The 1600 RPM engines that are now coming into use and a 3.55 rear axle ratio is one possibility.

The only problem Umthun has found with the governors is a few cases of suspected tampering, Helmke said. "You have to keep monitoring the units to make sure nobody's tampering with them." It's not a big problem though, he added, because the speedographs serve as a check and are read weekly.

At first, Helmke said, Umthun was "looking for voluntary help from the driver" in its fuel-saving efforts. Mandatory sessions on fuel economy were held in spring 1979 at the company's terminals.

"We noticed an increase in MPG right off the bat, within two months," he said, but subsequent figures showed the driver encouragement "was wearing off, evidently." The decision then was made to complete the speedograph installation program begun in Fall 1978, according to Helmke.

Umthun uses another driver incentive to drive energy-efficiently: Concurrently with the speedograph-point program, a policy began of posting the MPG figures of all 200 drivers each month, and listing good performers in company newsletters.

No other incentive is given drivers, Helmke said, because "if there's a monetary reward for fuel efficiency, you'll find some people cheating" by concealing the amount of fuel they buy, he said.

Umthun Trucking Company, established in 1946 by Steve Umthun and now owned by his two sons Joe and Virgil, operates six terminals in three states. Its fleet logs 25 million miles annually, hauling mainly construction materials and agricultural products.

In October of 1979, Umthun became a member of the Voluntary Truck and Bus Fuel Economy Program, a unique cooperative venture between business and government in which the U.S. Departments of Energy and Transportation coordinate the sharing of fuel-economy information among some 360 program members.

"Umthun has arrived at a way to be sure both safety and fuel economy are served," according to Hank Seiff, Voluntary Program director at DOT.

(more)

Bill Minning, the program's director at DOE, said, "The dual speedograph-governor program ensures that Umthun can keep accurate, up-to-date information on its fleetwide miles per gallon"

Umthun joined the program because, according to Helmke, "we felt that anyone in the trucking business should do anything they can to conserve fuel. It's even more important to watch your operating costs now, especially with trucking deregulation."

Although Umthun has been buying such energy-efficient equipment as "formula" tractors since 1975, Helmke said the firm has neither the resources nor the on-site engineering staff he feels would be needed for Umthun to conduct its own controlled tests of fuel-saving devices. "So we base our decisions on other studies on top of our own experience," he said.

Information provided by the Voluntary Program also helped Umthun in its second series of driver training seminars this March and April, Helmke said.

Since the Voluntary Program began in 1975, the trucking industry has saved over seven billion gallons of diesel fuel through the purchase of new equipment.

Uncounted billions more gallons have been saved through such now standard industry practices as retrofitting fuel-efficient equipment on existing vehicles, rerouting fleets, better adherance to the 55 MPH speed limit and retraining drivers.

The Voluntary Program, which strives to use free-market forces (not government regulations) to improve fuel economy in the truck and bus industries, counts some 360 motor carriers, equipment suppliers and manufacturers, trade associations and publications, unions and government agencies as active members.

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JERRY SIEGEL
THE PILLSBURY COMPANY
612-330-8193

MINNEAPOLIS, MINNESOTA--The Pillsbury Company, in its continuing effort to improve the fuel-efficient performance of its truck fleet drivers, has added incentives to its driver monitoring and education program, including an annual grand prize--the Super Double Nickel Award.

Jerry Siegel, director of corporate fleet administration for the diversified food producer, said the first Super Double Nickel Awards will be awarded this summer to a driver based on two criteria: fuel-efficient driving and the individual's safety record.

The incentive program, which began June 30, 1980, also includes quarterly and semi-annual awards, Siegel said. If, as he expects, the driver motivation is "100 percent effective," Pillsbury "will probably be spending significant dollars" on bonuses and incentives ranging from belt buckles and patches, to jewelry and savings bonds.

Pillsbury's new program, one year in the planning, is backed by quarterly and annual group meetings to discuss mileage goals, and one-to-one talks with problem drivers based on their tachograph readings.

Also, Siegel said, "Every time new equipment is added, the vendor meets with drivers and maintenance people for an in-depth explanation of how the equipment operates."

Three factors must be considered in any fleetwide fuel-saving effort, he continued. Vehicle specifying and maintenance are important, but "the most important is the driver--the key element, responsible for maybe 60 or 70 percent of any fuel economy gain."

"You can design an energy-efficient engine, put everything on the truck, but if the driver is pushing the governor and going 65-75 miles per hour, you'll lose anything you could have gained," Siegel said.

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The Pillsbury Company is an international food company with three basic businesses--consumer foods, restaurants and agriproducts. It operates 50 terminals in 17 states, and the corporate fleet logs about 22 million miles annually.

Pillsbury, which began its own energy program in mid-1978 with the creation of Siegel's department, joined the Voluntary Truck and Bus Fuel Economy Program during the winter of 1979-80.

The Voluntary Program, sponsored by the U.S. Departments of Energy and Transportation, serves as a clearinghouse for information on fuel-saving equipment and practices--a unique joint effort of industry and government to help improve the trucking industry's energy efficiency without resorting to government regulations.

The program has 360 members including motor carriers, equipment manufacturers and suppliers, trade associations and publications, unions, government agencies and firms that use trucks extensively in their operations.

"I'm glad we joined the program," Siegel said, "because we're getting a lot of information about energy that just wasn't there before. We do spread the information around. I think the Voluntary Program's got a lot of potential."

Pillsbury handles information provided by then the Voluntary Program in a two-step flow: Siegel receives it, and it is disseminated among representatives of Pillsbury's various businesses who meet regularly as the Transportation Energy Steering Committee.

The committee members share updates and long-range and short-range energy plans among themselves, occasionally hear from equipment vendors, and send meeting minutes to Washington "if we have an item we think the Voluntary Program would be interested in," according to Siegel.

Like other active members of the Voluntary Program, Pillsbury has conducted several tests of energy-saving equipment to determine its suitability to the company's needs.

The company's truck fleet--which consists of more than 300 tractor-trailers, mainly refrigerated units ("reefers")--is being steadily converted to energy-efficient vehicles, with high-torque, low RPM engines; tachographs; radial tires; smooth-sided trailers; and temperature-modulated fans. These improvements have increased Pillsbury's fleetwide average from 4.03 miles per gallon in 1973 to 4.68 miles per gallon as of March 1981.

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Siegel said that a new, streamlined design of reefer would work better for Pillsbury than an air shield. On conventional refrigerated units, he explained, the ventilation box protrudes from the trailer. More space is then needed between tractor and trailer for turning ease, and crosswinds can whistle through the gap.

The new reefer, a "wraparound" design where a built-in shield for the ventilation box extends to the corner of the trailer, will eventually replace 70 percent of Pillsbury's current refrigerated units, Siegel said.

Other company-conducted tests--of road speed governors, fuel additives and synthetic fuels--have been unsuccessful. According to Siegel, three brands of governors have been tried, and the tests will continue. Tests have been dropped on the additives and synfuels, he said, because "they have failed miserably. We've gotten zero or negative effectiveness out of them."

In addition to testing new fuel-efficient products, Pillsbury is gradually converting its fleet of 1,590 automobiles and light-duty trucks--the cars from 6- and 8-cylinder to 4-cylinder models, the medium-duty delivery trucks from gasoline to diesel models. "We're doing this as quickly as we can," Siegel said.

His 1981 objectives for the corporate fleet, apart from driver training/motivation and equipment replacement, are an increase in fuel bulk-buying practices and the construction of more fuel storage tanks. A driver incentive program also will be expanded to include Pillsbury's auto fleet, Siegel said.

Bill Minning, Voluntary Program manager at DOE, called Pillsbury's incentive program "an excellent concept. Both industry and government are beginning to realize that only putting state-of-the-art equipment into use isn't sufficient to save energy on any consistent level."

Hank Seiff, the program's manager at DOT, said, "We'll be looking forward to hearing the results of this program--particularly the Super Double Nickle. But then, fuel-efficient driving and safe driving go together.

Since the Voluntary Program began in 1975, the trucking industry has saved seven billion gallons of diesel fuel by purchasing new energy-efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, making route changes, driving at lower speeds and retraining drivers.

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NORMAN AGOR
AGWAY, INC.
315-477-7061

SYRACUSE, NEW YORK--A combination of old and new techniques has enabled Agway, a regional cooperative owned by 123,000 farmers, to make significant improvements in its energy consumption patterns.

Agway has conducted its own in-house driver training program since 1953, and intensively trains all newly hired drivers regardless of prior work experience at its Syracuse, New York, home office.

One of the first such programs in the nation, Agway's training program has received national recognition for its beneficial impact on safety, fuel efficiency and the attitude of its 2,250 drivers, according to Norman H. Agor, Agway's manager of energy management.

"Important as the driver is, it's how you load the truck, and where it goes, and when it goes that determines fleet energy use," Agor said. Through his office, Agway in 1976 joined the Voluntary Truck and Bus Fuel Economy Program, a joint government-business venture to share fuel-saving information and conserve energy.

The Voluntary Program, coordinated by the U.S. Departments of Energy and Transportation, acts as an information clearinghouse for the truck and bus industries. It collects data from its 360 active members, conducts controlled tests of fuel-efficient equipment and practices and circulates its findings to members across the country.

Agor explained that Agway's method of operation makes it an atypical member of the Voluntary Program. "We're a decentralized organization," he said. Agway has 18 different divisions in 12 Northeastern states, each with its own record keeping system, goals and equipment purchasing policies, he said, so his office doesn't keep track of the cooperative's fleetwide fuel consumption or miles-per-gallon figures.

(more)

Agor said the energy management office "hasn't tried to build an empire," although it does "encourage each division to convert wherever possible from gasoline to diesel engines" and to plan trips sensibly. Each division is assigned a staff person who reports to Agor on energy projects.

Unlike other members of similar size, Agway has only about 70 tractor-trailer trucks in its entire distribution system--the rest being specialized units such as petroleum tankers, fertilizer spreaders, burner service units and feed trucks. Anywhere from one to 25 trucks are owned and operated by each of Agway's local co-ops, he explained.

Another difference between Agway and other Voluntary Program members, Agor said, lies in the favored method of measuring fuel economy. "Because of our complex situation," he said, "miles-per-gallon is not a good measure for us. The only common denominator we can use is BTU's (a unit of energy) per unit of truck output such as tons, gallons, acres spread, etc.

Since 1975-76 (Agway's fiscal year ends in June), the cooperative has achieved a 45 percent reduction of BTU's used per dollar of sales. Actually, Agor said, "Since the base period, Agway's BTU consumption has gone down only about 2 percent--but our output has increased by 20 percent."

For the fiscal year ending in June 1981, Agor said the firm has set the goal of a further 10 percent reduction in BTUs over the previous fiscal year. Achievement of this goal will be measured not by fleet performance but by division output, he said.

Although the driver training program is run through Agway's personnel department, Agor circulates Voluntary Program information to the two driver trainers. Both Agor and Joe Gross, one of the training specialists, find the information useful.

"We try to assimilate as much material as we can, and I think it's terrific," Gross said. "New ideas stimulate thought--and thought stimulates action."

Agway's driver training program was begun in 1953 because, according to Gross, "we were having too many accidents and our insurance rates were going up." The co-op, now self-insured, continues to emphasize safety in driver training, and continues to improve its safety record (by 30 percent in FY 1980 compared to FY 1979, for example).

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About 400 new and old drivers pass through the one-week program annually, at a cost of $875 to $1,000 apiece, Gross said.

Additionally, all Agway drivers must take a defensive driving course which also includes what Gross calls an "in-depth engine abuse program"--a refresher that deals with proper care and maintenance of the vehicles.

The new-driver program begins with a Monday session on the history of Agway. Information on the National Safety Council's background and guidelines is presented on Tuesday.

Wednesday, Gross said, is for "pre-trips": the importance of radial tires and their maintenance, checking oil, the engine and other parts, proper progressive shifting and downshifting, and proper start-up procedures are emphasized, as is the value of planning trips both in advance and down the road.

On-the-road sessions with drivers are conducted on Thursday and Friday of the training program, Gross said, with small-group narration tours (when Gross orally describes road conditions as they occur) followed by individual sessions back at the shop ("Here's where driver attitude comes in," he said). The final exam and road tests are scheduled for Friday, Gross said, and he is proud of a failure rate of only two percent.

During the first week, according to Gross, driver-trainees also are administered tests--to measure such "physical things" as the eyes' adjustment to and recovery from glare, and to quiz them on log books, vehicle handling, Agway history and DOT time requirements.

Following the week-long course, each new driver is assigned to a driver trainer, who accompanies him or her "anywhere from two to five days" depending on prior driving experience and the type of truck each is assigned, Gross said.

Retraining older drivers is sometimes accomplished through use of Agway's mobile training unit, basically a traveling classroom which Gary Putman, the other driving training specialist, takes on the road to each of Agway's 35 districts (positioned so that each Agway driver is at most one hour's drive from where the training unit stops) for day-long sessions. The unit has been in use for about one and one half years, according to Gross.

The only incentive provided drivers is "a sense of pride," Gross said. "With proper selection and hiring procedures, selecting a person with the right attitude will go a long way toward fuel economy gains."

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"Our drivers," he added, "are terrific."

Bill Minning, Voluntary Program manager at DOE said, "The newest focus of many Voluntary Program members is on driver training--because they've done everything they can to their trucks and equipment. Agway's contribution to the program is valuable simply because, while other companies are only now beginning to look at the driver, Agway's somewhat of an expert on the subject."

"Agway has a lot to share with other Voluntary Program members," Hank Seiff, program director at DOT said. "A 27-year-old driver program such as theirs has been in effect long enough to get the bugs out."

Since the Voluntary program began in 1975, the trucking industry has saved over seven billion gallons of fuel by replacing old trucks with newer, energy-efficient models. Additional billions of gallons have been conserved by retrofitting energy-saving components on existing vehicles, making route changes, and educating drivers to change their driving habits.

Program members include all major truck, bus and engine manufacturers, plus leading motor carriers, industry suppliers, unions, trade magazines and associations, and companies that use trucks extensively in their operations.

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STEVE PALMER
J.B. HUNT TRANSPORT, INC.
501-659-8800

LOWELL, ARKANSAS--J.B. Hunt Transport, Inc., saved one million gallons of diesel fuel over a recent 12-month period, largely because of its successful driver motivation program.

Using a driver education package developed by Chilton Datalog under a contract with the Voluntary Truck and Bus Fuel Economy Program, J.B. Hunt started its driver education project in February 1980.

At that time, J.B. Hunt's fleetwide average was 3.90 miles per gallon. One month into the program, that average had jumped to 4.21 MPG. The average climbed steadily to 4.76 in July, where it remained until cold weather dropped the average to 4.4 MPG in December.

By the end of March 1981, the fleetwide average was 4.62 MPG and climbing.

Funding development of the Chilton package--which sells for $24--is one example of the Voluntary Program in action.

The Voluntary Program is administered jointly by the U.S. Departments of Energy and Transportation. It is a unique business-government venture that operates as a clearinghouse to improve energy efficiency in the trucking industry without government regulations.

Steve Palmer, fuel coordinator at J.B. Hunt and responsible for developing the firm's driver education program, gives much of the credit to Chilton and the Voluntary Program.

"I had just started on the job," Palmer said, "and without that Voluntary Program research I wouldn't have known where to begin. That Chilton program made my job a lot easier."

(more)

The Voluntary Program has over 360 active members, including motor carriers, equipment manufacturers and suppliers, trade associations and publications, labor unions, government agencies and firms from a wide variety of industries that make extensive use of trucks in their operations.

Driver education gets a high priority with Program members.

"Driver motivation and reeducation is very important to the future of this country's small and medium-sized trucking companies," according to Hank Seiff, program manager at DOT. "Fuel conservation is a key to the industry's survival."

Palmer agrees. New to the industry and anxious to learn more, he contacted a handful of former officers in several defunct trucking companies and found that "one major reason for failure was that they hadn't been able to get control of their fuel costs."

J.B. Hunt Transport, Inc. is an irregular-route common carrier which hauls dry freight in 48 states and across Canada. The 254 drivers employed by the nine-year-old firm log 24,000,000 miles annually, using 210 company tractors, 425 trailers and 50 owner-operator vehicles. In 1978, J.B. Hunt's fleet consisted of 35 company trucks.

Using the Chilton suggestions, Palmer calculated the adjusted miles per gallon of each truck in the company fleet, by dividing it into the fleetwide MPG average and arriving at a factor something like a handicap. In November, each truck's factor was entered into J.B. Hunt's new computer system.

According to Palmer, the firm spent $20,000 using the Chilton package in 1980, almost totally on cash bonuses for drivers who do better than their truck's adjusted mileage per gallon.

Under a new incentive program, begun in January, the company will pay drivers a minimum total of $2,400 per month in bonuses if fleetwide mileage declines or remains stable. But the better the monthly fleetwide average, the more bonus money will be distributed.

For example, Palmer said, "The current fleetwide average is 4.62 miles per gallon. Say next month's is 4.72. That would save us $14,000 that month, and the company and the drivers would split it fifty-fifty."

The company would retain $7,000 and spend it on fuel-saving maintenance; the other $7,000 plus the base bonus of $2,400 would be distributed to the drivers who ranked in the top half of the fleetwide mileage.

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In addition to the fuel-saver cash bonus, Palmer said J.B. Hunt makes use of another incentive: the point system.

"Drivers receive points for repeated low fuel mileage. If they get too many points, they'll be terminated" he said. Points are also given for failure to call dispatchers daily, claims for goods lost in transit, accidents and moving violations.

Driver information is collected at the company's fuel pump, and at some 200 truck stops that contract with J.B. Hunt. "Every time a driver gets fuel, he has to get a purchase order. And to get one, he as to give his hubometer reading, which is more accurate than the odometer reading," Palmer said. "That's the only way he can get fuel--unless he wants to buy it with his own money."

The purchase order information is then entered into the computer. Also on the computer, said Palmer, is such information as the average price of fuel, each truck's current and lifetime mileage per gallon, and all figures on driver performance including a cost-per-mile factor for each driver.

Palmer said the cost-per-mile spread between the company's best and worst driver is ten cents.

Palmer said the firm's relatively new fleet, while not as fuel-efficient as it could be, is 100 percent equipped with radial tires.

The fleet comprises about 50 each of the Detroit Diesel 365, the Cummins 400, the Caterpiller 380 and the Cummins Formula 350. The engines have high driver acceptance, he said, because they have the kind of horsepower fleet drivers feel they need in hilly terrain. The company plans to purchase 50 more trucks this year, Palmer said, and currently is testing Caterpillar 290, Cummins 300 and Detroit Diesel 370 engines.

The only large-scale retrofitting project J.B. Hunt has undertaken has been the purchase of 425 Nose Cones, which Palmer found suited its needs better than air deflectors. By March of 1981, 50 Nose Cones had been installed. Palmer calculated that the Nose Cones will reduce the company's fuel bill by 5 percent, or nearly $325,000.

Palmer said he looks forward to making more improvements--with the research other Voluntary Program members share. "I think what the program has done for us is to publish the results of lots of tests that we wouldn't have been able to conduct by ourselves."

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DOT's Seiff called the company's motivation program "a stunning success. In just one year, J.B. Hunt has already come a long way, just using the Chilton package."

Since the Voluntary Program began in 1975, the trucking industry has saved over seven billion gallons of diesel fuel by purchasing new energy-efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, making route changes, driving at lower speeds and retraining drivers.

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GEORGE BROEMMER
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WOODBRIDGE, NEW JERSEY--In 1973 the management of Paul's Trucking Corporation was satisfied with a fleet average of 3.8 miles per gallon. But when fuel prices skyrocketed following the oil embargo, that figure wasn't good enough.

So PTC President Paul L. Millian put together a team to increase fleet mileage. "We said to ourselves, 'How about trying for a miracle?' We call this a stretch goal."

The program worked. By 1980 PTC's fleetwide average had climbed to 5.5 MPG, and the 1982 goal is 5.95 MPG. That's 56.5 percent better than the 1973 figure.

Based on an annual fleetwide driving total of 13.1 million miles last year, PTC saved 1.1 million gallons of diesel--a savings of more than $1 million.

Millian noted that the net savings after deductions for new equipment purchases is somewhat lower, but he adds that PTC will have saved the total amount invested for new equipment in a few years.

Paul's Trucking Corporation was established in 1969 as a wholly-owned subsidiary of Supermarkets General Corporation. Pathmark Supermarkets, the parent firm's main division, is PTC's major customer.

Headquartered in Woodbridge, New Jersey, PTC has a total of five terminals--four in New Jersey and one in Georgia. Ninety-two percent of the company's trips are made in the New England-Middle Atlantic corridor; the rest are longer runs averaging 1,000-miles per trip. About 40 percent of the company's loads require refrigeration.

Paul's Trucking Corporation became a member of the Voluntary Truck and Bus Fuel Economy Program in 1978. The Voluntary Program is a joint effort of government and business whose members exchange information on fuel-saving devices and practices.

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Set up as an information clearinghouse, the 360-member program is coordinated by the U.S. Departments of Energy and Transportation. Its main purpose is to help improve truck and bus fuel energy efficiency without resorting to government regulations.

Millian learned of the Voluntary Program through the American Trucking Associations, Inc., of which he is also a member. He appreciated the exchange of data, he says, because companies like PTC "would rather do it ourselves than have some wizards in Washington think it up--and make us live with it."

Paul's Trucking Company submitted its first report to the Voluntary Program in July 1979. In an updated, more comprehensive document dated October 1980, co-authors Millian and George Broemmer, assistant vice-president, detail what PTC has done to save fuel up to the present:

RETRAINING. According to the PTC report, the purchase of new fuel-efficient tractors with the Cummins "Formula" engine and the Detroit Diesel "Fuel Squeezer" did not result in the full fuel savings the company had anticipated. But by the use of tachographs, it was discovered that driving habits of PTC employees stood in the way of increased energy efficiency.

The company's first attempt at driver retraining--classroom sessions led by representatives of equipment and manufacturers--"had mixed results," Millian says. PTC now uses each driver's tachograph, determines his driving weaknesses, and retrains him on a one-to-one basis. The company also has begun to educate its drivers in the mechanics of the new vehicles. This monitoring of driver habits resulted in a MPG increase from 5.06 to 5.59 for the Cummins engine, and from 5.30 to 5.82 for the Detroit Diesel engine.

The major snag in PTC's retraining program, Millian says, is its lack of emphasis on motivation. "Why should a driver care? If he gets paid union scale by the hour, what can I give him to make him save on energy?" he asked. A solution has not yet been determined, he said.

MONITORING. Since 1977, PTC has used a manual Logistic Control Board to enable it to anticipate delays in traffic and re-route drivers, reducing idling in traffic. Although this unique monitoring system is not computerized--that's planned by 1982--Millian said PTC can make contact with the drivers "almost on real time," since drivers call the terminal periodically and the control board can chart their routes.

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"We work a little like airplanes," Millian said, comparing the congested turnpikes PTC travels in the Northeastern U.S. to the air traffic overhead.

OPERATIONS MONITORING. Since 1974, PTC has paid close attention to reducing the number of return trips without payloads, and claims "one of the highest outbound/inbound load ratios in our industry," according to Millian. The company also strives to increase its gross weight to correspond with the maximum legal limits of the states through which it travels; or, on lighter loads, to fill trailers to full cubic capacity.

RADIAL TIRES. An early step PTC took toward improving fuel economy was a 1973 decision to equip tractors with radial tires. Since then, all new tractors have been specified with radials, providing a 5.8 percent increase in MPG. In 1977, the company began to install radial tires on all trailers as well. The transition was 70 percent complete at the end of 1980, and should be fleetwide by late this year.

AIR DEFLECTORS. Paul's Trucking Corporation installed a trial air deflector in March 1973, added 15 more in June of that year, and now specifies air deflectors on all new equipment. This has resulted in a 3.5 percent increase in fuel efficiency.

FANS. In early 1977, PTC tested temperature-modulated fans, and found they resulted in a 4.7 percent improvement in mileage. This kind of fan was then installed in several older tractors and specified on new ones. But in April 1979, a low-horsepower fan came on the market which cost less than the temperature-modulated type, both to buy and to maintain, and proved equally fuel-efficient. Since a 1980 comparison test, PTC has specified the newer fan model on all new purchases.

TRAILERS. In April 1979, PTC purchased 300 smoothside trailers with rounded front corners to replace the less fuel-efficient exterior post trailers, yielding a 3 percent improvement in fuel economy. As of March 1981, the smoothside trailers represent 35 percent of the fleet.

MAINTENANCE. Since 1971, PTC has used a computerized Maintenance Management System to keep track of the operating and maintenance costs, mechanical repairs and fuel usage of each vehicle in the fleet.

TESTING. PTC has successfully used oil analysis, and thus extended the interval between oil changes. It also has tested fuel conditioners, multi-grade oils, synthetic oils, and equipment from numerous manufacturers.

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In the near future, Paul's Trucking Corporation hopes to begin doubles operation (one tractor hauling two trailers), recycle used crankcase oil as fuel, replace tachographs with microcomputer trip records, and work toward establishing a correlation between a vehicle's age and to what extent it should be used--since truck engines lose some of their efficiency with wear.

But according to Millian, the major component of PTC's future fuel-saving efforts will be a heightened focus on the fleet driver.

PTC has not yet found a consistently successful way to motivate its drivers, Millian says. Also, since retraining is done between payloads, the company must pay its drivers overtime for hours spent at lectures--an expensive proposition, according to Millian.

Another, and a complex, consideration is the effect of driver fatigue on fuel consumption. According to PTC officials, factors, such as the type of driving, traffic patterns, and even the driver's age and metabolism all affect fuel efficiency. The company is testing various devices that may make drivers more comfortable and reduce driver fatigue, although Millian and Broemmer say other solutions to this problem have yet to be devised.

But if solutions to fleetwide problems are arrived at, PTC will test them. "Paul's Trucking Corporation has to be called a leader among middle-sized companies," said Bill Minning, Voluntary Program manager at DOE. "The firm should be both congratulated and watched with interest."

Hank Seiff, program manager at DOT, calls Paul's Trucking Corporation "one of the model members of the Voluntary Program. It's an extremely good example of what one company can do when there's a strong commitment to saving energy," he says.

Since the 1975 beginnings of the Voluntary Truck and Bus Fuel Economy Program, the trucking industry has conserved over seven billion gallons of fuel by purchasing new, more efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, retraining drivers, making route changes and driving at lower speeds.

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BYRON TRAMMELL
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ALLENTOWN, PENNSYLVANIA--Air Products and Chemicals, Inc., is as interested in lowering its energy costs as the next company. But rather than taking "theoretical calculations" at face value, Air Products' Distribution Department prefers to test energy-saving devices on its own, according to Byron Trammell, Manager of Distribution.

While not every tested device proves of value to Air Products, the maker of industrial gases must be doing something right: in July 1980, the firm received the Presidential Energy Efficiency Award in the transportation catetory--one of 11 corporations and 28 organizations so honored in that category.

Since 1974, the average fleetwide mileage at Air Products has risen by 27 percent, from 4.2 MPG to 5.34 MPG. Company officials say that the firm has saved money, but can't say how much because rising fuel costs give them no basis for comparison.

Air Products and Chemicals manufacturers mainly liquid oxygen, nitrogen and hydrogen, including liquid hydrogen used in the Apollo and Space Shuttle programs. The 575-tractor fleet logs 45 million miles annually, with terminals in 43 states.

According to Paul Manwiller, Fleet Maintenance Manager, the company's first comprehensive test, begun in 1973, was a study of the effects of extended oil change intervals from 16,000 to 50,000 miles. This extension proved effective and was adopted in 1975.

Air Products now changes lubricants every 75,000 miles and 100,000 mile interval is anticipated in the near future. While this practice has no effect on fleetwide mileage, it does cut down on annual consumption of lubricants by an estimated 10,000 gallons per year.

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Trammell said the company expanded its testing in 1976, the year Air Products joined the Voluntary Truck and Bus Fuel Economy Program. The Voluntary Program is a unique cooperative venture between business and government, in which the U.S. Departments of Energy and of Transportation coordinate the sharing of fuel-saving information among the 360 program members.

Trammell said that Air Products "has gotten a lot of support for our ideas and some new ideas from the Voluntary Program."

Air Products found that a fuel efficient vehicle--where the tractor is equipped with a fuel-efficient engine, nine-speed direct transmission, differential with a low numerical gear ratio and a fan clutch--increases mileage by more than one mile per gallon.

Fuel-efficient engines currently in use in 98 percent of Air Products' vehicles are the Detroit Diesel 8V71TT (5.1 MPG average); 6V92TT (5.5 MPG); and 8V92TT (4.8 MPG); followed by the Mack 686 (5.6 MPG); and the Cummins NTC350F (5.1 MPG).

Tests of radial versus bias-ply tires, conducted in 1976 and continued in 1978, showed a 4.3 percent fuel mileage improvement with radials on tractors and bias-ply tires on trailers; a 6.5 percent increase with bias-ply on tractor and radials on trailers; and an 8.7 percent improvement on all radial tractor-trailers combinations. Now, said Manwiller, all replacement tires are tube-type radial and tubeless radial tires are specified on all new tractors and trailers.

Air Products continues its tests of synthetic engine lubricants, which were used in a 1978 three-truck test for a 400,000-mile interval. "It's cost-effective over a five-year period," said Manwiller. "We're aiming for one oil change over the life of a vehicle with synthetic lube." The experimental synthetic lube is now used in all tractors at one Air Products terminal, he added.

Several products have been tested, Trammell continued, but have not been accepted for general use. At first, tests of a speed control system showed improved fuel mileage by 4 percent, but the device ultimately was found "not suitable for heavy-duty trucks," he said. Also tested, but not implemented, according to Trammell, were air deflectors which produced "no difference in fuel economy in our tanker operation."

On the other hand, the use of tachographs has been so successful that all Air Products trucks are equipped with them. Tachographs can be used to monitor engine idling time and improper shifting, which aids in driver training for improved fuel mileage.

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Air Products, in its experiments with a 3.90 rear axle ratio (industry standard is 3.70) has found results contrary to results of other tests the industry has conducted by computer. Air Products finds a fuel mileage increase--and suspects that driver performance may account for the difference.

"The industry already knows that at this point, the single most important factor in fuel economy is the driver," Trammell said. "They can affect fuel mileage by as much as 25 percent."

After limited early progress in its driver retraining program, Air Products has noted an increase since 1979 in driver acceptance of the corporate fuel economy measures, and partly credits the increase to an original videotape starring a popular televison actor. "It's extremely well done and very well received by our drivers. We feel we have a very good driver retraining tool," Trammell said.

The corporate goal for Air Products and Chemicals is a 1985 fleetwide average of 6 miles per gallon, according to Trammell. Future gains are expected from the driver training program, technological improvements from the industry and the achievement of a 100 percent radial-equipped fleet.

If Air Products' energy-saving program is to succeed, it will need "constant support of management, and new approaches," Trammell said. "For our part, we support the Voluntary Program very strongly and hope to continue receiving those test results which are quite beneficial to us."

Hank Seiff, Program Director for DOT, called the company's 1985 fleetwide mileage goal "something of an attainable miracle. We have no doubt Air Products will attain it," he said.

The trucking industry has saved over seven billion gallons of diesel fuel since the Voluntary Program began in 1975, through the purchase of new equipment. Uncounted billions more gallons have been saved through such now-standard industry practices s retrofitting fuel-efficient equipment on existing vehicles, rerouting fleets, adhering to the 55 MPH speed limit and retraining drivers.

The Voluntary Program, which strives to use free-market forces (not government regulations) to improve fuel economy in the trucking industry, counts some 360 motor carriers, equipment suppliers and manufacturers, trade associations and publications, unions and government agencies as active members.

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HOWARD BRECHT
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WILMINGTON, DELAWARE--E.I. DuPont de Nemours and Company, the multinational giant of chemicals, recently made the news once again--this time for its contribution to an experiment on energy conservation in corporate fleets.

DuPont, one of two companies to participate in a pilot driver education and motivation program prepared for the Voluntary Truck and Bus Fuel Economy Program, increased its fleetwide mileage from 4.8 miles per gallon in October 1979 to 5.57 miles per gallon by August 1980--an increase of over 15 percent.

Results of the experiments, tried on the corporation's entire 300-truck fleet, were reported in a recent issue of Fuel Economy News, a quarterly newsletter produced by the Voluntary Truck and Bus Fuel Economy Program.

The Voluntary Program, of which DuPont is a member, serves as a clearinghouse for information on fuel-saving equipment and practices--a unique joint effort of industry and government to help improve the trucking industry's energy efficiency without resorting to government regulations. It is sponsored by the U.S. Departments of Energy and Transportation.

Under a contract with DOT, Chilton's Datalog Division prepared the driver package, called "Ease on Down the Road." The package consists of separate manuals for mangement, drivers and instructors, a lecture script for driver training meetings, 44 color slides and a wall poster suitable for changing the slogan from time to time.

(The package, available at a cost of $24, may be ordered from Box DW, Chilton Datalog Division, One Chilton Way, Radnor, PA 19089.)

According to Howard Brecht, Manager of Corporate Trucking, DuPont's fleet logs an average of 30 million miles yearly. "At that 15 percent increase, we can go 4.5 million more miles with the same amount of fuel," he said, estimating that the one million gallons saved during the experiment results in company savings of $1,000,000.

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For DuPont, the Chilton motivation/education program is no longer in the experimental state. "We're still using it on our entire private fleet," Brecht said.

Brecht said he attributed DuPont's results to "a great amount of driver recognition." He cited peer praise, "several intangibles that our drivers appreciate" as recognition for professional performance, and a "Gold" GMC Astro tractor.

The "Gold" tractor, purchased especially for the program, is given to the most fuel-efficient terminal--and the drivers decide among themselves who shall be rewarded with its use.

Bill Minning, Voluntary Program manager at DOE said, "DuPont's success with the Chilton driver motivation program should indicate to any corporate fleet operator that there is a way to control fuel costs and encourage fuel-efficient driving."

"A fleetwide improvement of that magnitude can only be described as astounding," said Hank Seiff, the program's manager at DOT, "Which is, after all, what we hoped for."

According to Brecht, the first phase of DuPont's campaign to decrease fuel use began with the 1973 oil embargo. During the 1974-78 period, DuPont increased its fleetwide MPG average by 26 percent--from 3.8 to 4.8 miles per gallon--by derating its engines, adding fan clutches and converting to radial tires and smooth-sided trailers.

It was another oil embargo--the one in 1979--which "sent us back to the drawing board for Phase Two. 'The driver is the big key that we have to go for now,' we said," Brecht recalled.

This time, the goal was to increase the fleetwide fuel economy average by 15 percent--from 4.8 to 5.5 miles per gallon. At last report, DuPont has surpassed its goal by 0.07 MPG "by doing nothing at all to the trucks themselves," Brecht pointed out.

DuPont hopes to increase its fleetwide average to 5.75 miles per gallon in 1981--and to 6 MPG in 1982. Brecht said that this should be achieved by not only adding to the incentive system, but also by sponsoring "certain contests within the fleet to determine what sort of improvement we can actually achieve."

According to Brecht, much of DuPont's information on fuel economy improvement came from the Voluntary Program, which he terms "a very positive force, very necessary."

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"I think the most important thing that's come of the program," he added, "is the realization of how important the driver is in reaching your goal of fuel economy. That benefits any size of fleet, large or small."

The Voluntary Truck and Bus Fuel Economy Program has over 360 active members, including motor carriers, equipment manufacturers and suppliers, trade associations and publications, unions, government agencies and firms that use trucks extensively in their operations.

Since the Voluntary Program began in 1975, the trucking industry has saved seven billion gallons of diesel fuel by purchasing new energy-efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, making route changes, driving at lower speeds and retraining drivers.

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CENTRAL FREIGHT LINES 817-772-2120

WACO, TX--Central Freight Lines isn't satisfied with boosting its fleetwide mileage average by 30 percent in eight years. The company wants to do even better than that.

According to Charles R. Jaynes, Central's superintendent of purchases and maintenance, the intrastate common carrier had a 4.37 mile per gallon fleetwide average in 1973. Today, eight years later, the fleet average is 5.65 miles per gallon.

The goal Jaynes wants to reach ("Who knows when?") is 8 MPG, but he feels that a 6 MPG fleetwide average could be attained in a year or two with new technology. "Some of our trucks get six miles per gallon now," he said.

Although Central's fuel-saving efforts began in earnest after the 1973 oil embargo, Jaynes said that the firm has always been prudent about fuel conservation. For example, "we always used smooth-side trailers, kept our speeds under control and our tires inflated," he said.

Central's interest in improving its fuel economy led the company to join the Voluntary Truck and Bus Fuel Economy Program in 1975, "as soon as we knew about it. I think we were one of the first companies to join," Jaynes said.

The Voluntary Program, sponsored by the U.S. Departments of Energy and Transportation, is an information clearinghouse of fuel-saving equipment, and shares the results with businesses and government agencies.

Central's first step in its mileage improvement program was to determine its starting average. So in the winter of 1973-74, the company conducted a month-long 30-truck test, logging about 150,000 miles to arrive at a 4.37 MPG average.

When a 1974 test of air deflectors showed a 7.5 percent MPG increase to 4.75 MPG, Central retrofitted all 750 of its tractors with air deflectors. "We run mainly north-south routes in Texas, so the air deflector is effective for the prevailing winds we run into," Jaynes said.

Also in 1974, Central successfully tested fan clutches, which added another 7.5 percent to fleetwide fuel economy. Fan clutches were also retrofitted onto all trucks, bringing the average up to 5 MPG.

In 1976, the company retrofitted two of its trucks with Detroit Diesel 6V92 turbocharged engines and tested them. When results showed a .5 MPG increase, Central purchased 200 energy-efficient tractors with that engine, which average 5.6 MPG.

Two hundred additional tractors, purchased in 1978 and 1979, got even better mileage and brought Central up to its current 5.65 MPG fleetwide average.

"Central has come a long way since the energy crunch started," said Bill Minning, Voluntary Program manager at DOE. "Not only its progress in the past eight years, but also its fuel-conserving practices before the embargo, attest to a sincere corporate interest in saving energy."

Central Freight Lines, a short-haul common carrier, was established in 1925 by W.W. Callan--with one truck. Callan, now chairman of the board, today presides over a company which has 750 tractors, 4,000 trailers and 1,050 pickup-and-delivery trucks.

The fleet, which makes 80 percent of its runs in Texas, logged 86.5 million miles last year, with each trip averaging 150 miles.

Under company president W.W. Callan, Jr., Central Freight Lines employs about 5,000 people, 2,500 of whom are drivers. Seven hundred employees are company stockholders.

For the future, Central will continue its energy-saving efforts with still more tests and experiments. Although so far Jaynes has been unable to justify the cost of converting the fleet to radial tires, a test is planned soon to compare mileage results between steel-belted radials and bias-ply tubeless tires, varying the rear-end axle ratios.

Also on order for testing purposes are 15 Ford tractors--five with Cummins 300 engines, five with the Caterpiller 3406 and five with a Detroit Diesel model. The Cummins and Caterpillar engines, which are sold preset at 1800 RPMs, will be converted to 1600 RPMs before testing.

According to Jaynes, Central also plans to expand its fuel-saving efforts to the 1,050 pickup and delivery trucks, which each average 12,000 miles per year.

"Most have gasoline engines that get only 4 miles a gallon," he said and use about $4,000 worth of fuel annually.

Tests of 75 "p and d's" equipped with 8.2-liter Detroit Diesel engines showed an average of over 8 miles per gallon ("more like 9 MPG," according to Jaynes). Jaynes' calculations indicate that these diesel trucks would each save $2,250 yearly in fuel costs.

This year 60 of Central's current in-town fleet will be retrofitted with an Isuzu 6-cylinder engine, Jaynes added. Each costs $7,000 to buy and install, and each is expected to average 9.96 miles per gallon.

At Central, driver motivation efforts so far have taken a back seat to testing and using new technology, Jaynes said. Central's safety department handles driver training. Beyond that, the goal of saving fuel "is presented to drivers as a challenge," Jaynes said. "Obviously it would make a profit for us, and our people understand that."

As Jaynes sees it, one of the major problems with driver motivation is monitoring of driver performance. This year, Central will purchase some meters to test that peformance.

Hank Seiff, Voluntary Program manager at DOT said, "Central has gone about its energy-saving efforts in a very intelligent way--beginning with the long-haul, where the technology was developed first, then to the in-town fleet."

"Their new interest in driver motivation is shared by other companies whose reports we are now getting," Seiff continued. "It's a brand new problem for us all to work on."

A unique joint effort of industry and government to improve the industry's energy efficiency without resorting to goverment regulations, the Voluntary Truck and Bus Fuel Economy Program has 350 members.

Active members include motor carriers, equipment manufacturers and suppliers, as well as trade associations and publications, unions, government agencies and firms that use trucks extensively in their operations.

Since the Voluntary Program began in 1975, the trucking industry has saved almost five billion gallons of diesel fuel by purchasing new energy-efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, making routes changes, driving at lower speeds and retraining drivers.

"The Voluntary Program's been helpful to us, and I hope we've been helpful to them," Jaynes said. "It's a two-way street. We believe in that program and try to share the information we have."

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D.J. DENNY
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JEFFERSONVILLE, IND.--Getting more mileage out of the trucks at Denny Transport really pays off for the firm's 18 drivers--literally.

Since February of 1980, the company has been rewarding fuel-saving drivers with cash under its Fuel Bonus Program for equalling or surpassing each truck's mile-per-gallon average. And it seems to work; Denny's fleetwide average rose from 4.56 MPG in January 1980 to 5.22 MPG in January 1981, a 14.5 percent improvement.

Company president, D.J. (Jerry) Denny explained that the firm adopted this driver motivation strategy after purchasing 17 fuel-efficient Peterbilt tractors. "These trucks are designed to get 5 miles per gallon, and they do when they're driven properly," he said. Drivers are paid bonuses on a sliding scale dependent on the number of miles driven, he added.

Denny Transport, a common and contract carrier, delivers printer's ink, refrigerated bakery products and inedible animal fats in a 10-state area from its home base in Jeffersonville, Indiana.

The business, established in 1960, underwent a rapid expansion after Denny took the helm in late 1977. At this time, Denny Transport owned three tractors and five tankers.

Today's fleet consists of 19 tractors and 25 trailers, 14 of which are refrigerated tankers. The fleet logs 1.5 million miles annually. At that rate, Denny Transport's fuel economy improvement saved about 40,000 gallons of diesel fuel over a 12-month period--approximately $50,000.

Denny said the Peterbilts he owns have a low rear end ratio, radial tires and tachographs, with Cummins "Formula 350" engines specified at 1900 RPM. His tractors do not have air deflectors, he said, because of regular switches from van trailers to tankers. "But I'm looking at some new Peterbilts that have air shields you can raise or lower from inside the cab," he said.

Denny Transport has paid out a total of $6,090 in driver bonuses since the program began last year--or an average of $507.50 per month. "Some drivers take home $1,300 a year in bonuses," Denny said, adding that his company also awards cash bonuses for accident-free driving.

The company's fuel bonus program was already in place when Denny Transport joined the Voluntary Truck and Bus Fuel Economy Program in April 1980. The Voluntary Program is a joint effort of government and business whose members exchange information on fuel-saving devices and practices.

Although Denny said he has no immediate plans to expand his firm's fuel-saving activities, he appreciates reading other companies' reports of their progress in the area of energy conservation.

Set up as an information clearinghouse, the 350-member Voluntary Program is coordinated by the U.S. Departments of Energy and Transportation. Its main purpose is to improve truck and bus energy efficiency without resorting to government regulations.

Hank Seiff, program manager at DOT, said Denny Transport "is setting a fine example for other small-sized trucking firms to follow. There's no reason why we should expect all the innovations to come from the Voluntary Program's larger members."

The Voluntary Program membership list includes motor carriers, equipment manufacturers and suppliers, trade associations and publications, unions, government agencies and trade press.

Since the program's beginnings in 1975, the trucking industry has saved almost five billion gallons of diesel fuel by purchasing new, energy-efficient equipment. Additional uncounted billions of gallons have been saved by retrofitting fuel-saving components on existing fleets, making route changes, driving at lower speeds and retraining drivers.

"Driver motivation is the next major problem the trucking industry must deal with," according to Bill Minning, DOE's program manager. "As more and more technological improvements in energy-saving equipment come on the market, we are realizing that the best machinery we have still needs well-trained drivers to operate it."

Denny said he believes that a reasonable company goal is 5 miles per gallon fleetwide--with his current equipment. "But if we buy any of the newer more efficient engines, we'll set a higher mileage goal on those particular trucks," he said.

"Efforts such as Denny Transport's bonus system should be viewed as a successful experiment in driver motivation," Minning said.

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DEPARTMENT OF ENERGY

FOR IMMEDIATE RELEASE

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AMERICAN LINEN SUPPLY COMPANY 612-371-4200

MINNEAPOLIS, MINN--American Linen Supply Company is not a typical member of the Voluntary Truck and Bus Fuel Economy Program, a joint government/ business effort to share information on fuel-saving practices.

First, this uniform rental company has been a member of the Voluntary Program since 1976. Secondly, 80 percent of the 1,382 vehicles in American Linen's fleet are used on local streets. Most of the 350 other Voluntary Program members, if they have trucks, tend to own tractor-trailers combinations that see a great deal of highway use.

The Voluntary Program, set up as an information clearinghouse, is coordinated by the U.S. Departments of Energy and Transportation. Its main purpose is to improve trucks' and buses' energy efficiency without resorting to government regulations.

R.J. (Bob) McLaughlin, the company's director of insurance, fleet and purchasing, said the Voluntary Program's information exchanges "would help a lot of people, except a lot of people don't know about it."

He added that much of the information disseminated, while useful, has less bearing on American Linen's aluminum "P and D" (pickup and delivery) van fleet than on fleets of bigger trucks. "We're one of the few light-duty outfits that belong," he said.

Bill Minning, the DOE's Voluntary Program manager said, "American Linen's efforts have been praiseworthy, particularly because their kind of fuel-saving work required them to do extensive investigation on their own."

American Linen Supply Company, which was founded in 1889, operates in virtually every part of the United States and Canada, as well as in parts of Europe. Each year the Minneapolis, Minnesota-based company logs approximately 19.3 million miles fleet-wide--mostly in local traffic.

According to McLaughlin, the average pickup-and-delivery truck runs about 12,000 miles a year. American Linen's energy-saving efforts so far have consisted mainly of consolidating and changing routes--which is done at each of the firm's 60 plant locations--and of replacing its 11-foot and 13-foot vans with 15-foot models.

Because of the light use each van receives the replacement with longer vans which would result in fewer trips is slow. Unlike steel, aluminum doesn't rust, so the van bodies can last up to 20 years. American Linen also is gradually replacing the bias-ply tires on its vans with more fuel-efficient radial tires--but this also is a slow process because the low-speed operation and low mileage on each van creates little tire wear.

But because of the longer wear each van can withstand, American Linen has discovered that it pays to "wear out the vans' gasoline engine and then repower them" with diesel engines, according to McLaughlin.

In late 1975, management authorized a 20-vehicle test of diesel engines at American Linen's Omaha, Nebraska, branch. These new vans, equipped with Detroit Diesel engines, got 10.1 miles per gallon, compared to 7 miles per gallon for a gasoline-powered van.

The next test American Linen conducted at its St. Paul, Minnesota, branch, used 11 trucks that had been repowered with diesel engines made by Nissan and Mitsubishi. Test results showed an average of 13.7 miles per gallon with diesel, compared with 7.5 MPG with gasoline. (The Omaha diesel mileage figure is lower because the Detroit Diesel engines had higher horsepower than the two makes used in St. Paul.)

Although American Linen has been committed to the diesel repower program since 1977, conversion to diesel from gasoline engines has been slow. According to McLaughlin only 110 diesels are in the fleet, and the firm plans to repower 25 more in 1981.

The repower program has gone slowly not only because fleetwide engine wear is low, but also because, McLaughlin said, "There isn't a domestic diesel engine built in the low horsepower we want." For this reason also, American Linen continues to buy new vans equipped with gasoline engines.

The Detroit Diesel 453 engine used in the Omaha tests "is no longer on the market in our size vehicle," McLaughlin said. The Chevrolet engine "is too big for us" at 140 horsepower, he said; American Linen's requirements are only 110-120 horsepower. "We'd be paying for all that extra power we don't need."

McLaughlin declined to say how much money the route changes, radial tires and diesel repowering has saved American Linen. It would mean little, he said, because of increased fleetwide mileage per year--partly resulting from the acquisition of another company--and because of the 113 percent rise in their fuel costs from 1974 through 1980.

American Linen has done just about all that's possible to save fuel from the equipment end, he said. The company's major 1981 effort will go toward expanding its driver education program--incorporating more information about idling, improved driving techniques, and diesel engines, to prepare drivers as diesel power expands.

TRADE PUBLICATION EXAMPLES

UTILIZATION OF

VOLUNTARY PROGRAM

CASE HISTORIES

4C-50 TRANSPORT TOPICS
WEEKLY 28,000

OCT 12 1981 CLIPPED BY BACON'S

DOE Reports on Voluntary Economy Program Success

Wind deflectors, fuel efficient diesel engines, radial tires and driver incentive programs have saved billions of gallons of fuel since the inception of the Voluntary Truck and Bus Fuel Economy Program in 1975.

The conservation efforts of three companies in particular — Central Freight Lines of Waco, Texas; Denny Transport of Jeffersonville, Ind.; and American Linen Supply Co. of Minneapolis — were recently described in reports on the program developed for the Department of Energy.

Central Freight lines says it has boosted its fleet mileage average 30%, from 4.37 miles per gallon to 5.65 mpg in eight years. The company, however, isn't satisfied.

Charles R. Jaynes, Central's superintendent of purchases and maintenance feels a six mpg fleet average could be reached within two years with eight mpg as an eventual goal.

Central joined the Voluntary Truck and Bus Fuel Economy Program in 1975, shortly after it was initiated, but the company's fuel economy efforts began in 1973 when it first conducted tests to arrive at a 4.37 mpg fleet average.

Since that time, the intrastate common carrier retrofitted wind deflectors and fan clutches on its tractors for a 15% mileage improvement, and has purchased 400 tractors with energy-efficient engines to bring the fleet average to 5.65 mpg. In addition, the company has always used smooth-side trailers, kept its speeds under control and tires properly inflated, according to Mr. Jaynes.

Central also plans to expand its fuel saving efforts to its pickup and delivery fleet, which gets 4 mpg in its gas powered trucks and averages 12,000 miles per year, according to the report. The company has tested pickup and delivery trucks with 8.2 liter Detroit Diesel engines and claims it averaged well over eight mpg with them. Central also plans to retrofit 60 of its in-town fleet with an Izuzu six-cylinder diesel that is expected to average 9.96 mpg.

Central is now looking into a driver motivation program and plans to purchase meters to monitor driver performance.

Denny Transport, a common and contract carrier with a fleet of 19 tractors and 25 trailers — 14 of which are refrigerated tankers — says it has increased its fleet mileage from 4.56 mpg to 5.22 mpg from Jan. 1980 to 1981.

Company president D. J. Denny attributes the fleet's success to a driver motivation strategy the company adopted after purchasing 17 fuel efficient Peterbilt tractors.

"These trucks are designed to get five miles per gallon, and they do when they're driven properly," he said.

The trucks have low rear end ratios, radial tires, tachographs and 1,900 revolutions per minute Cummins Formula 350 engines.

The company says it has paid out $6,090 in driver bonuses since the program began last year.

"Some drivers take home $1,300 a year in bonuses," Mr. Denny said. He added that the company also awards cash bonuses for accident-free driving.

Drivers are paid bonuses on a sliding scale dependent on miles driven, Mr. Denny explained.

The company, which logs about 1.5 million miles annually, saved about 40,000 gallons of diesel fuel last year, according to the DOE report.

American Linen Supply Co., a uniform rental company, is one of the few light-duty truck fleets that belong to the Voluntary Fuel Economy Program, according to R. J. McLaughlin, the company's director of insurance, fleet and purchasing. Eighty-percent of the company's 1,382 vehicles are use on local streets.

According to Mr. McLaughlin, the average pickup and delivery truck runs about 12,000 miles per year. His company's energy saving efforts so far have been concentrated on consolidating and changing routes at each of the company's 60 plant locations, and of replacing its 11- and 13-foot aluminum vans with 15-foot models.

The company is also gradually replacing its bias-ply tires with radials and gasoline engines with diesels, although Mr. McLaughlin says this is a slow process because of the truck's low-speed and mileage and the lack of a 110 to 120 hp domestically built diesel.

Mr. McLaughlin said American Linen has done just about all that is possible to save fuel from the equipment end and is concentrating its 1981 efforts on driver education.

For information on the Voluntary Truck and Bus Fuel Economy Program, contact Hank Seiff, acting manager, NRD-22, 400 7th St., S.W., Washington, D.C. 20590.

4C-9 THE FIFTH WHEEL
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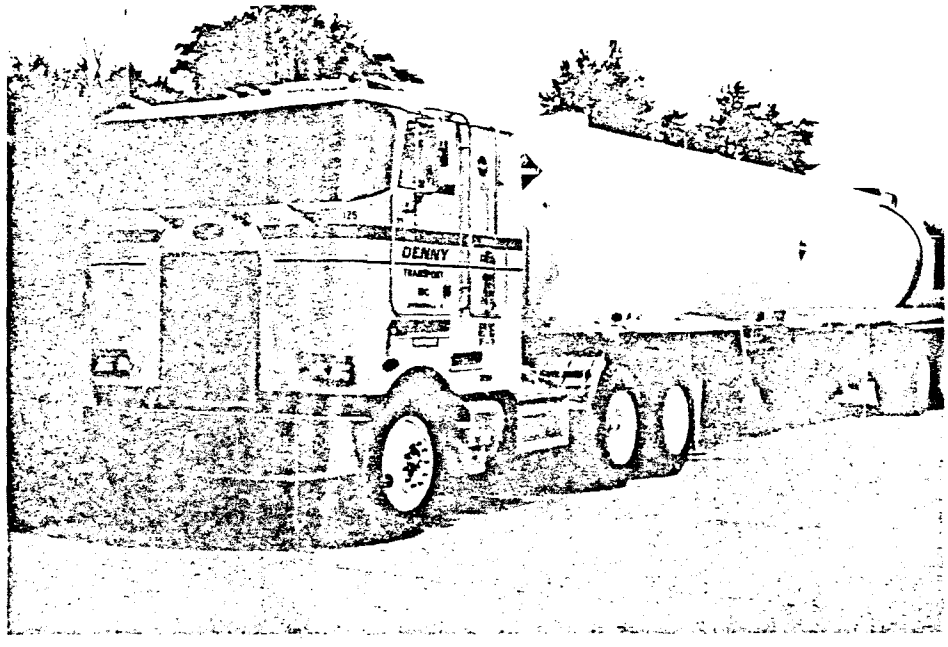

Denny drivers save gas, earn cash

GETTING MORE MILEAGE OUT of the trucks at Denny Transport, Jeffersonville, really pays off for the firm's 18 drivers — literally.

Since February 1980, the IMTA member company has been rewarding fuel-saving drivers with cash under its Fuel Bonus Program for equalling or surpassing each truck's mile-per-gallon average. And it seems to work; Denny's fleetwide average rose from 4.56 MPG in January 1980 to 5.22 MPG in January 1981, a 14.5 percent improvement.

Company president, D.J. "Jerry" Denny explained that the firm adopted this driver motivation strategy after purchasing 17 fuel-efficient Peterbilt tractors. "These truck are designed to get 5 miles per gallon, and they do when they're driven properly," he said. Drivers are paid bonuses on a sliding scale dependent on the number of miles driven, he added.

Denny Transport, a common and contract carrier, delivers printer's ink, refrigerated bakery products and inedible animal fats in a 10-state area from its home base in Jeffersonville.

The business, established in 1960, underwent a rapid expansion after Denny took the helm in late 1977. At the time, Denny Transport owned three tractors and five tankers.

Today's fleet consists of 19 tractors and 25 trailers, 14 of which are refrigerated tankers. The fleet logs 1.5 million miles annually. At that rate, Denny Transport's fuel economy improvement saved about 40,000 gallons of diesel over a 12-month period — approximately $50,000.

Denny said the Peterbilts he owns have a low rear end ratio, radial tires and tachographs, with Cummins "Formula 350" engines specified at 1900 RPM. His tractors do not have air deflectors, he said, because of regular switches from van

trailers to tankers. "But I'm looking at some new Peterbilts that have air shields you can raise or lower from inside the cab," he said.

Denny Transport has paid out a total of $6,090 in driver bonuses since the program began last year — or an average of $507.50 per month. "Some drivers take home $1,300 a year in bonuses," Denny said, adding that his company also awards cash bonuses for accident-free driving.

The company's fuel bonus program was already in place when Denny Transport joined the Voluntary Truck and Bus Fuel Economy Program in April 1980. The Voluntary Program is a joint effort of government and business whose members exchange information on fuel-saving devices and practices.

Although Denny said he has no immediate plans to expand his firm's fuel-saving activities, he appreciates reading other companies' reports of their progress in the area of energy conservation.

Set up as an information clearinghouse, the 350-member Voluntary Program is coordinated by the U.S. Departments of Energy and Transportation. Its main purpose is to improve truck and bus energy efficiency without resorting to government regulations.

Hank Seiff, program manager at DOT, said Denny Transport "is setting a fine example for other small-sized trucking firms to follow. There's no reason why we should expect all the innovations to come from the Voluntary Program's larger members."

The Voluntary Program membership list includes motor carriers, equipment manufacturers and suppliers, trade associations and publications, unions, government agencies and trade press.

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Denny said he believes that a reasonable company goal is 5 miles per gallon fleetwide — with his current equipment. "But if we buy any of the newer, more efficient engines, we'll set a higher mileage goal on those particular trucks," he said.

"Efforts such as Denny Transport's bonus system should be viewed as a successful experiment in driver motivation, Minning said.

4C-50 TRANSPORT TOPICS
WEEKLY 28,000

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545

Voluntary Program Participation Nets Paul's High Mileage

WOODBRIDGE, N.J. — Paul's Trucking Corp. has increased its fleet fuel mileage over 50% since 1973, according to a Voluntary Truck and Bus Fuel Economy Program case study.

Paul's Trucking, which had a fleet-wide average of 5.5 miles per gallon in 1981, up from 3.8 mpg in 1973, joined the fuel economy program in 1978. PTC president Paul L. Millian said he appreciates the exchange of fuel economy data that is the basis of the program because he said companies like PTC "would rather do it ourselves than have some wizards in Washington think it up — and make us live with it."

PTC, which hauls supermarket goods mainly along the New England-Middle Atlantic corridor, reportedly saved 1.1 million gallons of diesel fuel in 1981 over its 1973 figure.

The company employed vehicles with air deflectors, radial tires, low horsepower cooling fans, fuel efficient engines and other fuel economy features to attain high mileage.

Driver Retraining

In addition, the company instituted a driver retraining program after it found the purchase of fuel-efficient tractors did not result in the full fuel savings anticipated. PTC found a "one-to-one" retraining program using the driver's tachograph to determine driver weaknesses worked best. The program resulted in a mileage improvement of about one-half mpg per vehicle.

PTC reported it keeps tight control on driver routing, loads and maintenance. It uses a manual "Logistics Control Board" — planned for computerization in 1982 — to anticipate delays in traffic and re-route drivers. The company said it pays close attention to monitoring loads to maximize gross weights — within legal limits — and volumes, and minimize empty return runs.

PTC also tests new products claimed to increase fuel economy. //

How Basic Fuel Economy Techniques Can Trim Your Fleet and Driver Costs

By applying certain basic techniques developed through a coordinated effort between private truck operators and government, jobbers may implement some significant money-saving fleet procedures.

The effort, called the Voluntary Truck and Bus Fuel Economy Program, was begun in 1975 as a cooperative venture between business and government. The Departments of Energy and Transportation coordinate the sharing of fuel-saving information among 360 program members. These include motor carriers, equipment manufacturers and suppliers, trade associations and publications, unions, government agencies and firms that use trucks extensively in their operations.

Members have built a history of building fuel-efficient fleets dating back to the 1973 oil embargo.

One firm, Air Products and Chemicals, Inc., an Allentown, Pa., manufacturer of liquid oxygen, nitrogen and hydrogen, found that a tractor rig equipped with fuel-efficient engine, nine-speed direct transmission, differential with a low numerical gear ratio, and a fan clutch, delivered better fuel economy by more than a mile a gallon.

Fuel-efficient engines currently used in 98% of Air Products' vehicles are the Detroit Diesel 8V71TT (5.1 mpg average); 6V92TT (5.5 mpg); and 8V92TT (4.8 mpg); the Mack 686 (5.6 mpg), and the Cummins NTC350F (5.1 mpg).

But the newer, fuel-miserly engines are only part of the answer. In 1973, the management of Paul's Trucking Corp. (PTC), Woodbridge, N.J., which hauls mainly for its parent company, Pathmark Supermarkets, was satisfied with its fleet average of 3.8 mpg. But when fuel oil prices skyrocketed following the oil embargo, that figure wasn't good enough.

PTC president Paul L. Milligan put together a team to increase fleet mileage: "We said to ourselves, 'How about trying for a miracle?' We call this a stretch goal."

The program worked. By 1980, PTC's fleetwide average had climbed to 5.5 mpg, and the goal for this year is 5.95 mpg. That's 56.5% better than the 1973 figure. Based on an annual fleetwide driving total of 13.1-million miles in 1980, PTC saved 1.1-million gal. of diesel fuel—a savings of more than $1-million.

PTC did it with a wide-ranging series of improvements to machinery and men, with many lessons along the way. For example, the purchase of new fuel-efficient tractors with the Cummins "Formula" engine and the Detroit Diesel "Fuel Squeezer" fell short of capturing the full fuel savings the company had anticipated. By the use of "tachographs," it was discovered that driving habits of PTC employees stood in the way of increased energy efficiency.

This is a problem faced by other fleet operators. At Air Products, fleet maintenance manager Paul Manwiller says: "The industry already knows, at this point, that the single-most important factor in fuel economy is the driver. They can affect fuel mileage by as much as 25%."

His company has been using tachographs to monitor engine idling time and improper shifting, which then aids management in driver training for improved fuel mileage. The use of tachographs has been so successful that all Air Products trucks are now equipped with them.

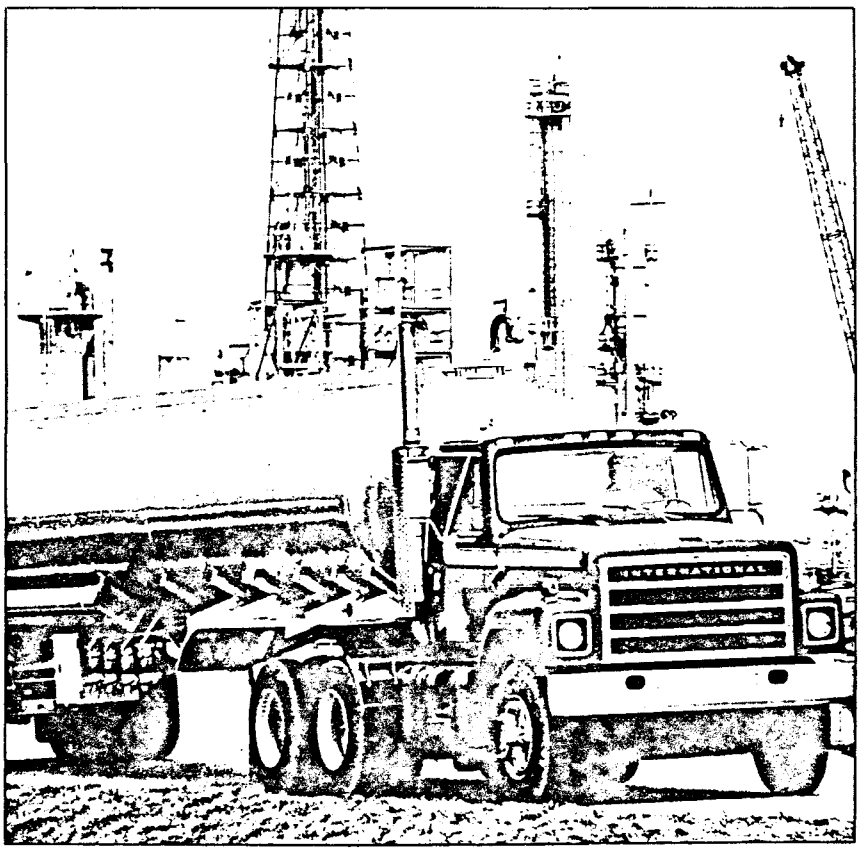
Driver Training Not Easy

Driver retraining isn't the easiest nut to crack. At PTC, the first attempt—classroom sessions led by representatives of equipment manufacturers—"had mixed results," according to company president Milligan. PTC now uses each driver's tachograph, determines his driving weaknesses, and retrains him on a one-to-one basis. The company also has begun to educate its drivers in the mechanics of new vehicles.

This monitoring of driver habits has resulted in mpg increases of from 5.06 to 5.59 for the Cummins engine, and from 5.30 to 5.82 for the Detroit Diesel engine.

The major snag in PTC's retraining program, Milligan says, is its lack of emphasis on motivation. "Why should a driver care? If he gets paid union scale by the hour, what can I give him to make him save on energy?" he asks.

One solution might have been determined based on the experience of Air Products and Chemicals. After limited early progress in its driver retraining program, the company changed its technique in 1979, and has since noted increases in



With many refiner-suppliers either considering or moving to terminal pricing plans and eliminating middle-level hauling allowances, transportation costs must be reviewed and pared to a minimum. Such factors as driver training, fuel-efficient engines and other specially engineered equipment have saved millions of dollars for member firms of the government's Voluntary Truck and Bus Fuel Economy Program.

driver acceptance of fuel economy measures. It partly credits the increase to motivational meetings in which an original videotape starring a popular television personality is presented.

Spectacular success in energy conservation through driver motivation has been reported by E. I. DuPont Nemours and Co., the multinational chemical giant. DuPont, one of two companies to participate in a pilot driver education and motivation program prepared for the Voluntary Truck and Bus Fuel Economy Program, increased its fleetwide mileage from 4.8 mpg in October 1979, to 5.57 mpg by August 1980—an increase of more than 15%.

Under a contract with the Transportation Department, Chilton Publishing Co. prepared the driver package, called "Ease on Down the Road." It consists of separate manuals for management, drivers and instructors, a lecture script for driver training meetings, 44 color slides and a wall poster with a changeable slogan.

According to Howard Brecht, manager of corporate trucking, DuPont's fleet logs an average of 30-million miles yearly. "At that 15% increase, we can go 4.5-million more miles with the same amount of fuel," he says, estimating that the 1-million gal. saved during the experiment results in company savings of $1-million.

Brecht attributes the positive results to "a great amount of driver recogn
He cites peer praise, "several inta
that our drivers appreciate" as recogn
for professional performance, and use of a "Gold" GMC Astro tractor. The vehicle was purchased especially for the program and is given to the most fuel-efficient terminal. The drivers decide amongst themselves who will be rewarded with its use.

According to Brecht, the first phase of DuPont's campaign to cut fuel use began with the 1973 oil embargo. During the 1974-78 period, the company increased its fleetwide mpg average by 26%—from 3.8 to 4.8 mpg—by derating its engines, adding fan clutches and converting to radial tires and smooth-sided trailers.

It was another oil disruption—the one in 1979—which "sent us back to the drawing board for phase two. The driver is the big key that we have to go for now," says Brecht.

DuPont hoped to increase its fleetwide average to 5.75 mpg in 1981, and to 6 mpg this year. Brecht says this may be achieved not only by adding to the incentive system, but also by sponsoring "certain contests within the fleet to determine what sort of improvement we can actually achieve."

Other steps a fleet operator can take to increase fuel efficiency also have been reported by the participants in the Voluntary Program:

early step
ved a 1973
adial tires.
Since then, all new tractors have been specified with radials, providing a 5.8% increase in mpg. In 1977, the company began to install radials on all trailers as well.

Tests of radial versus bias-ply tires, conducted in 1976 and continued in 1978 by Air Products and Chemicals, Inc., showed a 4.3% fuel-mileage improvement, with radials on tractors and bias-ply tires on trailers; a 6.5% increase with bias-ply on tractor and radials on trailers; and an 8.7% improvement on all-radial tractor-trailer combinations. Now, all replacement tires are tube-type radials, while tubeless radials are specified on all new tractors and trailers.

Air Deflectors. Paul's Trucking Corp. installed a trial air deflector in March 1973, added 15 more in June of that year, and now specifies air deflectors on all new equipment. This has resulted in a 3.5% increase in fuel efficiency. Air Products, however, also tested air deflectors and said it found "no difference in fuel economy in our tanker operation."

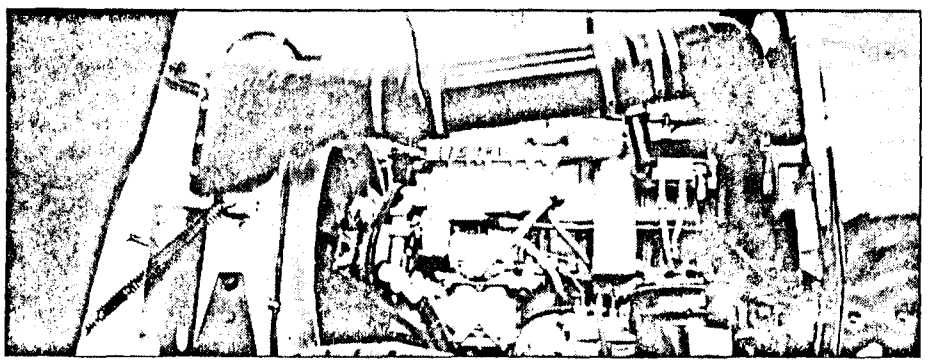
Trailers. In April 1979, PTC purchased 300 smooth-side trailers with rounded front corners to replace the less fuel-efficient exterior post trailers, yielding a 3% improvement in fuel economy.

Fans. In April 1979, a low-horsepower fan came on the market which cost less to buy and maintain than the temperature-modulated type previously available. Such fans have been found to improve mileage about 5%.

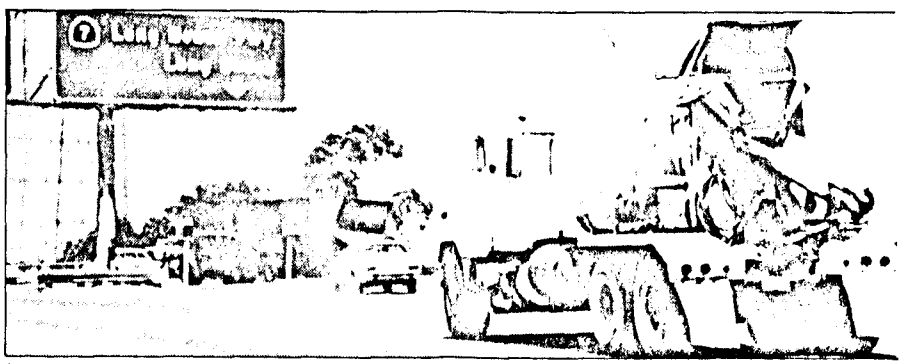
Lubes. PTC has successfully used oil analysis to help extend the interval between oil changes. It also has tested fuel conditioners, multi-grade oils and synthetic oils.

Air Products has a continuing program of testing synthetic engine lubricants, which were used in a three-truck test for a 400,000-mile interval. "It's cost effective over a five-year period," says a company fleet manager. "We're aiming for one oil change over the life of a vehicle with synthetic lube."

According to Henry Sieff, manager of the Voluntary Program at the Department of Transportation, the trucking industry generally since 1975 has saved 7-billion gal. of diesel fuel by purchasing new energy-efficient equipment. Additional uncounted billions of gallons have been saved, he says, by retrofitting fuel-saving components on existing fleets, making route changes, driving at lower speeds and retraining drivers. For further information on the program, oil marketers are advised to write to: Henry Sieff, Voluntary Truck and Bus Fuel Economy Program, U. S. Department of Transportation, Room 6221, NRD22, 400 Seventh Street, S.W., Washington, D. C. 20590.



Wide spread use of 'fuel efficient' engines such as the Cat 3406 'economy' diesel installed in this Freightliner is now an industry practise in Canada and U.S. Many fleets also retrofit fuel saving equipment.



U.S. fleets of all descriptions were averaging about 3.5 miles per U.S. gallon eig years ago. Today many of them are averaging 5mpg and many are pushing 6mpg. U gallon is 20% smaller than an Imperial gallon.

Voluntary fuel economy drive pays billions

Since the voluntary truck and bus fuel economy program was started in the U.S. in 1975, the trucking industry has saved more than seven billion U.S. gallons of diesel fuel through the purchase of new fuel saving equipment, and uncounted billions more through such now standard industry practises as retrofitting fuel efficient devices on existing vehicles, rerouting fleets, adhering to the 55 mph speed limit and retraining drivers.

The program, sponsored by the U.S. departments of energy and transportation, is dedicated to using free market forces rather than government regulations to improve fuel economy in the trucking industry. It has some 360 motor carriers, equipment suppliers and manufacturers, trade associations and publications, unions and government agencies as active members.

Hank Seiff, a transportation depar ment engineer and acting manager the voluntary program, has revealed fu economy case studies involving thre members of the program. "We feel the stories would be of value to other truc fleet operators or owner/drivers in in plementing similar money and fuel-sa ing programs," he said.

In 1973, the management of Paul Trucking Corp., Woodbridge, Ne Jersey, was satisfied with a fleet averag of 3.8 miles per gallon. But when fu prices skyrocketed after the Arab o embargo, that figure no longer was goo enough. So Paul L. Millian, PTC pr sident, put together a team to increas the fleet's fuel economy.

"The program worked," said Millian, whose firm became a member of the voluntary program in 1978. "By 1980 our fleetwide average had climbed to 5.5 (U.S.), and the 1982 goal is 5.95 mpg. That's 56.5% better than the 1973 figure. Based on an actual fleetwide driving total of 13.1 million miles last year, we saved 1.1 million gallons of diesel fuel – a dollar savings of more than $1 million."

Millian noted that the net savings after deductions for new equipment purchases is somewhat lower, but he said that the company will have saved the total amount invested in new equipment in a few years.

PTC's fuel conservation program included the purchase of new tractors with fuel efficient diesel engines, route monitoring to reduce idling in traffic and traffic delays, use of radial tires, air deflectors, low horsepower fan clutches, computerized maintenance management system, extended oil change intervals and driver retraining.

In the near future, said Millian, PTC hopes to begin doubles operation – one tractor hauling two trailers – recycle used crankcase oil as fuel, replace tachographs with microcomputer trip records and work toward establishing a correlation between a vehicle's age and to what extent it should be used, since engines lose some of their efficiency with wear.

Millian said, however, the major component of PTC's future fuel saving efforts will be a greater focus on the fleet driver. He added that PTC hasn't yet found a consistently successful way to motivate its drivers to become more aware of the need for greater fuel efficiency. The firm also is planning a study of the effects of driver fatigue on fuel consumption.

PTC, a subsidiary of Supermarkets General Corp., is the major hauler for Pathmark Supermarkets, the parent firm's main division. PTC has five terminals, four in New Jersey and one in Georgia. Ninety-two percent of its trips are made in the New England-Middle Atlantic corridor; the rest are longer runs averaging 1,000 miles per trip. About 40% of the loads require refrigeration.

The average fleet mileage at Air Products & Chemicals, Inc., Allentown, Pennsylvania, has risen by 27% since

(Continued on page 40)

U.S. fuel save

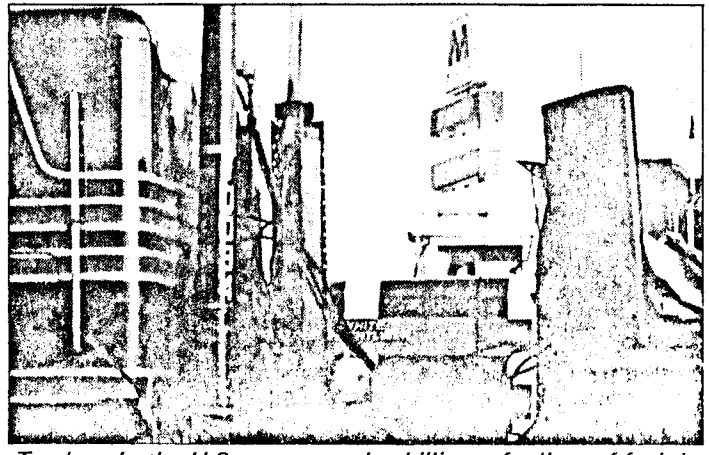
(Continued from page 38)

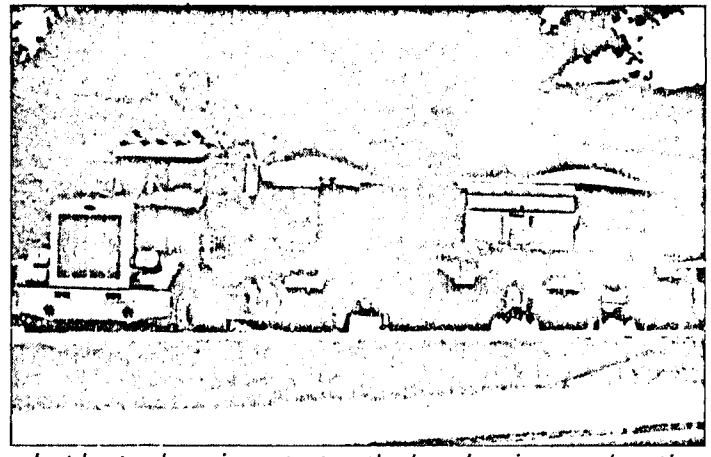
1974, from 4.2 mpg to 5.34 mpg. Company officials say the firm has saved money, but can't say how much because rising fuel costs give them no meaningful basis for a comparison.

Byron Trammell, Air Products distribution manager, said the firm has found that a fuel efficient vehicle – where the tractor is equipped with a fuel efficient engine, nine speed direct transmission, differential with a low numerical gear ratio and a fan clutch – increases mileage by more than one mile per gallon.

Fuel efficient engines currently in use in 98 percent of Air Products' vehicles are the Detroit Diesel 8V71TT (5.1 mpg), 6V92TT (5.5 mpg) and 8V92TT (4.8 mpg), followed by the Mack 686 (5.6 mpg) and the Cummins NTC350F (5.1 mpg). All replacement tires are tube type radial and tubeless radials are specified on all new tractors and trailers.

The company is continuing tests of synthetic engine lubricants, which were used in a 1978 three truck test for a 400,000 mile interval. "It's cost effective over a five year period," said Paul Manwiller, fleet maintenance manager. "We're aiming for one oil change over the life of a vehicle with synthetic lube." The experimental lube now is used in all tractors at one Air Products terminal, he added.





Truckers in the U.S. are conserving billions of gallons of fuel through at least a dozen important methods such as improved routing and strictly adhering to the 55 mph traffic law, but billions more are being wasted because of a lack of uniformity in state size and weight regulations.

A speed control system was tested, and while it improved fuel mileage by 4% it ultimately was found to be "not suitable for heavy trucks," Manwiller said. Also tested, but not implemented, were air deflectors which he said produced "no difference in fuel economy in our tanker operations."

But the use of tachographs has been so successful that all of the company's trucks are equipped with them, according to Trammell. He noted that tachs can be used to monitor engine idling time and improper shifting, which aids in driver training for improved fuel mileage.

"The industry already knows that at this point, the single most important factor in fuel economy is the driver," Trammell said. "They can affect fuel mileage by as much as 25%.

After limited early progress in its driver retraining program, he added, Air Products has noted an increase since 1979 in driver acceptance of the corporate fuel economy measures, and partly credits this increase to an original videotape starring a popular television actor.

The corporate goal is a 1985 fleet average of 6 mpg, according to Trammell. Future gains are expected from the improved driver training program, technological improvements from the truck and component manufacturers and the achievement of a 100% radial equipped fleet.

Air Products manufacturers mainly liquid oxygen, nitrogen and hydrogen. The 575 tractor fleet logs 45 million miles annually, with terminals in 43 states.

E.I. DuPont de Nemours & Co., the multinational chemicals giant headquartered in Wilmington, Delaware, increased its 300 truck fleet mileage from 4.8 mpg in October 1979 to 5.57 mpg by August 1980, a gain of more than 15%. The fleet logs an average of 30 million miles a year.

"At that 15% increase, we can go 4.5 million more miles with the same amount of fuel," said Howard Brecht, manager of corporate trucking. He estimated that the one million gallons of fuel saved during the experiment resulted in company savings of $1 million.

According to Brecht, the first phase of DuPont's campaign to decrease fuel use began with the 1973 oil embargo. During the 1974-78 period, he said, DuPont increased its fleetwide mpg average by 26% – from 3.8 to 4.8 mpg – by derating its engines, adding fan clutches and converting to radial tires and smooth sided trailers.

It was another oil crises – a petroleum export ban by Iran following the overthrow of the Shah in 1979 – which "sent us back to the drawing board for phase two," Brecht said. "We said the driver is the big key we have to go for now. The goal was to increase the average from 4.8 to 5.5 mpg. We surpassed that by .07 mpg and did nothing at all to the trucks themselves."

Brecht said DuPont hopes to increase the fleet average to 5.75 mpg in 1981 and to 6 mpg in 1982, and he said these objectives should be achieved by not only adding to the driver incentive system, but also by sponsoring "certain contests within the fleet to determine what sort of improvement we can actually achieve."

"I think the most important thing that's come of the voluntary program," Brecht said, "is the realization of how important the driver is in reaching your goal of fuel economy. That benefits any size of fleet, large or small."

fleet editorial

TOM GELINAS

Innovate with caution

Is it time to try something different? Do you try some new type of engine or component that's been described as being more economical? Maybe you should try some new procedure in the shop that might increase efficiency—extending your oil drain interval or computerizing your maintenance records.

Maybe it's time to try something different—and maybe not. It *is* certainly time to ask if some innovations in equipment run by your fleet or the procedures used in your shop might help save time or money. Efficiency demands that changes be considered on a regular basis, but changes should be implemented only after effective evaluation. Change merely for the sake of change should be avoided.

Several examples from members of the Voluntary Truck and Bus Fuel Economy Program point out how tested changes benefitted their operations.

The American Linen Supply Co. runs over 1,100 vans in city pickup and delivery routes and, since 1975, has been incorporating cost-effective innovations into its operation. It was then that management authorized a 20-vehicle test of diesel engines at its Omaha branch. These new vans, equipped with Detroit Diesel 453 engines, got 10 mpg compared with seven mpg for a gasoline-powered van. The next test was conducted at the St. Paul location and used 11 trucks that had been repowered with Nissan and Mitsubishi diesels. Results showed an average of 13.7 mpg compared to 7.5 mpg with gasoline. The difference in the two tests was a result of the fact that the Detroits had more horsepower than what was necessary for the application. As a result of these tests, American Linen has been committed to repowering its entire fleet with diesel.

Another Voluntary Program member, in a Fuel Bonus Program, has been rewarding fuel-saving drivers with cash for equalling or surpassing each truck's mile-per-gallon average. The program seems to work for Denny's Transport of Jeffersonville, Ind. Fleetwide average rose from 4.56 mpg in January 1980, when the program started, to 5.22 mpg a year later, a 14.5-percent improvement. The company has paid out $6,090 to save over 40,000 gallons of fuel—obviously a good investment.

It may be time for some innovations in your operation, but check first. Changes make sense only if they can be expected to be cost-effective.

4C-30 NEBRASKA TRUCKER
MONTHLY 3,400

SEP 1981

Route changes, radials, diesels save

Because the average pickup-and-delivery truck runs about 12,000 miles a year in gas-eating traffic, ways to save fuel are extremely important to such companies as the American Linen Supply Company, a uniform rental company. This Minnesota-based company logs approximately 19.3 million miles fleet-wide, with 80 percent of their 1,382 vehicles running in local traffic.

American Linen's energy-saving efforts so far have consisted mainly of consolidating and changing routes – which is done at each of the firm's 60 plant locations – and of replacing its 11-foot and 13-foot vans with 15-foot models. They also exchange information as part of the Voluntary Truck and Bus Fuel Economy Program designed to improve energy efficiency without resorting to government regulations, run by the U.S. Departments of Energy and Transportation.

However, the replacement with longer vans to allow fewer trips is slow because of the light use each van receives. Unlike steel, aluminum doesn't rust, so the van bodies can last up to 20 years. So American Linen also is gradually replacing the bias-ply tires on its vans with more fuel-efficient radial tires. This, too, is a slow process because the low-speed operation and low mileage on each van creates little tire wear.

In addition, American Linen has discovered it pays to "wear out the vans' gasoline engines and then repower them" with diesel engines, according to R.J. (Bob) McLaughlin, the company's director of insurance, fleet and purchasing.

Tested in Omaha

They know this from a 20-vehicle test of diesel engines in late 1975 at American Linen's Omaha branch. These new vans, equipped with Detroit Diesel engines, got 10.1 miles per gallon, compared to seven miles per gallon for a gasoline-powered van.

5,45T

in local driving

Another test American Linen conducted was at its St. Paul, Minn., branch using 11 trucks repowered with diesel engines made by Nissan and Mitsubishi. Test results showed an average of 13.7 mpg with diesel, compared with 7.5 mph with gasoline. (The Omaha diesel mileage figure is lower because the Detroit Diesel engines had higher horsepower than the two makes used in St. Paul.)

Although American Linen has been committed to the diesel repower program since 1977, conversion to diesel from gasoline engines also has been slow. According to McLaughlin only 110 diesels are in the fleet, and the firm plans to repower 25 more in 1981.

The repower program has gone slowly not only because fleetwide engine wear is low, but also because, McLaughlin said, "There isn't a domestic diesel engine built in the low horsepower we want." For this reason also, American Linen continues to buy new vans equipped with gasoline engines.

The Detroit Diesel 453 engine used in the Omaha tests "is no longer on the market in our size vehicle," McLaughlin said. The Chevrolet engine "is too big for us" at 140 horsepower, he said: American Linen's requirements are only 110-120 horsepower. "We'd be paying for all that extra power we don't need."

McLaughlin declined to say how much money the route changes, radial tires and diesel repowering has saved American Linen. It would mean little, he said, because of increased fleetwide mileage per year — partly resulting from the acquisition of another company — and because of the 113 percent rise in their fuel costs from 1974 through 1980.

American Linen has done just about all that's possible to save fuel from the equipment end, he said. The company's major 1981 effort is aimed toward expanding its driver education program — incorporating more information about idling, improved driving techniques, and diesel engines, to prepare drivers as diesel power expands.

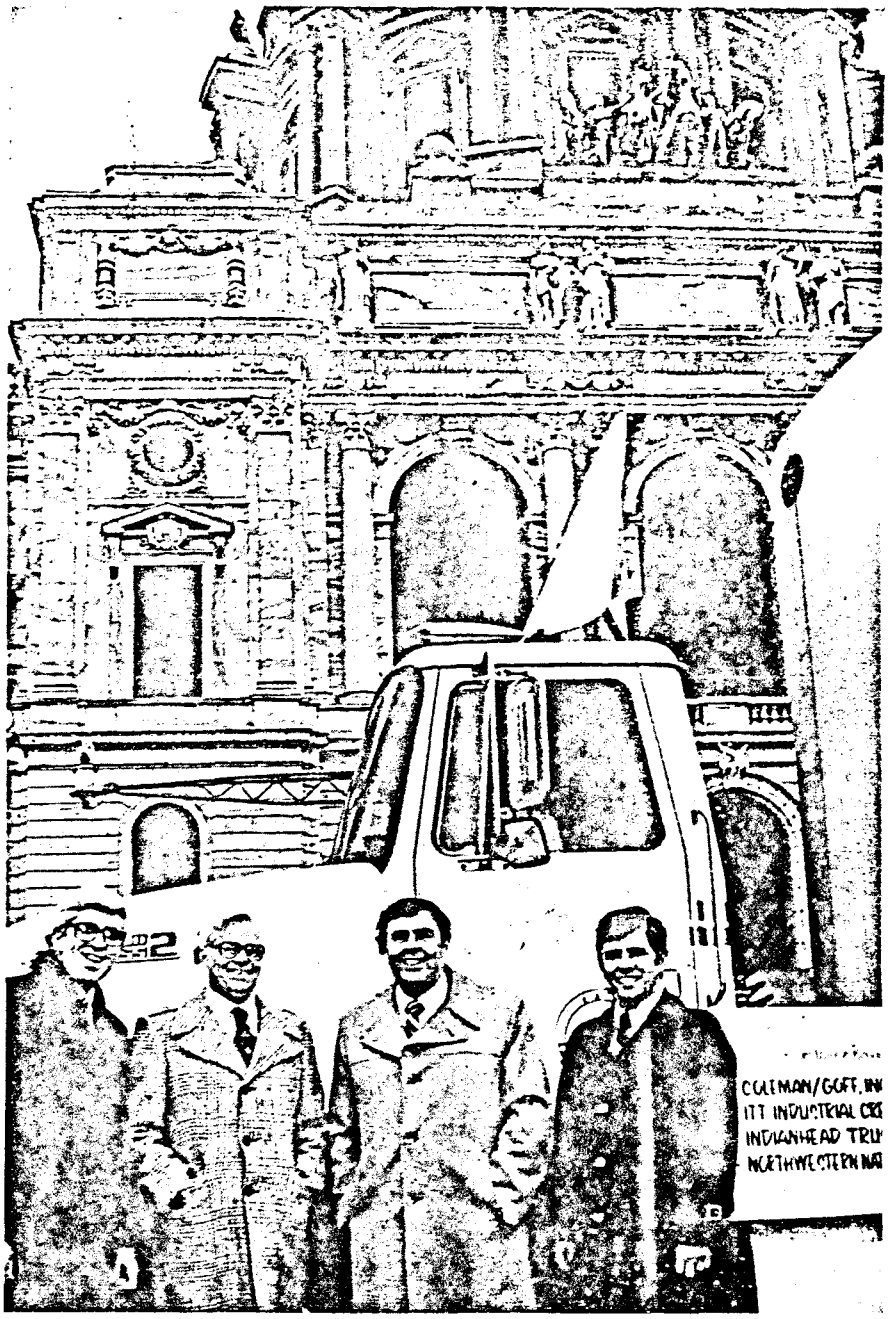
//

Indianhead Truck Line converts conservation into cash

Indianhead Truck Line, Inc., the St. Paul, Minnesota-based firm, saved 212,000 gallons of fuel last year while its equipment traveled 22 million miles hauling bulk products and general commodities.

That fuel savings translated into more than $200,000, according to Robert Sargent, Indianhead's vp of equipment and maintenance. Last year, Indianhead reported revenues of $34 million.

Indianhead's conservation program began in 1969 with a search for ways to save motor oil by extending drain intervals. A series of tests and evaluations enabled the fleet to boost the mileage between changes to 50,000 miles from 16,000. "And we cut our oil purchases by 50 percent," claims Sargent.



Minnesota's Capitol Building serves as a backdrop for this fuel-efficient truck that cuts diesel consumption by 40%. Shown with the vehicle are, from left to right: Richard Bobb, senior vp and director of marketing for ITT Industrial Credit Co.; Claude Travis, DOT spokesman; Robert Sargent, Indianhead; and Kenneth Kuk, ITT Industrial Credit Co.'s general manager for the central area.

Indianhead now burns a large part of its used drain oil in an oil-fired furnace which heats its headquarters.

By 1972, Indianhead was testing cab-mounted air deflectors which yielded about an 8% fuel saving, said Sargent. Subsequently, air deflectors were installed on all new tractors used in the freight division, and about 70 of the 240 linehaul tractors are similarly equipped.

Indianhead's conservation program took a big jump in 1975. The firm joined the federal government's Voluntary Truck and Bus Fuel Economy Improvement Program, initiated in 1973 by the Department of Transportation, the Federal Energy Agency and the Environmental Protection Agency to encourage fuel savings in the trucking industry. More than 290 equipment manufacturers, carriers, suppliers and trade associations are members. According to DOT estimates, the program has saved 3.9 billion gallons of diesel fuel since 1973.

Sargent participated in the early meetings to help formalize the volunteer program. "We didn't even have a name yet," recalls Sargent. "We were trying to devise standards of evaluation on fuel saving devices that people were selling and using. We also tried to develop operational ideas to see how we could take better advantage of our equipment."

Sargent was taking all the advice from the national meetings and putting it to use at Indianhead. The carrier's first fuel efficient vehicles were ordered in 1975, and all vehicles ordered since have been "full-blown fuel efficient" models. Many other vehicles in the fleet have been retrofitted with fuel-ef-

ficient devices. The fuel saving package normally includes on-off clutch fans, aerodynamic devices, radial tires, low rpm/high torque rise engines with properly matched gear ratios and turbochargers. The package costs about $4500.

Knowing that fuel efficient equipment can be wasted by poor driving habits, Indianhead established a special driver training program in 1978. The program includes audio/visual presentations for all drivers followed by four hours of one-on-one training with each driver. A set of performance standards was set up for each piece of equipment under various weather conditions, routes, etc.

The result: during the first 11 months in which the audio/visual presentation was given to all 350 drivers and the one-on-one session held with about 175, Indianhead saved approximately 66,000 gallons of fuel, according to Sargent.

Indianhead's participation in the voluntary fuel economy program continues to be more than a line on a membership roster. In March, Indianhead and ITT Industrial Credit Company, St. Paul, joined forces to bring two Class 8 White Road Boss tractor-trailers to St. Paul. One rig featured a fuel efficient package while the other was a standard model. Representatives of Minnesota's state energy and transportation agencies viewed the trucks, received literature of the volunteer program and held discussions with Claude Travis, representative of the Society of Automotive Engineering and DOT joint conservation program.

Also participating in the demonstration were state legislators and representatives of area trucking firms, local shippers and others interested in trucking and conservation.

For additional information on the voluntary economy program write: Voluntary Truck and Bus Fuel Economy Program, Department of Transportation, (NRD-20), Washington, D.C. 20590.

4C-6 COMMERCIAL CAR JOURNAL
MONTHLY 60,000

AUG 1981 CLIPPED BY BACON'S

Indianhead Truck Line converts conservation into cash

2.3

PROJECT 3:

CONGRESSIONAL BRIEFINGS

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 3

Project Name: Congressional Briefings

Project Objective: Create awareness of Voluntary Program with Congressional delegations. Inform Congressional delegations of contributions to fuel conservation effort being made by their constituents.

Project Summary: Government agencies are not permitted to lobby Congressional delegations. DOE officials felt activity might be perceived as lobbying function.

Project cancelled March 1, 1981, by direction from DOE.

Due to the cancellation of this project, efforts were directed to other Program projects outlined in the Marketing Plan. Activity levels were increased specifically in the development of Program member case histories and in the production of the Special Edition of Fuel Economy News. Twelve case histories were prepared for distribution to trade publications and the Special Edition of Fuel Economy News was typeset and keylined to camera-ready stage.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

2.4

PROJECT 4:

SPEAKER'S KIT & BUREAU

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 4

Project Name: Increase Program Presence Before Trade Groups

Project Objective: Increase Voluntary Program Presence at a variety of association meetings by creating and promoting a Voluntary Program Speakers' Bureau.

Project Summary: Created a Speakers' Kit to be utilized as a working tool by Voluntary Program representatives and members in addressing seminars, conventions, and association meetings.

To date, 250 Speaker's Kits have been distributed to Program Members, upon request.

A Speakers' Bureau was developed, providing a system that utilizes the network of Program members in addressing Voluntary Program efforts at local meetings.

One such speech was arranged in Minnesota. Bob Sargent of Indianhead Truck Lines, a Voluntary Program member, addressed the Minnesota Asphalt Pavers annual convention. Indianhead received an award from the Minnesota Energy Agency, recognizing the company's fuel economy efforts. This example demonstrates the benefits of program member involvement: in addition to promoting the Voluntary Program, individual Program members may receive recognition.

A calendar of the various transportation and energy-related meetings and seminars was assembled.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

A press release announcing the availability of the Speakers' Kit and a letter encouraging associations to address Voluntary Program efforts in their meetings, via a speaker, were developed.

A speech, recorded at the Third Automotive Fuel Economy Research Contractors Coordination Meeting and given by Hank Seiff, acting Program Manager, was taped for possible distribution to interested organizations.

DEPARTMENT OF ENERGY
Ad #827-81 Rev. 1
Program 4
Letter to Truck Assoc/
Trade Assoc--Draft Copy

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612-227-9391

Dear Sir:

The next time you are looking for a meeting speaker, why not ask your local trucking executive?

If he is a member of the Voluntary Truck and Bus Fuel Economy Program, he'll be perfect for your audience. Because he'll be able to give your group specific information on fuel conservation backed up with concrete examples from his own operation.

And he'll be prepared. Because he will be part of the Voluntary Program's Speaker's Bureau. The bureau was established to help truckers learn about the successful fuel conservation practices from the man who has done the job in his own operation.

A cassette of a recent speech on the Voluntary Program is enclosed. Listen to it. It's typical of what our speakers can do.

I realize that what you need for many meetings is appropriate literature, not another speaker. That's why I have enclosed samples of the type of material through the Voluntary Program.

The Voluntary Program is a success. Its efforts have helped the trucking industry save more than 4.9 billion gallons of fuel, enough to heat the homes of 1.8 million Americans for seven years. This unique business/ government venture uses free market forces--not government regulations--to conserve energy. As program sponsors the U.S. Departments of Energy and Transportation help business share information on fuel-saving equipment and practices.

So, the next time you need a meeting speaker or want literature on fuel conservation call me at 202-252-8003. Or phone Hank Seiff, The Voluntary Program Manager, at 202-426-4560.

Sincerely,

William Minning
DOE Project Manager

DEPARTMENT OF ENERGY
Press Release on
Speaker's Bureau
Program 4
Ad #828-81, Rev 1
July 14, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612-227-9391

FOR IMMEDIATE RELEASE

The next time you are looking for a meeting speaker, why not ask your local trucking executive?

As a member of the Voluntary Truck and Bus Fuel Economy Program he'll be perfect--if your audience is involved in trucking and needs to know about fuel conservation, or even if your audience drive cars and couldn't care less about trucks!

Through the Voluntary Program's Speaker's Bureau a group of trucking executives qualified to speak about fuel conservation has been developed. These people can help you learn about successful fuel conservation practices from one who has done the job in his own operation.

The Voluntary Program is a success. Its efforts have helped the trucking industry save more than 4.9 billion gallons of fuel, enough to heat the homes of 1.8 million Americans for seven years.

This unique business/government venture uses free market forces--not government regulation--to conserve energy. As program sponsors the U.S. Departments of Energy and Transportation help businesses share information on fuel saving equipment and practices.

But maybe what you need for your meeting is appropriate literature, not another speaker. That's available, too. Just the right piece for your audience.

For more information about the Speaker's Bureau, or free literature on the Voluntary Program write or call:

William Minning
Conservation and Solar Energy
MS 5H-044
Department of Energy
Washington, DC 20585
202-252-8003

Hank Seiff
NRD-22
Department of Transportation
Washington, DC 20590
202-426-4560

THE VOLUNTARY TRUCK AND BUS

FUEL ECONOMY IMPROVEMENT PROGRAM

SPEAKERS' BUREAU

Prepared by

COLEMAN & CHRISTISON, INC.

ST. PAUL, MINNESOTA

SEPTEMBER 30, 1981

PURPOSE:

The Speakers' Bureau of the Voluntary Program will actively involve Program members in spreading the message of fuel conservation.

The speeches delivered by members to trade groups, civic organizations and the general media should reinforce the Program's goals, while increasing the credibility of the Program, its members, and the trucking industry in general.

The Bureau will assist all interested speakers by providing tips on preparing and delivering speeches, by providing information to be included in speeches, by helping arrange speeches, and by preparing press release materials for local media.

The speakers' program also is geared to achieving these objectives:

1. Provide face-to-face communication between qualified Voluntary Program members and audiences which are important to furthering the basic goals of the Voluntary Program.

2. Gain the understanding and support of these

audiences for Voluntary Program efforts concerning fuel conservation.

3. Provide feedback to the Voluntary Program from industry and non-industry members regarding industry problems, specifically those relating to fuel conservation.

SPEECH OBJECTIVES:

Public speeches and materials prepared to assist Voluntary Program speakers are designed to accomplish certain specific objectives. Not every talk can achieve all of the following goals, but every speaking engagement should provide an opportunity to fulfill at least one of these objectives:

1. Provide public understanding of the advantages of a voluntary public/private effort to conserve fuel used by heavy duty vehicle operators.

2. Increase public appreciation of the successes of the Voluntary Program in saving fuel--and money--for the private sector.

3. Encourage wider participation in the program by selected companies and organizations.

4. Provide information about how fuel--and money--can be saved by tapping into technology and motivational programs developed through the Voluntary Program.

ORGANIZATION:

The Speakers' Bureau of the Voluntary Program would be managed through the Program office in the Department of Transportation. Additional assistance would be obtained as needed from DOT Public Affairs, Voluntary Program member organizations such as American Trucking Association (ATA), and outside contractors such as Coleman & Christison, Inc.

The Speakers' Bureau Manager is the primary contact point between the Voluntary Program members who would like to represent the Voluntary Program as speakers, and organizations requesting speakers.

A number of regional representatives will be designated by the Bureau Manager to assist speakers and to help arrange speaking engagements. These contact persons will be Voluntary Program members.

The Speakers' Bureau Manager is responsible for determining appropriate speech topics and target audiences in an annual program that sets target goals for the number of talks to be given and the number of speakers required to present them.

The Bureau Manager also will assist speakers in adapting speeches for specific audiences, will develop speaking opportunities and recruit appropriate speakers, and establish and maintain uniform procedures to evaluate the Speakers' Bureau.

Public talks given through the Speakers' Bureau originate in most cases at the Voluntary Program headquarters in Washington, D.C. The speech outlines are written by the Voluntary Program's staff.

The manager of the Speakers' Bureau is responsible for assessing the need for new public talk topics and for determining if existing talks are available on given subjects that can either be localized or adapted to serve the Program's needs. If no talk exists on a specific subject, the manager determines whether or not a new, original talk should be developed.

The manager of the Speakers' Bureau also will be responsible for developing an annual operating plan for the Speakers' Bureau.

Scheduling Talks:

The Speakers' Bureau Manager is responsible for estab-

lishing procedures to reach target audiences effectively, although in actual practice this duty may be delegated to another staff person. In general, these are some procedures that should be followed in selecting target audiences:

1. The Bureau Manager should develop procedures for determining which audiences, companies, or groups should have priority.

2. Requests for talks from non-target groups should be accepted only when target audience requirements can be met.

3. Consideration should be given to preparing a Voluntary Program Speakers' Bureau Presentation Form which would be used to record all speech requests, to alert the speaker of the coming speech assignment, to recommend appropriate publicity, and to serve as a review form after the speech has been given. These forms can be analyzed on a regular basis to evaluate the Speakers' Bureau Program.

Annual Talks Program:

At the beginning of each calendar year the manager of the Voluntary Program Speakers' Bureau will develop a

recommended work plan for the coming year. The plan will incorporate input from members and staff and will include considerations for:

Audience priorities;
subject priorities for public speeches;
target goals for the number of talks;
the number of speakers needed

Expenses:

All expenses will be paid by individual speakers and their companies.

IMPLEMENTATION:

As discussed in the previous sections, the Bureau Manager is responsibile for establishing and operating the Voluntary Program Speakers' Bureau. Outside assistance from Voluntary Program members or independent contractors may be required on a continuing or an overload basis, depending upon the scope of the speakers' program and the resources of the DOT staff.

The Speakers' Bureau provides five services: (1) preparation of speaker kit support materials; (2) speech writing; (3) speaker solicitation; (4) speaker training; (5) preparation of media materials. The Speakers' Bureau Manager will be responsible for each of these functions.

Speaker's Kit:

A speaker's kit will be prepared for distribution to interested potential speakers. The basic format for this kit has been prepared by Coleman & Christison and has been accepted by the Voluntary Program.

Additional materials will include a set of suggested speeches to be adapted by local speakers, suggested news releases for each speech, updated information on the Voluntary Program, and current information on topical

fuel economy issues and developments.

Speech Writing:

A series of speeches dealing with fuel conservation and newsworthy events of interest to trucking industry audiences will be produced. Each speech will last approximately 20 minutes. Speeches will be updated, old ones dropped and new ones added as conditions dictate.

Occasionally a Voluntary Program member may wish to develop a local talk to serve a specific audience situation or event. This type of speech is encouraged, yet care should be taken to ensure that material covered is consistent with facts and figures presented in other public talks and with the Voluntary Program's policy and position statements. Draft copies of all new speaker-originated public talks should be reviewed for accuracy and consistency with Voluntary Program's objectives.

Speaker Solicitation:

The first step involves announcing the Speakers' Bureau through a mailing to members, announcements at meetings for members, and follow-up calls to key active members who appear to be good potential speakers.

In all cases, the publicity should carry the name and

phone number of the Speakers' Bureau Manager, along with information on how members can sign up for the Speakers' Bureau. A reply card or questionnaire can also be included. Information should stress the visibility and the positive publicity a member may gain for himself and his company by participating as a speaker in the program. Speakers will be solicited throughout the country by placing notices in Fuel Economy News, by disseminating news releases to general audience publications and trade journals, and by sending form letters announcing the program to Voluntary Program members and trucking associations. A personal invitation to join the Speakers' Bureau also might be sent to the president of the 200 largest common carriers in the country.

Speaker Training:

Once speakers have indicated a willingness to participate, the Speakers' Bureau Manager will send a speaker's kit which includes detailed information on speech preparation and presentation. Speakers will be encouraged to call the Bureau for answers to any questions regarding speech content, preparation, presentation, or follow-up.

Media Materials:

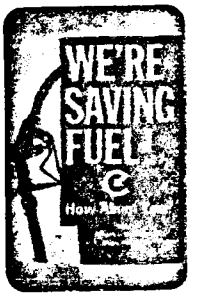
Publicity materials will include a basic news release on each speech with space left for speaker's name and

speech location, date, and audience. The Bureau Manager will be available to assist speakers with advice on how to handle other media opportunities, including providing speakers with a list of possible questions that might be posed by representatives of local media.

DN:1010/19

"THE VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM"

SPEAKERS' PREPARATION PACKET



"The Voluntary Truck and Bus Fuel Economy Program"

SPEAKERS' PREPARATION PACKET

Speech Date(s) _____
Speech Day(s) _____

Engagement No. _____

Association/Organization _____

Program Contact _____ Date Contact Made _____

Contact's Title _____ Secretary _____

Address _____

_____
(city) (state) (zip)

Telephone: Business: ___/_____

Topic/Type/Length of Program _____

Audience Size & Nature _____

_____

Speech Location _____ Res. By _____
(City/Speech Location)

Start Time _____ Break _____Lunch _____ Break _____ Fin. Time _____

EXPENSES: _____ MATERIALS: _____

REQUEST THE FOLLOWING: SENT 1st MAILING

Program or Convention Materials (Audience, etc.) _____

Previous Program Topics/Speakers . . . . . _____

Current Speakers on Program . . . . . _____

Material on Association and Goals . . . . . _____

Magazines/Newsletters/Annual Reports . . . . . _____

TABLE OF CONTENTS

SECTION 1:

KNOW YOUR AUDIENCE

KNOW YOUR AUDIENCE

Your audiences will vary from heavy duty vehicle drivers to corporate executives.

You may be speaking to:

- ☐ small groups (25 or fewer individuals)
- ☐ large groups (25-700 or more)
- ☐ radio interviewers
- ☐ TV interviewer and/or live audience

Your audiences' concerns and interests will vary. Their views will range in intensity, but they will include those who are very receptive to those barely interested or even hostile.

A SMALL GROUP

Large groups such as the Chamber of Commerce, often have sub-committees specializing in topic areas. These small groups allow face-to-face contact with an audience, a feature which often suggests a more personal, relaxed approach to communicating our message.

In a small group you have the opportunity to more readily adapt your delivery and style to the physical setting. In addition, the message can be more easily adapted to the special focus of the group.

A LARGE GROUP

Many local and state organizations or major business associations and service clubs, enjoy large memberships which are extremely interested in energy conservation.

RADIO

First, to guide your comments, find out what kind of audience hears the show.

Sitting in a studio before a microphone often suggests a more complete environment than the listener at the other end of the air-waves actually experiences. It is important to your message, therefore, to be directly to the point -- to listen to questions and comments made by others sharing the mike and to respond to these remarks. Keep notes to organize your thoughts. Avoid getting so lost in thought you miss what others say.

The radio listener has a fairly short attention span. Use short sentences, word pictures whenever possible, simple vocabulary, and a variety in your voice modulation. Invoke the interest in your voice that you have about your topic. Avoid voice patterns that lull the listener away from the content of your comments; for example, avoid rising inflections at the end of sentences. Avoid sounding overly formal. Try to talk with, not at your listeners.

Talk show listeners can become abusive and combative when they call in. Let the host handle those problem people and keep your own politeness. Help your host/interviewer by making comments that lead to another question you want to cover; you can even make an advance list of such comments and refer to them as you would other notes to insure you don't leave anything out.

TELEVISION

Rules for handling the contents of TV interviews are much the same as for radio; however, avoid notes whenever possible.

You have an added dimension in the visual element that can be used to your advantage. Always sit up comfortable in a neutral body position: a guest who slumps seems to be shrinking from discouragement, while one whose chin juts forward or where upper body is extended forward from the waist seems aggressive. (Hint: Consciously relax your shoulders and tuck your posterior against the rear of the chair with your back comfortably straight against the backrest.)

Use facial expressions and hands to give a sense of pleasant discussion and reasoned exchange to the words you are saying. Avoid "butterfly hands" as much as the motionless "talking head" image.

Dress comfortably in warm colors -- neither completely "buttoned-down" nor "Hollywood".

KNOW YOUR AUDIENCE -- A CHECKLIST

When you identify your specific audience in terms of knowledge, attitudes, likes and dislikes, you have a guide as to what facts and approach are most likely to be effective in achieving your objectives.

1. Identify your objectives in presenting you speech in support of the Voluntary Effort to this particular audience. What do you want to happen as a result of your presentation?

2. Specific Analysis of Members of This Audience --

   a. Their knowledge of the subject:

   High Level ☐ General ☐ Limited ☐ None or Unknown ☐

   b. Their opinions about the subject and/or the speaker:

   Very Favorable ☐ Favorable ☐ Neutral ☐ Slightly Hostile ☐ Very Hostile ☐

   c. Their reasons for attending this presentation:

   _____

3. General Analysis of Members of This Audience --

   a. Their background:

   Heavy Vehicle Owners ☐ Heavy Vehicle Users ☐ Media Representatives ☐ Governmental Staff ☐ Business ☐

   b. Their vocabulary understanding level:

   Technical ☐ Nontechnical ☐ Generally High ☐ Generally Low ☐ Unknown ☐

   c. Information and techniques most likely to gain the attention of the audience:

   Highly Technical Information ☐ Cost Figures ☐ Emotional Appeal ☐ Illustrations ☐ Visuals ☐

   ☐ Other _____

SECTION 2:

DEVELOPING THE MESSAGE

DEVELOPING THE MESSAGE: PLANNING

Your plan is like a blueprint. Its purpose is to outline the framework on which your presentation can be developed. As you plan, you will decide your general focus, including how much and what kind of material you will need. The plan should not be designed to be a speaking outline: It should be a conceptual approach to what will most logically lead to accomplishing your objectives.

While there is no magic formula to writing a plan, consider these questions to guide your thoughts.

--- What is the objective or purpose of the presentation?

--- What should be covered? What can be eliminated?

--- What amount of detail is necessary?

--- What must be said if the objectives are to be reached?

--- What is the best way to say it?

--- What kind of audience reaction or response is required if the objectives are to be met?

Submit all resource material to the "why" test. If the materials you've selected cannot be justified as making a contribution to the achievement of your objectives, eliminate them.

STEPS TO DEVELOPING YOUR MESSAGE

1. State the Idea (Introduction)

   This should be short and direct with two objectives:

   1. Sell the audience on listening
   2. Introduce the purpose of your presentation

2. Develop the Idea (Body)

   Your audience will test your credibility in two ways -- your personal believability, based on whatever information they have or perceptions they have formed about you -- and what you say. While you may not have instant credibility with your audience, you can generate credibility by referring to other sources -- statistics, facts, evidence. Be certain to cite your evidence whenever possible.

   In developing the idea of your presentation, be certain you don't fall into the trap of making assumptions about what members of your audience know or do not know. Don't assume that information you have is common knowledge. Break out your information and give your audience the opportunity to react to it.

   Follow the main ideas you've listed in making your plan. These should identify your plan for supporting or interpreting these ideas in a manner that will be meaningful to this audience.

Steps to Develop the Idea

- Develop the central idea of why the Voluntary Effort is worthwhile and worth participating in. Give support and evidence and use solid reasoning.
- Select supportive points and evidence (data, statistics, specific examples, visuals, etc.) that come from reliable and credible sources.
- Use vivid, specific language which will communicate your argument to your audience. Avoid technical jargon or language.
- List the visual aids you plan to include. Note how and when you plan to use them.

3. Restate the Idea (Conclusion)

The last few sentences you utter before an audience can be the most impressive in the minds of your audience if you:

- Provide a summary of main ideas and objectives.
- Make an appeal for action, belief or understanding.
- Review vividly the idea or purpose of the presentation. (Paint a picture in the listener's mind.)

SECTION 3:

PRESENTING YOUR MESSAGE

PRESENTING YOUR MESSAGE

You are your medium, and, as Marshall McCluhan has said, your medium is your message. Review yourself:

Visual Impacts	Vocal Impacts
• appearance	• clarity
• attire	• tonality
• eye contact	• sincerity
• gestures	• pauses

Ask Yourself

- What choices do I have in using visual aids in my presentation?
- How will I maximize my own speaking style to elicit positive audience reaction to my message?

Remember...

- You have an impact on your audience.
- You are the message.
- You are the difference.

You never have a second chance to make a good first impression.

Your success in speaking depends on how well your audience receives the message you deliver. Unless you speak to that audience's needs (interests), the message you deliver will not be heard.

YOU HAVE A CLEAR MESSAGE TO PRESENT. We have solid information and specific mind-catching examples.

PRESENTING YOUR MESSAGE

The message you deliver will come naturally if you've prepared beforehand and if you're basically comfortable with your knowledge and the knowledge of your audience.

Some pointers...

____ Prepare notes in outline form on 5 x 8 cards

____ Keep remarks brief and to the point

____ Plan to speak no longer than 10 minutes

____ If you are asked a question you can't answer, say so frankly. (But do offer to get an answer and send it to the questioner. Send the question along with the questioner's name and address, to the Speakers' Bureau and we'll answer for you.)

____ Be positive in your approach

____ Do not personalize or attack members of the audience who disagree with you.

____ Do not engage in a debate with someone from the audience

____ Be good-natured (try not to show any anger or annoyance)

YOU

____ Are you comfortable with your knowledge?

____ Have you identified the most effective personal attributes in making a presentation to an audience? (Name them, tell how you will use them as you talk)

____ What nervous behaviors do you know you have that may distract your audience from your message? (What have you decided to do about these distracting behaviors?)

YOU, THE SPEAKER

What Turns an Audience On ...and Off

A speaker who is confident

- smiles
- demonstrates enthusiasm
- has energy
- remains calm
- projects pristine attitude
- dresses appropriately
- arrives on time
- is warm
- is sincere

A speaker who appears uncomfortable

- is uninspiring
- is dull (uninterested)
- is overly excitable
- arrives late
- has distracting mannerisms

A speaker who is knowledgeable

- is well prepared
- speaks to issues
- is firm
- logically deduces arguments
- cites specific examples

A speaker who appears uninformed

- doesn't prepare
- doesn't say "I don't know"
- fakes an answer
- generalizes excessively
- cites specific examples out of context

A speaker who communicates effectively

- has good eye contact
- has a sense of humor
- uses individual names correctly
- speaks clearly
- paces delivery of talk
- uses gestures appropriately
- is empathetic toward audience and opposition's speaker
- gets audience to react positively

A speaker who communicates ineffectively

- reads speech
- is negative or hostile
- makes off-color, sexist or racial jokes
- rambles
- is argumentative
- lacks a sense of humor
- uses jargon or technical language
- personalizes
- has distracting mannerisms
- doesn't move audience to react

SECTION 4:

RESPONDING TO QUESTIONS

RESPONDING TO QUESTIONS

Questions and Answers

It's likely you're going to be asked questions after your presentation. The questions will either be direct questions from the audience or from the interviewer on a radio or television program. Or, the questions will be informal questions posed to you by individuals after your presentation.

In any one of your presentations, it's imperative to:

1. Anticipate possible questions so you're adequately prepared to respond.
2. Respond in a cordial manner.
3. Answer questions directly.
4. Attempt to expand your responses beyond a simple yes or no (without running on endlessly).
5. Be prepared to take notes to record information so you can respond to a question at a later time.
6. "I don't know, but I'll find out for you" is the response to give when you truly don't know.

SECTION 5:

SPEAKER'S CHECKLIST

SPEAKER'S CHECKLIST

Look over this checklist as you prepare for your speaking engagement so you can be assured you have not overlooked any details. This checklist will assist you in making the best use of your time. Check to see that you analyze your audience, adequately brief yourself, and attend to certain tasks following your presentation.

YOUR AUDIENCE:

____ Have you completed your "Know Your Audience" checklist before preparing the text of your remarks?

____ As a result of your checklist, have you determined whom the Voluntary Program might most interest and why?

YOUR PREPARATION:

____ Have you decided what format you will use to organize your presentation? (e.g., notes, outlines, visuals, specific examples)

____ Good humor keeps the perspective of your message lively and healthy. Have you remembered to include jokes or stories appropriate for this audience that will highlight or illustrate your main ideas?

____ Have you framed the test of your commentary by beginning with an issue that concerns this audience?

____ What picture do you want this audience to remember as a result of your presentation? (Have you painted a picture they can visualize?)

____ Have you practiced your presentation to make certain your timing is within 10 to 12 minutes?

____ Do you have Voluntary Program material set aside to bring with you to the meeting?

EQUIPMENT & FACILITIES

- [ ] Microphones; number, type as ordered.
- [ ] Lectern in place; light operating. Gavel, block.
- [ ] Water pitcher & water at lectern.
- [ ] Water pitcher, water, glasses for meeting members.
- [ ] Ash trays, stands, matches.
- [ ] Projector, screen, stand, projectionist on hand.
- [ ] Teleprompter operating.
- [ ] Pencils, note pads, paper.
- [ ] Chart stands, easels, blackboards, etc.
- [ ] Piano.
- [ ] Signs, flags, banners.
- [ ] Lighting as ordered.
- [ ] Special flowers, plants as ordered.
- [ ] Any other special facilities.
- [ ] Directional signs (if meeting room(s) hard to locate).
- [ ] If meeting room(s) changed, post notice.
- [ ] Stenographer present.
- [ ] Photographer present.

IMMEDIATELY AFTER MEETING, ASSIGN SOMEONE WHO WILL:

- [ ] Remove organizational property.
- [ ] Check for forgotten property.

PUBLICITY

- ☐ Press room, typewriters and telephones.
- ☐ Has an effective publicity committee been set up?
- ☐ Personally called on city editors and radio and TV news or program directors?
- ☐ Prepared an integrated, attendance-building publicity program.
- ☐ Prepared news-worthy releases?
- ☐ Made arrangements for photographs for organization and for publicity?
- ☐ Copies of speeches in advance sent to: _____

_____

_____

Be sure to re-check your checks and notes. We'll be glad to coordinate all these details with you.

SECTION 6:

PERSONAL DEBRIEFING

PERSONAL DEBRIEFING:

A SPEAKER'S SELF-EVALUATION -- AFTER THE SPEECH

Your name _____

Event _____ Date _____

Location _____ Time _____

Audience _____

Subject of presentation _____

Length of presentation _____

What issues particularly concerned this group? _____

_____

_____

What questions were you unable to answer? (State the question and name and address of questioner) _____

_____

_____

What reaction did you receive from the group? _____

_____

Additional suggestions, comments or observations _____

_____

_____

What follow-up contacts did you make?

_____ ☐ wanted more information
name

_____ _____
address (kind)

_____ ☐ interested in a speaker for their group

_____ ☐ other
phone

To whom should you send a "thank you" letter for the opportunity to address the group?

name

address

city phone

Please complete this form and return it to:

Thank you for your participation.

SECTION 7:

BACKGROUND MATERIALS

1981 Calendar

Transportation Related

Meetings & Seminars

JANUARY

Date	Event	Location
10-16	Local & Shorthaul Carriers National Conference (ATA) mid-winter meeting	Maui, HA
13-15	Pacific Automative Show	Civic Auditorium, San Francisco
21-Feb. 1	National Assn. of Truck Stop Operators convention/cruise	Miami, FL
22-23	Arkansas Bus & Truck Assn. convention	Hot Springs, AZ
25	Highway Users Tax Reports due for Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Washington & Wyoming	
25-30	Conexpo- International Construction Equipment Exposition	Houston, TX
26-29	Regular Common Carriers Conference (ATA) Board of Governors meeting	Scottsdale, AZ
30	Highway User Tax Reports due for California, Nevada & Oregon	
30-31	Northwest Truck/Trailer Maintenance Conference	Portland, OR
31-Feb. 5	California Trucking Assn. Convention	Coronado, CA

FEBRUARY

Date	Event	Location
1	Kentucky fuel permit expires.	
1-4	California Trucking Association, Annual Convention	Hotel Coronado, Coronado, CA
3-5	National Cattlemen's Assn. Convention	Hyatt Regency, Phoenix, AZ
7-11	National Automobile Dealers Assn. Convention	Los Angeles, CA
8-11	Truck Renting & Leasing Assy. Convention	Tarpon Springs, FL
10	ATA SCORE Committee Meeting	Washington, D.C.
11-12	ATA Executive Committee Meeting	Washington, D.C.
11-15	National Truck Equipment Assn. Convention & Exposition	San Diego, CA
15	Washington fuel permit expires.	
19-21	Mid-West Truckers Assn. Convention	Decatur, IL
22-26	Truck Trailer Manufacturers Assn. Convention	Marco Island, FL
23-27	SAE International Congress & Exposition	Cobo Hall, Detroit, MI
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington and Wyoming	
26-28	Mid-America Trucking Show, Kentucky Fair & Exposition Center	Louisville, KY
26-28	National Independent Truckers Unity Council quarterly meeting	Louisville, KY
28	Highway User Tax Reports due for California, Nevada & Oregon	

MARCH

Date	Event	Location
3-6	Private Motor Truck Fleet Safety Seminar (PCC)	Phoenix, AZ
5-8	Transport/81 - Tri-State Transportation Industry Show, Nassau Veterans Memorial Coliseum	Uniondale, Long Island
7-9	Automotive Service Industry Assn. Convention, Hyatt Regency Hotel	Chicago, IL
8-12	Contract Carrier Conference (ATA), National Convention, Hyatt Regency Hotel & Spa	Carlsbad, CA
10-11	National Safety Council, Western Safety Congress	Anaheim, CA
10-12	Big I Show - International Automotive Service Industries Show (ASIA-MEMA)	McCormick Place, Chicago, IL
15-19	National Furniture Warehousemen's Assn. convention.	Palm Beach, FL
15-19	ATA Industrial Relations Committee meeting	Miami, FL
15-17	The Maintenance Council (ATA) Spring mtg.	Philadelphia, PA
16-18	Equipment Interchange Assn. Convention	Miami, FL
17	Heavy Duty Representative's Assn. Membership Meeting	Anaheim, CA
17-19	Connecticut Truck Show, Hartford Civic Ctr.	Hartford, CT
18-20	International Trucking Show, Anaheim Convention Center	Anaheim, CA
18-20	Safety Congress & Maintenance Institute, Anaheim Convention Center	Anaheim, CA
22-26	Common Carrier Conference (ATA) Industrial Relations Annual Meeting, Desert Inn	Las Vegas, NV
23-26	29th Annual Motor Vehicle Maintenance Conference	Seattle, WA
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	

MARCH (Continued)

Date	Event	Location
29-Apr. 2	Common Carrier Conference - Irregular Route (ATA) Annual Meeting	Las Vegas, NV
30	Highway User Tax Reports due for California, Nevada & Oregon	
30-Apr. 2	American Truck Dealers Div. NADA Convention	Reno, NV
31	Indiana, New Jersey, Pennsylvania fuel permits expire; Maryland road tax permit expires.	

APRIL

Date	Event	Location
5-7	ATA/MSC National Workshop	Williamsburg, VA
5-8	ATA Sales & Marketing Council meeting	Winter Haven, FL
8-10	New England Trucking Show, Commonwealth Pier	Boston, MA
9-12	Alabama Trucking Assns. Convention	Las Vegas, NV
12	Council of Fleet Specialists Board Mtg.	Kansas City, MO
13-16	Council of Fleet Specialists Executive Conference	Kansas City, MO
15	IRS Income Tax Deadline	
16	New England Motor Carrier Freight Claim Conference	Burlington, MA
22-24	Private Truck Council of America Conv.	Houston, TX
22-26	Western Highway Institute Meeting	Maui, HA
22-26	Steel Carriers Conference (ATA) Conv.	Boca Raton, FL
23-25	Louisiana Motor Transport Assn. Conv.	New Orleans, LA
23-26	Virginia Highway Users Assn. Conv.	White Sulphur Springs, WV
24-29	Heavy & Specialized Carriers Conf. Conv.	Coronado, CA
26-29	Utah Motor Transport Assn. Annual Conv. Hyatt Regency	Maui, HA
27-29	Utah Motor Transport Assn. Conv.	Maui, HA
30	Highway User Tax Reports due for California, Nevada & Oregon	

MAY

Date	Event	Location
1-3	New Jersey Motor Truck Assn. Conv.	Secaucus, NJ
3-7	Pennsylvania Motor Truck Assn. Conv.	Hot Springs, VA
3-7	Local & Shorthaul Carriers National Conference (ATA) Convention	Coronado, CA
7-9	North Dakota Motor Carriers Assn. Conv.	Bismarck, ND
11-13	Ohio Trucking Assn. Conv.	Columbus, OH
11-14	National Tank Truck Carriers Conf. Conv.	St. Louis, MO
11-15	National Solid Waste Management Assn. Conv.	Dallas, TX
13-16	The Operations Council (ATA) Mtg.	New Orleans, LA
14-16	International Trucking Show, Georgia World Congress Center	Atlanta, GA
17-20	Washington Trucking Assn. Conv.	Harrison Hot Springs, BC
20-23	American Truck Historical Society Conv.	Bedford, NH
21-23	New Mexico Motor Carriers Assn. Conv.	Albuquerque, NM
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	
28-30	Wyoming Trucking Assn. Annual Conv.	Casper, WY
30	Highway User Tax Reports due for California, Nevada & Oregon	
31-June 3	National Automobile Transporters Assn. general membership meeting	Detroit, MI

JUNE

Date	Event	Location
2-4	National Motor Freight Traffic Assn. Mtg.	Washington, DC
4-6	Georgia Motor Truck Assn. Conv.	Pine Mountain, GA
8-12	National Conference of State Transportation Specialists Convention	Jackson Hole, WY
11-14	Motor Transportation Assn. of SC Conv.	Myrtle Beach, FL
12-14	Kentucky Motor Transport Assn. Conv.	Barclay Lake, KY
15	ATA SCORE Committee Meeting	Washington, DC
16-17	ATA Executive Committee Mtg.	Washington, DC
17-19	Southwest Trucking Show	San Antonio, TX
17-19	Texas Motor Transportation Assn. Conv.	San Antonio, TX
21-24	National Accounting & Finance Council (ATA) Convention	Las Vegas, NV
21-25	Independent Truckers Assn. Conv.	Baltimore, MD
22-25	ATA Security Council & Council of Safety Supervisors Natl. Meeting	Nashville, TN
22-25	National Freight Claims Council shipper-carrier membership meeting	Minneapolis, MN
22-25	National Assn. of Truck Stop Operators summer convention	Reno, NV
25	Highway Users Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	
26-27	National Independent Truckers Unity Council quarterly meeting.	Rosemont, IL
26-28	Maine Truck Owners Assn. Conv.	Kennebunkport, ME
30	New Hampshire fuel permit expires; Virginia, West Virginia road tax permit expires.	
30	Highway User Tax Reports due for California, Nevada & Oregon	

JULY

Date	Event	Location
5-9	National Assn. of Regulatory Utility Commissioners, Great Lakes Region, annual meeting	White Sulphur Springs, WV
11-15	ATA Industrial Relations Committee Mtg.	Toronto
16-20	Mississippi Trucking Assn. Convention	Biloxi, MS
19-22	Trucking Association Executives Council Mtg.	Mason, OH
30	Highway User Tax Reports due for California, Nevada & Oregon	
25	Highway User Tax Reports due for Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Washington & Wyoming	

AUGUST

Date	Event	Location
3-6	SAE West Coast International Mtg.	Park Hilton, Seattle, WA
6-8	Minnesota Motor Transport Assn. Conv.	Alexandria, MN
18-22	National Truck Roadeo	Indianapolis, IN
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	
26-28	Idaho Motor Transport Assn. Conv.	McCall, ID
27-30	New York State Motor Truck Assn. Conv.	Lake Placid, NY
30	Highway User Tax Reports due for California, Nevada & Oregon	
31	Federal Highway Use Tax (Form 2290) on truck tractors weighing 5,000 pounds or more, trucks of 9,000 pounds or more equipped for combination use, and trucks of 13,000 pounds or more equipped for use as a single unit	

SEPTEMBER

Date	Event	Location
10-12	Canadian Transportation Exposition, International Centre	Toronto
11-12	South Dakota Trucking Assn. Conv.	Sioux Falls, SD
13-15	Wisconsin Motor Carriers Assn. Conv.	Mishicot, WI
13-16	North Carolina Motor Carriers Assn. Conv.	Pinehurst, NC
14-17	SAE International Off-Highway Mtg. & Expo.	Milwaukee, WI
15-18	Assn. of Diesel Specialists International Convention	New Orleans, LA
16-18	Montana Motor Carriers Assn. Annual Conv.	Helena, MT
17-18	Nebraska Motor Carriers Assn. Conv.	Omaha, NB
17-18	Michigan Trucking Assn. Conv.	Traverse City, MI
17-18	Iowa Motor Truck Assn. Conv.	Des Moines, IA
17-18	Associated Motor Carriers of Oklahoma Annual Convention	Oklahoma City, OK
17-19	Indiana Motor Truck Assn. Conv.	French Lick, IN
20-24	Maryland Motor Truck Assn. Conv.	Dorado Beach, PR
23-25	Montana Motor Carriers Assn. Conv.	Helena, MT
23-25	Kansas Motor Carriers Assn. Conv.	Wichita, KS
24-25	Illinois Trucking Assn. Conv.	Chicago, IL
24-26	National Independent Truckers Unity Council	Detroit, MI
24-26	Truck Body & Equip. Assn. Conv.	Detroit, MI
24-26	World Truck Symposium & Expo (TMC-MEMA)	Detroit, MI
24-27	Oregon Trucking Assn. Conv.	Gleneden Beach, OR
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	

SEPTEMBER (Continued)

Date	Event	Location
27-29	Missouri Bus & Truck Assn. Conv.	Lake Ozark, MO
30	Highway User Tax Reports due for California, Nevada & Oregon	
30	Delaware, South Carolina fuel permits expire; Vermont highway use permit expires	

OCTOBER

Date	Event	Location
6-8	National Motor Freight Traffic Assn. Mtg.	Washington, DC
16-17	Regular Common Carriers Conference board of governors & membership meeting	Washington, DC
17	ATA SCORE Committee Meeting	Washington, DC
18-20	Steel Carriers Conference (ATA) board & membership meetings	Washington, DC
18-21	American Trucking Assn. Convention	Washington, DC
19-22	SAE Fuels & Lubricants Meeting	Tulsa, OK
22	New England Motor Carrier Freight Claim Conf.	Burlington, MA
25	Highway User Tax Reports due for Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Washington & Wyoming	
25-28	American Movers Conference Convention	Hilton Head, SC
29-Nov. 1	Arizona Motor Transport Assn. Conv.	Phoenix, AZ
30	Highway User Tax Reports due for California, Nevada & Oregon	

NOVEMBER

Date	Event	Location
8-12	Equipment & Tool Institute Annual Mtg.	Palm Springs, CA
9-12	SAE Truck Meeting	Troy, MI
12-14	Colorado Motor Carriers Assn. Conv.	Colorado Springs
15-18	ATA Industrial Relations Committee Mtg.	Phoenix, AZ
15-20	ASIA Heavy Duty Distributors Div. Nat. Conv.	Palm Springs, CA
16-19	National Assn. of Regulatory Utility Commissioners Conv.	San Francisco, CA
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	
30	Highway User Tax Reports due for California, Nevada & Oregon	

DECEMBER

Date	Event	Location
2-3	Nevada Motor Transport Assn. Meeting	Las Vegas, NV
2-4	ATA Council of Safety Supervisors Winter Steering Committee Meeting	Washington, DC
12-13	National Independent Truckers Unity Council Quarterly Meeting	San Francisco, CA
25	Highway User Tax Reports due for Arizona, Colorado, Montana, New Mexico, Utah, Washington & Wyoming	
30	Highway User Tax Reports due for California, Nevada & Oregon	
31	Fuel permits expire in Alabama, Arizona, Arkansas, Connecticut, Georgia, Massachusetts, Michigan, Mississippi, Montana, North Carolina, Taxas & Utah. Other Dec. 31 expirations: Kansas KCC plates, Idaho fuel permit/prorate, Nevada fuel permit/PSC plates, New Mexico fuel permit/mileage card, Ohio HUT mileage card and Wyoming PSC mileage plates. Connecticut road tax permit.	

2.5

PROJECT 5:

TRADE SHOW EXHIBITS

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 5

Project Name: Trade Shows

Project Objective: Increase Voluntary Program presence at truck and trade shows.

Project Summary: Developed a list of Program and non-Program member trade show exhibitors.

Letters, encouraging the use of Voluntary Program materials in trade exhibits were developed for both Program and non-Program members. A press release, announcing the availability of Voluntary Program materials was developed for distribution to trade publications.

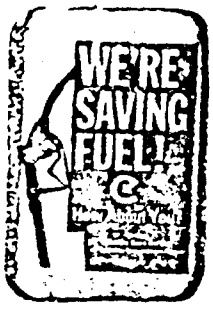
A publication index was compiled, listing current energy articles and information available through the Voluntary Program. This publications index was proposed for distribution to trade exhibitors.

Due to budget uncertainties concerning the reproduction of materials, the publications were not offered to trade exhibitors.

Voluntary Program representatives revised the publication index, and offered materials in a mailing to the Program membership. Other trade show activities within the scope of this project included distribution of "Fuel Saver Kits" to organizations requesting them. Over 200 kits were distributed to participants and media contacts at the 1981 International Trucking Show, Anaheim, California, and at the 1981 Minnesota Energy Agency 7th Annual Conference.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

Discussions with the California Energy Commission and California Trucking Association resulted in co-sponsorship (and shared cost) of exhibit space for the Voluntary Program at the 1981 International Truck Show.



INFORMATION AVAILABLE FROM THE VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

May 18, 1981

Voluntary Truck and Bus
Fuel Economy Program
NRD-22
700 Seventh Street, SW
Washington, DC 20590

Title	Report No.	Available From	Summary
Truckers Guide to Fuel Savings 10/73		Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	A Cummins Engine Company reprint, this 20 page book focuses on the many ways to conserve fuel. Subjects include streamlining, single drive axles, turbocharging kits, etc.
Tips for Truckers - Energy Conservation Now 1975		Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	A series containing four bulletins to help truckers save fuel. Topics include radial tires, unnecessary idling, truck aerodynamics, and slowing down the engine.
The DOT/SAE Truck and Bus Fuel Economy Measurement Conference Report 4/75	P59	SAE, Inc. 400 Commonwealth Warrendale, PA 15906 Cost: $10.00	Proceedings from a conference conducted by the Society of Automotive Engineers Research Executive Board under contract from the U.S. Dept. of Transportation. The conference began the development of measurement techniques which would be useful to the truck and bus industries in saving fuel.
Saving School Bus Fuel 1976		Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	This leaflet discusses how to save fuel in four areas - buses, operations, maintenance, and the driver.
The Truck Owner Operator - Fuel Conservation for Profit (Film) 1976		Can be borrowed from: Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590 or purchased from: Byron Films 65 K Street, NE Washington, DC 20002 Cost: $78.00	The owner-operator is treated in this 15-minute movie as both a businessman and a truck driver.

Title	Report No.	Available From	Summary
The Double-Nickel Challenge - Race to the Fuel Pump 5/79	DOT HS 804 097	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	This 68-page report is the result of a challenge conducted on an Ohio test track in which the Dept. of Transportation asked owner-operator truckers to drive their own rigs at 55 mph and whatever speed above 55 mph they felt would get best fuel economy. The final score: Bureaucrats 26, Trucks 6.
The Double-Nickel Challenge (Film) 1979		Can be borrowed from: Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	This is a six-minute film of the above demonstration.
17 Tricks to Save Fuel and Save $$$ 6/79	DOT HS 804 547	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-20 Washington, DC 20590	This leaflet looks at fuel savings to consider when buying your next truck or improving the old one, as well as fuel savings that cost nothing.
Aerodynamic Drag Reduction Devices in the Trucking Industry: A Market Survey 9/79	DOT HS 805 541	Dept. of Transportation NHTSA/NRD-20 Washington, DC 20590	An 87-page report by SRI International presents a comprehensive description of aerodynamic drag reduction devices as well as background information, test results, and reports on fuel savings through the use of these devices.

Title	Report No.	Available From	Summary
Choices and Challenges - Medium Duty Truck Powerplants 11/79		Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	The proceedings from an SAE/DOT Symposium on Medium Duty Powerplants. Topics include: 1. Stratified Charge Engine Development with Broad Fuel Tolerance 2. Chevrolet Medium Duty Gasoline Engines and Their Applications 3. Medium Duty Gasoline Engines and Their Applications - Ford 4. Medium Duty Diesel Engines - What's Available Today from Caterpillar 5. Medium Duty Diesel Engines and Their Application - Mercedes Benz 6. Air Cooling of Truck Diesel Engines
A Better Way (Slide-Tape show) 1979/1980		Can be borrowed from: MVMA c/o Sheridan Brinley 1909 K Street, NW Suite #300 Washington, DC 20006	The Voluntary Program goals and successes are highlighted in this 78-slide audiovisual presentation prepared by the Motor Vehicle Manufacturers Association.
How to Save Truck Fuel 1/80	DOT HS 803 768	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	"How to Save Truck Fuel" proposes various ways of saving fuel by improving aerodynamics, lowering rolling resistance, having more efficient power trains and better vehicle maintenance, improving driver practices, and improving operational techniques.

Title	Report No.	Available From	Summary
Why We Are Sure The Double Nickel Saves Fuel for Trucks 2/80	DOT HS 805 196	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	This five-page booklet reinforces the fact that lower speeds save fuel. As proof it reviews the results of The Double Nickel Challenge.
The Federal Government Should More Actively Promote Energy Conservation by Heavy Trucks 3/80	EMD 80 40	Single copies: U.S. General Accounting Office Distribution Section Room #1518 441 G Street, NW Washington, DC 20013 Multiple copies ($1.00 each): U.S. General Accounting Office Distribution Section P.O. Box 1020 Washington, DC 20013	The General Accounting Office's audit of the Voluntary Program reports that the potential for trucks weighing over 10,000 pounds to save energy is substantial. The Voluntary Truck and Bus Fuel Economy Program is the primary Federal effort to increase fuel efficiency in the trucking industry. This 30-page report presents an evaluation of the program and makes recommendations to make it more effective.
Truckers Guide to Energy Conservation 3/80		Canadian Trucking Association 130 Albert Street Suite #300 Ottawa, Ontario Canada K1P 564	Fuel saving techniques in three basic categories - vehicle specifications, vehicle maintenance, and operations for the small to medium size carrier are discussed in this 21-page booklet (also written in French).

Title	Report No.	Available From	Summary
Gaseous Fuels for Automotive Engines 4/80		Dept. of Energy Washington, DC 20585	Important aspects of gaseous fuel usage for internal-combustion engines are highlighted in this document. It provides information and reference to those interested in converting their vehicle(s) to gaseous fuels. Further technical information is now commercially available and can be obtained through references listed in this document.
Turbine Power - Demonstration Project 4/80		Dept. of Energy Urban Mass Transportation Department Washington, DC 20585	This booklet describes a current experiment in which diesel engines in five coaches have been replaced with gas turbines. It also describes the turbines' unique features.
Heavy Duty Vehicles 4/80	DOT HS 803 965	NTIS: National Technical Information Service Springfield, VA 22161	This bibliography represents literature acquired since the establishment of the National Highway Traffic Safety Administration (NHTSA) as related to heavy duty vehicles and equipment.
Transportation Energy Conservation Data Book: Edition 4 9/80	ORNL-5654	NTIS U.S. Dept. of Commerce 5285 Port Royal Road Springfield, VA 22161 Cost: $27.50 (printed copy) (microfiche)	This document, designed for use as a desktop reference, represents an assembly and display of statistics that characterize transportation activity and presents data on other factors that influence transportation energy use. The publication presents a large amount of relevent data in an easily retrievable and usable format with the statistical data shown in the form of tables, graphs, and charts.

Title	Report No.	Available From	Summary
5th International Symposium on Automotive Propulsion Systems, Volumes 1 and 2 10/80	CONF-800419 Volume 1 CONF-800419 Volume 2	NTIS U.S. Dept. of Commerce 5285 Port Royal Road Springfield, VA 22161 Cost: $28.88 each (printed copy) $4.00 each (microfiche)	This report summarizes the presentation and discussions held in Dearborn, MI, April 14-18, 1980. The symposium covers the technologies bearing on automotive propulsion systems. The first four sessions provide overview and perspectives of world-wide activities focused on automotive industry energy and emission problems. Emphasis is on current and future market and business trends and projected automotive propulsion system energy and fuel requirements. The second group of sessions (Volume 1) deals with the longer term solutions to automotive propulsion system problems while the third group of sessions (Volume 2) deals with nearer term solutions. Other topics discussed are engine fuel relationships and alternative fuels.
Joint Industry - Government Voluntary Truck and Bus Fuel Economy Program 10/80	DOT HS 805 449	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	The history of the Voluntary Program, its activities, accomplishments and goals are explained in detail in this 10-page booklet.
Voluntary Truck and Bus Fuel Economy Program 3/81	DOT HS 805 048	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	The Voluntary Truck and Bus Fuel Economy Program, the role of various organizations in the program, and their commitment to help find fuel saving solutions are described in this leaflet.

Title	Report No.	Available From	Summary
Transit Bus Fuel Economy Test 4/81	BP 80-004	Dept. of Transportation Voluntary Truck and Bus Fuel Economy Program NRD-22 Washington, DC 20590	This report documents a transit bus fuel economy test procedure (SAE-J1321/Type II) that has been developed and verified by proving grounds tests. The procedure was verified by evaluating the fuel economy effects of turbocharged diesel engines, air conditioning, axle ratios, diesel fuels, bus weights, and oil additives.

DEPARTMENT OF ENERGY
Program 5
Press Release on Trade Show
Materials
Ad #830-81, Rev 1
July 14, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612-227-9391

FOR IMMEDIATE RELEASE

Exhibits emphasizing fuel economy rapidly are becoming the most popular display at the transportation-related trade shows.

Your exhibit can take advantage of this trend by distributing publications which explain new fuel-efficient equipment and practices.

These materials for your reproduction are available without charge through the Voluntary Truck and Bus Fuel Economy Program, a unique business/government venture. You may add your own logo to the materials if you wish.

The Voluntary Program works. By using free market forces--not government regulation--the Program has been instrumental in helping the trucking industry save 7 billion gallons of fuel, enough to heat the homes of 1.8 million Americans for seven years.

The Voluntary Program is sponsored by the U.S. Departments of Energy and Transportation, but membership includes more than 360 vehicle and engine manufacturers, motor carriers, trade associations and industry suppliers. The Voluntary Program works because it aggressively develops and disseminates material on fuel-efficient products and practices, helping the truck and bus industries make wise decisions to save fuel and money.

For more information on how you may obtain these materials for your display, phone or write:

William Minning
Conservation and Solar Energy
MS 5H-044
Department of Energy
Washington, DC 20585
202-252-8003

Hank Seiff
NRD-22
Department of Transportation
Washington, DC 20590
202-426-4560

DEPARTMENT OF ENERGY
Program 5
Letter to Program trade show exhibitor
Ad #829-81 Rev. 1
July 14, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612-227-9391

Dear Voluntary Program Member:

You know the value of displaying your products and services at trade shows because you have been doing it for many years. You're experienced at the trade show business and you're good at it.

But there is one message that you are not communicating as well as you could. A message that will help you gain even greater customer interest in your products.

The message is Fuel Conservation.

As a member of the Voluntary Truck and Bus Fuel Economy Program you know the importance of disseminating the latest information on fuel-saving equipment and practices.

So, why not offer Voluntary Program materials at your trade show exhibit? We will supply publication reproducibles that complement your products. You simply reproduce the quantities necessary and add your logo if you desire.

By using Voluntary Program materials you emphasize your interest in fuel conservation and your support of the Program. At the same time you help sell visitors on the value of your products.

If you have any questions on the availability of Program materials phone or write.

Sincerely,

William Minning
Conservation and Solar Energy
MS 5H-044
Department of Energy
Washington, DC 20585
202-252-8003

Hank Seiff
NRD-22
Department of Transportation
Washington, DC 20590
202-426-4560

DEPARTMENT OF ENERGY
Program 5
Letter to Non-Program
Exhibitors
Ad #831-81
July 14, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612-227-9391

Dear Sir:

You know the value of displaying your products and services at trade shows because you have been doing it for many years. You're experienced at the trade show business and you're good at it.

But there is one message that you are not communicating as well as you could. A message that will help you gain even greater customer interest for your products.

The message is Fuel Conservation. And the Voluntary Truck and Bus Fuel Economy Program wants to help you present this message at your trade show exhibits.

At virtually no cost to you.

The Voluntary Program is a unique business/government venture that works. Through voluntary conservation the trucking industry has saved more than 4.9 billion gallons of fuel from 1973-79, by the purchase of fuel efficient options on new trucks alone.

The program is sponsored by the U.S. Departments of Energy and Transportation, but membership includes more than 360 vehicle and engine manufacturers, motor carriers, trade associations, industry suppliers and others. The Voluntary Program works because it aggressively develops and disseminates material on fuel-efficient products and practices, helping the truck and bus industries make wise decisions to save fuel and save money.

So, why not offer these materials at your trade show exhibit? The Voluntary Program will supply publication reproducibles that complement your products. You simply reproduce the quantities necessary, and add your logo if you desire.

By using Voluntary Program materials you emphasize your interest in fuel conservation and your support of the Program. At the same time you help sell visitors on the value of your products.

If you have any questions on the availability of Program materials, or on the Voluntary Program itself, phone or write.

Sincerely,

William Minning
Conservation and Solar Energy
MS 5H-044
Department of Energy
Washington, DC 20585
202-252-8003

Hank Seiff
NRD-22
Department of Transportation
Washington, DC 20590
202-426-4560

2.6

PROJECT 6:

VOLUNTARY PROGRAM DISPLAY

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 6

Project Name: Voluntary Program Display

Project Objective: Create display unit presenting Voluntary Program message for use at trade shows and in other places as appropriate. Display unit parameters included flexibility in message presentation and size, light weight, ease of assembly, and attractiveness.

Project Summary: Agency designed, purchased and delivered display unit, complete with finished art. Display unit delivered and accepted in time for the Mid America Truck Show in Louisville, Kentucky. February 1981. Agency subsequently provided higher grade fiberglass packing cases and additional artwork.

Display unit received compliments from several quarters as excellent example of creative and effective design within budget. Display unit and DOE/DOT subsequently received national award for creative design.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973


SPEED
LIMIT
55

National Trade Show Exhibitors Association
Annual Exhibit Award Program
Award Certificate

EXHIBIT FOCUS

Certificate of Merit

Presented to:

U.S. Department of Energy

In recoginition of your contribution to the continued growth and the professional development of the Trade Show industry the judging committee of the Annual "Exhibit Focus" Award expresses their sincere congratulations.

1981

Judging Committee

Raymond K. Kennaley

Wayne A. Lemburg

Robert B. Konikow

Robert D. Dirks

2.7

PROJECT 7:

GRAPHICS REVIEW

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 7

Project Name: Graphics Modification and Copy Summarization

Project Objective: Improve graphics where appropriate and summarize materials included in regular mailings to Program members.

Project Summary: Summary of materials and synopsis prepared for the November, 1980 mailing to Voluntary Program members.

This task was cancelled per DOE and Voluntary Program representatives effective December 1980, due to additional mailing expenses and lead time required for preparation.

Graphics review continued.

Due to the cancellation of this project, efforts were directed to other Program projects outlined in the Marketing Plan. Activity levels were increased specifically in the development of Program Member case histories and the production of the Special Edition of Fuel Economy News. Twelve case histories were prepared for distribution to trade publications and the Special Edition of Fuel Economy News was typeset and keylined to camera-ready stage.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

DEPARTMENT OF ENERGY
Ad #809-80
November 4, 1980

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

Dear Voluntary Program Member:

We hope some or all of the five enclosed items will help you in your continuing efforts to save fuel and cut your operating costs. For your convenience, we have also included a synopsis of each.

Included in this packet are:

* A booklet our department published, which lists the most often-heard arguments against sticking to the 55-mph speed limit--and responds to each with a ton of convincing reasons why "55" saves you fuel, lives and lots of money.

* A magazine article about radial tires (reprinted from Commercial Car Journal) where survey results indicate why bias-ply tires for linehaul units may soon be a thing of the past.

* A letter from Norman L. Helmke, manager of the fuel conservation program at Umthun Trucking Company, in which he describes what Umthun's been doing to save fuel--particularly through use of road speed governors and speed-o-graphs.

* The Pillsbury Company's latest update on its energy program, with several attachments including the objectives and guidelines of the program.

* An informative and lively booklet which Leaseway Transportation distributed to its employees, listing energy-saving tips for its workers on the road and in the plant.

We know you'll find these materials interesting and useful, as you continue to develop and monitor your own fuel saving program.

Sincerely,

SUMMARY OF THE ENCLOSED MATERIALS:

1. "55...55...55..." booklet:

This information-packed booklet lists and responds to the arguments we always hear against sticking to a 55 mph maximum. Read this and find out:

- Why the new speed limit is NOT making it tough for truckers to make a living;
- That no truck on earth runs better at speeds higher than 55 mph;
- That the fuel-saving devices you install will pay for themselves with the fuel you'll save;
- That practically all regulated and private carriers--and their trade organizations and unions--favor sticking to the 55-mph speed limit.

2. "RADIALS: Who Uses What--Where--And Why"--article reprint:

Commercial Car Journal reports the findings of its own study of 38 Maintenance Council members (who operate 29,000 tractors and 69,000 trailers). Most of those using radials prefer the tubeless kind, which are lighter weight and have fewer blowouts. Radials, the study shows, have a longer tread life and can be retreaded more times than bias-ply tires. The article lists which brands of tires--and of balancing and sealing liquids--are used, and gives tips and warnings on radial repairs and retreading.

3. Letter from Umthun Trucking Company:

Norman L. Helmke, manager of Umthun's fuel conservation program, evaluates the company's use of road speed governors and speed-o-graphs. According to Helmke, installation of the speed-o-graphs has resulted in an 8% fuel savings over the whole fleet. And Umthun's own tests with Road Boss trucks indicate an 11.4% increase in fuel mileage results from using road speed governors.

4. Materials from the Pillsbury Company:

Among the most current materials from Pillsbury's corporate energy program is a copy of the program's goals and objectives; its projected fuel savings at the end of the company's five-year plans (by 1983, an expected 1.5 million gallons of diesel fuel and 780,861 gallons of gasoline annually, over 1979 fleet figures); sample inbound and outbound route logs; and a summary of Pillsbury's energy-saving successes since the program began in 1973.

5. Booklet from Leaseway Transportation:

This company's checklist of energy-saving guidelines is aimed at all employees--Leaseway's drivers, mechanics, maintenance supervisors, warehouse personnel, office workers, vehicle engineers, dispatchers and fuelers--and carries the imaginative (and well-illustrated) theme of "using horse sense in using horsepower."

2.8

PROJECT 8:

PROGRAM MEMBER RECOGNITION

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 8

Project Name: Increase Voluntary Program Membership

Project Objective: Increase Voluntary Program membership by having current Program members solicit new members and by promoting recognition of current Program members in local media.

Project Summary: Indianhead Truck Lines, Inc., St. Paul, story produced and placed in St. Paul Athletic Club Magazine. This publication is the leading business publication produced in St. Paul. Agency directed not to promote additional membership because of the logistical problems in handling extended membership list. Produced press releases for general distribution based on stories in Fuel Economy News and noteworthy conservation efforts as determined by DOT. Increased membership by adding selected new members including trade publications.

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ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

TO: BILL MINNING
CATHERINE WILKINSON
HANK SEIFF

FROM: JEANNE FOGELBERG

DATE: AUGUST 27, 1981

RE: NEWS RELEASES, DISTRIBUTION

Enclosed are news releases developed from articles in the recent issue of Fuel Economy News. The preferred distribution of these news releases is:

"Cash Bonus Saves Money for J.B. Hunt"

Send to: Editor
The Springdale News
514 E. Emma Avenue
Springdale, AR 72764

Editor
Benton County Daily Democrat
P.O. Box 150
Bentonville, AR 72712

These are the local newspapers for Lowell-based J.B. Hunt Transport, Inc.

"Tollie Freightways Reports Successful Fuel Savings"

Send to: Business Editor
The Kansas City Kansan
901 N. 81th Street
Kansas City, MO 66101

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

Business Editor
The Kansas City Times & Kansas City Star
1729 Grand Avenue
Kansas City, MO 64108

These daily newspapers should be interested both as an energy article and a good business article.

"Agway's Driver Training Program Sets New Standards"

Sent to: Business Editor
The Post-Standard
Box 4915
Syracuse, NY 13221

Agway is a major business headquartered in Syracuse. The morning and evening newspapers are published by the same company and the combo publishes the Sunday edition.

"Taynton's Fuel Conservation Efforts Highlighted"

Send to: Editor
Williamsport Sun-Gazette
252 E. 4th Street
Williamsport, PA 17701
(daily)

Editor
The Wellsboro Gazette
25 East Avenue
Wellsboro, PA 16901
(weekly)

Both newspapers should be interested in reporting about a business located in their area.

The releases should be sent with a brief cover letter. Sample letter is attached for your review.

Once you have approved the attached releases, they will be mailed to the publications listed.

FOR MORE INFORMATION CONTACT:

JOE DELMONT
COLEMAN & CHRISTISON, INC.
612/227-9391

HANK SEIFF
DEPARTMENT OF TRANSPORTATION
202/426-4560

STEVE PALMER
J.B. HUNT TRANSPORTATION
501/751-1700

FOR IMMEDIATE RELEASE

CASH BONUS SAVES MONEY FOR J.B. HUNT

LOWELL, ARK.--A combination cash bonus plan for drivers saving fuel and a point system for drivers wasting fuel resulted in a savings of one million gallons for J.B. Hunt Transport, Inc., headquartered here.

The program which combines driver education and motivation was cited in the current issue of Fuel Economy News, a quarterly newsletter of the Voluntary Truck and Bus Fuel Economy Program published by the U.S. Departments of Energy and Transportation.

J.B. Hunt Transport, a 200-truck common carrier, began the program in February 1980, and divided an average of $2,400 per month in bonuses among drivers demonstrating a fuel savings. Steve Palmer, fuel coordinator at J.B. Hunt, supervises the bonus plan and point system which penalizes "energy wasters."

"First quarter results showed the system was working very well," Palmer said. "We could tell which drivers were costing the company

(more)

money and which drivers were efficient," he added. The program implemented at J.B. Hunt, "Ease on Down the Road," was developed by Chilton Datalog under a contract with the Department of Transportation. The Chilton training program reviews proper techniques for starting trucks, progressive shifting, traffic handling and other techniques drivers can implement to save fuel.

During a 14-month period ended March 1981, the program at Hunt showed a fleetwide mileage increase from 3.90 to 4.62 miles per gallon. "We may reach 5 miles per gallon fleetwide by the end of summer," Palmer said. Hunt's computers tally driver performance numbers allowing Palmer to determine driver rankings and bonuses.

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FOR MORE INFORMATION CONTACT:

JOE DELMONT
COLEMAN & CHRISTISON, INC.
612/227-9391

HANK SEIFF
DEPARTMENT OF TRANSPORTATION
202/426-4560

RICK WAGNER
TOLLIE FREIGHTWAYS, INC.
816-321-6914

FOR IMMEDIATE RELEASE

TOLLIE FREIGHTWAYS REPORTS SUCCESSFUL FUEL SAVINGS

KANSAS CITY, KAN.--Successful efforts to control fuel expenses at Tollie Freightways, Inc. were reported in the recent issue of Fuel Economy News, a quarterly publication of the Voluntary Truck and Bus Fuel Economy Program.

Tollie Freightways, headquartered here, combines driver education with a method of testing fuel-saving devices to monitor and control use of fuel. The company's programs focus on the driver as the key to successful fuel savings.

The company reported increased fuel efficiency from 4.2 miles per gallon in March 1980 to 4.92 miles per gallon nine months later.

The driver education program allows for an exchange of ideas between drivers. Tollie Freightways also publishes letters and pamphlets on fuel tips and other areas of concern to drivers.

(more)

Tollie Freightways, Inc. is one of more than 350 active members of the Voluntary Program which is coordinated by the U.S. Departments of Transportation and Energy. Since the program began in 1975, seven billion gallons of fuel have been saved through the use of new, more energy-efficient trucks and equipments.

##

FOR MORE INFORMATION CONTACT:

JOE DELMONT
COLEMAN & CHRISTISON, INC.
612-227-9391

HANK SEIFF
DEPARTMENT OF TRANSPORTATION
202-426-4560

GARY PUTMAN
AGWAY, INC.
315-477-7061

FOR IMMEDIATE RELEASE

AGWAY'S DRIVER TRAINING PROGRAM SETS NEW STANDARDS

SYRACUSE, NY--Renewed emphasis on safety and fuel-efficient driving earned national recognition for Agway's driver training program. The recent issue of Fuel Economy News, a quarterly newsletter of the Voluntary Truck and Bus Fuel Economy Program, says other corporations are requesting information about Agway's program.

"All newly-hired drivers must attend a week-long driver-training program, regardless of prior on-the-road experience," explains Gary Putman, Agway training specialist. "The driver is the most important part of the system, both in terms of fuel economy and safety."

The Departments of Transportation and Energy manage the Voluntary Program which began in 1975. The article in Fuel Economy News is based on Agway's 28 years of experience with in-house driver education programs which respond to concerns about fuel economy.

(more)

Nearly 400 drivers participate in the program annually at a cost to the company of between $875 to $1,000 each. Agway's local co-ops also participate in the program. The majority of the cooperative's trucks are petroleum tankers, fertilizer spreaders, burner service units and feed trucks.

Lectures on idling and progressive shifting reinforce Agway's concern about saving fuel. Agway's training program also addresses the need for continuing education of longtime drivers. "Every three years, drivers must take a refresher course in defensive driving and vehicle care," Putman said.

##

FOR MORE INFORMATION CONTACT:

JOE DELMONT
COLEMAN & CHRISTISON, INC.
612/227-9391

HANK SEIFF
DEPARTMENT OF TRANSPORTATION
202-426-4560

NEUMAN J. PETERSON
TAYNTON FREIGHT SYSTEM
717-724-1611

FOR IMMEDIATE RELEASE

TAYNTON'S FUEL CONSERVATION

EFFORTS HIGHLIGHTED

WELLSBORO, PENN.--Taynton Freight System's fuel conservation efforts received recognition in the current issue of Fuel Economy News, a quarterly publication of the Voluntary Truck and Bus Fuel Economy Program.

Taynton installed viscous fans on road tractors and added smooth side trailers to their fleet which is 99 percent equipped with radial tires.

The installation of fuel heaters on all road tractors resulted in a three percent gain in fuel mileage, according to Neuman J. Peterson, Taynton president. The company's preventive maintenance program accounted for a significant increase in fleet fuel mileage, Peterson added.

Other company efforts to improve fuel mileage include driver incentive programs to save fuel.

(more)

Taynton Freight System is one of more than 350 active members of the Voluntary Program coordinated by the U.S. Departments of Energy and Transportation. Since the program began in 1975, seven billion gallons of fuel have been saved through the use of new, more energy-efficient trucks and equipment.

##

BACK TO BUSINESS

Indianhead Spearheads Energy Conservation

By Richard Christison

Around the country, Minnesota is used as an example of appropriate energy conservation. Residents, businesses and different levels of government have started programs that are now being duplicated around the country.

And Saint Paul Athletic Club members continue to take the lead in developing new programs while expanding successful ones.

One such St. Paul firm has proven that saving energy also saves money, and they're a vital part of a national program that's helping other businesses save money. The program is the Voluntary Truck and Bus Fuel Economy program, a joint business/government program where businesses share information on fuel saving. The program is operated by the U.S. Departments of Transportation & Energy.

Roland D. Wilsey

The St. Paul company that has been with the program since its beginning in 1975 is Indianhead Truck Line, Inc. Using the information and techniques provided by the program, Indianhead was able to save over 212,000 gallons of fuel last year — a savings of more than $200,000, according to club member Roland D. Wilsey, executive vice president.

"Any business that uses trucks can gain by being a program member," notes Wilsey. "As a trucking company, we're able to save a lot more." Indianhead has 240 tractors that cover more than 22 million miles each year, carrying bulk products and general commodities across 11 Midwestern states.

The program helps members share information with each other — information on tests, techniques and products. Other Saint Paul area firms making significant contributions to the program are 3M, Briggs Transportation Corp., Coleman & Christison, Inc., Dart Transit Company, Dealers Manufacturing Company, Inc., Horton

Industries, Inc., Hyman Freightways, Inc., Midwest Motor Express, Murphy Motor Freight Lines, Inc., and the Pillsbury Company.

Across the country, the Voluntary Program has been a success. Since it began, the program has saved 4.9 billion gallons of fuel, according to DOT estimates. That's enough fuel to heat 1.8 million homes for a seven-year period.

How does Indianhead save fuel? "We started our efforts in 1969, primarily to reduce the cost of oil and motor oil," notes Robert Sargent, Indianhead's vice president of equipment and maintenance. "We experimented with different ways we could extend the drain interval on our engines, and finally hit on some techniques that worked for us."

Their efforts mean that oil now is changed every 50,000 miles instead of the 16,000 mile figure they formerly used. "That keeps our equipment on the road instead of in the shop, saving us money two ways — less oil used and less time wasted," says Sargent.

Sargent was part of the early meetings to formalize the voluntary program in 1975. "We didn't even have a name yet," he recalls. "It was one of the first meetings where people sat down and tried to devise standards of evaluation of fuel saving devices that people were selling and using. We also tried to develop some operational ideas to see how we could take better advantage of our equipment."

Indianhead took the information from these national meetings and put it to use. They ordered some fuel efficient vehicles to test, and now all vehicles purchased are "full blown fuel efficient" models. Their fleet of over 1,100 pieces of equipment has been retro-fitted with fuel-efficient devices.

The trucks used by Indianhead — the same kind of equipment that any business can purchase — have on-off clutch fans, aerodynamic devices, radial tires, low rpm/high torque rise engines with properly matched gear ratios, and turbochargers. The package costs about $4,500 per truck, but Sargent noted the package soon pays for itself.

The new fuel-efficient trucks can't be driven the same way as other trucks, so Indianhead established a special driver training program in 1978.

"Trucking is our business," says Wilsey, "and our drivers are all professionals. But we found it paid for us to spend time on teaching our drivers new techniques when we got the new equipment. After classroom instruction we spent individual time on each driver . . . and they all learned how to drive more efficiently. In many respects, our drivers are the key to our program."

Could other businesses that aren't involved with trucking duplicate Indianhead's success?

"That's the beauty of this program," says William Minning, project manager at the Department of Energy (DOE). "As a cooperative program between business and government — not just trucking and government — we serve as a clearing house of information to whoever wants it. Whether you're a big carrier or a retailer with just a few trucks, we have information that can save you fuel. And that means money saved."

The Program has booklets on driving techniques, products, and maintenance that help companies save fuel, plus specific information on research projects done by manufacturers, associations, engineers and government. All information is available free of charge. Membership also is free.

How vital are the St. Paul members' efforts to this Voluntary Program? Far more than just some lines on the membership roster. Last March, Coleman and Christison, a St. Paul advertising/public relations firm well represented in the Athletic Club, coordinated a three-day demonstration of fuel efficient trucks for St. Paul business leaders, state legislators and government officials. Sponsorship came for Indianhead and several area financial firms.

The project received national recognition and Coleman and Christison received one of 25 Presidential Energy Awards. 3M also was cited for its van pooling program — so Saint Paul received about 10% of the first national awards.

If your business uses trucks or is involved with trucking, you can find out more about the Voluntary Program by calling Jeanne Fogelberg, 612/227-9391, or write the Voluntary Truck and Bus Fuel Economy Program, c/o Coleman and Christison, 1000 Capital Centre Plaza, 386 N. Wabasha, St. Paul, MN 55102.

Other Saint Paul firms are showing that saving fuel isn't just patriotic . . . it's profitable. And Athletic Club members have taken the lead.

Richard Christison is executive vice president of Coleman and Christison.

KS-D26 THE KANSAN
KANSAS CITY KS
(E)24,000 (S)25,000

545

siness news

Local realtor gets top stat

By BOB FRISKEL
Kansan Staff Writer

-lotte Penson of Jackson and
:r Inc. has been named
r-Associate of the year for
ate of Kansas.

Penson received the award
eek at the Kansas State
rs 60th annual convention at
ood Manor in Overland Park.
was nominated by the Wyandotte County Board of Realtors, which commented "Charlotte goes the extra mile to be a good Realtor."

Mrs. Penson is the author of several newsletters and publications and is a member of numerous boards. She was first woman president of Landlords Inc., past president of the Associate Division, past president of the local Women's Council of Realtors and serves as state president of the Women's Council of Realtors. In 1975 she was named Wyandotte County Realtor of the Year by the Board of Realtors.

She received a ninth grade education, took a GED test and went to college at age 36.

Mrs. Penson has been a Realtor associate for 11 years. She is married to Richard Penson and is the mother of three daughters and a grandmother twice with another grandchild expected in April.

Tollie saves

Successful efforts to control fuel expenses at Tollie Freightways, Inc., 1020 Sunshine Rd., were reported in the recent issue of "Fuel Economy News," a quarterly publication of the Voluntary Truck and Bus Fuel Economy Program.

Tollie Freightways combines driver education with a method of testing fuel-saving devices to monitor and control use of fuel. The company's programs focus on the driver as the key to successful fuel savings.

The company reported increased fuel efficiency from 4.2 miles per gallon in March 1980 to 4.92 miles per gallon nine months later.

The driver education program allows for an exchange of ideas between drivers. Tollie Freightways also publishes letters and pamphlets on fuel tips and other areas of concern to drivers.

Tollie Freightways is one of more than 350 active members of the Voluntary Program which is coordinated by the Department of Transportation and Energy. Since the program began in 1975, seven billion gallons of fuel have been saved through the use of new, more energy-efficient trucks and equipment.

Twins agents

Twenty-one-year-old twins Bill and Scott Rodina have passed Kansas insurance examinations and joined their father's firm, Al Rodina Insurance.

Rodina, an independent agent, has been in the business since 1947.

His sons were graduated from Washington High School in 1978 and began work then in the insurance office.

Olds 'Firenza'

Oldsmobile's 1982 J car subcompact, which will debut early next spring, will be called Firenza, division officials confirmed last week in Lansing, Mich.

Oldsmobile's marketing chose the

2.9

PROJECT 9:

PLACEMATS

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 9

Project Name: Placemats

Project Objective: Produce five placemats (to camera ready stage) carrying fuel conservation message. Placemats intended for distribution at truckstops and other similar locations.

Project Summary: Produced copy and art for seven placemats. Two placemat keylines have been approved and delivered camera ready to DOE. Copy on five additional placemats and preliminary art approved. Per DOE Project Manager, agency was instructed not to produce remaining five placemats to camera ready stage. New budget limitations would not permit production expenses.

Placemats are now being offered to the **Voluntary Program** membership on a cooperative basis--Voluntary Program artwork and copy will be provided to private corporations willing to pay production expenses.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

COPY

DEPARTMENT OF ENERGY
VOLUNTARY TRUCK AND BUS
FUEL ECONOMY PROGRAM
AD# 901-81-Placemat
July 20, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 North Wabasha
St. Paul, MN 55102

HEAD: IF YOU"RE SMART ENOUGH TO DRIVE YOUR OWN RIG..

YOU'RE SMART ENOUGH TO SAVE MONEY!

COPY: If you're an owner-operator, you know that the fuel you buy makes up a big part of your "cost of doing business". You also know that getting more MPG can cut your cost of doing business.

So, if you're interested in some tips on how you can drive to increase your MPG--and save fuel and money--you'll be interested in reading "Tips for Truckers--Energy Conservation Now." The booklet discusses fuel saving devices, as well as some driving techniques designed to help save fuel.

SUB: Send For:

COPY: "Tips for Truckers--Energy Conservation Now."
Department of Transportation
Voluntary Truck and Bus Fuel Economy Program
NRD - 22
Washington, DC 20590

If you're smart enough
to drive your own rig...
we can save you money!

COPY

DEPARTMENT OF ENERGY
VOLUNTARY TRUCK AND BUS
FUEL ECONOMY PROGRAM
AD# 902-81-Placemat
July 20, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 North Wabasha
St. Paul, MN 55102

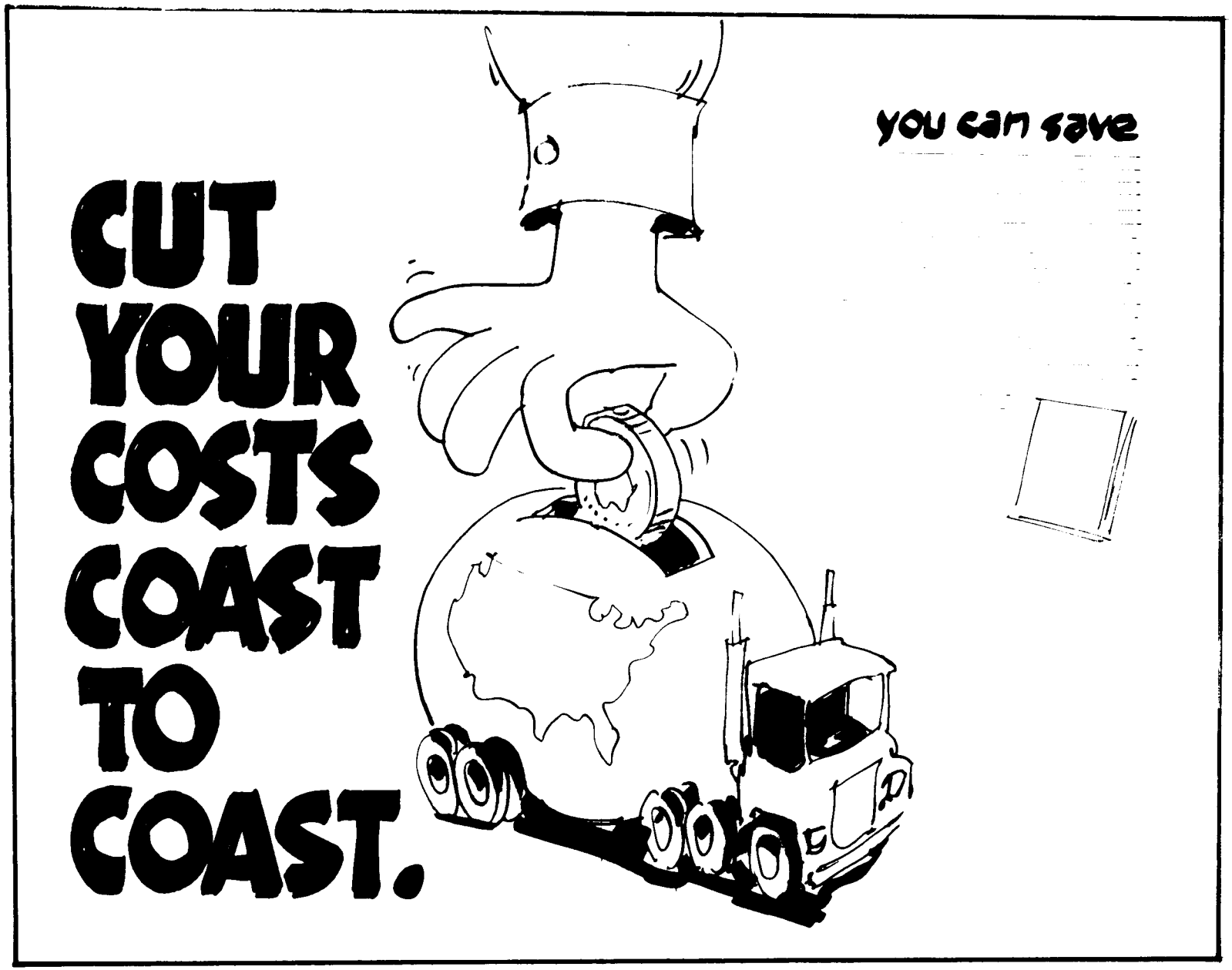
HEAD: CUT YOUR COSTS COAST TO COAST.

SUB: YOU CAN SAVE

COPY: If you drive 100,000 miles a year and get 4.5 MPG, we have some tips that will help you save 10% on your fuel costs. "17 Tricks to Save Fuel and $$$$" provides basic driving tips that you can start today-at no cost. And equipment tips that you should consider when you buy your next truck or when you make improvements on the truck you are driving. Tips that have been proven to save fuel--and that means saving money, too.

SUB: Send For:

COPY: "17 Tricks to Save Fuel and $$$$"
Department of Transportation
Voluntary Truck and Bus Fuel Economy Program
NRD-22
Washington, DC 20590


CUT
YOUR
COSTS
COAST
TO
COAST.
you can save

COPY

DEPARTMENT OF ENERGY
VOLUNTARY TRUCK AND BUS
FUEL ECONOMY PROGRAM
AD# 903-81-Placemat
July 20, 1981

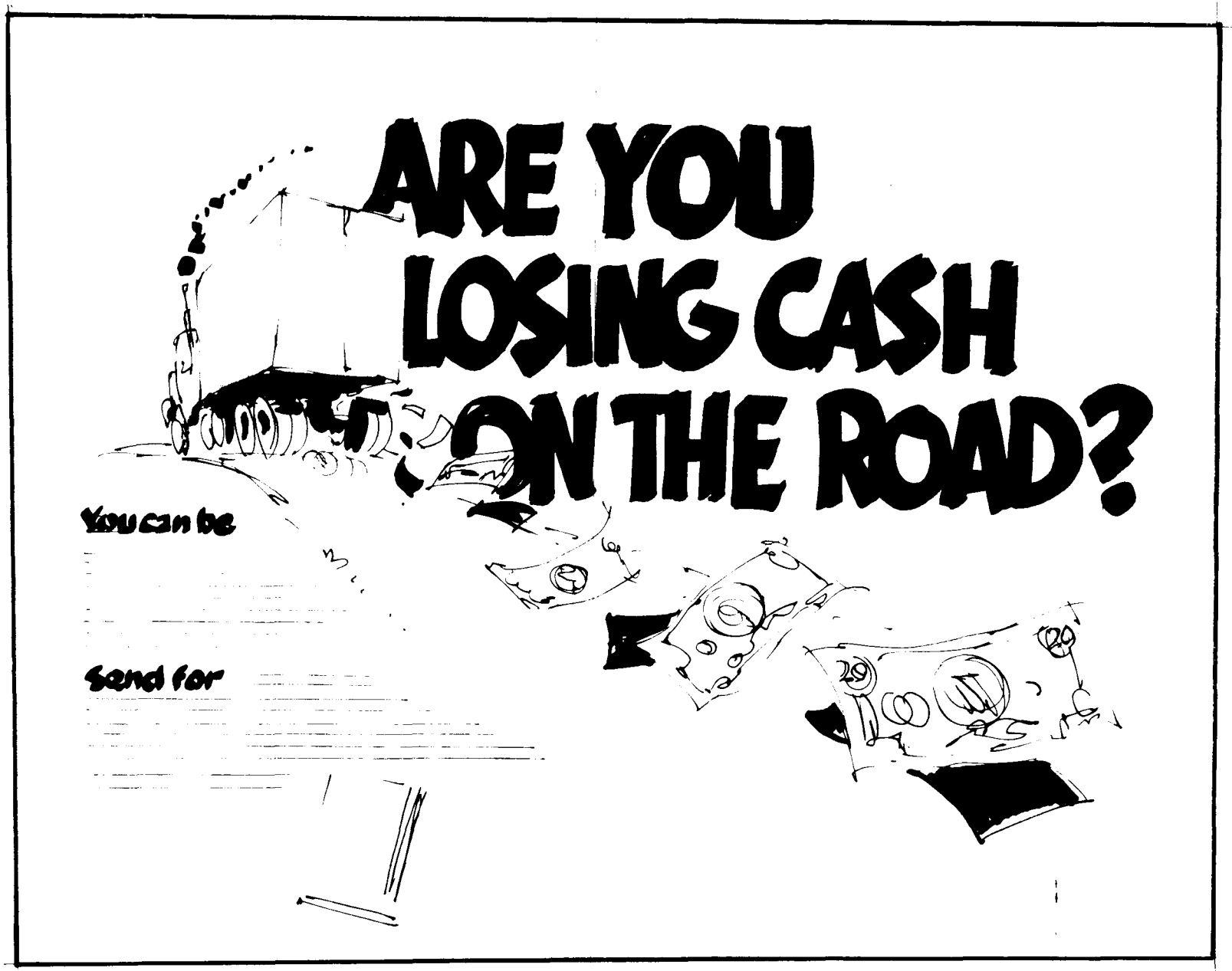
FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 North Wabasha
St. Paul, MN 55102

HEAD: ARE YOU LOSING CASH ON THE ROAD?

COPY: You can be if you are not using some fuel saving techniques. Because of all the fuel saving devices manufacturers have available--variable fan drives, road speed governors, tag axles, radial tires, aerodynamic componets, etc.--the most important fuel saver can't be bought--THE DRIVER.

SUB: For more information on how you can save fuel, send for:

COPY: "Truckers Guide to Fuel Savings"
Department of Transportation
Voluntary Truck and Bus Fuel Economy Program
NRD-22
Washington, DC 20590


ARE YOU
LOSING CASH
ON THE ROAD?
You can be
Send for

DEPARTMENT OF ENERGY
VOLUNTARY TRUCK AND BUS
FUEL ECONOMY PROGRAM
Ad #904-81 Placemat
July 20, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

HEAD: SAVE BIG MONEY WHILE YOU WORK!

SUB: GOT A HOT TIP FOR YA!

SEND FOR A FREE

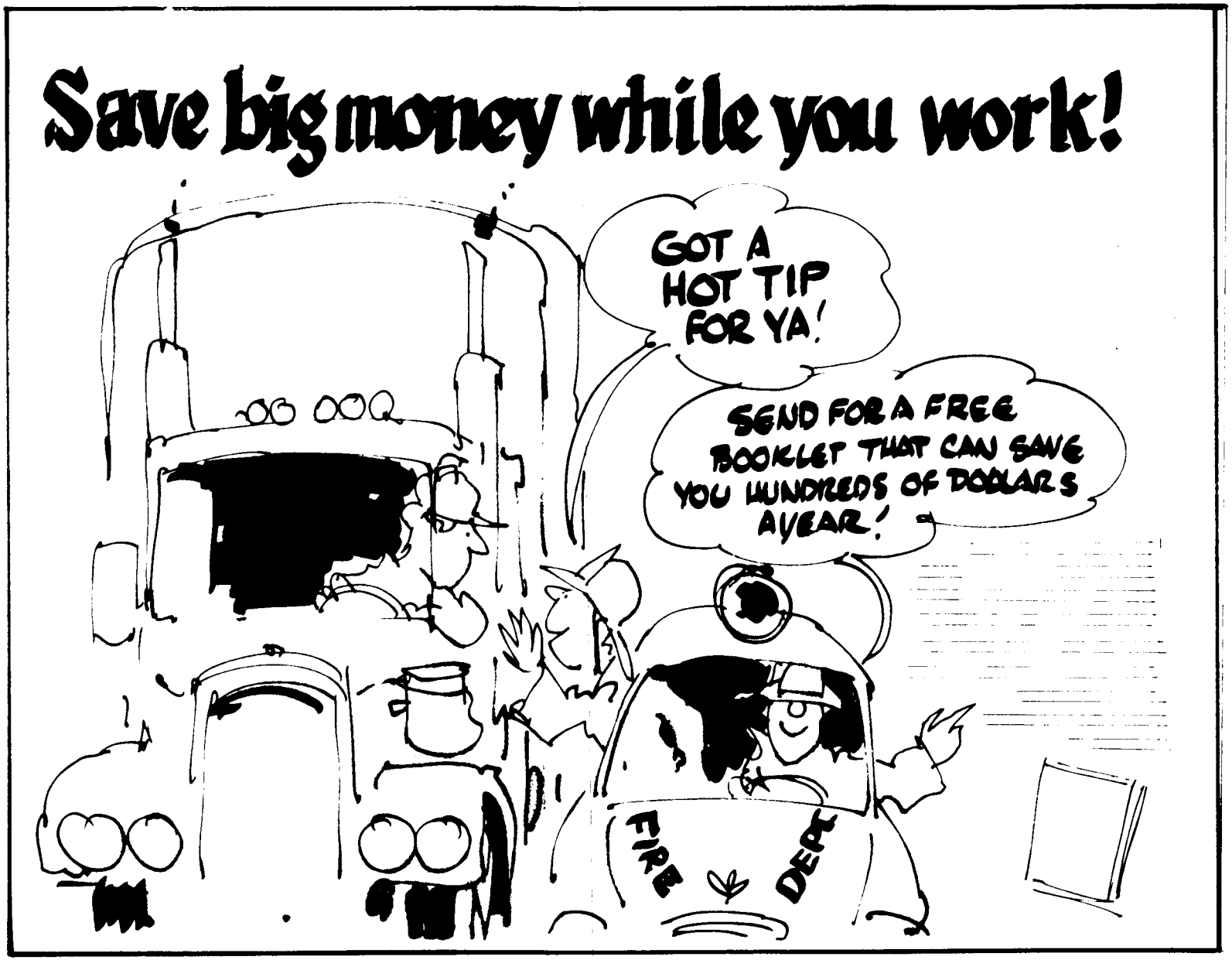
BOOKLET THAT CAN SAVE

YOU HUNDREDS OF DOLLARS

A YEAR!

COPY: For some hot tips on fuel-efficient equipment, vehicle maintenance, and driving practices that can save you money, write for:

"How To Save Truck Fuel"
Department of Transportation
Voluntary Truck and Bus Fuel Economy Program
NRD-22
Washington, DC 20590


Save big money while you work!
GOT A HOT TIP FOR YA!
SEND FOR A FREE BOOKLET THAT CAN SAVE YOU HUNDREDS OF DOLLARS A YEAR!
FIRE DEPT

COPY

Department of Energy
Voluntary Truck and Bus
Fuel Economy Program
AD# 905-81-Placemat
July 20, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 North Wabasha
St. Paul, MN 55102

HEAD: HERE'S OUR OFFER...

IT'S A HONEY...

SEND AWAY...

AND SAVE SOME MONEY...

SUB: YOU CAN SAVE HUNDREDS

COPY: "Tips For Truckers - Energy Conservation Now" provides you with the information you need to help you save fuel---and money.

Information on truck aerodynamics...radial tires...engine operation... and much more.

SUB: FREE...

COPY: To find out how you can save fuel (and money), write for:

"Tips For Truckers-Energy Conservation Now"

Department of Transportation

Voluntary Truck and Bus Fuel Economy Program

NRD-22

Washington, DC 20590


You can save hundreds
HERE'S OUR OFFER...
IT'S A MONEY...
SEND AWAY...
AND SAVE SOME MONEY!
FREE...

2.10

PROJECT 10:

PUBLIC SERVICE ANNOUNCEMENTS

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 10

Project Name: Public Service Announcements

Project Objective: Distribute Voluntary Program message to independent truckers via Public Service Announcements (PSA's) placed on leading country western radio stations across the country.

Project Summary: This objective was to be met by producing scripts for distribution to radio stations. Agency produced 14 scripts (10 seconds, 20 seconds, and 30 seconds in length) which were submitted and approved by Voluntary Program representatives. Media distribution schedule developed and submitted to Voluntary Program to facilitate distribution through DOT Public Affairs. Developed cover letter addressed to radio station managers. Prepared follow-up material to determine radio station use.

A Presidential mandate imposed a department mail embargo, prohibiting the distribution of the Public Service Announcements.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

DEPARTMENT OF ENERGY
10-Sec. PSA
Ad #393-R-81
March 12, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

ANNCR: See that truck that's doing 55? The man inside the cab there, he's saving fuel at that speed--the fuel we all need.

A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

DEPARTMENT OF ENERGY
Ad #397-R-81
10-Sec. PSA
March 12, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

ANNCR: Which truckers turn their engines off at a stop, instead of idling too much? The ones who are saving fuel...fuel we all need.

A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

DEPARTMENT OF ENERGY
Ad #481-R-81-Rev. 1
10-Sec. PSA
April 20, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

ANNCR: Truckers, want to cut your fuel costs? Drive at lower speeds.

It can save you lots of fuel -- and lots of money.

AG: A public service announcement from the Voluntary Truack and Bus Fuel Economy Program.

DEPARTMENT OF ENERGY
20-Sec. PSA - Rev. 1
Ad # 488-R-81
April 20,1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

ANNCR: You know, that trucker you see on the road, he's carrying a full load. And that's good. Each trucker who hauls at capacity saves energy, because fewer trips are needed to deliver the same goods. That's right, the trucker with a full load is one of America's good guys -- saving the fuel we all need.

A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

DEPARTMENT OF ENERGY
Ad #487-R-81-Rev. 1
30-Sec. PSA
April 20, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

ANNCR: Remember the last time you drove someplace -- and you pulled into a truck stop for a sandwich? Remember how quiet it was in the parking lot? Practically none of those big trucks were idling, right? Those truckers in that diner are your friends -- because they know they don't have to keep those big engines idling when they don't have to. Those guys were doing this country a big favor -- saving gallons of fuel. (Playfully) And you thought they were just eating lunch.

A public service announcement for the Voluntary Truck and Bus Fuel Economy Program.

Ad #479-R-81
10-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: Truckers, when you pull into the next rest stop, why not give your rig a rest too? Idling wastes fuel--and money.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #394-R-81
10-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: Eighteen radial tires? On a big 18-wheeler, that's a lot of rubber --and a lot of fuel-saving. Every mile of the way.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #396-R-81
10-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS
FUEL ECONOMY PROGRAM

ANNCR: America's last cowboys are its truckers. And the ones who save fuel are the kind of cowboys America needs.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #491-R-81-Rev. 1
30-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: You know, that good looking truck you just saw has more than fancy chrome and paint going for it. Did you see that thing on top of the cab? That was a wind deflector. It cuts down on wind drag, which means that truck is saving energy each mile it travels. And those radial tires save even more energy. It all means the guy inside the cab is helping conserve fuel for all of us...which makes it the best sight on the road today.

\G: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #492-R-81-Rev. 2
20-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: You know, truckers are the last American cowboys...and they know driving diesels costs money, especially at the fuel pump. So they drive the double nickle limit, and they turn those engines off instead of idling too much. They're saving money on fuel...and America needs cowboys like that.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #489-R-81-Rev. 1
30-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: The last American cowboy's riding high and proud...in the cab of that shiny new truck. He knows he's driving a fuel-saving diesel, the kind where the engine, the fan clutch -- even that cab with its rounded corners -- all help him save up to 20 percent more fuel than he did with his old truck.

That trucker and others like him are saving this country millions of gallons of fuel each year...and America needs cowboys like that.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #395-R-81-Rev. 1
10-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: The last American cowboy's driving a truck these days -- a rig with just as much horsepower operating at lower rpm's. He's savin' energy, friend.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

Ad #490-R-81-Rev. 1
20-Sec. PSA

FROM: VOLUNTARY TRUCK AND BUS FUEL ECONOMY PROGRAM

ANNCR: Ever notice that these days, all the best looking trucks on the road have a few new extras that save energy? Along with that great new paint job, each one has radial tires, an aerodynamic device, and a fuel-efficient engine. That means the trucker inside the cab burns less fuel. And that beats a pretty paint job anytime.

TAG: A public service announcement from the Voluntary Truck and Bus Fuel Economy Program.

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

TO: Bill Minning
Hank Seiff
Catherine Wilkinson

From: Joe Delmont

Subj: Public Service Announcements, Distribution List and Schedule.

Date: April 30, 1981

Please find enclosed copies of the public service announcements, mailing lists of radio stations for distribution, and a draft of a cover letter addressed to the stations.

The public service announcements will be sent to the stations in three flights. The recommended dates and appropriate ad numbers are as follows:

FLIGHT #1

Date: Immediately
Ad Numbers: 393. R.81
397. R.81
481. R.81 Rev. 1
488. R.81 Rev. 1
487. R.81 Rev. 1

FLIGHT #2

Date: May 29, 1981
Ad Numbers: 396. R.81
394. R.81
479. R.81
492. R.81
491. R.81 Rev. 1

FLIGHT #3

Date: August 28, 1981
Ad Numbers: 395. R.81 Rev. !
398. R.81
490. R.81 Rev. 1
489. R.81 Rev. 1

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone 415-921-5973

We will be conducting a follow-up telephone call to selected stations, four weeks after the actual mailing date of each flight of public service announcements.

You will note that separate lists have been created for AM and FM stations, with stations listed alphabetically by the station's call letters. We have also coded (in parantheses) each station according to program format for internal reference.

For your review, I have enclosed a draft of a cover letter addressed to station managers, recommended to accompany the public service announcents.

Please contact me with any questions you might have regarding the enclosed materials.

:ln

DOE & DOT
Ad #874-81
May 1, 1981

FROM: COLEMAN & CHRISTISON, INC.
1000 Capital Centre Plaza
386 N. Wabasha
St. Paul, MN 55102
Phone: 612/227-9391

Dear Station Manager:

The enclosed public service announcements concern the Voluntary Truck and Bus Fuel Economy Program--a joint government and industry effort, committed to conserving our nation's fuel resources.

The Voluntary Truck and Bus Fuel Economy Program is a unique cooperative venture between business and government. The Program's goal is to save fuel in the trucking industry by using free market forces, not government regulation.

More than 340 motor carriers, equipment suppliers and manufacturers, trade associations and publications, unions, and government agencies participate in the Program.

And, the Voluntary Program works. Since 1973 the trucking industry has saved nearly 5 billion gallons of fuel--enough to heat the homes of 1.8 million Americans for seven years.

We would also appreciate your taking a few moments to complete the enclosed response card, indicating your intention to run the announcements, and invite your comments or suggestions regarding the announcements.

Thank you in advance for your cooperation.

Sincerely,

Hank Seiff,
Department of Transportation

TO: JEANNE FOGELBERG

FROM: BOB THOMPSON

DATE: JANUARY 19, 1981

SUBJECT: ALL-NIGHT TRUCKER SHOWS

The following summarizes the All-night Night Trucker Shows availabilities ranked in three groups:

STATION	MARKET	SHOW
1. Required Coverage		
WWL	New Orleans	Charlie Douglas
WWVA	Wheeling, WV	Buddy Ray's "Country Roads"
WBAP	Fort Worth, TX	Bill Mack
KLAC	Los Angeles	Don Hinson
2. Needed, Secondary		
WSM	Nashville, TN	Chuck Morgan
KOB	Albuquerque	Jock Radio
WMAQ	Chicago	Fast Freddie Sanders "All Night, All Right"
WRVA	Richmond	John Trimble
3. Optional Additions		
KGA	Spokane	Patti Par
KTWO	Casper, WY	"Midnight Cowboy"
KRAK	Sacramento	Fred Jones
KNEW	Oakland	Dianna Crowe
WDAF	Kansas City, MO	Mike Mareloch

In addition to the above, the following stations have all night shows (Midnight to 5:30AM) programmed "primarily for truckers."

WBT, Charlotte, NC
WHO, Des Moines
WLW, Cinncinnati
KVOO, Tulsa

In the tabulated list above, the first eight stations (WWL, New Orleans, three WRVA, Richmond) are listed in order of importance. The remaining ones are entirely optional and should be considered an extra coverage in case of regional or geographic importance to an advertiser.

As to sponsors using these stations, I have been able to get a representative list of major advertisers from two of the "must" stations.

On WWL, New Orleans:

Massachusetts Truck Stops, Auburn, Massachusetts
Midwestern Distribution, Ft. Scott, Kansas
Melton Truck Lines, Shreveport, Louisianna
Goodyear, Akron, Ohio
Freight Line Corporation, Portland, Oregon
International Harvester, Chicago, Illinois
Mobile-Union 76 Truck Stops, Mobile, Alabama
Truck Stops of America, Nashville, Tennessee
Younger Brothers Truck Line, Houston, Texas
Rhodes Truck Stops, Cap Girardeua, Missouri
Davey Crockett Truck Stops, Greenville, Tennessee
Chicago Rawhide, Chicago, Illinois
Associates, Finance Services, Chicago, Illinois

On the Eastman Radio All Night Truckers Network: (WWVA, WBAP, KLAC, WMAQ and WRVA)

International Harvester
White Trucks
GMC Trucks
Detroit Diesel Engines
Kenworth Trucks
Union 76
Alcoa Wheels
S & H Green Stamps
Toyo Tires
Bekins Van Lines

Lyon Moving & Storage
Allied Van Lines
Fram Filters
Husky Tires Batteries & Accessories
Unique Truck Products

Some of these stations have traveling shows whereby the personalty takes a carovan to various truck stops. Sponsors have display, merchandising and/or promotional opportunities integrated into these traveling units. Prominent ones are out of WWL and KOB.

PUBLIC SERVICE ANNOUNCEMENTS
SELECTED AM RADIO STATIONS

KAAY (P)
Box 1790
2400 Cottondale Lane
Little Rock, AR 72203

KABC (N)
3321 S. LaCienega Blvd
Los Angeles, CA 90016

KCBQ (C)
Box 1629
San Diego, CA 92112

KCBS (PN)
51 W. 52nd Street
New York, NY 10019

KCUB (C)
Box 50006
576 W. Roger Road
Tucson, AZ 85703

KDEN (N)
5660 S. Syracuse Circle
Englewood, CO 80111

KDKA (P)
One Gateway Center
Pittsburgh, PA 15222

KEX (P)
4949 SW Macadom Avenue
Portland, OR 97201

KFAB (P)
5010 Underwood Avenue
Omaha, NB 68132

KFBK (P, N)
1440 Ethan Way
Suite 200
Sacramento, CA 95825

KFH (C)
104 S. Emporia
Wichita, KS 67202

KFI (P)
610 S. Ardmore Avenue
Los Angeles, CA 90005

KFWB (N)
6230 Yucca Street
Los Angeles, CA 90029

KGA (P, T)
Box 8348
Spokane, WA 99203

KGO (P, N)
277 Golden Gate Avenue
San Francisco, CA 94102

KGUY (N)
P.O. Box 1270
Palm Desert, CA 92260

KHVH (N)
1060 Bishop Street
Honolulu, HI 96813

KIKK (C)
6306 Gulfton Drive
Houston, TX 77081

KIRO (P, N)
3rd & Broad
Seattle, WA 98121

KLAC (T, N)
5746 Sunset Blvd
Los Angeles, CA 90028

KLVI (C)
Box 5463
27 Sawyer Street
Beaumont, TX 77702

P - 50,000 Watt Stations, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

KLZ (C)
2149 S. Holly Street
Denver, CO 80222

KNBR (P)
1700 Montgomery Street
San Francisco, CA 94111

KNEW (T)
66 Jack London Square
Oakland, CA 94607

KNUU (N)
3320 Las Vegas Blvd. S.
Las Vegas, NV 89109

KNX (P, N)
6121 Sunset Blvd
Los Angeles, CA 90028

KOA (P, N)
Box 5012 T.A.
1044 Lincoln Street
Denver, CO 80217

KOB (P, T)
Box 1351
77 Broadcast Plaza SW
Albuquerque, NM 87102

KOMA (P)
Box 1520
Oklahoma City, OK 73107

KOMO (P)
100 Fourth Avenue N.
Seattle, WA 98109

KPRC (N)
Box 2222, 3131 SW Frwy
Houston, TX 77001

KQV (N)
411 7th Avenue
Pittsburgh, PA 18773

KRAK (T)
3326 El Camino Avenue
Sacramento, CA 95821

KRLD (P)
7901 Carpenter Freeway
Dallas, TX 75247

KSDO (N)
3180 University Avenue
San Diego, CA 92140

KSL (P)
Broadcast House
Salt Lake City, UT 84111

KSPO (N)
1406 N. Ash Street
Spokane, WA 99201

KSTP (P)
3415 University Avenue SE
St. Paul, MN 55114

KTAT (N)
P.O. Box 99
Phoenix, AZ 85001

KTRH (N)
Box 1520, 510 Lovett Blvd.
Houston, TX 77001

KTSM (N)
801 N. Oregon
El Paso, TX 79902

P - 50,000 Watt Station, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

KTUC (N)
P.O. Box 40188
Tucson, AZ 85717

KTWO (T)
Box 2720, 4200 E. 2nd Street
Casper, WY 82601

KVEG (C)
Box 15223
Las Vegas, NV 89114

KVET (C)
Box 380
Austin, TX 78768

KVOO (T)
3701 S. Peoria
Tulsa, OK 74105

KWCK (N)
P.O. Box 1300
Searcy, AR 72143

KWKH (P)
Box 31130
6341 Westport Avenue
Shreveport, LA 71130

KWMS (N)
1042 S. 700 West
Salt Lake City, UT 84104

KXEZ (P)
Box 1540
Hwy 281 E
Waterloo, IA 50704

KXXO (N)
5350 E. 31st
Tulsa, OK 74135

KYW (P, N)
Independence Mall, East
Philadelphia, PA 19106

KYXI (N)
P.O. Box 22125
Portland, OR 97222

KZIA (N)
1309 San Pedro NE
Albuquerque, NM 87110

WABC (P)
1330 Avenue of the Americas
New York, NY 10019

WAVI (N)
1400 Cincinnati Street
Dayton, OH 45408

WBAL (P)
3800 Hooper Avenue
Baltimore, MD 21211

WBAP (T)
3900 Barnett Street
Fort Worth, TX 76103

WBBM (P, N)
630 N. McClurg Court
Chicago, IL 60611

WBBW (N)
418 Knox Street
Youngstown, OH 45502

WBRE (N)
62 S. Franklin Street
Wilkes-Burre, PA 18773

P - 50,000 Watt Station, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

WBT (P, T)
One Julian Price Place
Charlotte, NC 28208

WBZ (P)
1170 Soldiers Field Road
Boston, MA 02134

WCAU (P, N)
City Avenue & Monument Rd
Philadelphia, PA 19131

WCBS (P, N)
51 W. 52nd Street
New York, NY 10019

WCCO (P)
625 Second Avenue S.
Minneapolis, MN 55402

WCFL (P, N)
300 N. State Street
Chicago, IL 60610

WCKY (P)
501 Carew Tower
Cincinnati, OH 45206

WDAF (A, C)
Signal Hill
Kansas City, MO 64108

WDGY (C)
Box 6606
Minneapolis, MN 55420

WEAN (N)
10 Dorrance Street
Providence, RI 02903

WEEI (N)
4450 Prudential Tower
Boston, MA 02199

WERE (N)
1500 Chester Avenue
Cleveland, OH 44114

WERI (N)
19 Railroad Avenue
Westerly, RI 02891

WFAA (N)
Communications Center
Dallas, TX 75202

WFLT (C)
621 O'Grady Drive
Chattanooga, TN. 37409

WGLI (N)
1290 Denconic Avenue
Babylon, NY 11704

WGN (P)
2501 Bradley Plaza
Chicago, IL 60618

WGSO (N)
1440 Canal Street
New Orleans, LA 70112

WGST (N)
550 Pharr Road, NE
Atlanta, GA 30305

WGY (P)
1400 Balltown Road
Schenetody, NY 12309

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C - Country

WHAM (P)
350 East Avenue
Rochester, NY 1464

WHAS (P)
520 W. Chestnut
Louisville, KY 40202

WHK (C)
Euclid Avenue At E. 12th Street
Cleveland, OH 4415

WHLO (N)
2650 W. Market Street
Akron, OH 44313

WHO (T)
1100 Walnut Street
Des Moines, IA 50308

WICY (N)
Porter Road
Malone, NY 12953

WIL (C)
300 N. Twelfth Blvd.
St. Louis, MO 63101

WILM (N)
1215 French Street
Wilmington, DE 19899

WIND (N)
625 N. Michigan Avenue
Chicago, IL 60611

WINS (N)
90 Park Avenue
New York, NY 10016

WINZ (N)
4330 NW 207 Drive
Miami, FL 33055

WIRE (C)
4560 Knollton Road
Indianapolis, IN 46208

WITS (N)
115 Broadway
Boston, MA 02116

WJR (P)
Fisher Bldg.
Detroit, MI 48202

WKAQ (N)
383 Roosevelt Avenue
San Juan, PR 00936

WKAT (N)
1759 Bay Road
Miami Beach, FL 33139

WKBW (P)
695 Deleware Avenue
Buffalo, NY 14209

WKRS (N)
Box 500
Waukegan, IL 60085

WLAC (P)
14 Music Circle
Nashville, TN 37203

WLS (P)
360 N. Michigan
Chicago, IL 60601

P - 50,000 Watt Station, Class 1-A, 1-B
N - News
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C - Country

WLW (P, T)
3 E. Fourth Street
Cincinnati, OH 45202

WMAQ (P, T, C)
Merchandising Mart
Chicago, IL 60654

WMAX (N)
205 B. Waters Building
Grand Rapids, MI 49503

WNBC (P)
Room 293
30 Rockefeller Plaza
New York, NY 10020

WNEW (P)
655 3rd Avenue
New York, NY 10017

WNIS (N)
206 W. York Avenue
Norfolk, VA 23510

WNNR (A)
1500 Canal Street
New Orleans, LA 70140

WNUS (N)
34 Sylvan Street
Springfield, MA 01089

WNWS (N)
800 S.W. 67th Avenue
Miami, FL 33143

WOAI (P, N)
1031 Navarro Street
San Antonio, TX 78205

WOMP (N)
Box 448, Woodmont
Bellaire, OH 43906

WONE (C)
11 S. Wilkinson Street
Dayton, OH 45402

WOR (P)
1440 Broadway
New York, NY 10018

WOWO (P)
203 W. Wayne
Ft. Wayne, IN 46802

WPBR (N)
3000 S. Ocean Blvd.
Palm Beach, FL 33480

WPLO (C)
805 Peachtree Street NW
Atlanta, GA 30308

WPLP (N)
Box 570
Pinellas Park, FL 33565

WPOP (N)
P.O. Box 11-1410
Newington, CT 06111

WPXN (N)
201 Humbolt Street
Rochester, NY 14610

WQBK (N)
Box 1300
Albany, NY 12201

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WQHK (C)
2915 Maples Road
Ft. Wayne, IN 46816

WQSA (N)
P.O. Box 7700
Sarasota, FL 33578

WQXR (P)
229 W. 43rd Street
New York, NY 10036

WRC (N)
4001 Nebraska Avenue NW
Washington, D.C. 20016

WRHC (N) (Spanish)
2260 SW Eighth Street
Coral Gables, FL

WRNG (N)
3954 Peachtree Road
Atlanta, GA 30319

WRVA (P, T)
Box 1516
200 N. 22nd Street
Richmond, VA 23212

WSB (P)
1001 W. Peachtreet Street
Atlanta, GA 30309

WSM (P, T, C)
Box 100
Nashville, TN 37202

WCOC (N)
P.O. Box 34665
Charlotte, NC 28234

WSUN (C)
201 Second Avenue N.
St. Petersburg, FL 33701

WTIC (P)
1 Financial Plaza
Hartford, CT 06103

WTOP (P, N)
4646 40th Street NW
Washington, D.C. 20016

WWDB (N)
3930-40 Conshohocken Avenue
Philadelphia, PA 19131

WWEE (N)
6080 Mt. Moriah
Memphis, TN 39138

WWJ (N)
622 W. Lafayette Blvd.
Detroit, MI 48321

WWL (P, T)
1024 N. Rampart Street
New Orleans, LA 70116

WWVA (P, T)
1015 Main Street
Wheeling, W VA 26003

WWWE (P)
1250 Superior Avenue
Cleveland, OH 44114

WXYZ (N)
Box 7-20777 W. Ten Mile Drive
Southfield, MI 48037

XEGM (N) (Spanish)
6300 Santa Monica Blvd
Los Angeles, CA 90029

P - 50,000 Watt Station, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

PUBLIC SERVICE ANNOUNCEMENTS
SELECTED FM RADIO STATIONS

KEBC (C)
Box 94580
5101 S. Shields Blvd.
Oklahoma City, OK 73143

KNIX (C)
Box 3174
Tempe, AZ 85281

WPLX (C)
411 Ryan Plaza Drive
Arlington, TX 76011

KSCS (C)
3900 Barnett Street
Fort Worth, TX 76103

KSSN (C)
Box 96, Suite 223
650 S. Shackleford Rd.
Little Rock AR 72203

KYKR (C)
Box 2507
Port Arthur, TX 77640

WAMZ (C)
520 W. Chestnut St.
Louisville, KY 40202

WBCS (C)
5407 W. McKinley Ave.
Milwaukee, WI 53208

WCMS (C)
900 Commonwealth Place
Virginia Beach, VA 23464

WCOS (C)
Box 748
2440 Millwood Ave.
Columbia, S.C. 29202

WESC (C)
Box 660
223 W. Stone Ave.
Greenville, S.C. 29602

WIL (C)
300 N. Twelfth Blvd.
St. Louis, MO 63101

WITL (C)
3200 Pine Tree Road
Lansing, MI 48910

WIVK (C)
Box 10207
6711 Kinopton Pike
Knoxville, TN 37919

WKSJ (C)
3943 Airport Blvd.
Mobile, AL 36608

WNOE (C)
529 Bienville St.
New Orleans, LA 70130

WPOC (C)
711 W. 40th St.
Baltimore, MD 21211

WQIK (C)
IBM Bldg. Suite 328
815 S. Main St.
Jacksonville, FL 32207

WQYK (C)
9450 Koger Blvd. Suite 103
St. Petersburg, FL 33702

WSIX (C)
441 Murfreesboro Rd.
Nashville, TN 37210

P - 50,000 Watt Stations, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

WSOC (C)
Box 660
223 W. Stone Ave.
Greenville, S.C. 24602

WTQR (C)
Box 3018
875 W. Fifth
Winston-Salem, N.C. 27102

WXBQ (C)
Box 799
Valley Drive
Bristol, VA 24201

The following AM/FM radio stations have indicated they would air the Voluntary Truck and Bus Fuel Economy Program PSA's. These stations represent different geographic locations and listening audiences. Stations using a computer system in handling PSA's air all PSA's received but can give no specific date for airing.

AM STATIONS	USE OF PSAs
KABC 3321 S. LaCrenega Blvd. Los Angeles, CA 90016	Yes
KDKA (P, N) One Gateway Center Pittsburgh, PA 15222	Yes
KFBK (P, N) 1440 Ethan Way Sacramento, CA 95825	Yes
KFI (P) 610 S. Ardmore Avenue Los Angeles, CA 90029	Yes
KGO (P, N) 277 Golden Gate Avenue San Francisco, CA 94102	Yes
KIKK (C) 6306 Gulfton Drive Houston, TX 77081	Yes
KLAC (T, N) 5746 Sunset Blvd Los Angeles, CA 90028	Yes
KNEW (T) 66 Jack London Square Oakland, CA 94607	Yes

P - 50,000 Watt Station, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

AM STATIONS	USE OF PSAs
WAVI (N) 1400 Cincinnati Street Dayton, OH 45408	Yes
WNIS (N) 206 W. York Avenue Norfolk, VA 23510	Yes
WONE (C) 11 S. Wilkinson Street Dayton, OH 45402	Yes
KTWO (T) P.O. Box 2720, 4200 E. 2nd Street Casper, WY 82601	Yes
WBAP (T) 3900 Barnett Street Fort Worth, TX 76103	Yes
WSM (P, T, C) P.O. Box 100 Nashville, TN 37202	Yes
KWMS (N) 1042 S. 700 West Salt Lake City, UT 84104	Yes
WCKY (P) 501 Carew Tower Cincinnati, OH 45206	Yes
WGSO (N) 1440 Canal Street New Orleans, LA 70112	Yes

P - 50,000 Watt Station, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

AM STATIONS	USE OF PSAs
KTRH (N) P.O. Box 1520 510 Lovett Blvd. Houston, TX 77001	Yes

FM STATIONS	USE OF PSAs
WCMS (C) 900 Commonwealth Place Virginia Beach, VA 23464	Yes

P - 50,000 Watt Stations, Class 1-A, 1-B
N - News
T - All-night Trucker
C - Country

2.11

PROJECT 11:

SPECIAL EDITION OF FUEL ECONOMY NEWS

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 11

Project Name: Special Edition of Fuel Economy News

Project Objective: Produce special edition of Fuel Economy News which would emphasize the importance of driver involvement in fuel conservation.

Project Summary: Created and produced 12-page special Edition of Fuel Economy News (June 1981) to keyline stage. Special edition printed and distributed.

Special edition generally regarded as one of the best editions of Fuel Economy News produced. Articles included in the special edition were reprinted in trade publications. Several requests for extra copies received, including order from Minnesota Motor Transport Association for 100 copies to be distributed at its annual meeting in August 1981.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

TO: BILL MINNING

FROM: JOE DELMONT

DATE: APRIL 20, 1981

RE: EDITORIAL STATEMENT, SPECIAL EDITION OF FUEL ECONOMY NEWS

PHILOSOPHY

The special edition of Fuel Economy News to be published in June, 1981, will be devoted primarily to driver motivation. It will be designed as a reference work to be used for at least six months.

STRATEGIES

Most members of the Voluntary Program--indeed, most medium and large trucking operations--are aware of the technical improvements necessary to boost mileage. As diesel fuel costs continue to increase, the necessary equipment modifications will be made by those companies who have not already done so.

The second phase in fuel conservation efforts most trucking operations is modifying driver behavior. It is an axiom in the trucking industry that fuel-efficient equipment is only as good as the driver who uses it. Without proper driving techniques, good equipment does not produce the maximum cost savings.

Unfortunately, information on driver modification and improved driver techniques today stands at much the same point that data on fuel efficient equipment did five or six years ago. Trucking firms want to retrain drivers, but they are uncertain how to go about it.

The special edition of Fuel Economy News will help solve that problem.

This brochure will build on one message: You, Mr. Trucking Executive, want to improve the performance of your drivers. Here, collected in one convenient package, are many of the materials and reference sources you need to get you started.

The publication will contain case histories of companies that have successfully used driver modification programs; information from experts on how to develop an in-house program; sources to go to for help; common training errors; a bibliography of leading articles and publications applicable to driver modification; a list of services and products available for purchase.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

The special edition of Fuel Economy News, with its heavy-duty, two-color cover, will be something that trucking executives will keep on hand and re-read.

New graphics including a redesigned name plate and appropriate layout format will be developed especially for this edition.

CONTENTS:

The stories and features carried in the Special Driver Motivation Edition of Fuel Economy News will include:

* An editorial on the purpose of the edition and the importance of retraining drivers. The editorial will be signed by Bill Minning and Hank Seiff.

* A summary of "What we've learned about saving fuel--the how and why."

* A story describing the Voluntary Program's school bus project in Hagerstown, Maryland.

* A story illustrating the amount of fuel wasted by excessive idling. This will be based on the study done by ATA.

* At least one case history of a company involved in driver training. Story would point out the company's approach to the problem and show which elements succeeded and which failed.

* An interview with a psychologist who explains what motivates truck drivers. The story, which would probably be in question/answer format, will explain to readers how they can use these appeals in their driver motivation programs.

* A selected bibliography of brochures and articles on driver motivation available through government agencies and trade press.

* A shoppers guide to available services and products which could be used in a driver modification program. Neither DOE nor DOT would endorse any of these products or services.

* Survey story including equipment and trade associations (MEMA, ATA) describing training they offer.

PRODUCTION SPECIFICATIONS

The special edition of Fuel Economy News would be printed on 60 pound stock and would carry an 80 pound book weight cover. It would contain 16 pages, $8\frac{1}{2}$" x 11", plus cover. Colored stock would be used for cover. Black and white throughout book.

Approved copy will be provided to DOE/DOT by Coleman & Christison by June 15, 1981.

JOB ASSIGNMENTS

The work on the special edition will be performed as follows:

Coleman & Christison will:

* Write and edit copy. Primary responsibility.
* Obtain photographs. Primary responsibility.
* Lay out copy, headlines, and photographs.

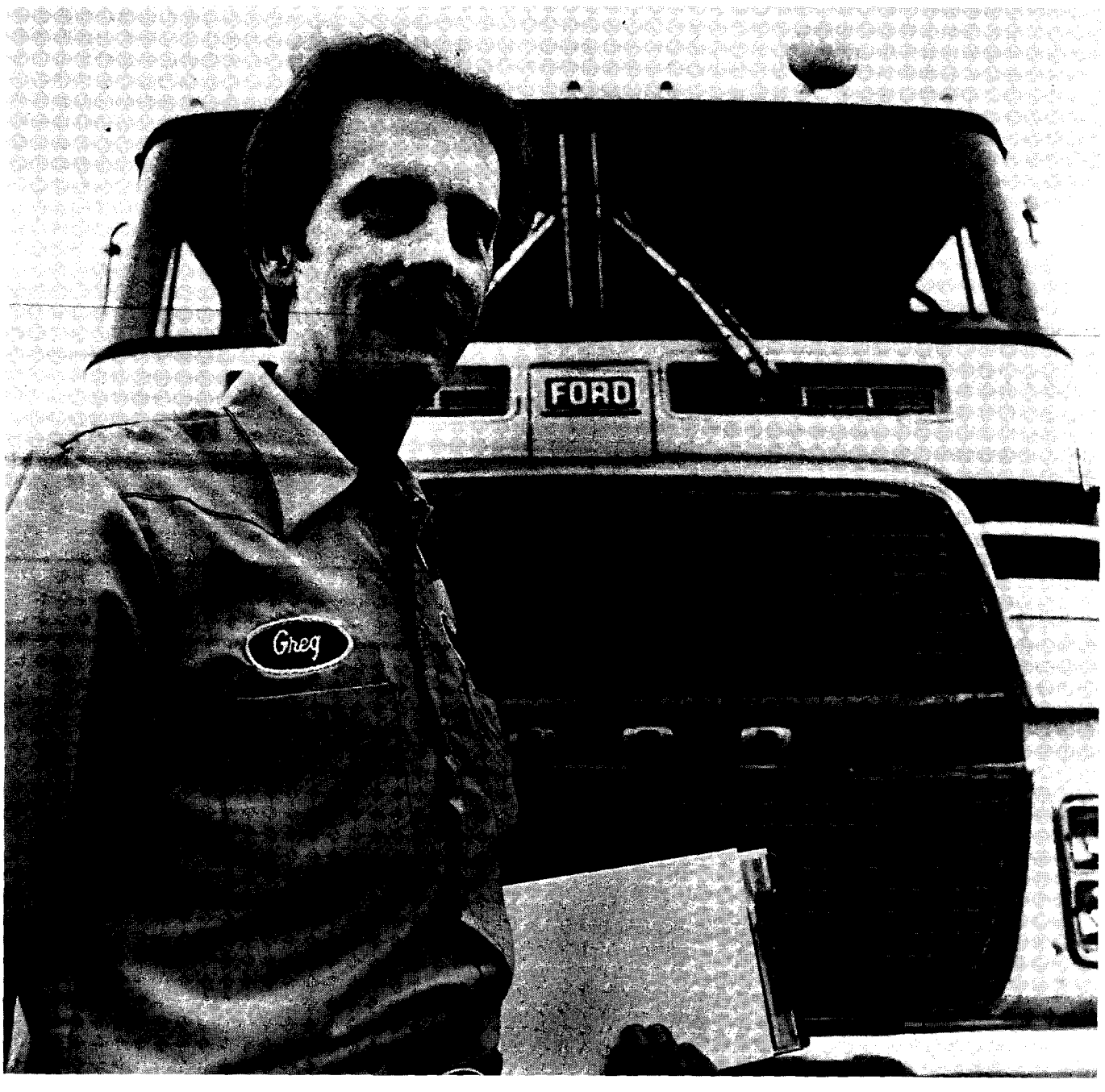
DOE/DOT representative will:

* Assist with editing copy as appropriate.
* Providing copy which requires special technical expertise.
* Arrange and execute typesetting, keylining and printing services.

Fuel Economy News

June, 1981

The newsletter of the Voluntary Truck and Bus Fuel Economy Program.



The Driver Is The Key

How much can driver behavior affect fuel economy? Elsewhere in this edition are reports on various fleets which have used driver training and motivation programs with varying results. Based on many reports, and the results of the Voluntary Program's "Ease On Down the Road" training/motivation program prepared by Chilton, it appears that a fleet can expect about a 10 percent improvement in MPG from a good training/motivation program.

But what are the possible ranges of improvement in fuel eonomy from changes in driver behavior? Which of the various fuel-saving techniques can really save the most fuel and how much? Let's list some of the most popular driving techniques and try to answer these questions.

Vehicle Top Speed

In the Double-Nickel Challenge, an average of 32 trucks got about 2 percent better fuel economy for each mph they dropped down toward 55 in steady-state operation. Lee Way ran a 1335-mile highway test from Oklahoma City to Los Angeles keeping to 55 and found a 15 percent fuel economy improvement. Cummins' simulations show that, no matter what type of route you operate on — mountain passes, hills and curves, or flat plains — lower top speeds save fuel. A 1969 Dana test from Angola, Indiana to Chicago and back shows 3.69 MPG at a top speed of 70, 4.04 at top speed of 65, 4.38 at a top speed of 60 and 4.52 with a top speed of 55. The speed aspect of driver behavior has been well enough documented for everyone by now.

Idling

Unnecessary idling wastes about a half gallon of fuel an hour in diesel engines and from ¾ to over 1 gallon per hour in gasoline engines. Most fleets feel that all those **other** fleets idle trucks unnecessarily. We challenge you to study your own operation more closely.

The eight SAE/DOT test trucks which operated in 26 fleets were painted red, white and blue, displayed SAE and DOT logos and were clearly marked as Fuel Economy Measurement Test vehicles. Still, the four over-the-road Class VIIIs averaged 23 percent of their time in unnecessary idling, and the Class VI PUDs averaged 36 percent.

The Class VIIIs on the average wasted only a little over 1 percent of their fuel in idling — but one fleet wasted over 4 percent. The PUDs averaged a 12 percent rate of fuel wasted with a high of 38 percent in one fleet.

Kingsway Transports, Ltd. in Ontario wasn't sure whether it had a maintenance problem with its units, so in mid-March of 1980 the firm measured idling on 27 units for a few days — and found 20 percent of the fleet's total trip time was spent idling. Could it be that you have the same problem? Check it out.

Shifting

In the last edition of **Fuel Economy News**, we reported on a test we had run at the Transportation Research Center of Ohio proving ground, in which four Class VI trucks manufacturers had loaned to the Society of Automotive Engineers were run on the SAE local drive cycle.

In one test, we shifted right up against the governor, while in another we shifted at the lowest rpms which allowed the half-loaded truck to be operated over the drive cycle.

The MPG improvement with the low-rpm shifting procedure ranged from 68 to 91 percent. A technique change from shifting "against the governor" to shifting at moderate rpms (the way our test drivers normally drove) resulted in an MPG increase that varied from 21 to 38 percent.

Constant Speeds

We've all heard that keeping a steady highway speed is more fuel efficient than letting your speed vary as you go down the road. To determine the actual value of steady speeds, we ran computer simulations of a Class VI and a Class VIII diesel truck.

In one case, the trucks cruised at a steady 55. In the other case, they accelerated with wide-open throttle from 50 to 60, coasted (clutch engaged but without braking) back to 50, cruised at 50 so that the average speed was 55, and accelerated to 60 again.

The Class VI trucks, loaded to 18,000 and 24,000 pounds in two separate tests, got 9.4 percent better fuel economy at a steady 55 MPH. The Class VIII trucks, loaded to 52,000 pounds, got 7 percent better fuel economy at a steady 55. The differences are caused by different engine characteristics between the two truck types.

In the future, we plan to run further tests and computer simulations on these and other driving techniques, with the goal of better documenting potential fuel economy improvements from various driving techniques.

If a fleet manager knows which driving techniques offer the most fuel economy advantages, he will be better prepared to stress the value of those techniques.

But bear in mind that the total improvement possible from proper driving techniques depends on the techniques the drivers started with — so a good training and motivation program will produce big improvements in some drivers and only slight improvements in others.

Editors Note

The driver is the real key to fuel economy.

And that's the purpose of this expanded edition of Fuel Economy News. Take a quick look. You'll find it is filled with practical case studies, effective tips on helping drivers take advantage of their equipment, and valuable sources of further information.

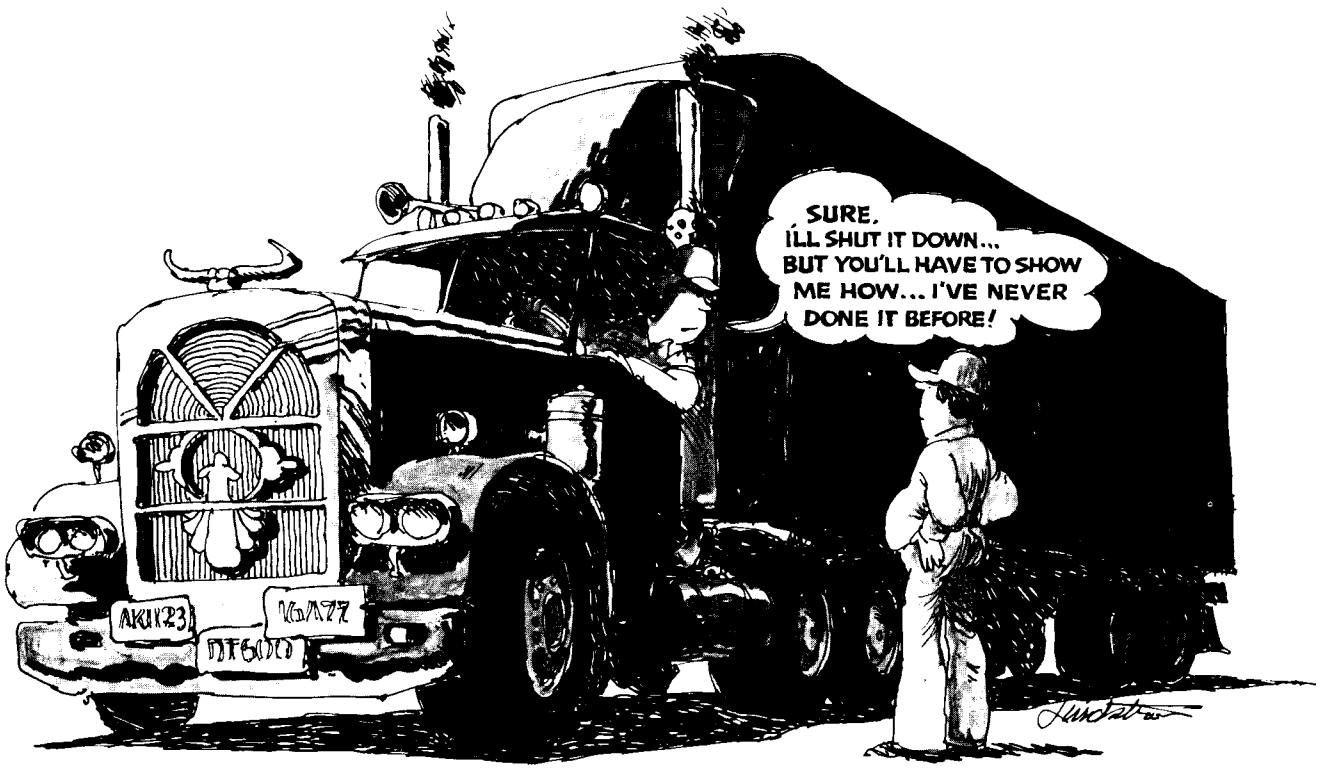
This book was produced by representatives of the U.S. Departments of Energy and Transportation in conjuction with Coleman & Christison, Inc., a St. Paul, Minnesota, advertising/public relations agency working under contract to DOE.

We trust you will find this book of sufficient value to tuck it in a desk drawer where it will be easily available for quick reference.

—The Editors.

On The Cover

The driver has become the most important element in the trucking industry's fuel conservation efforts. Greg Amble, Dealers Manufacturing, is one of the new breed of drivers.



Idling Wastes Fuel

Idling a diesel engine burns half a gallon of fuel per hour — fuel which takes the truck no closer to its destination. That fuel is completely wasted. So why do so many drivers idle?

"It stems from management," said Claude Travis, an independent fleet consultant. "If you don't tell the driver you don't want idling, you can get anything."

"Drivers want to idle for several reasons," according to Travis. "One is, they think the engine will get cold in the winter — which is not true until it has been shut down close to an hour. The cooling effect of circulating oil, air, water and diesel fuel will actually cool the engine faster when it's idling for and hour or less," Travis said, "which is counterproductive in winter."

In the summer, he continued, "drivers idle because they don't want the air conditioner off. That makes some sense," but the slight increase in comfort just isn't worth the cost at today's prices." A third reason for idling, Travis said, stems from driver fears that their engine won't start again. "If a company has this problem, they should look to their maintenance, particularly the electrical system," he said.

Joel Gross, a driver training specialist at Agway, can list several disadvantages of idling: "Engine idling in excess of five minutes is wasteful, expensive and in some states illegal unless you're making deliveries, waiting in traffic or the outside temperature is less than 20-25°F," he said.

"it results in the buildup of carbon in the fuel injectors, which then must be cleaned or replaced or else you'll have misfiring. Carbon will also build up on the valves and pistons — and if you have a turbocharger, it'll damage the shaft seals," Gross continued. "I can think of two engine manufacturers who specifically recommend against it."

Gross recommends that drivers idle their engines "after they've carried a full load over the road, in which case all the operating temperatures are up — head and exhaust manifolds, oil and coolant are hot — and they want to give the engine a chance to cool off." But two or three minutes of idling should do it," he said.

For cold weather, he added, a high idle at 900-1100 RPM is recommended for most diesels. "If you idle any lower, the parts will get insufficient lubrication — you want to keep the oil and coolant circulating," he said.

Travis can justify idling only in extremely cold weather. "But when you get into more normal weather conditions, the more valid reasons to idle aren't there anymore," he added. However, Travis can't think of any good reason for long-term idling, "especially overnight or for a whole weekend. That's pure waste," he said.

Tachographs are a good way to keep track of how much idling fleet drivers are doing, Travis said, and he recommends them — but only after management announces its anti-idling policy to drivers.

"i think if you're going to do it, you should precede the installation with a positive approach to the driver," he said. "If you explain what you're doing, and then give some positive feedback, you'll get employee cooperation and good results."

Driver Motivation Plans Work

Differently designed driver training-motivation programs work well for different fleets. What follows are two case studies of companies which are quite different from each other both in size and in method of operation. Both have devised driver education programs that work for them.

Agway, the far-reaching Northeastern farm cooperative based in Syracuse, New York, has developed and operated its own in-house driver education program for 28 years. The week-long course, which all new employees must take, was originally developed to improve Agway's fleet safety record although more and more fuel economy information has been added to it in recent years. The only driver incentives are professionalism and company pride.

In contrast, J. B. Hunt Transport, which employs one-tenth as many drivers as Agway does, is a firm that has undergone rapid expansion and dramatic changes in the past three years. An irregular-route common carrier based in Lowell, Arkansas, J.B. Hunt placed first priority on fuel efficiency in its driver training program. Hunt's program, started in 1980, uses the pilot driver education package developed by Chilton Datalog under a DOT contract — cash incentives for fuel-saving drivers, plus a point system for positive reinforcement.

Both programs are successful, although in different ways. J.B. Hunt has increased its fleetwide mile-per-gallon figure from 3.9 MPG in February 1980 to nearly 4.7 in April 1981. And, while Agway's decentralized operations rule out the possibility of collecting fleet fuel economy data, the co-op must be doing something right: Training specialist Gary Putman has noted a sharp increase in requests from other companies to visit Agway's driver classes and collect information to use in starting their own driver programs.

Agway Pioneers Driver Training Program

Training the fleet driver is nothing new to Agway, the Syracuse, NY-based regional farm cooperative — Agway has conducted its own week-long driver training program since 1953.

What is new, however, is the interest other corporations are taking in Agway's program. Within the last two years, according to training specialist Gary Putman, "we have had request upon request from companies asking us to let them come and see what we do."

Putman thinks there's a simple explanation for this: "Many of these fleets are suddenly discovering that the driver is the most important part of the system," in terms of both fuel economy and safety.

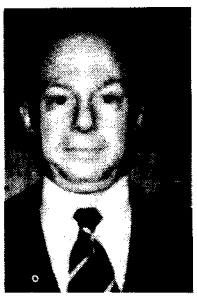
One of the first such programs in the nation, Agway's training program has received national recognition for its beneficial impact on safety, fuel efficiency and the attitude of its 2,250 drivers.

Fleetwide MPG figures are unavailable for Agway since fuel efficiency is measured in terms of BTU's per unit of output. Also, with 18 different divisions in 11 Northeastern states, Agway's operation is decentralized to the point where each division has its own record-keeping system, goals, and policies for purchasing equipment.

Each of Agway's local co-ops operates differently, too, added Norman Agor, Manager of Energy Management. While most drivers are non-union, there are exceptions. Each co-op may own anywhere from one to eight trucks. And most Agway trucks are specialized units such as petroleum tankers, fertilizer spreaders, burner service units and feed trucks; there are fewer than 200 tractor-trailers in the entire system.

But despite these differences in operation, one constant remains: all newly-hired drivers at Agway must go through the driver-training program, regardless of prior on-the-road experience.

Gary Putman



Joel Gross

According to Joel Gross, Agway's other training specialist, about 400 drivers pass through the program annually at a cost of $875 to $1,000 apiece.

While safety was the original focus of Agway's training program, Putman said, safe driving techniques often produce fuel efficiency as well—"What they're preaching as fuel-efficient driving is what we've always had in our program."

But Putman and Gross have incorporated additional energy-saving information into Agway's program, according to Putman, "a few minutes here and there. We always used to talk about fuel savings, now we emphasize it," he said, especially in lectures about idling and progressive shifting.

Agway's driver education program is scheduled as follows:

- **MONDAY**—History of Agway.
- **TUESDAY**—Background and guidelines of the National Safety Council.
- **WEDNESDAY**—Pre-trips": Radial tires and their maintenance; checking oil, the engine and other parts; progressive shifting and downshifting; proper starting procedures; idling; trip planning in advance and on the road.
- **THURSDAY**—On-the-road sessions with small-group instructor narration tours, followed by individual sessions back at the shop.
- **FRIDAY**—More on-the-road sessions, final exam and road tests. (Gross is proud of a failure rate of only two percent.)

Driver trainees also are tested during the first week on log books, vehicle handling, Agway history and DOT safety requirements, according to Gross, as well as such "physical things" as the eyes' adjustment to and recovery from glare.

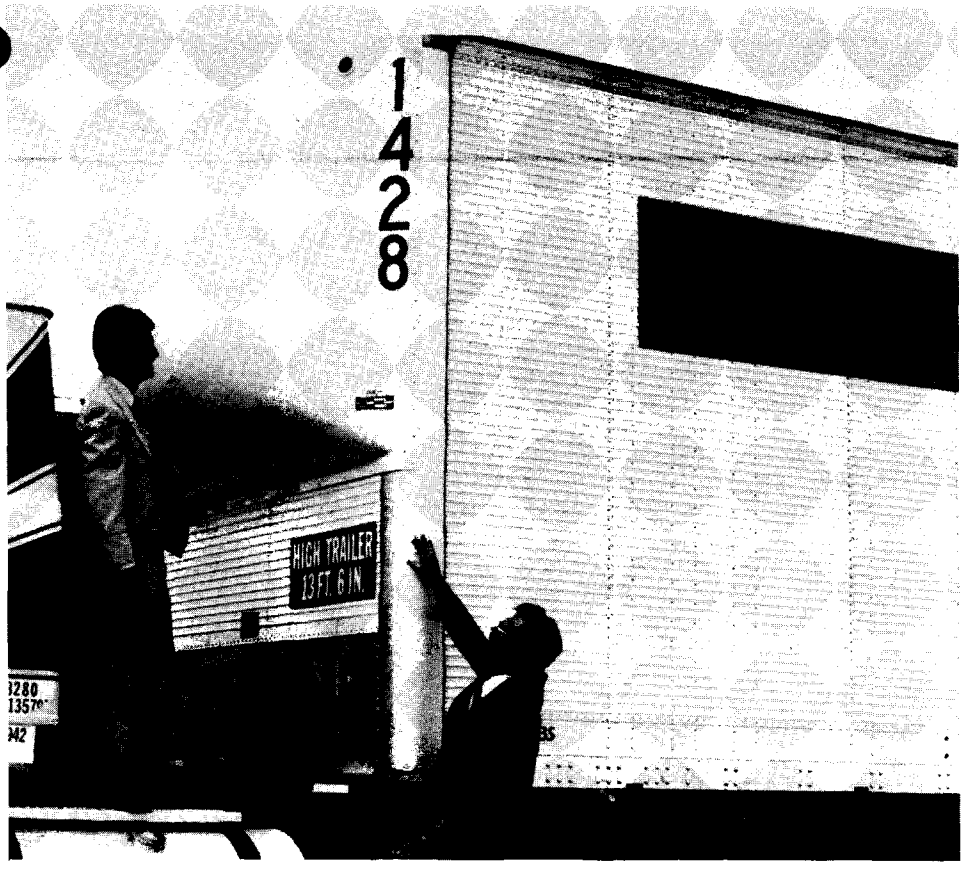
At the end of the course, Gross added, each driver is assigned to a driver trainer who accompanies him or her for "anywhere from two to five days" depending on prior experience and the type of truck each is assigned.

Included in Agway's driver training policy is a concern for the continuing education of longtime drivers. Every three years, each must take a refresher course in defensive driving and vehicle care.

Retraining older drivers is sometimes accomplished by using Agway's mobile training unit, which has been in use for about one and a half years. The unit is basically a traveling classroom which Putman drives to each of 35 Agway districts for day-long sessions.

Other instructional materials Agway uses are its own driver manuals and slide shows, a few slide shows provided by manufacturers, and "lots of National Safety Council films," according to Putman.

Hunt Cash Bonus Spurs Drivers



Steve Palmer reviews portion of J.B. Hunt fuel efficient fleet.

What kind of driver motivation/education program works for a 200-truck common carrier fleet? A cash bonus plan for fuel savers and a point system for fuei wasters, according to Steve Palmer, Fuel Coordinator at J.B. Hunt Transport, Inc.

Under the plan, which began in January, the Lowell, Arkansas-based nonunion company pays a minimum totai of $2,400 per month in bonuses to its fuei-saving drivers, even if MPG declines or remains stable. But as soon as that average reaches 4.7 MPG, more bonus money will be distributed.

For exampie, Paimer said, if fuel-efficient driving techniques increased this average by .1 MPG and saved J.B. Hunt $13,000 next month, the money would be split with drivers; $6,500 would be added to the $2,400 base bonus and distributed to those drivers who ranked in the top half of individuai driver MPG average, and the company would retain the other $6,500 for fuel-saving maintenance.

The point system, which also began in January, penalizes energy waste more heavily than such other failings as claims for goods lost in transit, failure to call dispatchers daily, minor accidents and moving violations.

"If a driver gets 100 points, he may be terminated," Paimer said, and added that 25 points is the penalty for ranking in the bottom 10 percent of drivers' individuai MPG for two consecutive months.

According to Palmer, first-quarter results indicate the point/bonus system is working "real well," with a fleetwide mile-per-gallon increase from 4.4 MPG in early January to 4.68 MPG by the end of April. Paimer expected to begin hefty bonus payments in May. . .and to reach 5.1 MPG fleetwide by July.

Another benefit: "It's at the point now where we can tell which drivers are costing us money and which ones aren't," Paimer said.

Driver performance figures, ail kept on computer, include a cost-per-mile factor for each driver based on his average MPG (tabulated and ranked daily, and reported monthly). The cost-per-mile spread between J.B. Hunt's best and worst driver is ten cents, Palmer said.

The point/bonus system was added to a driver education program the company began using in February 1980, which saved J.B. Hunt more than a million gallons of diesel fuel over the 14-month period ending in March, with a fleetwide increase from 3.90 to 4.62 MPG.

The program, developed by Chilton Datalog under a contract with the Department of Transportation, was coupled with a different cash bonus system on which the firm spent $20,000 in 1980.

Called "Ease On Down the Road," the Chilton package consists of a management manual, a color slide show accompanied by a driver trainer script, technique guides for the drivers and a poster with interchangeable message inserts. Chilton sells the package at cost for $24.

To enable the company to measure any future improvement in individual driver MPG figures, Palmer followed the Chilton suggestions, calculating the adjusted MPG of each fleet truck by dividing its actual MPG into the fleet-wide MPG and arriving at a factor for that vehicle ("something like a handicap," Palmer explained).

Thanks to the company computer, Palmer can tell which driver has been assigned to which truck, and the truck's factor and adjusted mileage per gallon, to determine driver rankings and bonuses.

"I had just started on the job," Palmer remarked, "and without that Chilton program I wouldn't have known where to begin. It made my job a lot easier."

The Chilton training program reviews proper techniques for starting, progressive shifting and traffic handling, stresses how much fuel is wasted by speed and excessive idling, and concludes with an appeal to the driver on his part in the nation's energy conservation efforts.

At J.B. Hunt, the package is still used as a base, Palmer said, although from time to time an industry-supplied film is also used in orientation for new drivers. Newly-hired drivers are also given on-the-road instruction in whichever type of truck they will be using most.

Steve Palmer

Organizations Provide Training Help

Truck fleets around the country responded to the challenge of the first oil embargo (1973-74) by replacing old equipment with new, more fuel-efficient engines and fuel-saving devices. To serve these new needs, the industry's suppliers developed state-of-the-art energy-saving products, and trucking associations publicized them as a service to members.

The second fuel crunch (1979-80) coincided with the realization on the part of many trucking companies that they had to go beyond equipment purchases to increase fleet-wide fuel savings. Retraining drivers was seen as the next step, and to many the most important.

As Mike Gonder at the Pennsylvania Motor Truck Association remarked, "The missing link in fuel economy now is the driver. You can buy all the fuel-saving devices and engines that there are, and you'll get some results. But the driver determines all the actual fuel economy you're going to get."

in response to the new challenge, that of providing driver training for fuel efficiency, several equipment manufacturers and state trucking associations (as well as the American Trucking Associations, Inc.) have come up with varied forms of programs geared to the driver.

The equipment manufacturers, most notably makers of truck engines, provide training and audiovisual aids to help customers get the most out of the products they have purchased. This type of assistance is generally provided to fleet managers through regional dealers and distributors.

The trucking associations' response to their members' need for driver training varies from seminars for fleet owners, to freeway monitoring and reporting, to support or actual management of driver training schools.

What follows is a representative, but by no means complete overview of what industry and the associations are doing to educate drivers in fuel-saving techniques.

Performance Awards Boost Driver Effectiveness

The nation's trucking associations long have recognized the importance of the driver. That's why both state and national organizations reward drivers for skill and all-around professionalism.

At the same time, it is obvious that the needs of the trucking industry and needs of the driver are changing. As fuel conservation becomes more important, the need to educate drivers about fuel-saving techniques becomes more important.

At the American Trucking Associations, Inc. (ATA), conservation materials produced through the Voluntary Truck and Bus Fuel Economy Program are disseminated on a regular basis.

But even more to the point, driver training topics have become a major function of the ATA's Maintenance Council, according to Technical Director Bill Gibson.

The council's Vehicle Fuel Efficiency Task Force has developed two slide-cassette shows ("The Evils of Idling" and "High Torque-Rise Engines"), a slide presentation ("Save Yourself the Energy") and a 16-mm film ("The 25 Percent Solution"), all available on loan from the council.

Also, sessions relating to driver education have become more frequent at the council's four-day meetings, which are held three times yearly, Gibson said.

Don Wiltshire of Chilton Datalog Division, the company that developed a pilot driver education program under contract with the Voluntary Program, has spoken at three of the last four meetings.

While ATA avoids endorsing driver training schools, some state trucking associations sponsor or actually operate driver training programs. The North Carolina and California organizations both take active, although different, approaches to driver education.

The North Carolina Truck Driver Training School, founded in 1949 and the first of its kind in the country, was the brainchild of Tom Outlaw, Executive Vice President of the North Carolina Motor Carriers Association.

According to Jeff Wilson, the

Continued on Next Page

Engine Manufacturers Offer Training Aids

Every major truck engine maker provides some form of driver training and they do it for one simple reason: Customer service is good for business.

"Obviously, the better our training program the better our sales will be," said Rod Thayer, Mack Trucks' Director of Marketing and Product Planning. "Every one of our dealers has the training available to teach drivers on a personal basis — and the manufacturer that doesn't do this is absolutely missing the boat."

This personal touch also extends to the place where training is done, Thayer said — at either the dealership or the customer firm.

Mack Trucks is nearing completion of a new driver training film "which will be personalized for the individual customer," Thayer said. Also being made are a slide-sound presentation and 8-track cassettes for drivers.

At Caterpillar, most North American dealerships have their own training people to help with driver refresher programs and to run seminars, according to Tom Wickenhauser of the engine division's sales training department.

Caterpillar trains these dealer-based instructors, he added, as well as a professional staff truck driver who visits the dealerships to lead one-day seminars.

The "Cat" customer training program makes use of an internally developed kit, which includes slides, an audiocassette, individual driver booklets and two meeting-leader guides — one each for heavy-duty and mid-range Caterpillar vehicles.

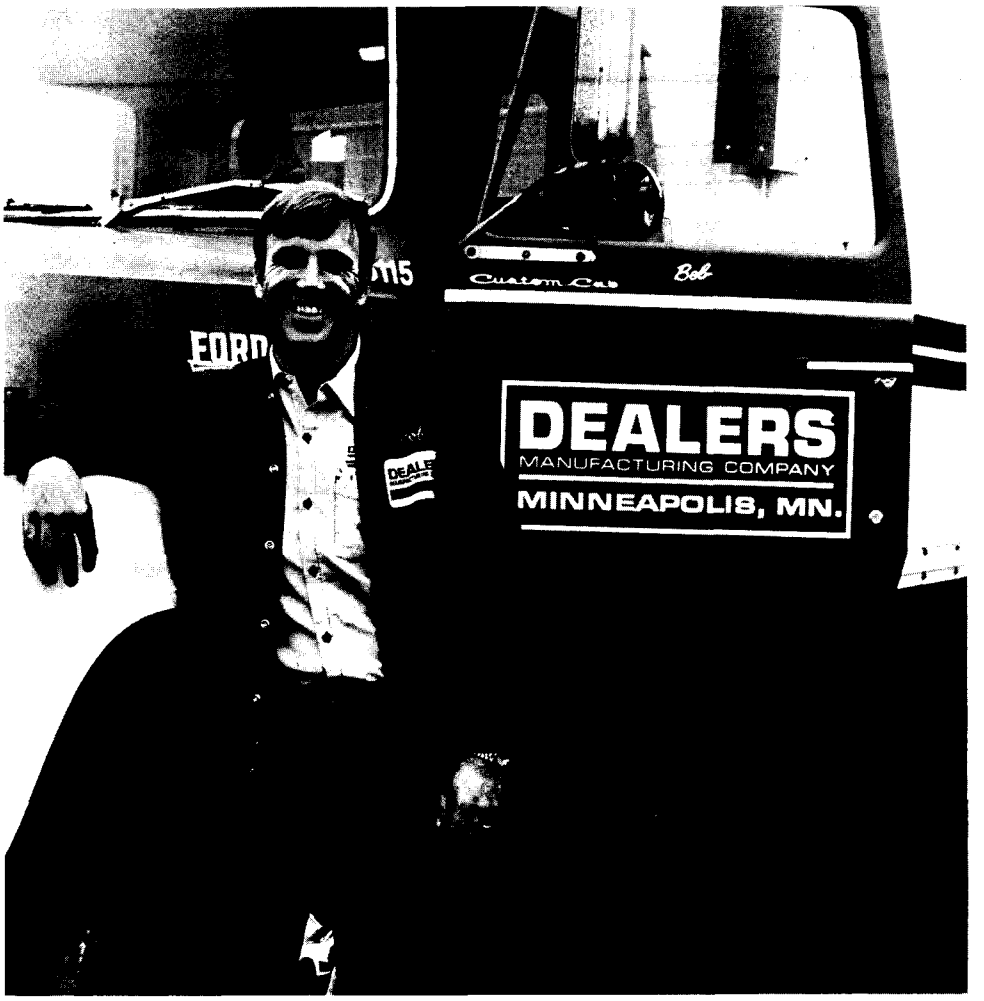
According to Wickenhauser, these training programs "are ongoing things because our engines change so fast. We're making lower and lower RPM engines, so we're retraining drivers all the time."

Both Caterpillar and Cummins make available basic operating tips for trucks with their engines, in the form of 8-track cassettes for drivers.

At Cummins, these cassettes, along with a set of pamphlets, are sold through its distributors as a "Professional Driver Kit." According to Jim Wisman, Cummins' Product Publicity

Continued on Page 8

Driver Awards Increase Performance



Bob Doran is a good example of a driver who practices fuel-saving driving techniques. Bob recently was named Driver of the Quarter for Dealers Manufacturing, a truck engine and parts remanufacturer located in Minneapolis, Minn.

Continued from Page 6

association's Safety Director and Public Information Officer, the association cosponsors and endorses the school, for which it provided start-up funding, and for which it obtained equipment from various truck manufacturers and motor carrier members. The association also advises the school through monthly meetings of a 10-member board.

A part of Johnston Technical College since 1974, the school now receives support from the state community college system and student tuition, with county funding and donations for buildings.

A total of 320 students attend the eight six-week sessions every year, Wilson said, paying $46 tuition (for state residents; nonresidents pay $205) plus $15 for supplies. Frequently, students are sent by corporate association members. Awards are given to top students upon graduation, he said.

The association also has made a film, "Roadeo," which is available through the North Carolina Division of Motor Vehicles and the state Department of Public Instruction, Wilson said.

The California Trucking Association (CTA), which has run its own driving school since 1965, may be the only state association that does so, according to Chuck Souder, Director of the school's driver testing center.

Souder said the school is operated through a for-profit CTA subsidiary called Trucking Activities, Inc. The 120-hour training program, which costs $1,395 and runs for four weeks, attracts mainly new drivers, he said.

Trucking Activities also runs on-site retraining courses for company fleet drivers. The CTA subsidiary makes its own training and attitude-adjustment films which are available for purchase or rental through CTA.

The safety council of the Minnesota Motor Transport Association, according to business manager Andy Piilola, is currently developing a driver education package for its members.

A slide presentation on driving technique, "Fuel Conservation — Fact or Fantasy?", is available through MMTA, as is a series of four motivational posters that stress the advantages of a 55 MPH top speed.

The association's safety council is at work on a narrative to be used with MMTA's other driver-training materials, Piilola said.

The Pennsylvania Motor Truck Association (PMTA) currently is involved in three projects relating to the driver: turnpike monitoring, continuing education for members, and a rest-stop program for motorists.

According to Safety Director Mike Gonder, every three months representatives of PMTA and its Council of Safety Supervisors (CSS) go on a 24-hour cooperative patrol of a predetermined stretch of freeway, observing truck driving patterns. The data is summarized for PMTA members.

Gonder said one recent summary, which encompassed 625 written reports (of which radar data was available on 429 trucks), showed that 140 trucks were exceeding the speed limit by 1-9 miles and 56 drivers were traveling at 65 MPH or higher.

The corporate PMTA members use this information to impress upon their drivers the importance of the speed limit, and as background for designing their own safety and fuel economy programs, Gonder said.

Driver education was the topic at three of the PMTA-CSS' most recent monthly seminars. According to Gonder, one session featured Don Wiltshire from Chilton's Datalog Division who described that company's driver training/motivation package developed for the Voluntary Program.

Also, Gonder said, this May PMTA and the state police began a monthly series of hour-long programs aimed at freeway motorists. The series was developed to foster more cooperation and understanding between truck and automobile drivers, he said, and as an indirect form of driver motivation.

Engine Makers Offer Training Aid

Continued from Page 6

Director, the kits are "aimed at the drivers we can't have regular contact with." The kits are sold through the engine maker's 40 U.S. distributors.

In addition, Wisman said, the distributors and division office personnel work with fleet owners on driver training seminars of their own. "A major part of their job is customer support," he said, which includes, but is not limited to, helping customers on fleet driver training.

Cummins, which trains all personnel that run these seminars, "is very committed to working with the driver to get all the energy efficiency he can," according to Wisman.

According to John Richter, who manages service training in International Harvester's truck group, a slide-sound presentation, currently being revised to incorporate fuel-saving techniques, can be borrowed from International Harvester or viewed at International Harvester dealerships.

Richter said that while the company has its own truck training institutes for customers and dealer mechanics, most of the emphasis is placed on maintenance. However, a dealer will help set up an in-house driver training program for large customers, he added.

Two other slide-sound presentations, one on "the professional driver" and the other on school bus driving, are still in use and available on loan, Richter added.

At Detroit Diesel Allison, Howard Steele manages the training center that accredits all teaching personnel of distributors. "All 58 of our North American distributors have training facilities and at least one professional trainer, and many have more," he said.

Engine manufacturers are devoting increasing amounts of money and manpower to help customers get the best performance out of the new equipment. Part of this effort includes driver training programs.

While most of the training emphasis is placed on mechanics, Steele said Detroit Diesel makes a serious effort to reach the customer's fleet drivers — not only through its distributor-based instructors but also with such teaching aids as audiovisual presentations, films and cassettes on how to get the most out the company's engines. These and other driver training aids are available through Detroit Diesel distributors, according to Steele.

FUEL CONSERVATION OUT FRONT PROJECT OF TAYNTON FREIGHT SYSTEM, INC.

Taynton Freight System places great emphasis on fuel conservation. Last year saw the start of some new programs in addition to continuing some old ones. During 1980 more viscous fans were installed on their road tractors and more smooth side trailers were placed in the fleet. Their fleet is also 99 percent radial-tire equipped.

Fuel heaters were installed on all road tractors and on a small percentage of their local tractors. This resulted in 3 percent gain in fuel mileage according to Taynton President Neuman J. Peterson. In addition, fuel mileage is also improved by their preventive maintenance program which produces more frequent tuneups and better vehicle performance according to Peterson "Our fleet fuel mileage has improved from 4.88 MPG in 1974 to 5.56 MPG in 1980."

An incentive program was adopted in 1980. Drivers who improve their fuel mileage by 5 percent in six months receive a cap with an emblem that reads "Fuel Efficient Driver." Any driver with an assigned tractor averaging 6 MPG or better over a six month period receives a "Braided Cap" with an emblem reading "Super Fuel Saver."

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Editors: Catherine Wilkinson, DOT; William Minning, DOE.

Submit material and comments to:

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Washington, D.C. 20585

Road Drivers Get Attention

Drivers, especially over-the-road drivers, have a lot of time to think about their job. After a while, they can easily get to thinking that they're misunderstood, overlooked and undervalued by their company.

So corporate driver fuel economy programs that emphasize the importance of the driver can be beneficial not only for increasing fuel conservation but also for improving overall driver-company relationships in general.

Companies currently employ two dramatically different approaches to motivating drivers to conserve fuel. Some firms use the "carrot" approach, in effect telling their drivers, "You are members of our company team; we need your help to save energy." They provide **tangible** rewards, like merchandise redemption or part of the money saved on fuel or **intangible** rewards, like patches, certificates of appreciation, award dinners for fuel savings above the individual, group or company performance standard levels.

Other companies use the "stick" approach which tells drivers, "If you don't get the best miles per gallon possible you won't drive for us." What works best? It is difficult to say. In a tight job market, the "stick" approach can work, but when drivers are hard to come by the "carrot" approach is the obvious winner.

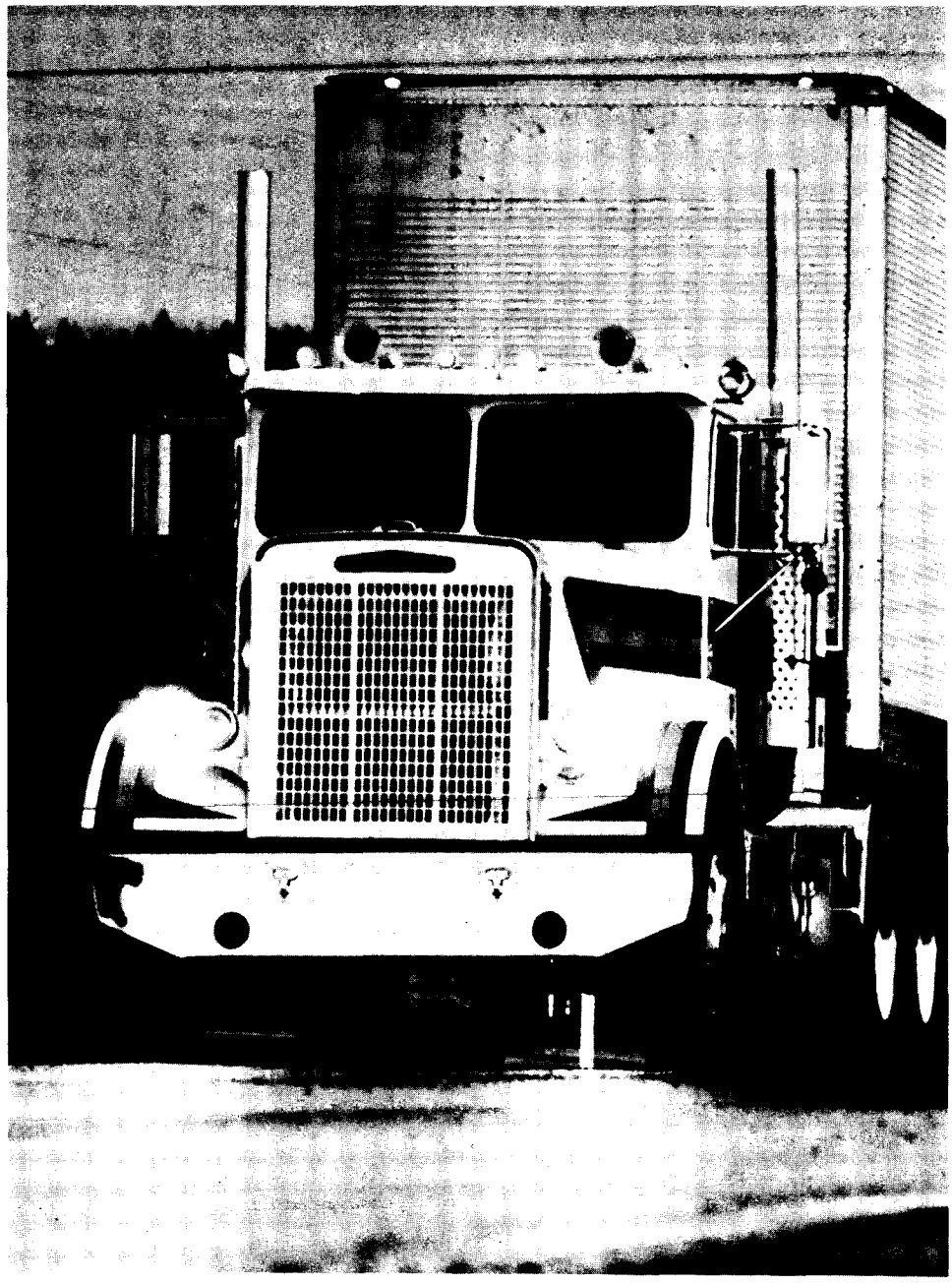
Another difficult question is whether tangible or intangible rewards work better. Most union shops are reluctant to use tangible awards for fear that the "reward" can become part of the basic pay, thus devaluing the incentive. intangible rewards can work in all situations, if they are considered fair by the drivers and not too costly for terminal managers to administer.

The fairness issue revolves around how drivers perceive the reward. Because of this, it is better to have the drivers involved in establishing the rewards system.

The management administrative problem generally relates to how driver fuel performance data is obtained. Slip-seat operations, third-party fueling, the drivers' time to fuel make management question the cost-benefits of keeping individual driver fuel-use records. Alternatives such as terminal (vs. Individual) competition are currently being tried. The jury is still out.

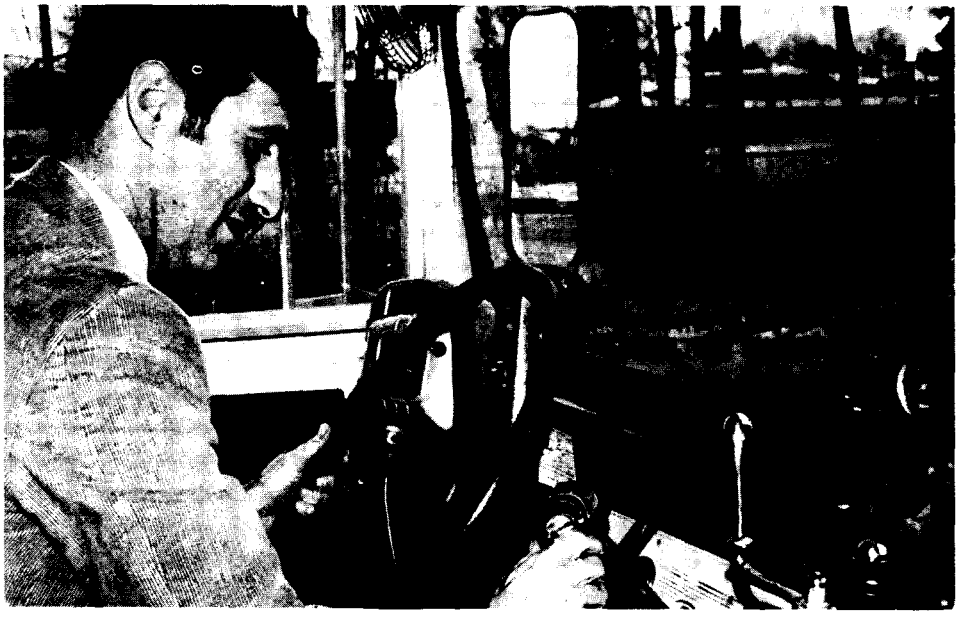
Another debate focuses on whether or not "hands-on" training is necessary. The old-timers claim it is absolutely essential that their experienced trainers go in and learn what the drivers are doing Incorrectly, and subtly demonstrate correct fuel-efficient driving. Others claim that providing fuel economy technique information with a good reward system is sufficient. Again, the jury is still out.

But it is known that drivers can be taught and motivated to save fuel. There are many examples of this for private and common carriers, showing savings of over 10 percent and even higher. Will these savings continue? Yes, there are continued long-term savings, but they gradually decline. Hence, long-term continuous savings require continous changes and improvements to keep the driver motivated to conserve fuel.



Over-the-road drivers are becoming increasingly important in company training programs. Companies are developing several different approaches to teaching drivers how they can increase fuel savings by more than 10 percent.

Maryland School Bus Program Works



Hank Seiff, a member of the DOT Voluntary Program staff, checks out equipment used in the Washington County, Md., School Bus Fuel Economy Program.

Preliminary resuits of a School Bus Fuel Economy Program set up in the Washington County, MD, school district show that the fleetwide MPG avearage for March 1981 in December 1980. Buses driven on city routes showed a 13 percent fuei savings, while those on rural routes only improved by 2 percent for an overall improvement of 8 percent fleetwide.

All the improvement was obtained thanks to the drivers, according to George E. Donn, Washington County Supervisor of Transportation who praised both county and contract bus drivers for theIr willingness to cooperate in the fuel-saving effort.

The Washington County, MD, program began in February 1980, with two meetings held to formally introduce its goals to drivers and ask for their help.

The first phase of the program, conducted during the school system's fall semester (September through January), consisted of collecting current fuel-consumption data on each school bus driver to be compared with later results.

The school district is currently in the midst of the second phase — a fuel-saving program has been launched, working with school bus drivers and their cargo, the students themselves. Phase Two, begun with the spring semester, runs for the five-month period that ends in June 1981.

According to Robert Barnhart, Vice President of the Washington County school board, three important components of the Washington County program make it different from other driver training exercises.

First, the county program can show dirvers how much fuel they can save on their routes by means of an instrument-fitted bus equipped with a fuel meter and vacuum gauges.

Secondly, Barnhart added, schooi students themseives are involved in assisting the drivers and keeping track of their results.

A final unique touch is the issuance of monthly "report cards" to each driver showing how many points each scored based on his or her fuel-efficiency record. Drivers serving each school compete with those from other schools, and resutls are posted in each schooi building.

Donn said there's no trick to fuel-efficient driving — just a few simple techniques that any driver can learn:

- Cutting out unnecessary idling.
- Staying within the speed limit.
- Gentle accelerating and braking.
- Watching the traffic ahead, so stop-start driving can be avoided through choice of speed and lane.

Many of the same practices used for safe driving also apply to fuel-efficient driving, Donn said, adding that these techniques can help most drivers improve their fuel economy by 10 percent or more.

A 10 percent improvement, by the way, is precisely Donn's goal for 1981, and he expects to cut the county's school bus fuei bill by a full $30,000. "The report cards, posting of driver points and individualized driver training sessions should help Washington County achieve that goal," Donn said.

TOLLIE FREIGHTWAYS, INC. HAS THREE-PRONG FUEL ECONOMY EFFORT

A major push toward fuel conservation was begun in the Spring of 1980 by Tollie Freightways, Inc. The areas of concentration include a driver incentive bonus, driver education and the testing of fuel saving devices on the units themselves, according to Rick Wagner of Corporation Administration.

The driver bonus program has designated areas of expense controllable by the driver — the major one being fuel. Drivers are provided with a booklet each quarter and are encouraged to record their fuel purchases and to compute their MPG each time they fuel up. A bonus is paid based on the cost per mile in a quarter. (Tollie utillzes a credit card for fuel purchases and authorizes cash fuel purchases only rarely.) Their average cost per gallon went from $1.142 in April 1980 down to $1.074 in November 1980 while the average price nationwide remained almost stable. More importantly, they increased their fuel efficiency from 4.2 MPG in March to 4.92 MPG in December. (MPG figures are year-to-date).

In the area of driver education, meetings are held to exchange ideas with drivers on safety, fuel economy and other areas of mutual concern. Tollie also publicizes and distributes letters and pamphlets to drivers as well as posting fuel tips on bulletin boards throughout the terminal. Drivers who do well in fuel economy are recognized and congratulated in the company newsletter.

Testing is being done on various types of equipment including wind deflectors, fuel heaters and engine shut-off devices to reduce idling time.

Driver Training Aids

In order to assist you in learning more about driver training and motivation, we have compiled the following list of sources and how you may obtain them. While this is by no means a complete list, we feel it should give you a good start.

DRIVER INSTRUCTION MATERIALS:

Cummins Professional Driver Kit (driver cassettes and pamphlets), available through Product Publicity, Cummins Engine Company, 1000 Fifth St., Columbus, IN 47201.

Caterpillar Customer Training Kit (cassettes, slides, driver pamphlets, guide for meeting leaders), available from Engine Division Sales Training Department, Caterpillar, 100 SE Adams St., Peoria, IL 61629.

Chilton Datalog, "Ease on Down the Road" driver motivation package (slides, driver pamphlets, meeting leader guide, poster with inserts), available for $24 from Chilton Company, Datalog Division, Box DW, One Chilton Way, Radnor, PA 19089.

"Fuel Economy Through Teamwork" (five-booklet set on school-bus scheduling, maintenance, and driving, for school transportation administrators), available through Voluntary Truck and Bus Fuel Economy Program, (NRD-22), 400 Seventh St., SW, Washington, DC 20590.

"The Double-Nickel Challenge," film, available on loan from the Voluntary Truck and Bus Fuel Economy Program, (NRD-22), 400 Seventh St., SW, Washington, DC 20590.

"The Evils of Idling," slide-cassette show, available from the Maintenance Council of the American Trucking Associations, Inc., 1616 "P" Street, NW, Washington, DC 20036.

"The Great Gas Save-In," film, U.S. Postal Service (available from Audiovisual Department, Federal Highway Administration, Department of Transportation, 400 Seventh St., SW, Washington, DC 20590).

"High Torque-Rise Engines," slide-cassette show, available from the ATA Maintenance Council, adress same as above.

"The Professional Driver," slide-cassette show, available from Truck Group Service Training, International Harvester, 401 N. Michigan Ave., Chicago, IL 60611.

"Roadeo," film, North Carolina Motor Carriers Association, available through Sandra Gower, Traffic Safety Education Services, North Carolina Division of Motor Vehicles, 1100 New Bern Ave., Raleigh, NC 27608.

"Save Yourself the Energy," slide presentation available from the ATA Maintenance Council, address same as above.

"School Bus Driving," slide-cassette show, available from International Harvester, address same as above.

"The 25 Per Cent Solution," film, available from the ATA Maintenance Council, address same as above.

BOOKLETS:

"The Double-Nickel Challenge—Race to the Fuel Pump," report, Voluntary Program, (HS 804 097).

"17 Tricks to Save Fuel and Save $$$," leaflet, Voluntary Program, (HS 804 547).

"65 vs. 55—Who is Right?", leaflet, Voluntary Program, (HS 804 836).

"Truckers Guide to Fuel Savings," booklet, Voluntary Program.

"How To Save Truck Fuel," report (HS 803 768)

"Return to 24¢ Gallon Fuel," leaflet (HS 805 464)

"Why We Are Sure The Double Nickel Saves Fuel For Trucks," report (HS 805 196)

Limited copies of the above booklets may be obtained from:

U.S. Department of Transportation
General Services Division (NAD-42)
Washington, D.C. 20590

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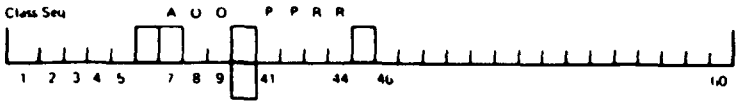

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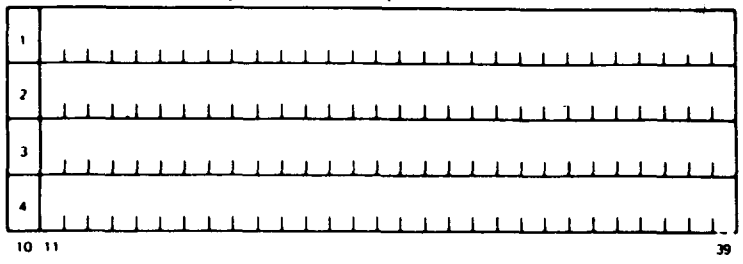

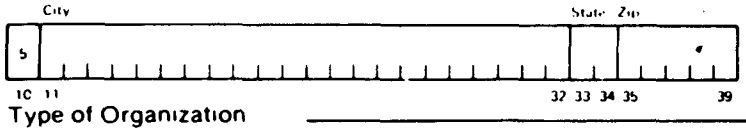

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Idling? At Today's Prices!

Those idling trucks that seem to grace every truck stop in the country are each burning (or wasting if you will) a half gallon of diesel fuel (three-quarters to one gallon of gasoline) each hour. And drivers have been known to let their trucks idle overnight on particularly cold nights.

Some idling, to cool off an engine after a hard drive, is beneficial, but according to Joel Gross, a driver training specialist at Agway, two to three minutes is sufficient time to cool off the engine.

Idling in excess of that has no known benefit, other than easing a driver's usually unwarranted fear that his rig won't start if he shuts it off, Mr. Gross was quoted as saying in a recent Voluntary Truck and Bus Fuel Economy Program Newsletter.

"Engine idling in excess of five minutes is wasteful, expensive and in some states illegal unless you're making deliveries, waiting in traffic or the outside temperature is less than 20-25F," he said.

"It results in the buildup of carbon in the fuel injectors, which then must be cleaned or replaced or else you'll have misfiring," Mr. Gross continued. "Carbon will also build up on the valves and pistons and if you have a turbocharger, it'll damage the shaft seals."

Explaining these harmful effects of idling to drivers and training them to avoid excessive idling is the best solution to the problem, according to Claude Travis, an independent fleet consultant, who also was quoted in the newsletter.

But if talking and training don't work, Mr. Travis suggests bolstering your anti-idling policy with installation of tachographs.

"I think if you're going to do it, you should precede the installation with a positive approach to the driver. If you explain what you're doing and then give some positive feedback, you'll get employe cooperation and good results," he said.

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4C-50 TRANSPORT TOPICS
WEEKLY 28,000

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Engine Builders Find Driver Training Good for Business

(The following article is reprinted from "Fuel Economy News," a publication of the Voluntary Truck and Bus Fuel Economy Program, U.S. Depts. of Energy and Transportation.)

Every major truck engine maker provides some form of driver training and they do it for one simple reason: Customer service is good for business.

"Obviously, the better our training program the better our sales will be," said Rod Thayer, Mack Trucks' Director of Marketing and Product Planning. "Every one of our dealers has the training available to teach drivers on a personal basis — and the manufacturer that doesn't do this is absolutely missing the boat."

This personal touch also extends to the place where training is done, Mr. Thayer said — at either the dealership or the customer firm.

Mack Trucks is nearing completion of a new driver training film "which will be personalized for the individual customer," he said. Also being made are a slide-sound presentation and 8-track cassettes for drivers.

At Caterpillar, most North American dealerships have their own training people to help with driver refresher programs and to run seminars, according to Tom Wickenhauser of the engine division's sales training department.

Caterpillar trains these dealer-based instructors, he added, as well as a professional staff truck driver who visits the dealerships to lead one-day seminars.

The "Cat" customer training program makes use of an internally developed kit, which includes slides, an audiocassette, individual driver booklets and two meeting-leader guides — one each for heavy-duty and mid-range Caterpillar vehicles.

According to Mr. Wickenhauser, these training programs "are ongoing things because our engines change so fast. We're making lower and lower RPM engines, so we're retraining drivers all the time."

Both Caterpillar and Cummins make available basic operating tips for trucks with their engines, in the form of 8-track cassettes for drivers.

At Cummins, these cassettes, along with a set of pamphlets, are sold through its distributors as "Professional Driver Kit." According to Jim Wisman, Cummins' product publicity director, the kits are "aimed at the drivers we can't have regular contact with." The kits are sold through the engine maker's 40 U.S. distributors.

In addition, Mr. Wisman said, the distributors and division office personnel work with fleet owners on driver training seminars of their own. "A major part of their job is customer support," he said, which includes, but is not limited to, helping customers on fleet driver training.

Cummins, which trains all personnel that run these seminars, "is very committed to working with the driver to get all the energy efficiency he can," according to Mr. Wisman.

According to John Richter, who manages service training in International Harvester's truck group, a slide-sound presentation, currently being revised to incorporate fuel-saving techniques, can be borrowed from International Harvester or viewed at International Harvester dealerships.

Mr. Richter said that while the company has its own truck training institutes for customers and dealer mechanics, most of the emphasis is placed on maintenance. However, a dealer will help set up an in-house driver training program for large customers, he added.

Two other slide-sound presentations, one on "the professional driver" and the other on school bus driving, are still in use and available on loan, Mr. Richter added.

At Detroit Diesel Allison, Howard Steele manages the training center that accredits all teaching personnel of distributors. "All 58 of our North American distributors have training facilities and at least one professional trainer, and many have more," he said. While most of the training emphasis is placed on mechanics, Mr. Steele said Detroit Diesel makes a serious effort to reach the customer's fleet drivers — not only through its distributor-based instructors but also with such teaching aids as audiovisual presentations, films and cassettes on how to get the most out of the company's engines. These and other driver training aids are available through Detroit Diesel distributors, according to Mr. Steele.

2.12

PROJECT 12:

POSTERS

ADVERTISING & PUBLIC RELATIONS

COLEMAN & CHRISTISON, INC.

1000 Capital Centre Plaza • 386 N. Wabasha • St. Paul, Minnesota 55102 • Phone 612-227-9391

PROJECT REPORT

Project Number: 12

Project Name: Posters

Project Objective: Produce to final keyline for two posters suitable for distribution to truckstops and other similar locations. Posters would emphasize Voluntary Program message of fuel conservation.

Project Summary: Agency submitted layouts for five posters.

Due to budget limitations for production and distribution of posters, agency instructed not to produce posters to camera ready stage.

BRANCH OFFICE: 2288 Union Street, San Francisco, California 94123 • Phone: 415-921-5973

YOUR IDLING DAYS ARE OVER.

Your Truck Doesn't Have To Run Like It Used To.

HOW TO MAKE MONEY

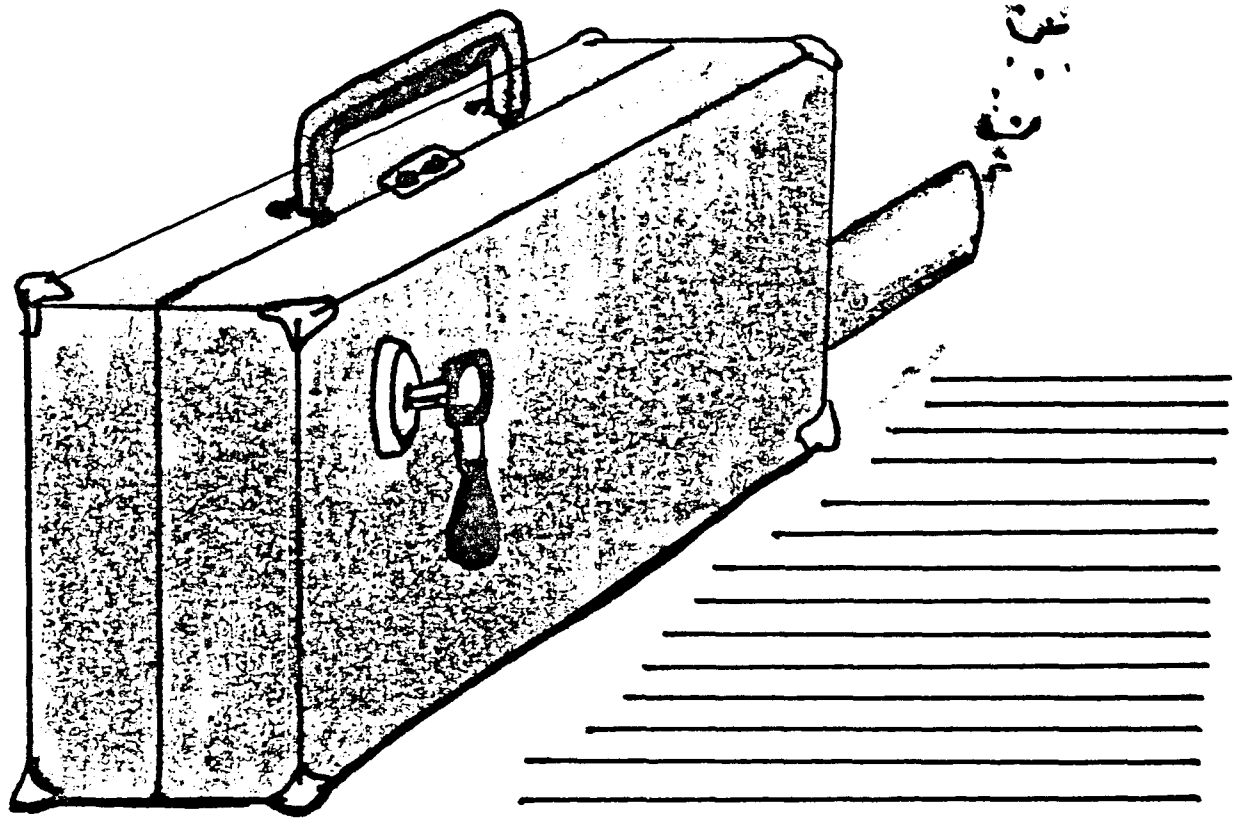
ON

OFF

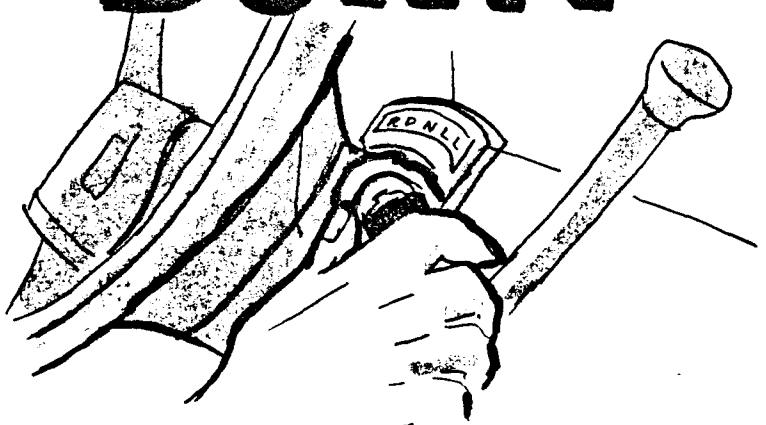
HOW TO SAVE MONEY

You Know how to make money with your rig. But did you know that you can save money as well as gas by turning her off when you'd usually be letting her idle?

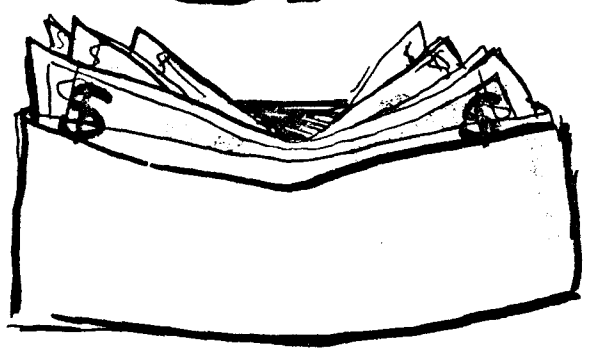
GOOD TRUCKERS DON'T IDLE AFTER THEY LEAVE HOME.



SHUT 'ER DOWN



FILL 'ER UP



SHUTTING DOWN YOUR RIG CAN SAVE YOU A LOT OF CASH.