Benefits of Supporting NACFE
Mission

The North American Council for Freight Efficiency (NACFE), works to drive the development and adoption of efficiency enhancing, environmentally beneficial, and cost-effective technologies, services and methodologies in the North American freight industry.

"Success for us is getting the $40 billion back into the pockets of fleets and operators, and cutting fleet fuel bills significantly."

— MIKE ROETH, EXECUTIVE DIRECTOR OF NACFE
About NACFE

• Unbiased, non-profit
• Work with major fleets across North America
• Mission to double freight efficiency
• Fleets, manufacturers, shippers, software providers, governments, associations, etc.
• Scale available technologies
• Run on Less Demonstrations
• Guide future change

Fleets - 2019 Annual Fleet Fuel Study
2019

- Named an Organization to Watch by GreenBiz

- Celebrated 10 Years
  - [https://www.youtube.com/watch?v=vJ8vZ7La3sY](https://www.youtube.com/watch?v=vJ8vZ7La3sY)

- Conducted Run on Less Regional
  - [www.runonless.com](http://www.runonless.com)

- Completed Series on Electric Truck Guidance
  - [https://nacfe.org/future-technology/](https://nacfe.org/future-technology/)
2019 Accomplishments

Research and Reports:

• Brought regional haul growth to the industry forefront by publishing “Regional Haul – An Opportunity for Trucking?”
• Released a major update to the Confidence Report on Idle Reduction in July.
• Published “The Feasibility of Intentionally Pairing Tractors and Trailers” also in July.
• Executed Run on Less Regional in October with 2.3 times the web traffic of the 2017 Run, on time and on budget.
• Celebrated NACFE’s 10th Anniversary leading the industry to new levels of efficiency.
• Releasing Guidance Report: Viable Class 7/8 Electric, Hybrid and Alternative Fuel Tractors on December 10th.

Industry Thought Leadership

• Selected as an Organization to Watch in GreenBiz’s State of Green Business Report in February.
• Consulted with companies verifying efficient operation of automated trucks.
• Thought leadership at over 55 public and private events and 250+ IdeaXchange weekly blogs on Fleet Owner website.
• Awarded Philanthropic grant from Hewlett Foundation and Climate Works to accelerate adoption of regional haul electric trucks.

Strategic Direction

• Expanded relationship with Rocky Mountain Institute addressing global trucking, urban freight movement and regional charging infrastructure.
Past Support – Thank You!

2019 Fiscal Sponsors

Gold

Silver

Bronze
2020 Plans

Research and Reports:
• Conduct a review of all past Confidence Reports, prioritize and update four.
• Expand Annual Fleet Fuel Study increasing fleet participation while streamlining data acquisition and reporting process.
• Deeply analyze and release key insights from Run on Less Regional conducted in October 2019.
• Accelerate adoption of regional haul electric trucks via efforts in four distinct workstreams.
  • Identify high-potential regional trucking routes,
  • Support implementation on first-mover routes,
  • Scale best practices in infrastructure deployment and
  • Increase confidence in the value of electrification.
• Continue collaboration studies and issue reports.

Industry Thought Leadership
• Conduct NACFE Workshops to accelerate learnings on electrification of regional haul
• Lead dialogue and debate throughout the industry in line with our research and organizational impact goals.
• Increase Thought Leadership on electric, connected, automated and other topics for fleets, manufacturers, government and non-government groups, investment and financial groups

Strategic Direction
• Expand Consulting Efforts to help fleets, manufacturers and industry support organizations
• Broaden communications efforts to expand influence beyond fleets and manufacturers
• Finalize scope for a 2021 Run on Less demonstration.
Benefits of NACFE Support

Newsletters & Base Website
• Great learning information
• Terminology & Technology
• Benefits & Challenges

Executive Summaries & Videos
• Insight without length
• Do I want to read more?

Run on Less, Confidence & Guidance Reports, Fleet Fuel Study & Collaboration Reports
• Analysis of technology groups
• What other fleets are seeing
• Confidence Matrix
• Payback & Benchmarking Tools
• Consulting with public whitepapers
• Workshops, Industry & Private Events

NACFE provides support across all levels of your organization:
• New employees & recent promotions
• Upper management & interested parties
• Maintenance, Operations, Development, Engineering, Sustainability, General Management – Everyone!
## Support Levels

<table>
<thead>
<tr>
<th>Gold ($20,000)</th>
<th>Silver ($10,000)</th>
<th>Bronze ($5,000)</th>
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<tbody>
<tr>
<td>A seat on the NACFE Advisory Group</td>
<td>NACFE visit to your company’s location</td>
<td>Highlighted as a Bronze Sponsor on websites, at events, report covers, etc.</td>
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<tr>
<td>Highlighted as a Gold Sponsor on websites, at events, report covers, etc.</td>
<td>Highlighted as a Silver Sponsor on websites, at events, report covers, etc.</td>
<td>Involvement in studies, events and activities</td>
</tr>
<tr>
<td>100% off all Reports</td>
<td>50% off all Reports</td>
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<tr>
<td>Involvement in studies, events and activities</td>
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New Platinum level available at $40,000. Call to discuss.
NACFE is a key leader in the transportation efficiency network. Your support has been critical to our success, and we look forward to working with you to expand the reach and breadth of our work; scaling available technologies, guiding revolutionary change in trucking efficiency and doubling the efficiency of North American goods movement.

Please consider supporting us for the first time, or renewing or increasing your gift to help us achieve this vision.

Call or email us today!  Mike Roeth, 260.750.0106, mike.roeth@nacfe.org

www.nacfe.org

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THANK YOU