

# RUN ON LESS ELECTRIC



## RUN ON LESS ELECTRIC

### Support the Real-World Demonstration of Zero-Emissions Goods Movement

#### OVERVIEW

New technologies are emerging to help trucks deliver goods more cleanly and efficiently, and electric trucks are key to trucking's green future. To keep pace with the ever-changing industry, the **North American Council for Freight Efficiency** (NACFE) and **Rocky Mountain Institute** (RMI) are planning Run on Less Electric (RoL-E), a zero-emissions demonstration for trucks that will showcase these technologies and help accelerate the growth of zero-emissions goods movement for the fall of 2021.

In order to ensure the long-term success of these vehicles, we need to begin learning from early deployments and sharing best practices. NACFE knows it's early for these trucks, but continuous improvement starts by knowing where we are. Help us showcase the benefits of electric trucks while also having frank conversations about existing challenges and what will be needed to further scale their adoption in line with recent industry developments.

California's Advanced Clean Trucks (ACT) rule requires truck manufacturers to sell an increasing percentage of zero-emissions vehicles in the state, starting in 2024. By 2035, at least 55% of Class 2b–3 truck sales, 75% of Class 4–8 truck sales, and 40% of Class 7–8 tractor sales must be zero-emissions.

## ABOUT RUN ON LESS ELECTRIC September 2021

The three-week roadshow showcasing electric trucks delivering real freight on real routes will:

- Involve 10 dedicated trucks and drivers across the United States and Canada, supported by their fleets and truck OEM partners
- Explain fleet implementation considerations such as charging infrastructure, engagement with utilities, total cost of ownership management, driver and technician training, etc.
- Highlight effective partnerships between fleets, OEMs, and utilities
- Facilitate industry conversations around the necessary supporting actions
- Conclude with two finales—one at a major trucking conference and one at a major clean energy event.

Detailed results and findings will be published in a focused report in mid-2022.



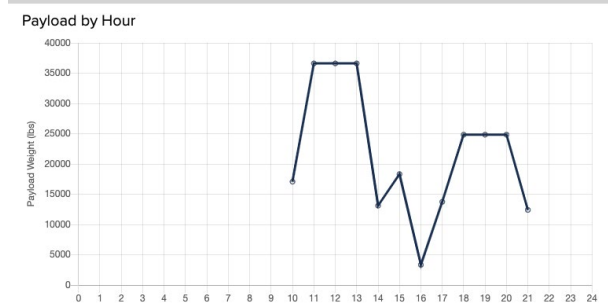
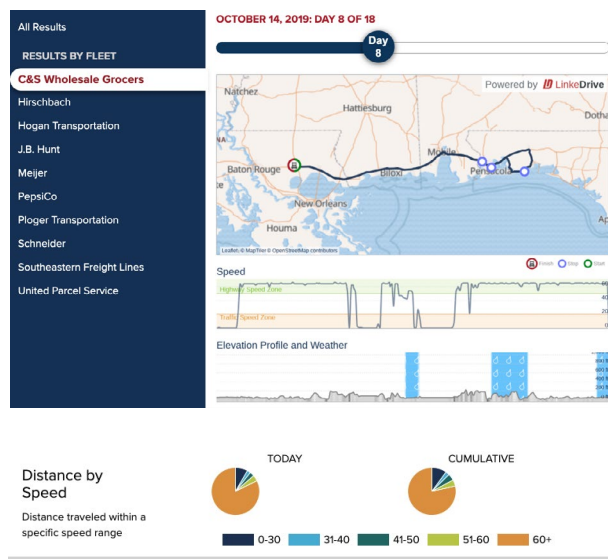
IN  
PARTNERSHIP  
WITH



## The Success of Run on Less

A joint effort between NACFE and RMI, Run on Less is a best-of-the-best, cross-country roadshow that showcases advancements in freight efficiency. Run on Less demonstrates how efficiency technologies improve the bottom line for fleets and benefit the environment by reducing greenhouse gas emissions. Each Run highlights a specific segment of the trucking industry and details how these drivers and fleets deliver freight in a more sustainable manner.

NACFE will leverage the knowledge gained from its 2017 and 2019 **Run on Less** events, which saw a combined total of more than 12,000 sessions and 30,000 page views. Social media impressions were more than 168 million on Facebook and Twitter. Both events garnered over 110 earned media stories in top-tier and trucking media outlets. NACFE anticipates even more interest in Run on Less Electric, with potential interest from audiences outside the traditional trucking industry, such as electric utilities, governments, and clean transportation organizations.



Results from 2019.

## FEATURES OF RUN ON LESS ELECTRIC

NACFE and RMI have been studying the **opportunities for electric trucks** and believe that the transition is primed to start in the urban and regional haul segments. It is time to more fully understand the benefits and challenges of hauling real freight with real electric trucks and drivers. Run on Less Electric will feature 10 vehicles including vans, medium-duty box trucks, and heavy-duty trucks and tractors moving freight in different duty cycles and geographic areas. As in previous Run on Less events, the technology will either be commercially available or representative of the truck builder's plans. Given the limited number of electric trucks in service and with many of them in pre-production mode, the participants will be teams made up of the fleet and their OEM partner.

For this year's event, we are:

- Attracting the participation of the most visible early electric deployments in North America.
- Working collaboratively with diverse organizations across the large ecosystem of zero-emissions vehicles.
- Planning an interactive website experience to follow metrics from the trucks and share stories from the road.
- Promoting Electrification Education, specific moments in the demonstration focused on topics including: charging infrastructure, total cost of ownership, financing, regulations, maintenance, increasing range, and battery recycling. Contact us if you are interested in supporting a specific education day.
- Results will be shared at two finale celebrations—one at a major truck conference and the other at a major clean energy event.



## BE A PART OF RUN ON LESS ELECTRIC

Help us turn this plan into reality. From fleets and truck manufacturers volunteering to take part in the demonstration to sponsors helping to underwrite the costs associated with it, Run on Less Electric can't happen without your support.

Sponsorship opportunities are available at three levels:

- A. Title Sponsors – \$100,000** – includes naming rights for the event
- B. Event Sponsors – \$25,000 Each**
  - 1. General event sponsorship or sponsorship of a specific part of the Run (Website, Press Event Finale, etc.). Make a suggestion.
  - 2. Logo on website [runonless.com](http://runonless.com) with link to your site, signage and mention at events, VIP attendance at the finale, and engagement in public relations efforts
  - 3. Encouraged to link announcements and social media to the Run
- C. Supporter – \$5,000 Each**
  - 1. General support for Run on Less
  - 2. Logo on website [runonless.com](http://runonless.com) with link to your site and signage at events
  - 3. Encouraged to link announcements and social media to the Run

## PREVIOUS RUN ON LESS SPONSORS

Previous Run on Less events title sponsors included Shell Lubricants and PepsiCo; event sponsors have included EPA SmartWay, Geotab, Great Dane, LinkeDrive, Meritor, NREL, Oak Ridge Laboratories, Peterbilt, Strick, and numerous supporter sponsors.

Thank you for helping us deliver Run on Less Electric. Contact Mike Roeth, [mike.roeth@nacfe.org](mailto:mike.roeth@nacfe.org), or via 260.750.0106 to formalize your commitment.



Outstanding drivers from Run on Less Regional 2019