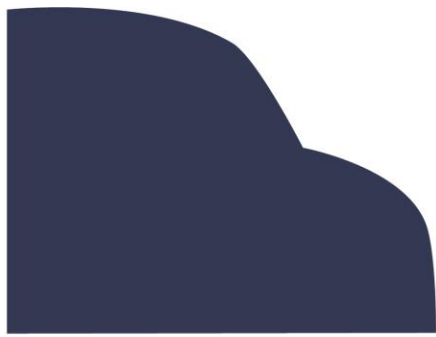


**NACFE**



**NORTH AMERICAN COUNCIL FOR FREIGHT EFFICIENCY**

# Benefits of Supporting NACFE 2022



## **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.

NACFE is the leading organization for real-world data and information on efficiency and zero emissions solutions for trucking moving freight across North America.

# About NACFE

- Unbiased, non-profit
- Work with major fleets across NA
- Mission to double freight efficiency and progress to zero emission freight movement
- Fleets, manufacturers, shippers, software providers, governments, associations, etc.
- Scale available technologies
- Run on Less demonstrations
- Guide emerging change



*Fleets - 2019 Annual Fleet Fuel Study*

# Highlights

- Run on Less - Electric
- Continued Electric Truck Guidance
- Tools for reductions in diesel fuel consumption
- Expanded Industry Resources including work in autonomous trucking
- Industry Engagement and Recognition
- Thought Leadership



# 2021 Accomplishments

## Research and Reports:

- Conducted a review of all past Confidence Reports, prioritized updates and updated six.
- Conducted our third Run on Less demonstration – Run on Less – Electric with 13 truck builders and fleets.
- Continued efforts to accelerate adoption of regional haul electric heavy-duty tractors with funds from the Hewlett and Climate Works Foundations.
  - Identify high-potential regional trucking routes –
  - Support implementation on first-mover routes – Continued promotion of success
  - Scale best practices in infrastructure deployment – Launched a Fleet Readiness Group
  - Increase confidence in the value of electrification – Led numerous workshops and webinars with a growing network.
- Launched NACFE LATAM to include Latin America in NACFE's efforts.

## Industry Thought Leadership:

- Completed and was awarded six new collaboration projects.
- Pivoted due to COVID and lead on-line and in person discussions at over 100 industry events!
- Expanded networks and lead dialogue and debate throughout the industry in line with our research and organizational impact goals.

## Recognition:

- Expanded global efforts surrounding support of zero emission freight movement.
- Collaborated with the Department of Energy on SuperTruck3 announcement and awards.
- Mike Roeth recognized as a FleetOwner Industry Influencer.



# Past Support – Thank You!



## 2021 Fiscal Support

Gold



Silver



Bronze



# 2022 Plans

## Research and Reports:

- Detailed reports from findings of Run on Less – Electric (a main report, four market segment reports and a deep dive into the data).
- Finish updates of all past Confidence Reports (Eight)
- Launch Annual Fleet Fuel Study 2.0, increasing fleet participation while streamlining data acquisition and reporting processes.
- Expand efforts to accelerate the adoption of regional haul electric heavy-duty tractors with 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 with key leading companies.
- Conduct research efforts on the evolution of automated trucking.

## Industry Thought Leadership:

- Conduct NACFE Workshops to accelerate learnings on electrification of regional haul.
- Share learnings from Run on Less – Electric.
- Expand use of data collection and analysis in more efficient and sustainable goods movement.
- Lead dialogue and debate throughout the industry in line with our research and organizational impact goals.

## Strategic Direction:

- Dramatically increase efforts in electrification of goods movement with our partner RMI.

# Benefits of NACFE Support

## Newsletters and Base Website

- Great learning information
- Terminology & Technology
- Benefits & Challenges

## Executive Summaries, Infographics and Videos

- Insight without length
- Do I want to read more?

## Run on Less, Confidence and Guidance Reports, Fleet Fuel Study and Collaboration Reports

- Analysis of technology groups
- What other fleets are seeing
- Confidence Matrices
- 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

## Platinum (\$40,000)

A seat on the NACFE  
Advisory Group

Highlighted as a Platinum  
Sponsor on website, at  
events, in reports, etc.

100% off all Reports that  
have a charge

Involvement in studies,  
events and activities

## Gold (\$20,000)

A seat on the NACFE  
Advisory Group

Highlighted as a Gold  
Sponsor on website, at  
events, in reports, etc.

100% off all Reports that  
have a charge

Involvement in studies,  
events and activities

## Silver (\$10,000)

NACFE visit to your  
company's location

Highlighted as a Silver  
Sponsor on website, at  
events, in reports, etc.

50% off all Reports that have  
a charge

Involvement in studies,  
events and activities

## Bronze (\$5,000)

Highlighted as a Bronze  
Sponsor on website, at  
events, in reports, etc.

Involvement in studies,  
events and activities

# Help us Help You – Support NACFE

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 emerging change 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.



[www.nacfe.org](http://www.nacfe.org)

[www.runonless.com](http://www.runonless.com)

Follow us on: **LinkedIn** 

Call or email us today! Mike Roeth, 260.750.0106, [mike.roeth@nacfe.org](mailto:mike.roeth@nacfe.org)

The logo features the acronym 'NACFE' in a bold, white, sans-serif font. It is flanked by two horizontal red lines above and below the text. To the right of the text is a red graphic element consisting of a solid red square that transitions into a curved, irregular shape, resembling a stylized arrow or a drop.

**NACFE**

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**THANK YOU**