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 NA
• Mission to double freight efficiency and progress to zero emission
• Fleets, manufacturers, shippers, software providers, governments, associations, etc.
• Scale available technologies
• Run on Less Demonstrations
• Guide emerging change
Highlights

• Expanded Electric Truck focus

• Conducted Run on Less – Electric

• New Annual Fleet Fuel Study in 2022

• Planning Run on Less – Electric Depot in 2023
2022 Accomplishments

Research and Reports:

• Detailed reports from findings of Run on Less – Electric (a main report, four market segment “use case for” reports.
• Continued updates of past Confidence Reports.
• Launch Annual Fleet Fuel Study 2.0, increasing fleet participation while streamlining data acquisition and reporting processes. Also, included a benchmarking tool for other fleets to compare to the study ones.
• Expanded 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.
• Continued collaboration studies and issued reports with key leading companies.
• Conducted research efforts on the evolution of automated trucking.

Industry Thought Leadership:

• Conducted NACFE Workshops to accelerate learnings on electrification of regional haul and Run on Less – Electric.
• Expanded 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 at approximately 120 events.

Recognition:

• Mike Roeth recognized as Industry Influencer by FleetOwner.
Past Support – Thank You!

2022 FISCAL SUPPORT

Platinum

Gold

Silver

Bronze
2023 Plans

Research and Reports:
• Finish updates of all review of all past Confidence Reports.
• Conduct Annual Fleet Fuel Study increasing fleet participation to 20 fleets.
• Continue to accelerate the adoption of regional haul electric trucks launching the second three-year effort.
  • 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 leaders.
• Conduct research efforts on the evolution of automated driving.
• Expand relationship with RMI supporting their growing freight efforts, both in North America and globally.

Industry Thought Leadership:
• Conduct NACFE Workshops to accelerate learnings on electrification of regional haul.
• Conduct Run on Less 2023, highlighting the scaling of electric trucks via Run on Less – Electric Depot.
• Explore helping the industry with sustainability accounting and reporting.
• 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 urban, final mile goods movement with our partner Rocky Mountain Institute
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
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.

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

www.nacfe.org
www.runonless.com
THANK YOU