



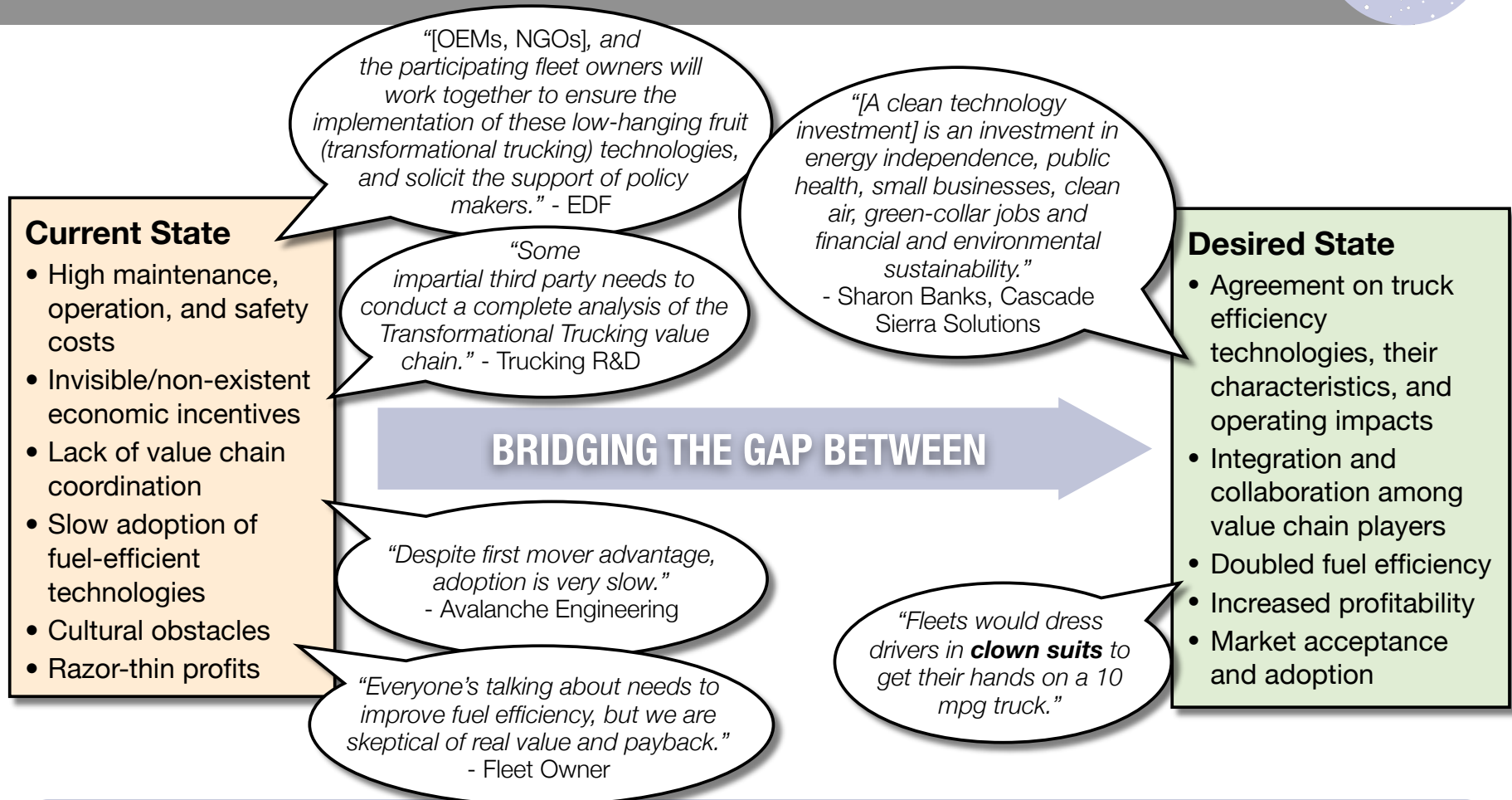
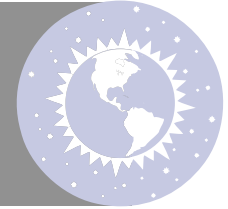
Transformational Trucking Charrette



RMI | move
mobility + vehicle efficiency

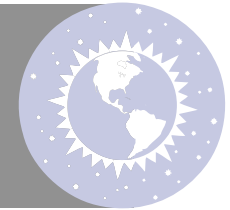
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What is Transformational Trucking?



In order to bridge the gap between now and doubled-efficiency trucks, RMI will facilitate the development of **actionable, implementable plans** for fuel economy improvements by means of barrier-busting, industry-wide collaboration.

Transformational Trucking: Good for Business and the Environment



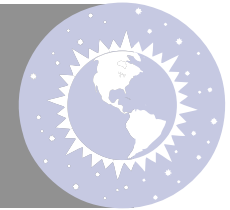
	Current Hurdles	Market-Ready Solutions	Ideal Result/Goal of Collaboration	Financial and Environmental Benefit
 Vehicle	Old equipment, small margins, slow research and development	retrofits, integrated design, proper spec'ing, materials, engine tech	state-of-the-art tech saturating new and used platforms at a profit to both suppliers and operators	Doubling fuel efficiency requires both vehicle and load optimization, but would offer: \$30k/yr/truck savings,* 160 ton/yr/truck fewer CO₂ equivalent emissions, reduced traffic congestion, fewer empty miles, improved asset management, lowered maintenance cost and time, reduced warehousing, shorter delivery times, fresher produce/perishables, and more unintended benefits.
 Logistics	Many great examples exist nationwide, but industry fragmentation resists larger synergies.	Real-time networks, freight load aggregation hubs, logistics optimization personnel training.	Nationwide partnership of shipping firms coordinating with many loads. Real-time inter-company communications to organize shipments, caravans, minimize empty loads.	
 Policy and Infrastructure	Aging highways with low carrying capacities, inconsistent state legislation, and logistical barriers within a fragmented industry	Federal increase of size and weight regulation, coalition support amongst many small players, interaction between fleets and gov't	Nationally integrated and monitored highways for longer combo trailers, aerodynamic trailer designs, advanced technology distribution/maintenance networks, automated routing	
 Funding and Incentives	Lack of available financing and credit to accelerate market adoption of fuel-saving technologies	Cascade Sierra Solutions and their financing options for fleet owners, EPA programs, bulk purchasing	Utilization of micro- and macro-economic incentives to initiate R&D while promoting financing options for end-users to adopt technologies, integrated purchasing networks, federal allocation	

*assumes \$2/gal diesel



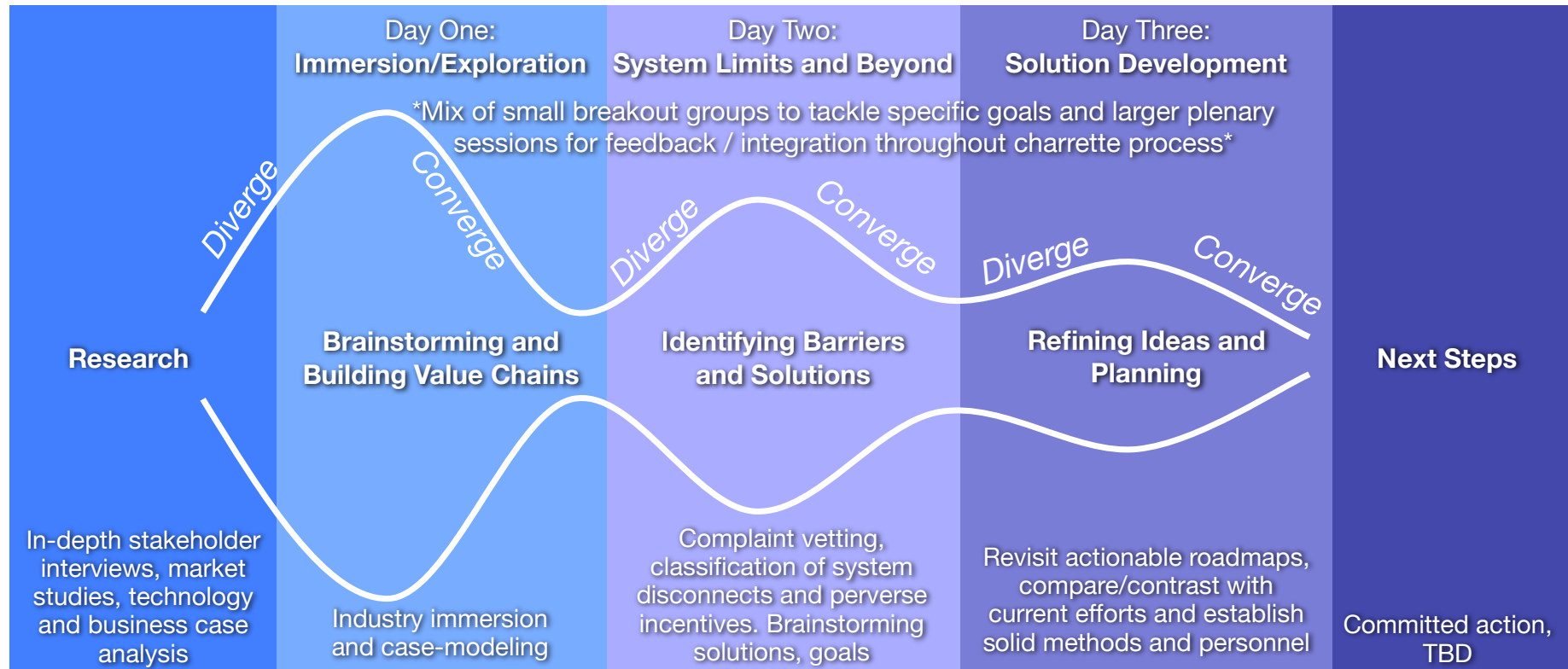
RMI's Transformational Trucking vision outlines the changes necessary to achieve financial goals as a direct result of increases in overall trucking efficiency. Such a shake-up will require aggressive, involved collaborations across all segments of the industry.

How will this Charrette work?



Charrette (n.): An intense period of time during which a great amount of energy is dedicated to solving a specific design problem or problems by a given deadline¹

Pre-Charrette ● ————— Charrette ————— ● Tomorrow



Outputs

Pre-read, modeling and participant selection helps group converge on general areas of focus.

You will experience some small “ah-ha” moments, but Day One is often frustrating because it feels like a repetition of what you already know. Actually, it’s aligning ideas and supporting Day 2.

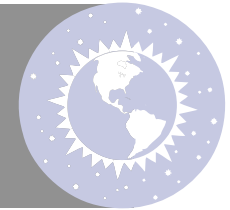
More “ah-ha” moments converge around key solutions strategies, participants feel aligned, informed.

Final convergence on just a few projects. However, all the other ideas from the previous days are carefully documented.

FOR MORE INFORMATION ON RMI CHARRETTES, PLEASE NAVIGATE TO:
<http://move.rmi.org/innovationworkshop>

¹ Wikipedia.com

RMI's Transformational Trucking Charrette is...



Open Source

All results are documented and made public for comment. No proprietary information required

Diverse Participants

Traditional:

- Tractor/Trailer OEMs
- Component Suppliers
- Technology Providers
- Fleets

Non-traditional:

- End-Users/Consumers
- Specialty Engineering Firms
- Non-Profit Organizations
- Policy Makers/Regulatory Organizations

Neutrality

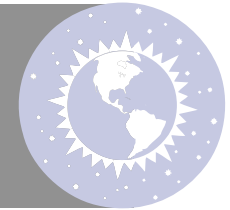
RMI has 25 years of experience acting as a neutral convening party for stakeholders

Game-changing

Focus on solutions that adequately respond to the need to increase efficiency in heavy trucking with an accelerated market adoption rate, and ultimately reduce oil consumption in the industry sector



Participant benefits include output, insight, and access.



Output

- Have access to all public output from Charrette and research phase.
- Leadership or co-leadership and ownership of follow-on, action-based projects.

Insight

- Bring one or two members of your organization to the Charrette (preferably just one decision-maker).
- Gain not just insight into the future of trucking, but a voice in directing that future.
- Define the gaps that your organization must overcome to benefit from Transformational Trucking, and build a plan to fill them.

Access and Ownership of Implementations

- Meet and collaborate across the Transformational Trucking value chain in real-time.
- Take on a leadership role that will continue to lead Transformational Trucking beyond the Charrette.
- Make your organization a critical part of the future transformation.

Participant Timeline

1. Sign letter of intent to commit baseline funding and participation in the Charrette.	Today
2. Make internal experts available to RMI staff during research phase.	Now through Spring 2009
3. Attend Charrette.	April 14–16
4. Receive full documentation.	Three weeks after Charrette
5. Work with RMI and other participants to implement actions determined at the event, and lead the new Transformational Trucking paradigm.	Post-Charrette (continuing)

Join now... Mark your calendars for April 14–16 2009!