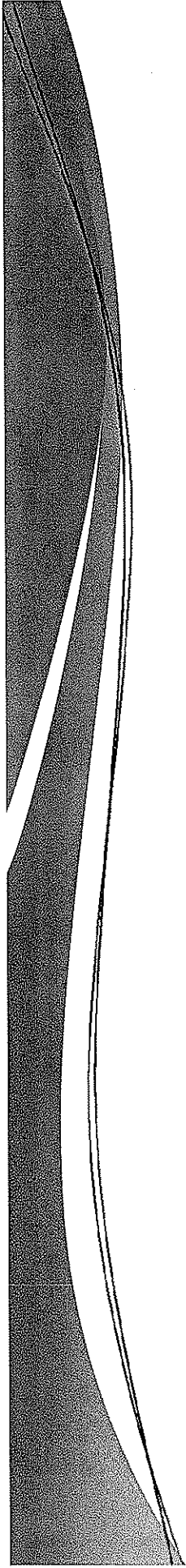


Robert Tichelman
08-11-3

C.A.R.B. Board Presentation

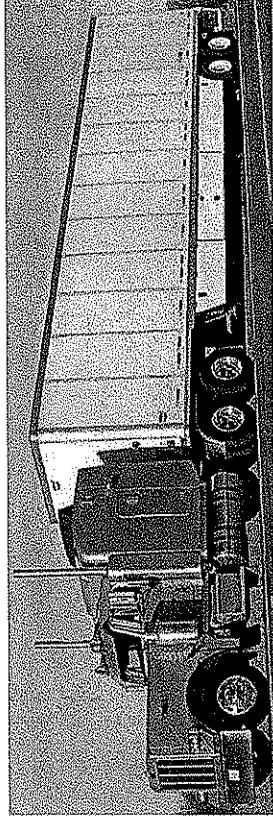
Business Case for Setting Thresholds

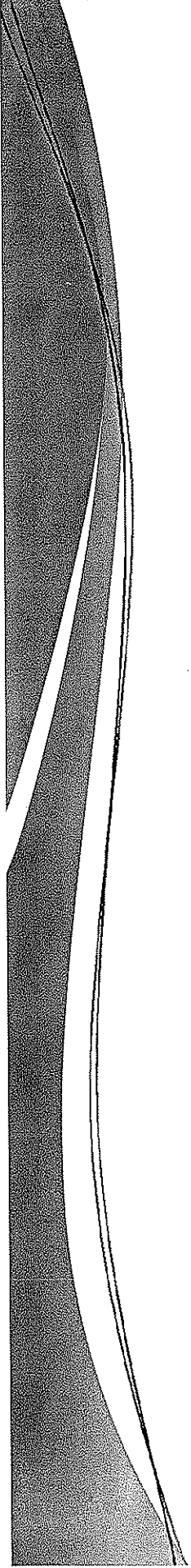
WINDDYNE



Why am I Here

- Not to pitch our products
- Non Technical
- Business Impacts (companies, CARB, SmartWay)
- Theory for setting targets

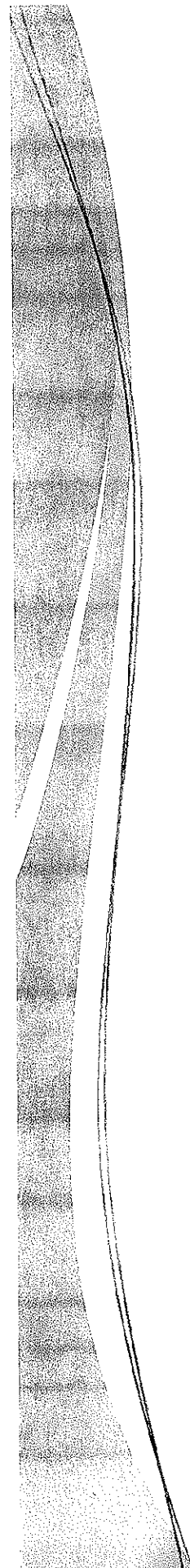




SmartWay



- Standards over 2 years old
- Set new testing protocols
- New standards will be adaptive
- “Consumer Reports” vs. Regulatory Body

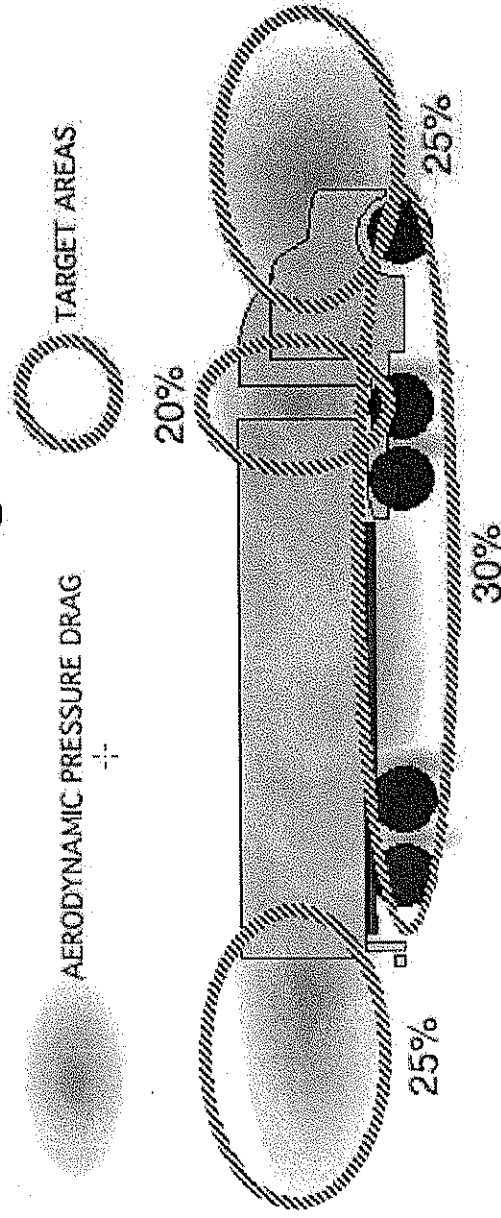


Business Case

- Create “Stretch Goals”
- 10-20% efficiencies attainable
- Is 6% to low?
- Will the “Goal Posts” move?

The Hypothesis

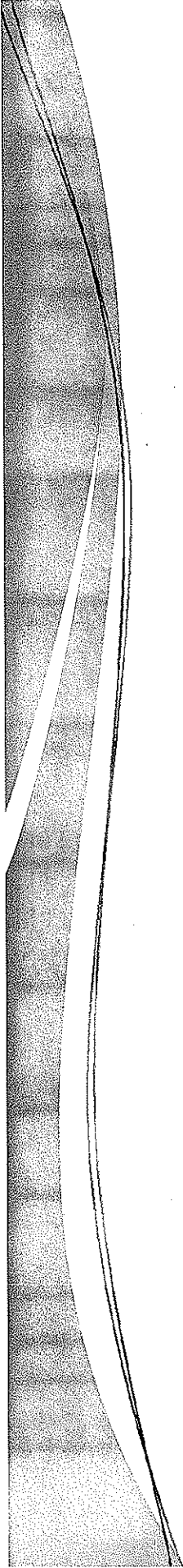
Tractor-Trailer Drag Distribution



65-75% Trailer Drag

- 30% Trailer Front Face
- 30% Trailer Base
- 30% Undercarriage
- 10% Side and Top Surfaces

25-35% Tractor Drag



The Hypothesis

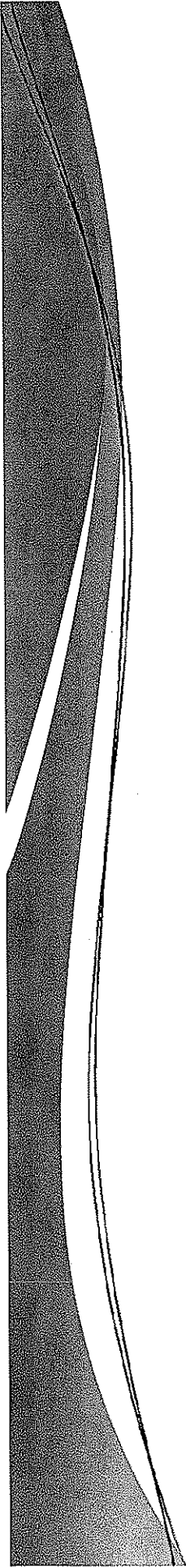
- 4 major areas for improvement
- @ 6% three out of four must be used
- Theoretical ceiling set
- Crisis of Conscious



The Challenge

- Not to do what is easy
- Challenge the conventional
- Create realistic targets
- Crisis of Conscious

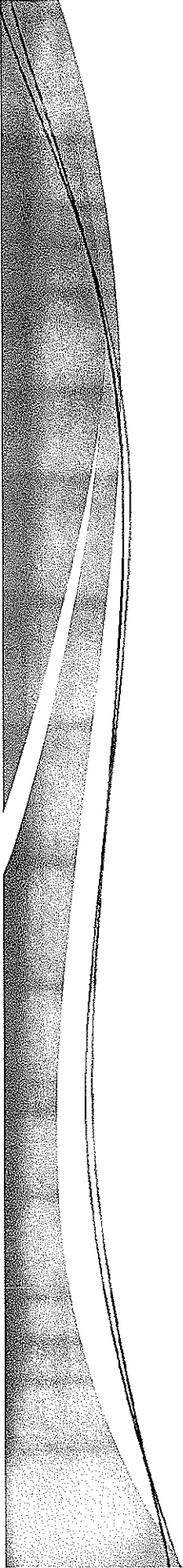




The Solution

- Require a thoughtful solution
- Challenge the conventional
- Require innovation

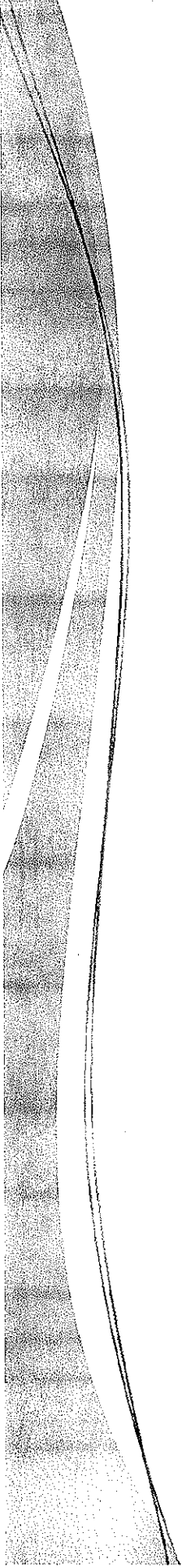




Thank You

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