

Summer 2012

Redefining *the* Road





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*Happy 5th
Birthday,*

Women In Trucking!

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Are You In or Are You Out?

By Cynthia Blaszak
BeRoadSmart



Let's get serious. Nobody wants to be the last kid picked for dodgeball in gym class. Nobody wants to be the only one empty-handed when the "cool kid" passes out invitations for his birthday party. And, certainly, nobody wants to be the one everyone is pointing at when the dust settles and the question is asked, "Who still hasn't jumped on the "go green" train yet?"

So I ask, "Are you in or are you out?"

The most incredible thing about being one of the cool kids now is that it's no longer up to somebody else. This time, it doesn't matter whether your hair is orange, your skin is purple, you wear glasses or ride a John Deere to the grocery store. This time it is up to YOU.

Female truck drivers are among the strongest, most independent and inspiring people in this country. With 3.5 million truckers on the road and 200,000 of them being women, let's face it; this job isn't for sissies. So why wouldn't this fabulous group of women be the ones behind the

wheel of this green train as it heads out of the station and all over the country?

Each year, one billion gallons of diesel fuel is consumed by idling engines causing 11 million tons of carbon dioxide and 5,000 tons of particulates to be emitted into the atmosphere. Let's back up. ONE BILLION GALLONS of diesel fuel is consumed and then emitted into our atmosphere EACH YEAR. Smartway Transport Partnership calculates that to cost an average of over \$6,000 per year, per truck. Some surveys show that trucks idle from six to eight hours per day for as many as 250 to 300 days each year.

Idling is no picnic for your engine or for the driver either. Running the engine at low speeds (idling) causes twice as much wear on internal parts compared to driving it at normal speeds. All signs point to increased engine maintenance costs and a shorter engine life due to idling.

Drivers who are behind the wheel of idling trucks also put their internal parts at risk. Without the vehicle being in motion,

there is no air flow to vent the emissions, thus creating greater health risks for the driver. To top it off, idling emissions can contribute to premature mortality, bronchitis (chronic and acute), hospital admissions, respiratory symptoms (upper and lower), asthma attacks, work loss days, and minor restricted activity days.

Ladies, it's time to be the cool kids.

There are many solutions and suggestions that address the benefits of going green in the trucking industry. When companies adopt alternatives to long-duration idling, they can save money on fuel expenses, reduce engine maintenance costs and reduce health effects from emissions and engine noise.

The most beneficial solutions may seem like a bigger investment on the front-end but end up paying themselves off in three to four months, such as the HVAC unit called the ComfortCab. This little addition is one of the only completely battery powered no-idle HVAC units in the industry. It provides heat and air conditioning comfort

for the sleeper cab for eight to 10 continuous HVAC hours with six AGM deep-cycle batteries. Who wouldn't want to have such a cozy little buddy like that along for the ride? Some solutions are as simple as investing in trailer skirts, such as the American Trailer Skirt. This skirt has happy customers dancing about the six to 10 percent fuel cost savings they experience once their trucks have been properly outfitted.

Just in case you're still thinking that you aren't ready to front the cash needed in order to make your truck green, let me tell you about a significant incentive program

that could change your mind. Through the American Recovery and Reinvestment Act, the U.S. Department of Energy is funding a project with Cascade Sierra Solutions and Shorepower Technologies to increase the number of electrified truck parking locations. This project includes over \$10 million in idle reduction equipment rebates that are up for grabs. The Shorepower Truck Electrification Project (STEP) Rebate program offers to reduce your cost by up to 20 percent of the installed equipment price.

Battery HVAC systems, like the ComfortCab, qualify for up to a \$1,600 incentive

through the STEP Rebate program. Pre-authorization is required, so be sure to check out the application before installing idle reduction equipment. You can find the application at www.csswebform.org/webform/TSE_app2.aspx.

For more information on the no-idle HVAC unit or the American Trailer Skirt, visit www.beroadsmart.com.

Bottom line, ladies: when three million trucks turn off their engines, the environment rests. So let's make a pact to do our part to save the environment, and our bottom lines, by saying count me IN! 🚚


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