



Idle Reduction through Advanced Travel Center Electrification[®] (ATE)

West Coast Collaborative
Tuesday, October 23, 2007


IdleAire
Life. Improved.

IdleAire ATE

- Comprehensive Technology
 - ✓ Idling alternative
 - ✓ Improved driver environment
 - ✓ Driver retention / recruiting
 - ✓ Remote training tool
 - ✓ Truckstop financial incentive
- Network of 130 Locations in 34 States
- ~8,500 ATE Parking Spaces
- ~23 Million Hours of Service
- More Than 1 Million Visits
- 22+ Million Gallons of Fuel Conserved
- 243,000+ Metric Tons Diesel Emissions Prevented
- No Expensive Truck Retrofits
- **PROVEN!**



IdleAire Today

■ Company History

- Incorporated in 2000. Headquartered in Knoxville, TN
- Two IdleAire Patents for HVAC, Electricity and Other Services to a “parked vehicle”
- \$500+ Million Invested in Proven Solution

■ Awards

- *R&D Magazine*: “One of the 100 most technologically significant products for 2002”
- U.S. EPA & State of Texas: Clean Air Excellence Awards
- California: Governor’s Environmental and Economic Leadership Award
- *2003 Signpost Survey*: 1,143 Random Drivers. IdleAire Rated Among Most Requested Non-Payroll Benefits

The ATE Intelligent Truss System



- Safe Remote Controlled Electricity
- National Electric Code §626 Compliant
- Easy Access for Upgrades and Maintenance
- Safe from Impact and Water Damage
- Safe Pull-Through or Nose-In Parking
- No Net Parking Space Loss in Truckstops

Overhead Services Delivery ATE ShorePower & More

Standard Services

- Remote Controlled Power
- 120/208 VAC ShorePower
- Filtered, UV Treated Heat and Air
- In-Cab Touch Screen Computer
 - Services Access and Control
 - Internet Access & Email
- Satellite TV
- Telephone Connection

Optional Services

- Video & Movies on Demand
- In-Cab Training (J.J. Keller)
- Discount Long Distance Calling
- Ethernet & WiFi Internet Connections
- Gold Member Discount Card



The ATE System Service Module (front)

Night Light

Lighted On/Off Button for the screen, so you can find it easily in the dark

120V Electric Outlets

Inside and Outside your Cab for appliances, block/fuel heaters and other accessories

High Speed Internet

High-Speed Ethernet Port for Internet on your Computer - Wireless Internet also available

Filtered Heat & A/C

Thermostat controlled filtered air flow recycled from your cab

Card Reader

Slide Your Member Card and follow instructions

Built-in TouchScreen Computer

Control Your IdleAire Services & Surf the Internet

Help

Available 24/7. On-Screen Context Sensitive Help, dial *611 from your Cab Phone or 877-738-7024 from any phone.

Go Buttons

One Touch Access to Main Functions

USB Ports

Use a Keyboard or mouse

Telephone

Plug in a regular phone for incoming and outgoing calls. Dial *611 for Customer Support

Television

Connect your TV with standard COAX cable for Television Programming



Easy Access, Simple Installation

1 Park in IdleAire Space



2 Install Window Adapter



3 Insert Service Module Into Window Adapter



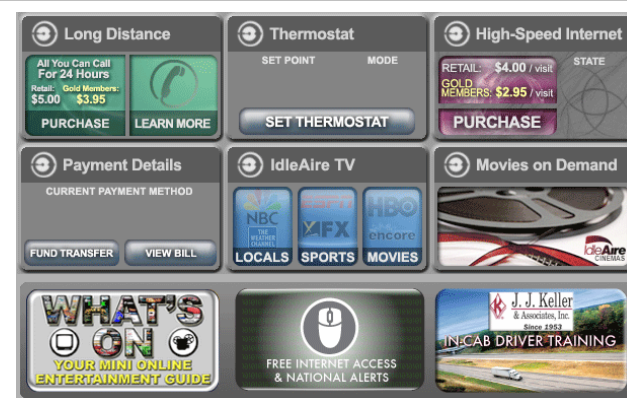
4 Open Service Module



5 Pay for the Services You Want in Your Cab



6 Make Your Choices



Products and Services

■ Basic Services

- HVAC and Shore Power Electricity
- Basic Satellite TV (22 Channels)
- Local Telephone and Internet Access
- 24 Hour Onsite and Telephone Support
- Cost
 - \$2.18/hr Retail,
 - \$1.85/hr Fleet or Gold Card Discount

■ Premium Services

- Premium Satellite TV (66 Channels)
- Movies-On-Demand
- Ethernet or Wireless Internet Access
- Unlimited Long Distance Telephone

■ Other Products

- Truck Window Adapter Units
- Annual Gold Card Membership
- Computer Accessories
- J.J. Keller Video Training Lessons
 - Offer Safety Skills and Training
 - Provide Driver Certification
 - Keep Drivers on the Road



All ATE Partners Benefit

Fleet Owners

Reduces Fuel, Maintenance and Insurance Costs

Hedge Against 120% Driver Turnover

Improves Communications and Logistics Management

Truck Drivers

Filtered/UV-Treated HVAC
Stops Idling Noise & Vibration
Improves Quality of Rest
New Entertainment & Communication Features



Truckstops & Fleet Terminals

No Capital Investment (Infinite ROI)
Substantial Parking Lot Revenues
Stops Idling Noise & Emissions
Competitive Advantage in Attracting Drivers

Environment & Community

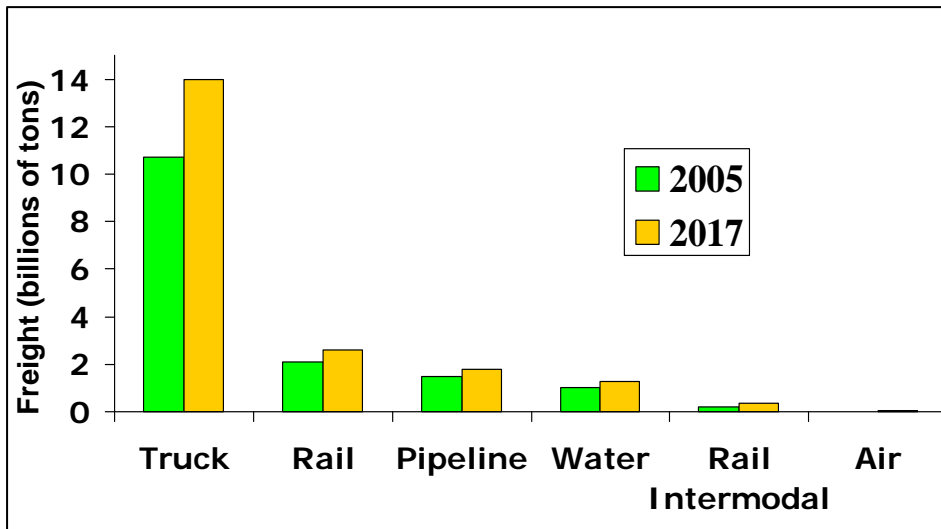
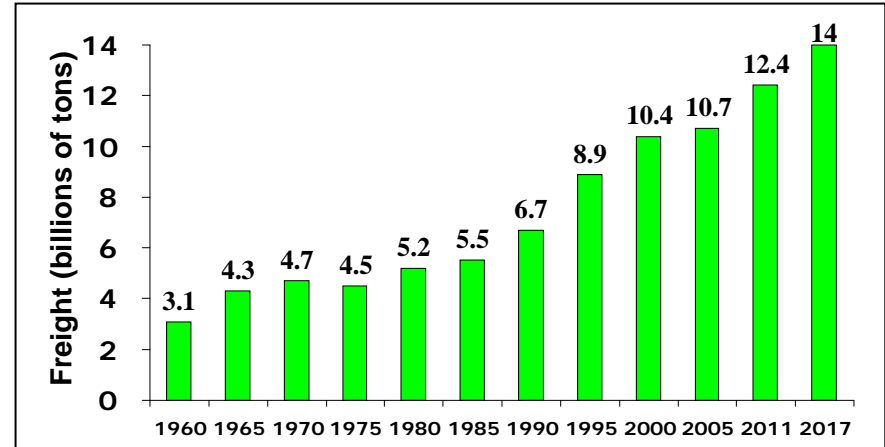
Stops Idling Noise
Stops Idling Emissions
Compliance with Clean Air Act

Stops Fuel Waste
Efficient Energy Use
Improves Highway Safety

Reduces Health Costs
Stops CO Poisoning
Reduces Illegal Parking

Trucking Industry Status: Big Picture and Recent Trends

- Trucking Industry Delivers 88% of Nation's Freight
- Congestion on Highways will Increase as Economic Growth Outpaces Infrastructure
- With Higher Freight Demand, More Trucks and Heightened Emissions Are Expected



- **Freight volatility** - higher in 2007
- **Fleet Consolidation** – Big fleets continue to acquire smaller fleets
- **Retail diesel fuel prices**
 - \$2.88/gal. this past week
 - \$2.71/gal. for 2006 (12.6% over 2005)
- **Driver Turnover** – 120%+ annually with a shortage of drivers

Strong Momentum With Fleet Operators

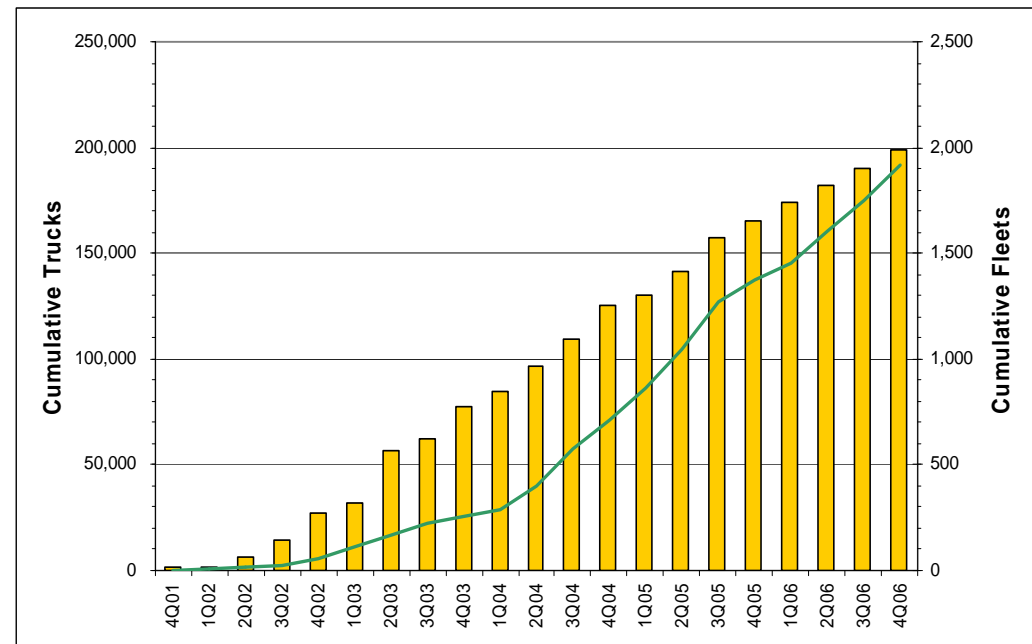
- **2,000+ Fleets**
200,000+ Trucks
 - 15% “Fleet” Retail Discount
 - 30% of the Largest 118 U.S. Long-Haul Fleets

- **Owner-Operators were the Early Adopters**
 - Driven by Personal Economics

- **More Locations = Increased Fleet Usage**



Truck Fleet Sales



Network of Locations

■ Site Selection Criteria

- On an interstate highway or other primary freight lane
- Must have high quality driver amenities i.e. good hot food, clean hot showers
- Currently, install a minimum 50 ATE® spaces that is a maximum of 35% - 40% of total parking spaces
- Preferably located in an EPA non-attainment zone
- Must meet the minimum threshold in our 3 – 5 day survey of trucks parked, sleeping, idling, etc.

■ Fleet Importance

- Must be convenient to “Freight Lanes” and Customer deliveries
- Avoids “Out of Route” Driving Costs
- Critical pre-requisite before changing behavior of hundreds (thousands) of drivers
- Take full advantage of IdleAire value proposition: cost savings, driver retention / recruitment, remote training

■ Driver Importance

- Must be convenient to freight lanes and available within HOS constraints
- If they like it, they want it every night, not just as a “once a month” treat

■ Travel Center Importance

- Consistent products and services across brand
- Building strong business relationships

Network of Locations is Critical to Success

IdleAire – 130 ATE Locations Nationwide



West Coast Collaborative – 20 ATE Locations

■ Arizona (4)

- Eloy, Petro #6
- Eloy, TA #7
- Kingman, Petro #15
- Willcox, TA #226

■ Nevada (1)

- North Las Vegas, Petro #31

■ Oregon (2)

- Portland, TA #56
- Troutdale, TA #183

■ Washington (1)

- Spokane, Petro #39

■ California (12)

- Bakersfield, Bruce's
- Barstow, TA #227
- Coachella, TA #41
- Corning, TA #40
- Madera, Pilot #365
- Los Banos, Petro #46
- Ontario East, TA #26
- Ontario West, TA #162
- Redding, TA #57
- Ripon, Love's #233
- Santa Nella, TA #163
- Wheeler Ridge, Petro #27

West Coast Collaborative ATE Emission Reductions

| From Site Opening to Date | | |
|--|------------------------------|-------------------|
| | Reduction | Factor |
| CO: <i>(carbon monoxide)</i> | 228.27 metric tons | (56.14 grams/hr) |
| CO₂: <i>(carbon dioxide)</i> | 42,275.33 metric tons | (10,397 grams/hr) |
| NO_x: <i>(nitrogen oxides)</i> | 548.92 metric tons | (135 grams/hr) |
| PM: <i>(particulate matter)</i> | 14.96 metric tons | (3.68 grams/hr) |
| VOC: <i>(volatile organic compounds)</i> | 27.81 metric tons | (6.84 grams/hr) |
| Total Reductions: | 43,095.29 metric tons | |

West Coast Collaborative Funding Awards

- **Funding Awards Received from Various Organizations since 2003**
 - **Common Project Goal: Improve Air Quality with Cost-Effective Solution**
 - **IdleAire Provides Funding Organizations with Detailed Reporting of Fuel Saved and Emissions Reduced at each Grant Funded Location**

- **CARB (2003)**

- **Ripon, California**

- **San Joaquin APCD (2003-2006)**

- **Los Banos, California**
- **Madera, California**
- **Bakersfield, California**
- **Santa Nella, California**

- **South Coast AQMD (2006)**

- **Ontario, California**

- **Medford CMAQ (2010-2011)**

- **Medford, Oregon**

The Process...

CMAQ Grant Award – Medford, Oregon

- **CMAQ – Congestion Mitigation and Air Quality Program**
 - Provides funding for transportation projects over a set timeframe
- **Local MPO Receives CMAQ Funds (Rogue Valley Metropolitan Planning Organization in Central Point, Oregon)**
 - Only used in EPA designated nonattainment or maintenance areas for NAAQS – the National Ambient Air Quality Standards (Medford-Ashland maintenance area)
- **Local MPO Releases an RFP (Rogue Valley MPO solicits CMAQ applications for projects to take place in 2010-2011)**
- **Vendor Submits CMAQ Application to Local MPO (IdleAire Applies to Rogue Valley MPO for CMAQ Funding)**
- **If Approved, Vendor Invited to Present Application at MPO Meeting(s) (IdleAire Project Selected to go before Technical Advisory Committee)**
- **If Approved by Committee(s), Vendor will Receive Reimbursement for Approved Project Costs (IdleAire Project Receives Approval to Build an ATE Site in Medford, Oregon with a Cost Share Match of 80% (CMAQ) to 20% (IdleAire) to be Reimbursed at the Project's Completion)**

Future Locations within the West Coast Collaborative

■ Tentative Future Locations

- Requests Have Been Made for IdleAire to Provide Information for the Locations Listed Below
- Installation Ultimately Depends on a Variety of Factors to Ensure the Location's Success

■ Additional Travel Center Locations

- Anywhere Trucks Idle for Extended Periods:
 - Along Major Interstate Corridors
 - In Canada
- Smaller Locations

■ Additional Terminal Locations

■ Border Crossings

- Mexico
- Canada

■ Ports

- Staging Areas

Spreading the Word

- **The *Guide* Monthly Magazine (140,000 Circulation)**
- **Posters in Travel Centers & Fleet Terminals**
- **Satellite Radio Advertising**
- **Print Advertising**
- **Trade Shows**
- **Driver and Fleet Promotions**
 - **March Madness**
 - **Taste the Gold**
 - **Free Window Adapter Programs**



Summary

■ Benefits for All Partners

- 130 Location ATE Network and Growing
- Onsite and Telephone 24-hour Driver Support
- Truckstop Receives New Revenue Stream with No Capital Investment
- Driver, Truckstop and Community Enjoy Cleaner & Quieter Environment
- Reduces Driver Sleep Deprivation and Fatigue
 - Improves Driver Safety
 - Provides Cab with a Clean Air Source
- Truck Owner Saves from Costs of Idling:



- Fuel Use
- Maintenance Expenses
- Wear and Repair Costs



- Helps Retain Best Drivers
 - Reduces Driver Turnover
 - Recruits New Drivers



Truckstop Electrification for the 21st Century

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