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ACT Expo Announces Trucking Efficiency Showcase for 2015 Event

Expanded partnership with Trucking Efficiency, an initiative from the North American Council for Freight Efficiency and Carbon War Room, facilitates fleet education on fuel cost reduction strategies and technologies.

SANTA MONICA, Calif.—Nov. 13, 2014—[Trucking Efficiency](#), a joint effort of The North American Council for Freight Efficiency (NACFE) and Carbon War Room (CWR), has formed an expanded partnership with the 2015 [Alternative Clean Transportation \(ACT\) Expo](#) to provide greater emphasis on trucking efficiency at North America’s largest clean fleet event. Trucking Efficiency is an industry collaboration that aims to double the freight efficiency of North American goods movement. The 2015 ACT Expo will contribute to the mission, gathering thousands of clean transportation stakeholders at the Kay Bailey Hutchison Convention Center in Dallas from May 4-7, 2015.

“Given the collaborative nature of the event, ACT Expo is an ideal venue to actively engage fleet managers, OEMs and manufacturers on the range of efficiency technologies available in the market today,” said NACFE Executive Director Mike Roeth. “I look forward to exploring these efficiency solutions with the fleets and manufacturers attending ACT Expo, and helping fleets go farther with their fuel.”

NACFE and CWR’s commitment to ACT Expo reinforces the industry’s increased focus on efficiency technologies as an integral part of the advanced clean vehicle discussion. Accelerating the adoption of technologies and improving practices focused on efficiency – including aerodynamic improvement systems, idle-reduction strategies, 6×2 axles, tire pressure monitoring systems, and driver training programs among other measures – will enable fleets to improve productivity, save fuel, and meet emissions standards.

Programming at the 2015 ACT Expo will include a trucking efficiency track to explore these technologies and discuss the benefits and challenges of their adoption. The four-day event will also feature a dedicated “Trucking Efficiency Showcase” in the expo hall to display a diverse array of heavy-duty efficiency technologies. For more information on the Showcase, please contact Mike Roeth at mroeth@carbonwarroom.com.

As the largest clean fleet event, ACT Expo represents all weight classes and alternative fuels in addition to efficiency technologies. Early bird event registration will open next week. For more information, visit www.actexpo.com.

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About Gladstein, Neandross & Associates (GNA)

GNA is the leading North American consulting firm specializing in market development for low-emission and alternative fuel vehicle technologies, infrastructure and fuels for both on and off-road applications. For more than 20 years, GNA has pioneered the nation's largest and most innovative alternative fuel vehicle projects, including the development of several successful clean fuel corridor projects. In addition to its technical consulting practice, GNA hosts two of North America's leading alternative fuel and advanced vehicle technology conferences—the Alternative Clean Transportation (ACT) Expo and the High Horsepower (HHP) Summit. www.gladstein.org

About The North American Council for Freight Efficiency

The North American Council for Freight Efficiency is a non-profit organization dedicated to doubling the freight efficiency of North American goods movement. NACFE operates as a non-profit in order to provide an independent and unbiased research organization for the transformation of the transportation industry. Data is critical, and NACFE is proving to help the industry with real world information for fleets and manufacturers to take action. NACFE has joined with the Carbon War Room to bring credible information to the industry for improved confidence in technologies for fleet adoption. This collaboration is called Trucking Efficiency. www.nacfe.org

About Carbon War Room

The Carbon War Room is a global nonprofit, founded by Sir Richard Branson and a team of like-minded entrepreneurs, that accelerates the adoption of business solutions that reduce carbon emissions at gigaton scale and advance the low-carbon economy. The War Room's current Operations include Maritime Shipping Efficiency, Building Efficiency, Renewable Jet Fuels, Smart Island Economies, and Trucking Efficiency. www.carbonwarroom.com