

## True Driver Fuel Efficiency™ Saves Fuel at Crossett, Inc.

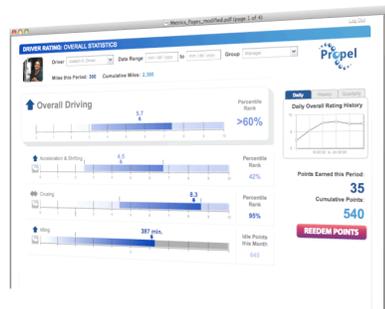
Fuel continues to be one of the largest expenses for a truck fleet. A variety of hardware solutions including new engines and aerodynamic devices including trailer skirts help optimize the performance of the truck. However, driver behavior has not been addressed with any new technology.

Repeated studies have shown that the driver can influence a vehicle's MPG by as much as 35%. This is usually borne out by experienced fleet managers who observe that vehicles operated by different drivers under similar conditions can have dramatically different MPGs. However, addressing this difference in behavior is difficult. Some fleets have implemented an MPG based incentive program to try to address it. However, MPG is a measurement of the truck's fuel efficiency, not the driver's. Since the driver can influence up to 35% of a vehicle's fuel efficiency, up to 65% is not in their control. This shortcoming of MPG programs is widely acknowledged -- even by fleets using MPG based incentive systems.

### Propel's FuelOpps™

measures a driver's behavior as it relates to efficiency by providing a driving score and idling and conveys that information directly to driver through an easy understand online interface. For the

driving score, data collected from the vehicle is processed by an algorithm that rates specific behaviors such as progressive shifting, highway speed, gear selection and aggressive acceleration, and weighs each behavior based on it's impact on fuel consumption into an overall score. Only actions that a driver controls are measured; the actual MPG of the vehicle is not considered when calculating the driving score.



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*Crossett Inc., a Pennsylvania based tanker fleet with a long history of innovation and a philosophy of providing their drivers the best possible tools, recognized the problem with MPG based performance measurement. What they needed was a tool to help their drivers improve their fuel-efficient driving and provide a true measurement of driver behavior as it relates to fuel efficiency.*

*Crossett's drivers operate throughout the eastern United States and Canada, primarily in Pennsylvania, New York and Ontario, exposing them to a variety of terrain and road conditions making fuel efficiency measurement using MPG especially difficult.*

Idling is also handled uniquely in FuelOpps™ to communicate to each driver how their idling compares to the fleet's expectation. Each fleet creates idling policies that it feels are appropriate for it's drivers. The idling policy is setup as an idling allowance for each moving hour. Drivers build up an idling allowance through the course of their driving day and then make a choice on whether to use up the allowance by idling or to save it.

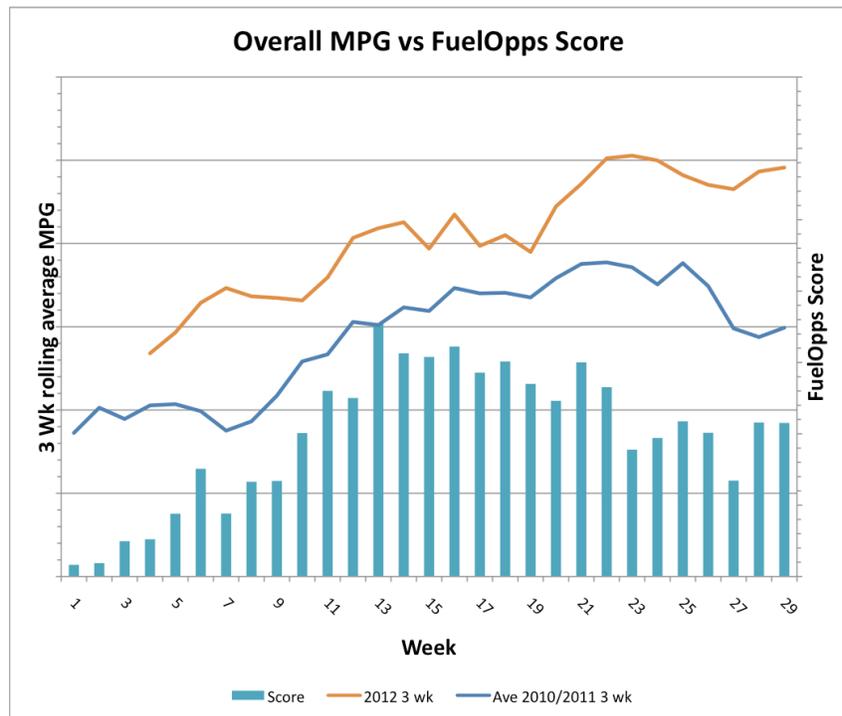
FuelOpps™ was introduced to Crossett in late 2011. The company's managers understood the benefits right away, recognizing it as a tool that went well beyond the metrics available to managers and drivers at the time and made the decision to implement FuelOpps™ in early 2012. Since Crossett had already invested in telematics, implementation required no new hardware and was a matter of setup and training by Propel's personnel.

FuelOpps™ collects data directly from the telematics system. Crossett provided basic fleet and driver information while Propel completed the integration with the telematics provider.

Once the data connection was completed and tested, Propel personnel were dispatched to Crossett's terminals for driver and manager communications and training.

### The Results

While MPG is not used in measuring driver behavior, it is used when analyzing the results, and for Crossett, the results came quickly. As indicated by the chart, scores (shown as blue bars) improved rapidly within the first three months following the training sessions and MPG (as measured by a three-week rolling average) followed. While the average fleet score did peak and drop off a bit after the initial enthusiasm, a continued focus on maintaining high scores and good driving practices has stabilized scores and helped maintain an elevated MPG



for the fleet. Year to date, the MPG improvement versus the prior two years is 3.5%. In the most recent six-week period, the improvement is over 5%, exceeding the 3-5% improvement target set by Crossett and Propel.

### Why FuelOpps™ Works

FuelOpps™ works because drivers have embraced it as a fair and effective training and measurement tool. Prior to FuelOpps™, Crossett measured fuel efficiency performance using MPG. A driver's bonus was based in part on his or her MPG. Drivers do continue to look at their MPG and see how changes in their driving behavior improve their score and impact fuel consumption. Individual drivers, some with 20+ years of experience, have seen their MPG improve by as much as 8-10% as they have worked with FuelOpps to become more efficient.

While pride is a strong motivator for many drivers, FuelOpps™ does come with an integrated incentive system where drivers earn points based on their driving ranking within their peer group and on how their idling versus their idling allowance. This system is easy to implement for fleets that do not already have an incentive system in place when they begin to use FuelOpps™ and want one that requires no administration on their

### **Communication and Training**

Fleets often choose to initially inform their drivers about FuelOpps™ through a letter written by an executive of the company followed by printed materials explaining the tool, how to use it, and how to get help. Propel assigns at least one driver representative to each account whom drivers can call with questions, general comments, or tips on how to raise their rankings. Every driver receives their own login into FuelOpps™ where they can view their own score, see their ranking within their peer group (established by each fleet during the setup process), drill down to understand what they can do to improve their score, or review documents and videos on the use of FuelOpps™. When practical, as was the case with Crossett, Propel's personnel visit terminals and attend company meetings with drivers to present FuelOpps™ and answer questions in person.

part. Propel makes a recommendation on the level of rewards and how far down in the rankings they should be earned, but the final settings are determined by the fleet based on what they believe is appropriate for their operation. In the case of Crossett, they chose to incorporate the FuelOpps™ score directly into their existing bonus system in place of MPG. The results are the same and speak for themselves.