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# FleetOwner

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## **DTNA delivers first EPA 2010 truck fleet to Meijer**

Daimler Trucks North America (DTNA) has announced delivery of its first fleet of EPA 2010-compliant trucks to Meijer, an EPA SmartWay award-winning "supercenter retailer" headquartered in Grand Rapids, MI. DTNA said placed one of the nation's first 2010 fleet orders, purchasing 75 Freightliner Cascadia trucks powered by Detroit Diesel DD13 engines equipped with the company's BlueTec SCR emissions-reduction technology.

According to DTNA, the fleet purchase will eliminate 525 tons of NOx and 9,300 tons of CO2 pollution. The OEM further stated that the new group of Freightliners "will dramatically improve fuel efficiency while reducing emissions to near-zero levels of nitrogen oxides (NOx) and particulate matter as measured at the tailpipe."

DTNA also pointed out the trucks will actually save Meijer money by reducing fuel consumption by more than 800,000 gallons of diesel fuel and reducing fuel costs by more than \$2 million over the lifetime of these vehicles, as compared to deploying less advanced technology.

Meijer operates 191 stores throughout the Midwest. In addition to being an early adopter of the 2010 emission control technologies, DTNA noted Meijer is known for innovative approaches and implementation of a variety of green initiatives. These include installing rooftop wind turbines on some of its stores.

In October 2007, the Environmental Protection Agency's SmartWay Transportation Partnership awarded Meijer its Environmental Excellence Award for leadership in conserving energy and lowering greenhouse gas emissions from its transportation and freight activities.

DTNA also pointed out that being able to meet Meijer's spec for a short wheelbase tractor equipped tandem axles "attests to the commitment and extensive efforts made to develop BlueTec as an adaptable system that could be configured for almost any application."

"We're extremely proud to be one of the first companies to deploy these clean driving 2010 trucks," said Tom McCall, vp of logistics for Meijer. "While it's thrilling to be at the front end of the rollout of such innovative technology, it's also exciting to partner with another Michigan-based company, Detroit Diesel Corp., to help stimulate the economy and provide jobs right in our own backyard."

"DTNA has invested more than a decade in the design and evolution of emissions technologies to optimize the entire powertrain system for our North American trucking customers," noted Randy DeBortoli, DTNA's EPA 2010 program manager. "Meijer is at the forefront of business and environmental strategies, and we're proud to deliver Freightliner trucks with Detroit Diesel engines and BlueTec to them as a proven technology and total vehicle solution that will deliver a significant return on their emissions technology investment."