

## Technology Commercialization Speaker Series



**Michael Roeth**  
Executive Director  
North American Council for  
Freight Efficiency (NACFE)

## Technology Adoption for Tractor Trailer Fuel Efficiency

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**Tuesday – Oct. 2, 2012**  
**4:00 – 5:00 pm**

**Location:**  
Kellogg School of Management  
Jacobs Center – Rm G 44  
2001 Sheridan Rd., Evanston

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The North American Council for Freight Efficiency ([www.nacfe.org](http://www.nacfe.org)) is a non-profit dedicated to doubling the efficiency of North American goods movement. The council recently conducted a study with eight of NA's largest trucking fleets, representing 75,000 tractors and 130,000 trailers, arguably the largest-ever, fleet fuel efficiency benchmarking study. The report found that the fleets were saving on average \$4,400 per year, or \$22,000 over five years, in fuel expense by employing new products and practices. It analyzed the adoption of 60 known technologies and practices available to fleets over the past eight years. Those technologies include such things as aerodynamic tractors, wide base tires, automatic transmissions and anti-idling devices. Mike will share the adoption experiences of individual technologies, compare speed and size of adoption amongst the fleets and offer ideas for the industry to improve freight efficiency. Fleets working with NACFE have increased mpg of large rigs from around 5 to as much as 9 mpg.

**BIO:** Mike Roeth has worked in the commercial vehicle industry for over 27 years, most recently as the Executive Director of the newly created North American Council for Freight Efficiency. As Principal of ROETH, LLC, he focused on helping companies be successful in the commercial truck and bus marketplace. His specialty is brokering green truck collaborative projects to move technologies into the real world. As Director, Global Advanced Engineering for Navistar International, he led the advanced engineering efforts for the Navistar family of vehicle brands; International trucks, Navistar Defense, IC buses and Workhorse Custom Chassis. These efforts included fuel economy improvement, emissions reductions, driver comfort and efficiency as well as quality, cost and performance breakthroughs. He has a Bachelors of Science in Engineering from the Ohio State University and a Masters in Organizational Leadership from the Indiana Institute of Technology. Mike is a 27 year member of the Society of Automotive Engineers, served as a Board member of the Automotive Industry Action Group and as Chairman of the Board for the Truck Manufacturers Association. He also has been heavily involved with the 21st Century Truck Partnership, a collaborative effort between industry and the United States Government and the Hybrid Truck Users Forum of CALSTART.

**About CCITT:** CCITT is a University Transportation Center funded by the Research and Innovative Technology Administration of USDOT operated within the Northwestern University Transportation Center in the Robert R. McCormick School of Engineering and Applied Science. CCITT's mission is to foster the implementation of innovative technologies for multiple modes of surface transportation including, but not limited to, railways, mass transit, highways and waterways by funding to Northwestern faculty to pursue "innovation gap" research projects. (<http://www.ccitt.northwestern.edu>)