

# WEB SEMINAR

ADVANCED LEARNING AT YOUR DESKTOP

automotive  
**FLEET**

**BUSINESS FLEET**

**GOVERNMENT FLEET**

Fleet Financials  
PRODUCTIVE FLEET MANAGEMENT

**WORK TRUCK**

**GREEN FLEET**

## Welcome

### Propane Autogas

*The Zero Compromise Alternative Fuel Solution*

Sponsored by

**ROUSH**<sup>®</sup>  
CLEANTECH

 **Ferrellgas**

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MANAGING YOUR FLEET

**WORK TRUCK**

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## Today's Speakers

Tony Dale  
National Director of  
Autogas  
*Ferrell Autogas*

Brian Carney  
Director of Marketing  
*Roush CleanTech*

Michael Baessler  
Director of Purchasing & Fleet  
*American Residential Services*

Tom Armstrong  
National Director of Fleet  
*ThyssenKrupp Elevator Americas*

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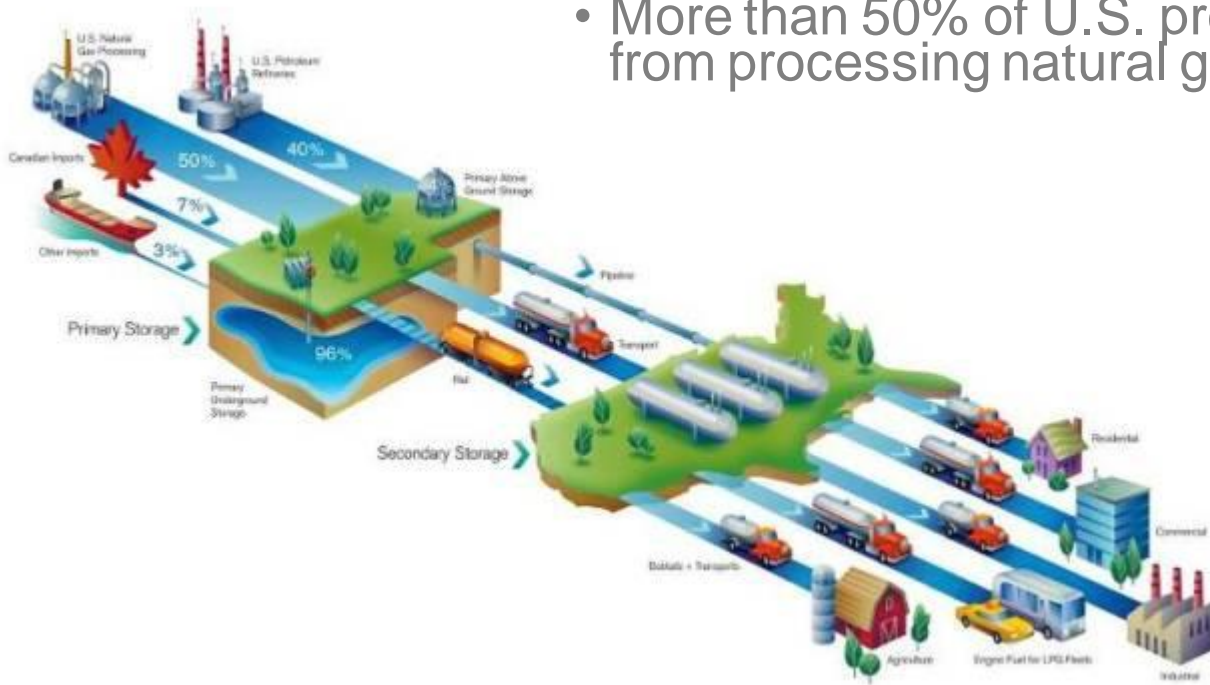
# FerrellAutogas



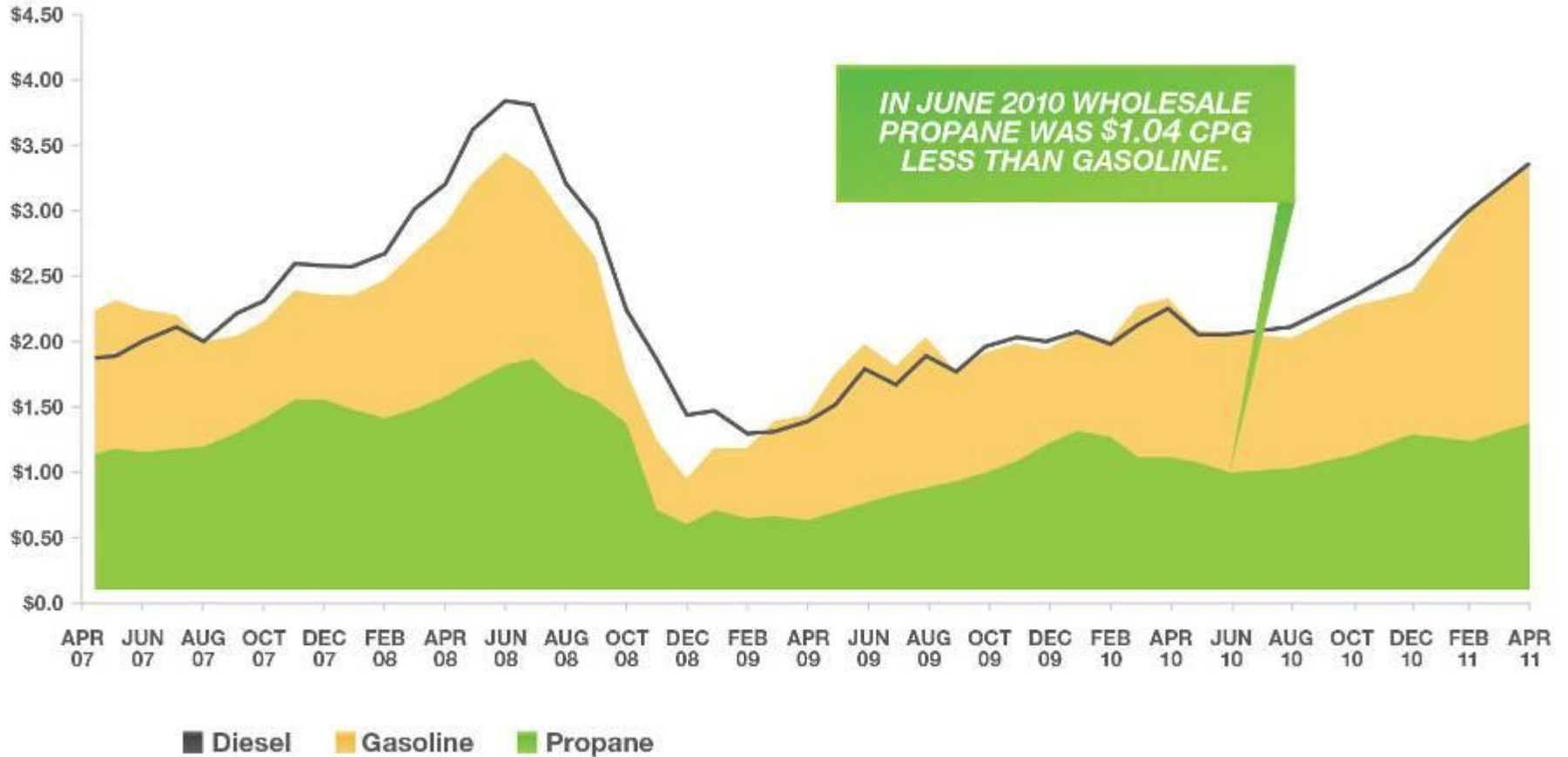
**Propane Autogas:** The only financially viable, clean, alternative fuel with a business case to prove it.

# Clean & Green: Where Does Propane Come From?

- More than 90% of domestic propane consumed is produced in the U.S.
- One third of the world supply is produced in Texas
- More than 50% of U.S. propane comes from processing natural gas

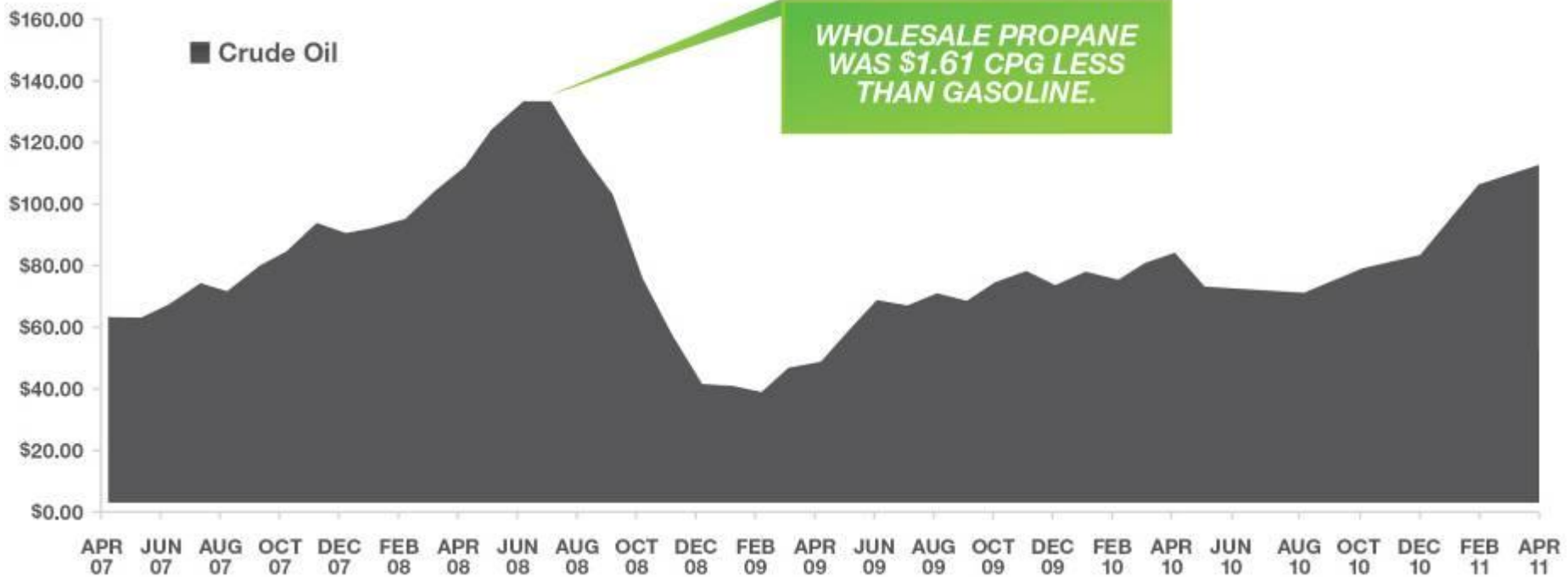


# Economic Justification: Comparison of Wholesale Prices



# Economic Justification: Crude Oil Prices

When the economy rebounds crude will continue to rise.  
Can your budget handle \$4.00+ gasoline?



# Refueling Options: Fueling Your Fleet

- Install private scalable infrastructure for your fleet
- Fill at any Ferrellgas location nationwide
- On-site resupply via Ferrellgas delivery truck
- 24/7 emergency roadside assistance from Ferrellgas



# Refueling Options: Dispenser Examples



Ford Assembly Plant, Wayne MI



Positive Connections, MN



Shell Gas Station, Phoenix, AZ



ROUSH CleanTech, MI



Portland Schools, OR



Prospect Schools, TX



## Contact

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*National Director of Autogas*

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512-260-7482

[www.FerrellAutogas.com](http://www.FerrellAutogas.com)





**PROPANE AUTOGAS  
FLEET IMPLEMENTATION:**  
What You Need To Know.

# About ROUSH

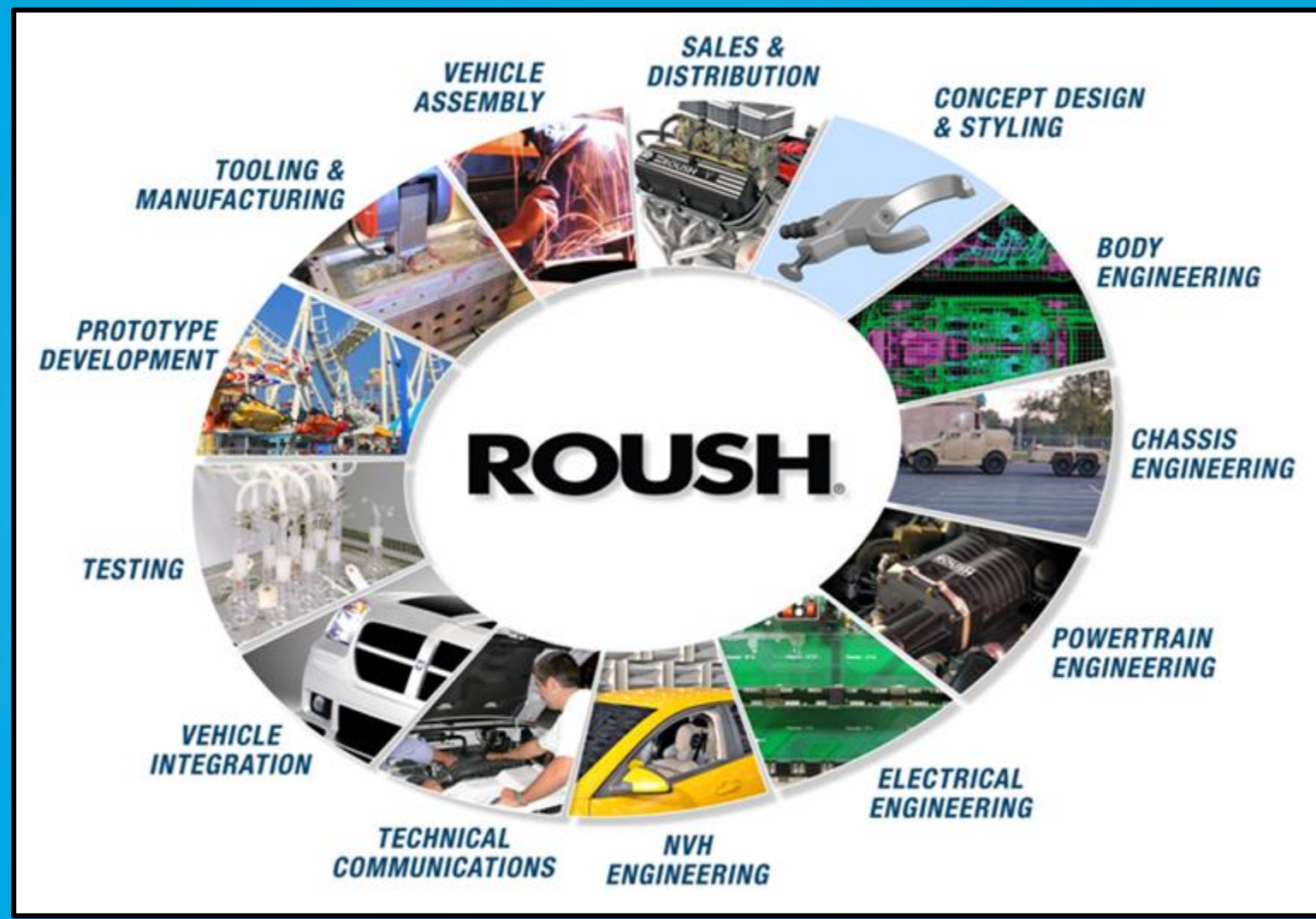
**ROUSH**  
CLEANTECH



800.59.ROUSH

ROUSHcleantech.com

# Corporate Overview



## Corporate Wheel of Capability



## Fuel Costs

- Reduced by 30 to 40%
- Positive ROI with or without government incentives



## Origin

- 97% from North America



## Performance

- Same horsepower, torque, towing capacity
- No impact to payload / storage space



## Service

- Same warranty coverage
- Same diagnostic equipment



## Refueling

- Third most-commonly available (behind gas & diesel)
- Lower cost infrastructure than any other fuel



## Emissions

- 24% reduction in GHG
- 20% reduction in NOX



# **PROPANE AUTOGAS**

DELIVERS ON ALL OF THESE

## Liquid Propane Autogas Vehicles

- Light & medium duty Ford trucks & vans, school bus
- Factory Ford warranty maintained
- No loss of HP / torque / towing capacity
- Serviceable with existing diagnostic equipment
- EPA & CARB Certified



Ford E-150 / E-250 / E-350

Ford E-450 DRW Cutaway

Ford F-250 / F-350

Ford F-450 / F-550

Blue Bird Vision School Bus

## Technology



- Is it certified?
- Is it tested?
- Is it proven?

## Fuel Provider



- Reliable
- Infrastructure
- Technology

## After The Sale



- Warranty
- Serviceability
- Customer Care







# **ECONOMIC SUSTAINABILITY**

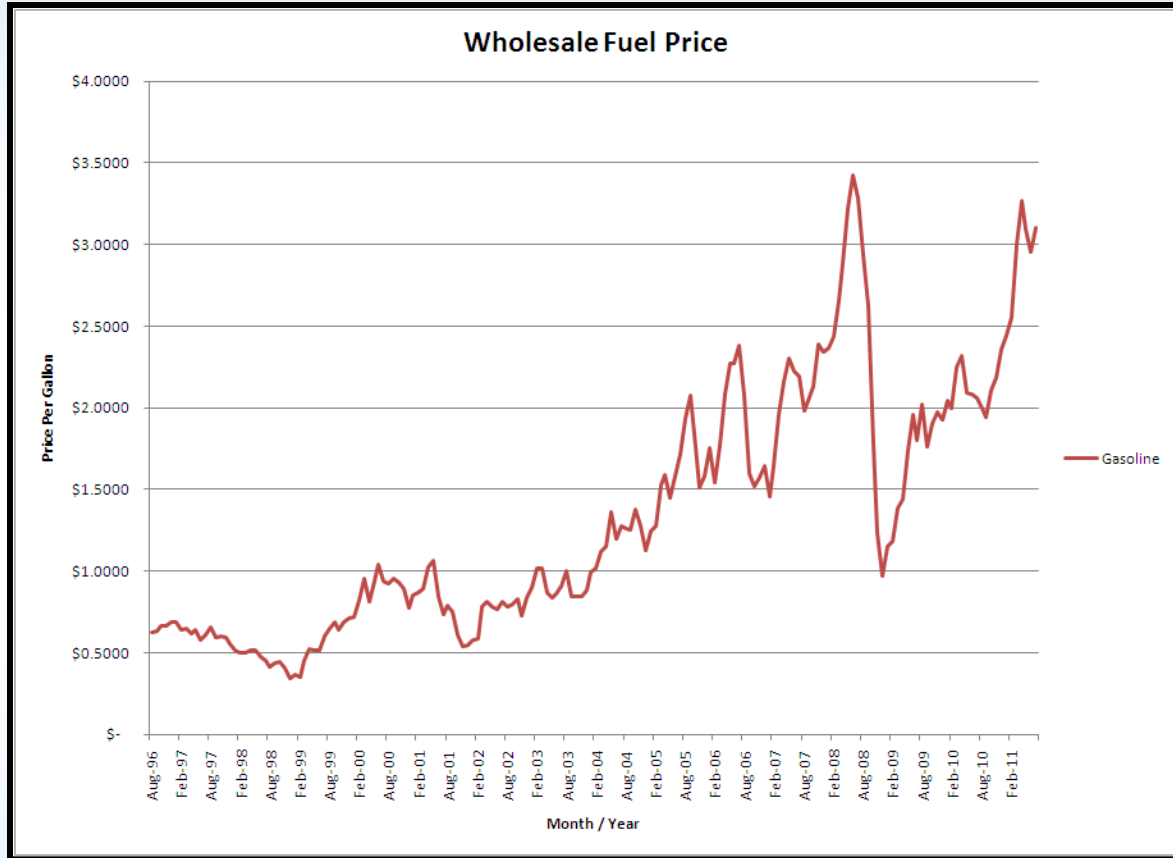
Positive ROI, Even Without  
Government Incentives.



# *Propane Autogas: Our Alternative Fuel of Choice*



# The Problem: Rising Fuel Costs



**Fuel costs have risen \$.60 to \$1.00 / gallon year-over-year.**



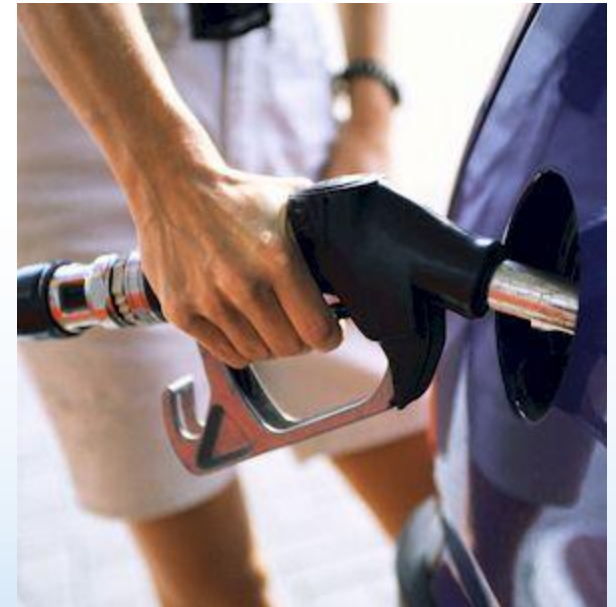
# *The Problem: Rising Fuel Costs*

## ★ “What Can We Control?”

- ☆ The type of fuel we use.

## ★ “How Do We Gain Control?”

- ☆ Find a new fuel type for the fleet.





# Our Options:

## ★ GPS, Route Optimization, Downsizing, Etc.

- ☆ Minimal impact
- ☆ Not as helpful for “on-demand” business like ours

## ★ Fuel Types

- ☆ EV
- ☆ Hybrid
- ☆ Diesel
- ☆ CNG
- ☆ Propane Autogas





# Fuel Type Analysis

	Fuel Costs	Infrastructure	Load	Storage	Range	Vehicles
EV						
Hybrid						
Diesel						
CNG						
Propane Autogas						





# Decision: Propane Autogas

- ★ Meets All Requirements
- ★ We're a Ford Fleet Buyer
- ★ OEM Solution
  - ☆ ROUSH CleanTech
  - ☆ Engineering Capability
  - ☆ Installation Ease
  - ☆ Component Fitment
  - ☆ Seamless





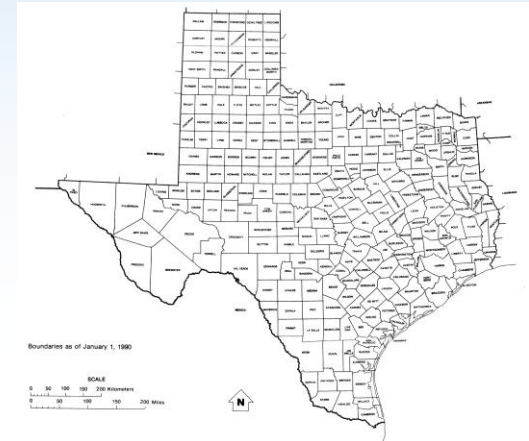
# Test Markets



## ★ Houston, TX

☆ 22 Vehicles

- ★ Large branch
- ★ Box trucks needed
- ★ Grant money available
- ★ Strong management team



## ★ Sylmar, CA

☆ 2 Vehicles

- ★ Vehicle needs
- ★ Strong management team
- ★ Flexibility for new situations



# Test Markets



## ★ Important Traits of Test-Market Management Teams:

- ★ Trust
- ★ Good feedback
- ★ Flexibility
- ★ Able to handle new problems / issues
- ★ Comfortable in unfamiliar territory
- ★ Educated on processes



# Refueling



## ★ Now:

- ☆ Public refueling infrastructure
- ☆ Fuel deliveries (2 – 3x per week)

## ★ Future:

- ☆ On-site infrastructure to be installed

## ★ Challenges:

- ☆ Non autogas-ready equipment
- ☆ Payments (MCC codes)



# Refueling



## ★ Savings:

- ☆ Summer: ~ \$2.03
- ☆ Summer: ~ \$1.10 per gallon TX
- ☆ Now: ~ \$.75 per gallon TX
- ☆ Now: ~ \$1.95 per gallon CA
- ☆ Total: **Over \$30,000 in savings since July, 2011**

## ★ Fuel Economy:

- ☆ No real differences seen; 7 to 8 mpg average

## ★ Positive Feedback (Unsolicited):

- ☆ “Quieter”
- ☆ “Less odor”
- ☆ “More power”



# Conclusion



## ★ 2012 and Beyond:

- ☆ Targeting more vehicles for CA and TX
- ☆ Adding over 100 vehicles in those two states alone
- ☆ Reviewing additional markets / locations

## ★ Basis for Expansion:

- ☆ Incentives
- ☆ Fuel costs
- ☆ Vehicle needs

★ Will continue to evaluate other alternative fuels based on company needs

# ThyssenKrupp Elevator Americas

Tom Armstrong, Director of Fleet

October 20, 2011



ThyssenKrupp Elevator Americas



**ThyssenKrupp**

# ThyssenKrupp Elevator Americas

- ❖ ThyssenKrupp Elevator Americas, is the largest producer of elevators in North America.
  - over 14,000 employees
  - more than 200 branch and service locations
  - sales of over 2.5 billion US dollars
- ❖ ThyssenKrupp Elevator Americas is part of ThyssenKrupp Elevator AG, one of the leading elevator companies in the world.
  - represented at over 800 locations in more than 60 countries
  - with nearly 40,000 employees
  - generated sales of approximately 7.0 billion US dollars

Its capabilities include passenger and freight elevators, escalators and moving walks, stair and platform lifts, passenger boarding bridges as well as quality service for all products.



# Our Values and Vision

## Sustainability Values:

We recognize that we are a company rich in precious resources. Our resources begin with people and continue along the value chain to include innovation, materials, time and energy. Our Sustainability goal is to optimize the efficient utilization of all resources by using each to its fullest potential and by wasting nothing.

Vision

Our Sustainability goal is to optimize the efficient utilization of all resources by using each to its fullest potential and by wasting nothing.





Our Challenge; applying this same philosophy to our Fleet and improving our carbon foot print

ThyssenKrupp Elevator Americas is an industry leader in sustainability for vertical transportation. With Fleet being a major contributor to our overall carbon footprint it was necessary to establish goals for environmental impact reductions.

- ❖ Identify and implement the use of alternative fueled vehicles.

# Alternative Fuels

Identify the best alternative fuel for our company



With all the choices it's difficult to determine which direction to follow

# The Five C's of Analyzing Alternative Fuel



# Alternative Fuel Analysis

Propane is the only alternative fuel that qualified for all 5 Cs

Fuel	Clean	Conserve	Cost Effective	Common Sense	Commit
Bio Diesel	N/A	N/A	N/A	N/A	N/A
CNG	✓	✓			
E-85	✓		✓	?	
Electric	✓	✓		?	?
Hybrid	✓	✓		?	?
Hydrogen	✓	✓			
Propane	✓	✓	✓	✓	✓



# Los Angeles ROI

Lower fuel Cost

Federal Grants

Reduced Registration Cost

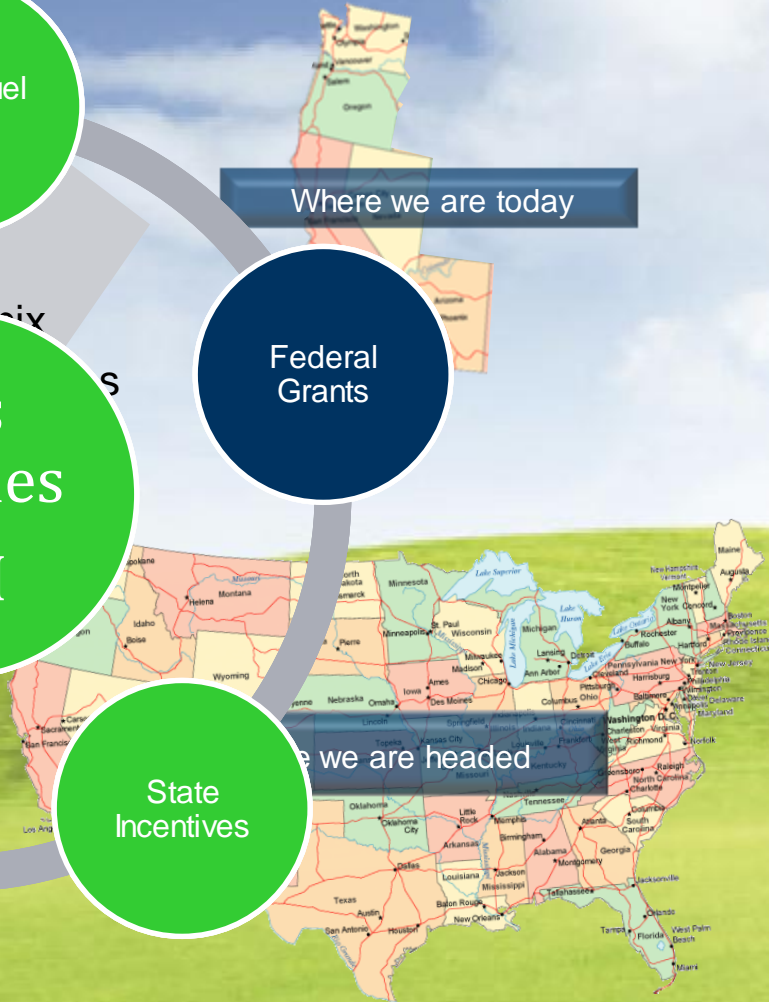
State Incentives

HOV Lane Access

Where we are today

Where we are headed

- Los Angeles 8 Vehicle
- Seattle 6 Vehicles



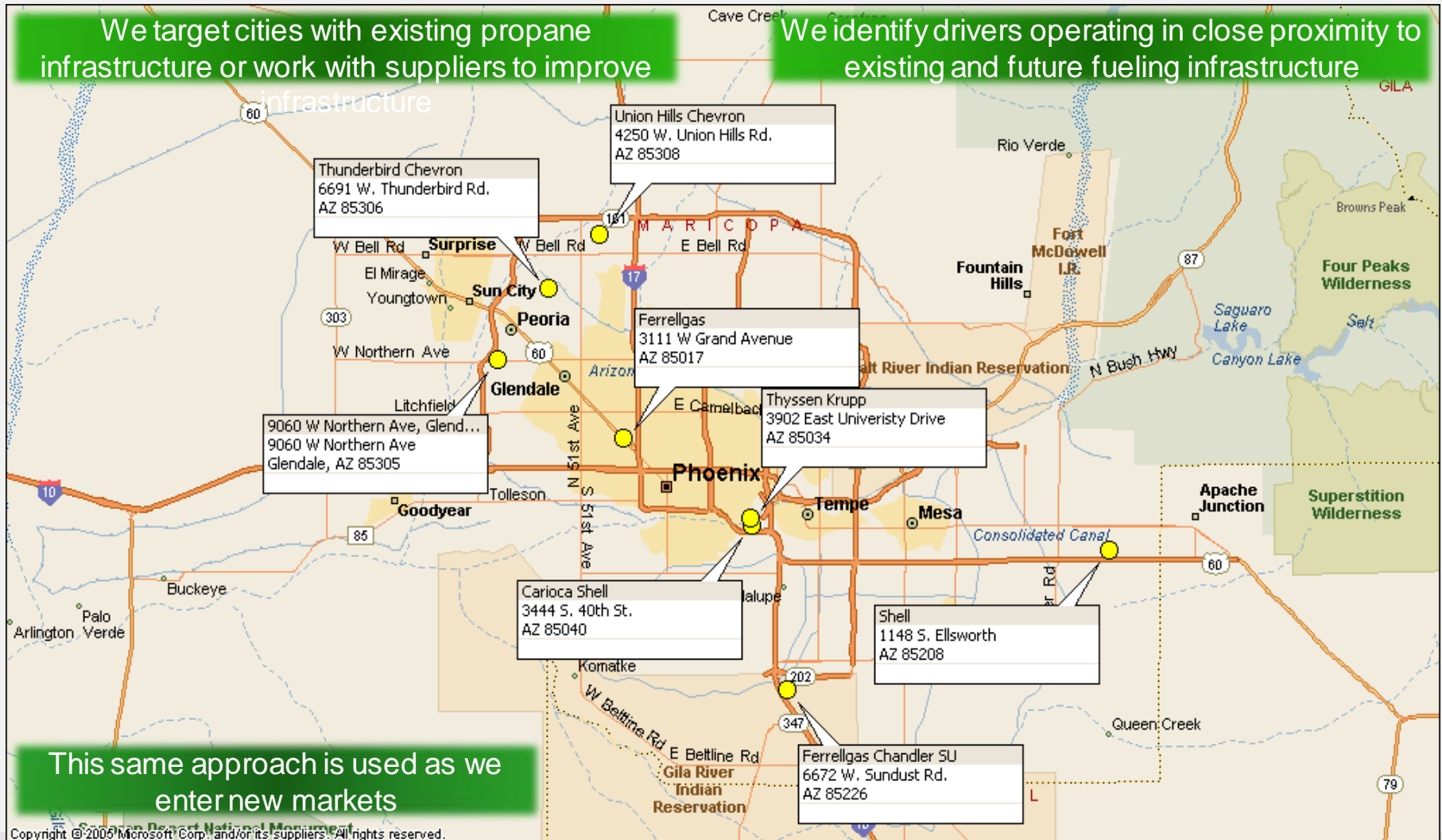
Our vehicles go home with our drivers each night – this means we need local propane fuel infrastructure.



# Phoenix Propane Fueling Infrastructure

We target cities with existing propane infrastructure or work with suppliers to improve infrastructure

We identify drivers operating in close proximity to existing and future fueling infrastructure



This same approach is used as we enter new markets

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Questions?



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A recording of today's event can be accessed  
shortly at

[www.automotive-fleet.com/webinars](http://www.automotive-fleet.com/webinars)

## Upcoming Webinars:

### **Getting More From Your Fleet Loss Recovery Program**

Thursday, October 27, 11am Pacific

### **Five Best Practices When Using a GPS Fleet Tracking Solution**

Tuesday, November 15, 11am Pacific