



CASE STUDY

IMPROVING FUEL EFFICIENCY

THE CLIENT

This private fleet operates over 250 tractors and services continental USA. With diesel prices averaging over \$2.20/gallon in 2020, management was challenged to find ways of improving fuel efficiencies without compromising operations.

THE CHALLENGE

The challenge was two-fold – safety and fuel efficiency.

Many of their company drivers believed that driving faster would get them to their destination sooner and allow them more runs. Senior management was well aware that speeding was a big problem that had been negatively impacting their safety record and exposed them to higher risks of being involved in a serious crash.

Some drivers believed that driving faster was safer because it keeps their truck away from other traffic, even though higher speeds require quick reaction times and can lead to greater injury in an accident. Speeding significantly limits the space required to react to an incident.

Fuel efficiency was not a priority for their drivers. For most trucking companies, fuel is their number-one expense, and given the company's mandate to reduce fuel costs, they were now tasked with tackling both speeding and fuel costs.

With diesel prices expected to rise significantly in the year ahead, and by having drivers operate within posted speed limits, the company could expect to become more fuel efficient as well.

THE SOLUTION

Rather than targeting only their faster drivers, the customer opted to meet with all their drivers. They shared that adhering to posted speed limits would make them a safer fleet and get them home safely at the end of their runs.

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CASE STUDIES

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THE SOLUTION cont'd

To help drivers, management agreed to work with MAGTEC in onboarding SafeSpeed®, an intelligent speed limiting technology that would help drivers stay within posted speed limits and give them one less thing to worry about. The company agreed to equipping approximately 60 units per quarter over the next year. Senior management opted to have MAGTEC configure and include overspeed thresholds of 3 mph over posted speed limits in zones under 40 mph, and 5 mph in zones over 40 mph. This would ensure drivers were always not constantly up against the posted speed limits and allow them a degree of latitude.

It is a given that speeding increases fuel consumption and decreases fuel economy because of tire rolling resistance, air resistance, etc. OEMs have stated that reducing speed by 5 to 10 mph can improve fuel economy by as much as 7% to 14%. The company was confident that implementing SafeSpeed would improve fuel savings.

THE RESULT

In conclusion, the company successfully convinced the drivers of the merits around driving at safer speeds and by including the overspeed thresholds, demonstrated a willingness to give the drivers a little more flexibility. The decision to move forward not only appealed to most drivers, but it also created a liability backstop for the company to ensure that a reckless speeding driver could not put the company's future at risk.

The company successfully achieved the fuel efficiency mandate requirement on their SafeSpeed equipped vehicles. Furthermore, the fuel savings and heightened focus on speeding reduction more than justified their investment.

Wins on both counts!

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