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Sustainable Blends**
Solutions for a better tomorrow!

Southwest Ready-Mix Fleet

Summary:

- A medium sized truck fleet is using WSB Fuel Enhancer (FE) to improve operational efficiency and to ensure that it's bids are both competitive and profitable
- Results indicate a fuel economy improvement of 14% with the use of FE

Situation:

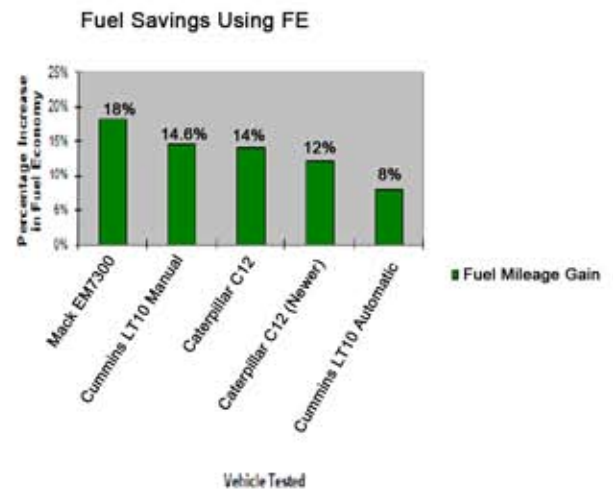
A privately owned Ready-Mix fleet serving the greater Phoenix area utilizes a model for low fixed cost. It operates relatively few plants, but is also more dependent on good transportation economics than most competitors. Recent fuel price spikes have severely tested the viability of this model and have forced a rigorous review of alternative measures for cost reduction.

WSB Solution:

The fleet's chief executive, being closely involved in operations, had successfully implemented innovations such as GPS to significantly reduce cost through changes in operations and maintenance practices. Prior to the use of FE, the fleet had achieved a fleet-wide average of 0.260 hours per gallon of diesel consumed. Convinced that FE technology held promise for additional cost savings, the executive decided to test the viability of WSB FE.

Results

The fleet had baseline fuel economy data readily available on all of its vehicles and had standardized all aspects of maintenance that might affect fuel economy including tire checks and oil changes. For testing, the executive chose 5 vehicles representing the fleets general mix of vehicle age and engine OEM. The test ran for a period of 4 weeks and resulted in an average fuel economy improvement of 14%, with a range of 8% to 18% across the vehicles tested. As shown in the chart, the largest fuel economy gains were achieved in the older vehicles. Based on the test results, the company is using FE in all vehicles in the fleet. The Executive calculates the minimum annual net cost savings attributable to the use of FE to be \$40,000.



Customer Statement:

The FE product helps us with our pricing. It helps us get jobs and to keep people working. We're the only Ready-Mix fleet in the region that has not laid people off.

Company President