

SmartWay and Small Business



“As a small motor carrier business owner, I know first-hand how fuel costs affect my bottom line. So I look for what works for me. That’s why I am a SmartWay partner, and a member of NASTC and OOIDA. SmartWay & these associations help small trucking companies like me save fuel and money.

It also helps me -- a guy with 3 trucks -- market myself to customers looking for greener trucking companies. Like any small business owner, I have to wear a lot of different hats -- from sales to operations to finance. So I appreciate how SmartWay saves me time and money with free business help including online calculators, performance tracking tools, and technical and financial assistance. With the price of diesel going up, up, up, the only way I can raise salaries is to use less fuel, and attract more business. SmartWay helps me do just that. Thanks, SmartWay!”

*Daniel Marshall, Owner
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SmartWay Transport Partnership is a strong government/industry collaboration between freight shippers, carriers, and logistics companies to voluntarily achieve improved fuel efficiency and reduce environmental impacts from freight transport. Participating companies benchmark their current freight operations, identify technologies and strategies to reduce their carbon emissions, track emissions reductions and project future improvement.

SmartWay Small Business Partners. The SmartWay Transport Partnership includes hundreds of companies and associations committed to improving fuel efficiency. SmartWay welcomes trucking fleets of all sizes as partners.

- 60% of SmartWay’s carrier partners are medium and small sized fleets with 100 or fewer trucks.
- 25% of SmartWay carrier partners are owner-operators, or fleets that operate 20 or fewer trucks.

Beneficial to Small Businesses. SmartWay is especially helpful to small and medium sized trucking companies and owner-operators. EPA staff offer technical assistance and information, that might otherwise be inaccessible, to all inquirers via email, the SmartWay website, and the SmartWay call center.

Visibility. EPA identifies every SmartWay partner on its website and recognizes partners that are eligible and licensed to use the SmartWay partner logo. Visibility is equally provided to SmartWay fleet carriers, regardless of size, giving carriers a significant marketing advantage.

Low-cost/ No-cost Fuel Saving Solutions. SmartWay promotes operational practices, such as logistics optimization and reduced idling, that any fleet can use. These low-cost and no-cost strategies are especially beneficial to smaller trucking fleets and are included in SmartWay’s assessment of fleet performance.

SmartWay Offers On-line Driver Training. Driver training programs can help trucking companies, regardless of fleet size, save fuel and reduce greenhouse gas emissions by increasing driver skills, knowledge, and performance. A driver training program that improves fuel economy by five percent could save over \$3,000 in fuel costs and eliminate eight metric tons of greenhouse gas emissions per truck each year. EPA SmartWay, in conjunction with Natural Resources Canada’s FleetSmart program, has produced an on-line driver training fuel economy course that is available free of charge to partners in both programs. To access the SmartDriver E-learning portal, jointly developed by EPA and NRCAN to provide in-depth training on fuel efficient driving techniques, please sign up and log in at: <http://fleetsmartlearning.nrcan.gc.ca/Saba/Web/Main>

For more information <http://www.epa.gov/smartway/>