

The C10 Project : Keeping Tennessee Beautiful



Data and statistics how *The C10 Project* is changing Tennessee and everyone who lives in this great state!

PURPOSE

The purpose of The C10 Project is to educate fleets about how they can both help their organizations bottom line (by improving fuel economy) and also improve the environment.

It's true when they say that pennies add up - Making many small changes to one truck, the C10 ends up making a major difference to our beautiful state of Tennessee.

Cumberland built the C10 truck and launched a demo program to give customers the chance to try the C10 before investing in it. Here's the process -

The C10 is loaned to fleets in Tennessee for *free* during a demo period where they run the truck on their usual routes, carrying their own freight, using their own trailers and drivers, etc. Test runs last anywhere from 2 weeks to 3 months. Allowing for a true performance comparison with their own fleet is part of our goal.

Once the demo period ends, we look at their current fleet stats compared to the C10. **Results always impress, and demand consideration when looking at fleet performance and environmental stewardship.** The two are not mutually exclusive.

**The C10 project is financed and paid for by Cumberland International Trucks.*

NOMENCLATURE

The C10 nomenclature **hints at the industry's goal to achieve the best fuel economy possible**



C stands for Cumberland

Dealership where C10 was originated

10

10 represents the ultimate goal and chase to achieve 10 MPG and hold the

FACTORS IN FLEET-LEVEL PERFORMANCE

Numerous factors affect truck fuel economy:

- Cargo/trailer type
- Route (urban vs. rural or flat vs. hilly)
- Driver tendencies
- Weather / Wind
- Speed
- Traffic



Dry box trailer: ~9-10 mpg

VS.



Flat bed trailer: ~7-8 mpg



Flat terrain: ~9-10 mpg

VS.



Hilly terrain: ~8-9 mpg

These variables make it difficult to sustain top MPG fuel economy consistently, but **the Cumberland C10 improves fuel economy by 2 to 2.5 mpg diesel** over the “standard” truck.

RX C10 & NEXTGEN C10 TEST RUN PARTNERS



RX-C10

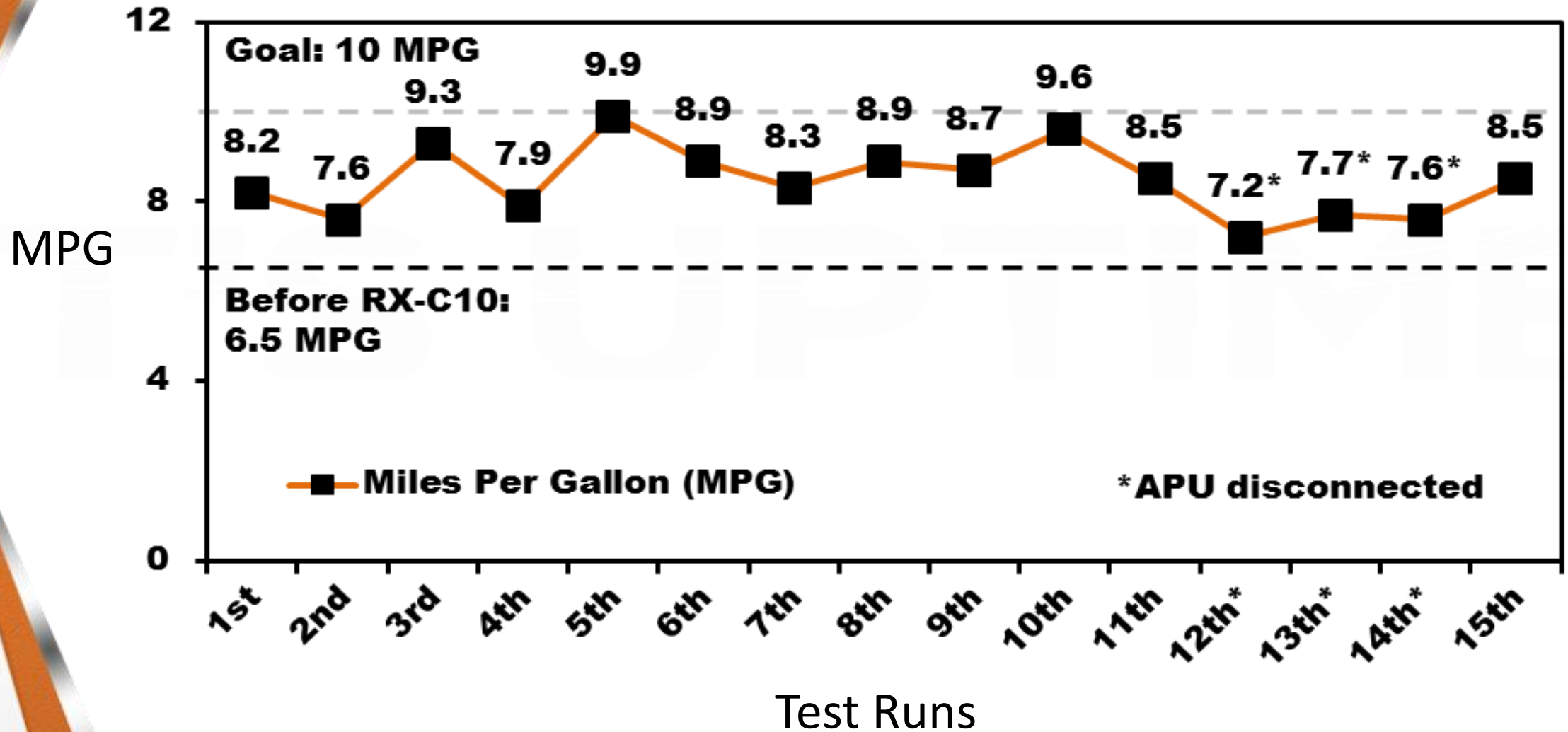
(2013-2016)

- Original Demo Truck
- 15 Test Runs
- 132,000+ Test Miles
- 8.11 MPG (National Average about 6.5 MPG)
- 9.63 MPG while in Top Gear
- 8.53 MPG while in Cruise Control



RX-C10

Test Run Data



NextGen C10

(2016-Present)

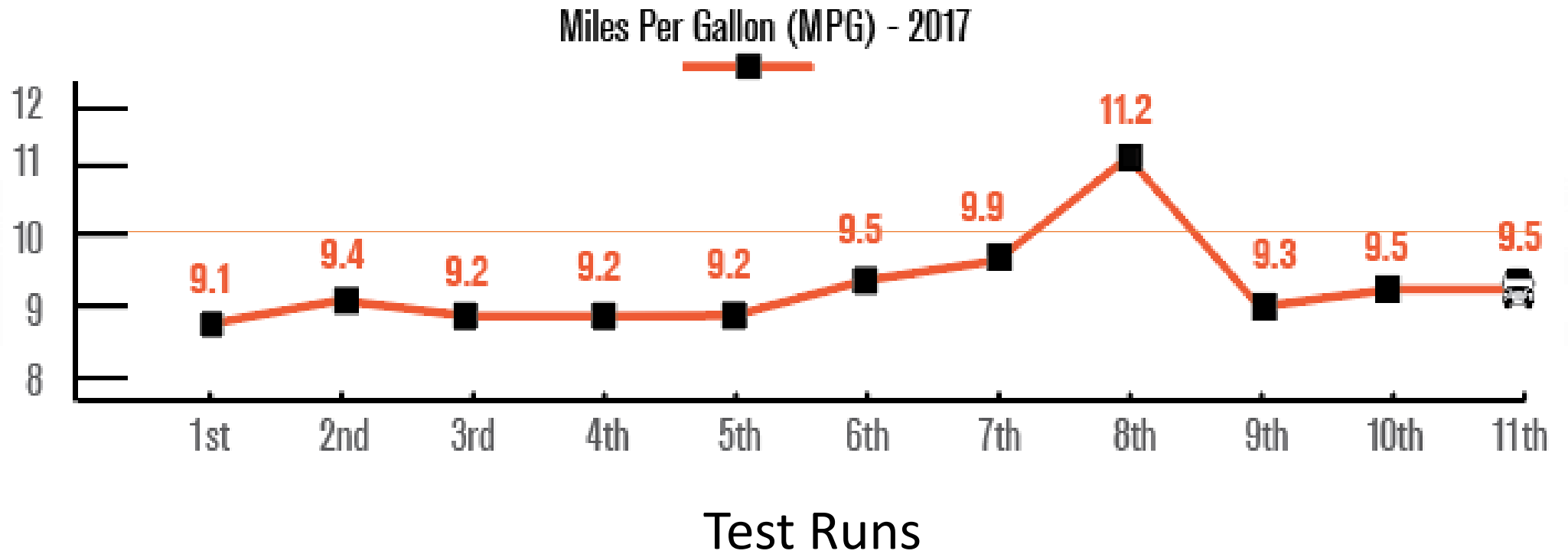
- 2nd Demo Truck
- 11 Test Runs
- 90,000+ Test Miles
- 9.54 Overall MPG
(National average about 6.5 MPG)
- 10.23 while in Top Gear
- 9.71 while in Cruise Control



NextGen C10

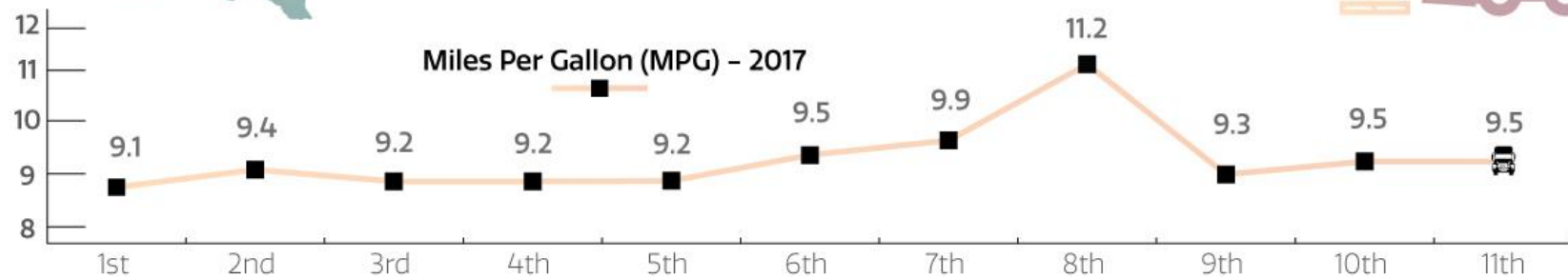
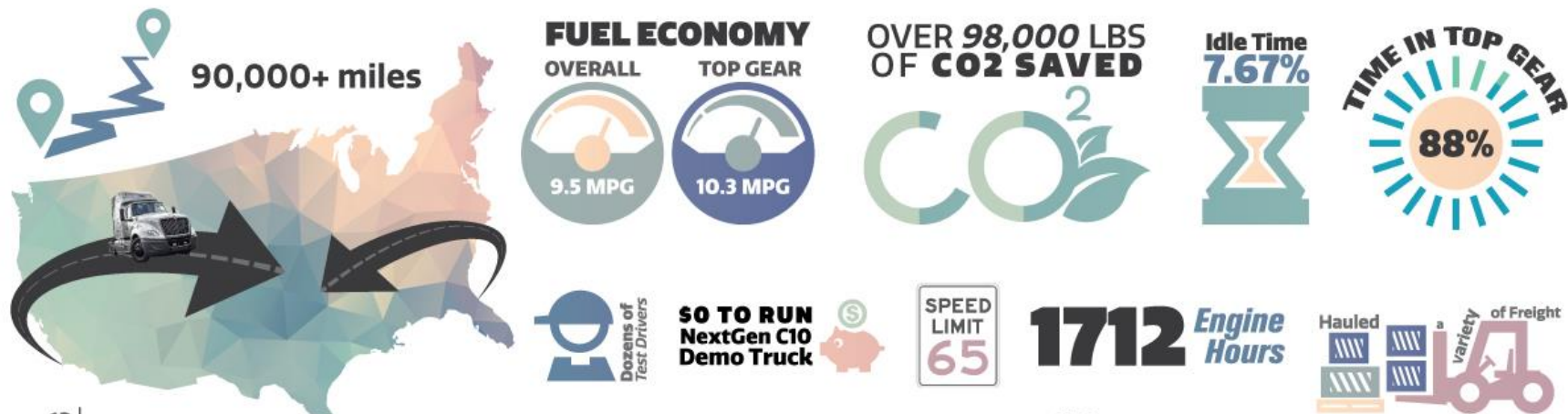
Test Run Data

MPG



2017 YEAR END REVIEW

Cumberland 2017 C10 RESULTS



CUMBERLANDC10.COM - PATRICK MENDENHALL 615-420-0862

C10 #RACEto10mpg

Cumberland



WHO

Sharp Transport and Cumberland International Trucks

- Sharp Transport
 - Experienced Drivers
 - Freight they haul in everyday business
 - Routes (Middle Tennessee to California Round trip and Middle Tennessee to Wisconsin roundtrip)
- Cumberland International Trucks
 - C10 Demo Truck (free of charge)



C10 #RACEto10mpg



WHEN

The campaign took place in August and September of 2017

WHERE

Each Driver had the trucks for 2 weeks.

Hauling freight from Middle Tennessee to California (roundtrip) and Middle Tennessee to Wisconsin (roundtrip)



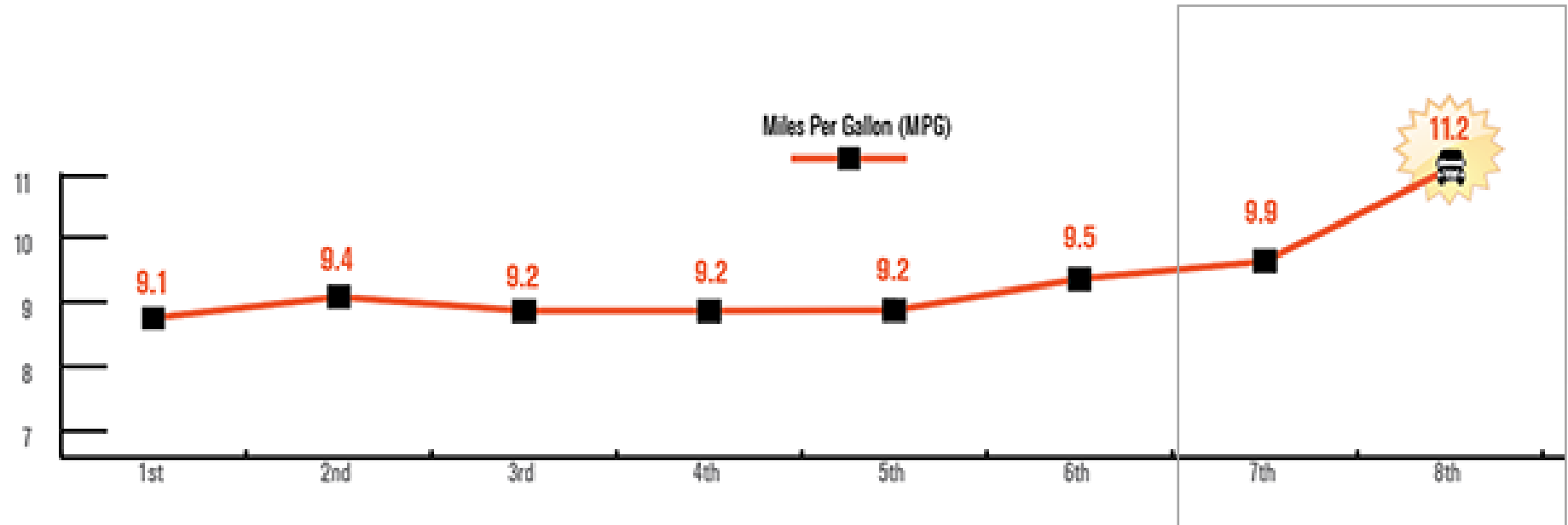
James's Mid-Trip Update

C10 #RACeto10mpg



RESULTS SPEAK FOR THEMSELVES

Run 7 and 8 of 2017 were part of #RACEto10MPG



The C10 paired with trained, elite drivers can get well over 10 MPG.

WHAT WE ACCOMPLISHED

We proved that a truck in production TODAY can get 10 miles to the gallon fuel efficiency with the proper equipment and training.

And the real win was the **excitement, engagement** and **education** the campaign created both in and outside the trucking industry.

Cumberland's C10 Changed the Way I Drive



Holly Czuba

Thursday, September 21, 2017 at 9:01 AM

To: Holly Czuba

! This message is high priority.

Holly, *hello!*

Cumberland's C10 Changed the Way I Drive

Sep 19, 2017 12:06 pm

"I want to thank everybody at Sharp Transport, Cumberland, International. Everyone who gave me the opportunity to do this. I believe driving this truck [Cumberland's C10], has changed the way I'll drive the truck I'm in now." – David Gooch (11.2 Miles Per Gallon, #RACEto10MPG)

[Read more »](#)

8th Run MPG Stats – 11.2 Miles Per Gallon!!!

#RACEto10MPG

Sep 19, 2017 11:41 am

Here's our 8th run update from Jarit Cornelius, VP Maintenance/Compliance at Sharp Transport, who we partnered with on the #RACEto10MPG. We are excited share the results. We at Sharp Transport, Inc. are proud to announce the RACEto10MPG results! David Gooch ran a combined 5,599 miles crossing through 10 states and was able to sustain a [...]

[Read more »](#)

CURRENTLY OVER 1,000 C10s ACROSS TENNESSEE

In 2017 and 2018, the replacement of older trucks with the Cumberland C10 has:

- **decreased fuel consumption by at least 3,000,000 gasoline gallon equivalent**
- **reduced CO₂ emissions by at least 30,000 tons**

By the end of 2018, there will be over twice as many C10's on Tennessee Highways!

- Estimated amount between 2,000 and 2,500!!
- No signs of slowing down – Tennessean's love giving back to this great state!

