

# 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 a 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

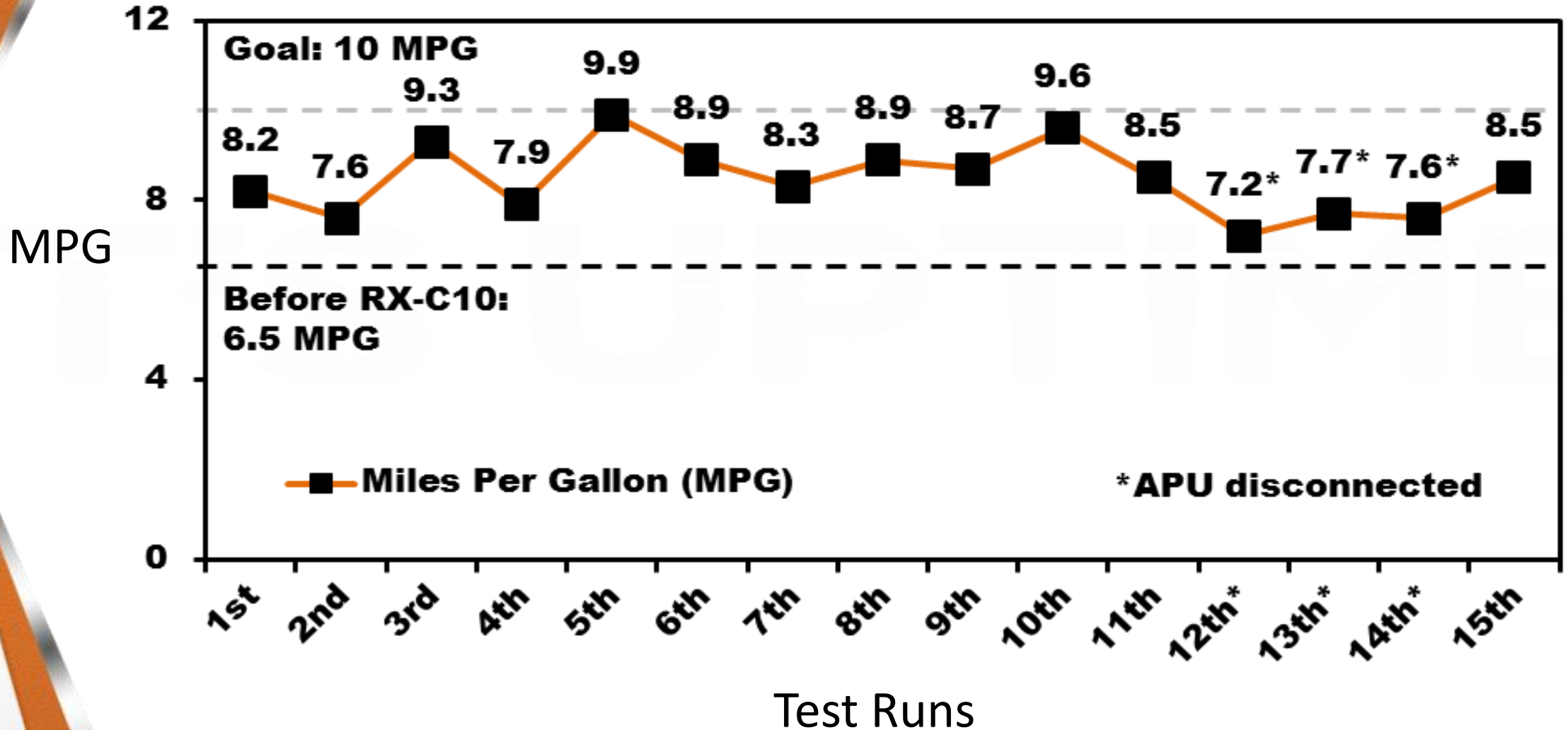
(2013-2016)

- 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)

- 2<sup>nd</sup> 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

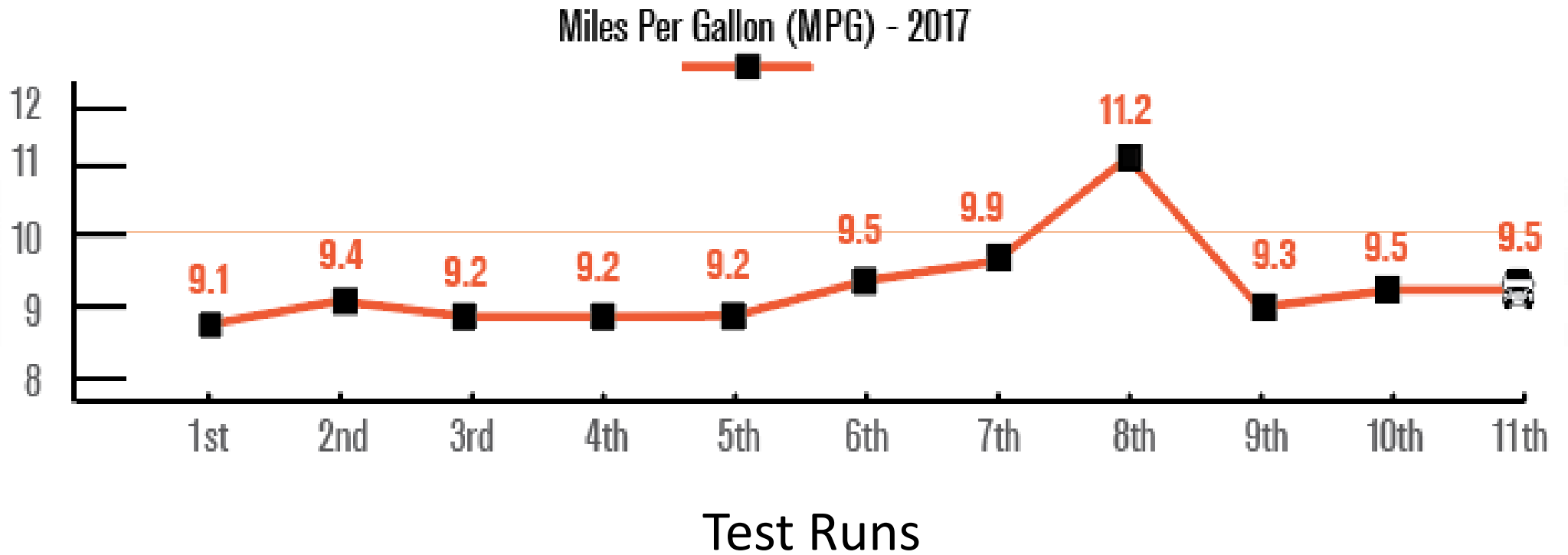




# NextGen C10

Test Run Data

MPG



# 2017 YEAR END REVIEW

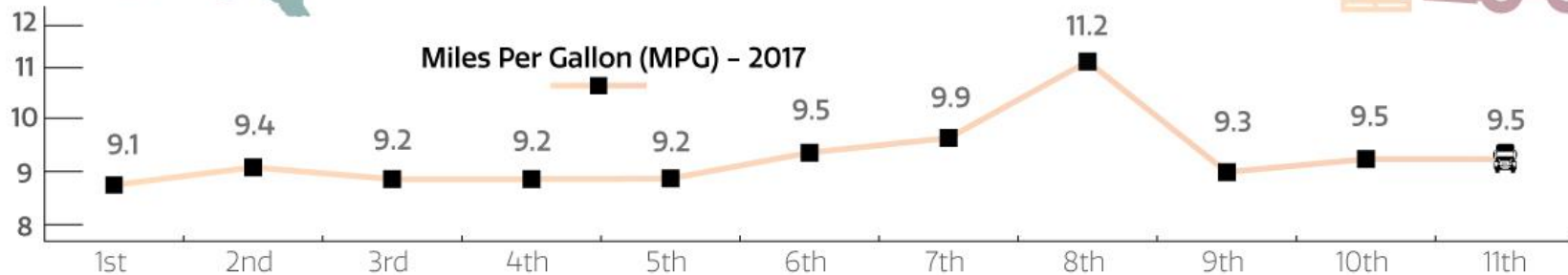
## *Cumberland* 2017 C10 RESULTS



SO TO RUN NextGen C10 Demo Truck



1712 Engine Hours



***C10 #RACEto10mpg***

***Cumberland***

***SHARP***  
***Transport, Inc.***

# 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)



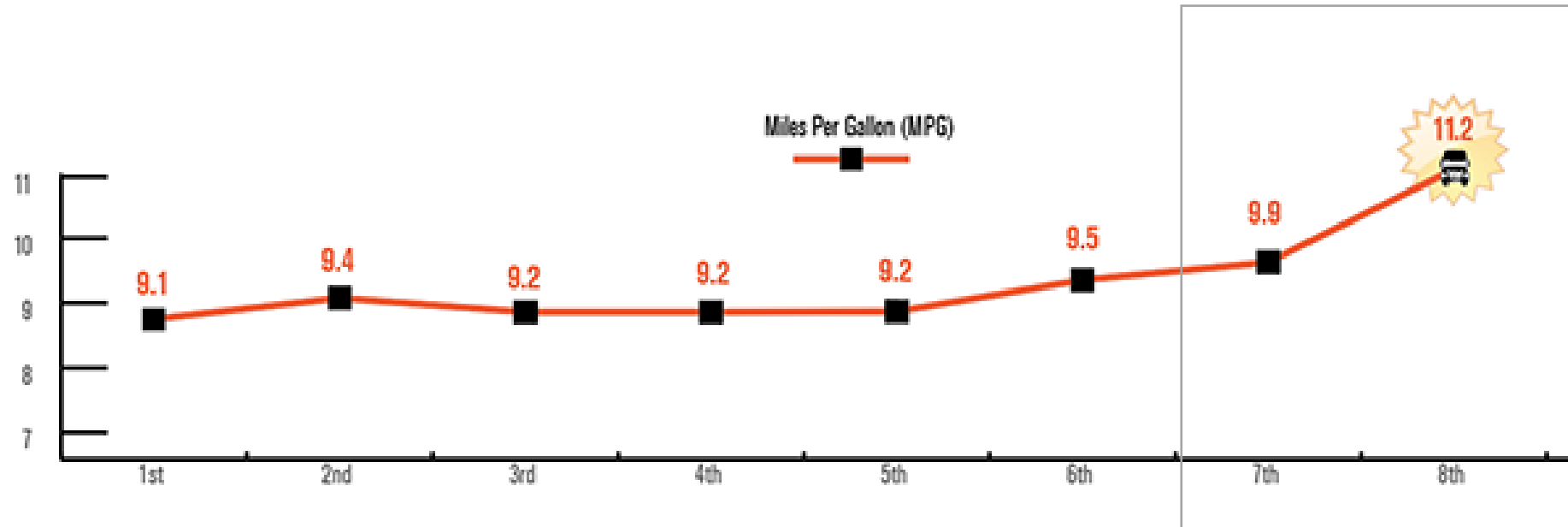
*James's Mid-Trip Update*

***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 CO<sub>2</sub> 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!

