

Advanced Transit Dynamics San Francisco, California

Transportation Designed & Delivered

For Advanced Transit Dynamics (ATDynamics), helping trucking companies cut fuel costs is how it gives back to Mother Nature.

A small business dedicated to developing the best-in-class technology for the freight transportation industry, ATDynamics works with carriers throughout North America to reduce their carbon footprint. One way it has accomplished this is through its flagship product, the TrailerTail®. In 2010, more than 480 of these devices were installed on the back of tractor-trailers, saving more than 36,000 gallons of diesel.

As a result, these proactive changes have allowed trucking fleets to reduce their vehicle emissions and fuel costs by more than 12 percent. By 2015, next-generation technologies can improve the freight efficiency of tractor-trailers by more than 50 percent.



Photo Credit: ATDynamics

Certified to deliver 6.6% fuel efficiency gains at 65 mph based on SAE Type II testing validated by the U.S. EPA, sufficient for standalone compliance with 2010 CARB regulations for trailer aerodynamics, and exempt from U.S. DOT length restrictions.

“We demonstrate our commitment to the environment internally, through sustainable business practices, and in the marketplace, by providing technologies that reduce emissions from carbon-based fuels.”

Business Snapshot

Designs and delivers fuel-saving aerodynamics technology for the freight transportation industry, including its best-in-class TrailerTail®.



Climate Actions

- Saves diesel fuel from being burned through its flagship product, the TrailerTail®
- Builds products with recyclable materials
- Reuses packaging materials to minimize waste
- Recycles scrap production and material, including cardboard, packaging, containers and stainless steel and wood
- Uses ENERGY STAR® appliances to conserve energy
- Promotes aerodynamics and fuel savings by attending tradeshows throughout the country
- Awards incentives to employees who reach certain goals in reducing GHG emissions
- Provides environmental decals that promote fuel savings and carbon reduction on TrailerTail®

Estimated Yearly Savings

- ATDynamics TrailerTail® will reduce an estimated 10 million pounds of carbon dioxide emissions in 2011 (over 450,000 gallons of diesel)



Chart Credit: ATDynamics

Award Winning Actions

What Actions Does ATDynamics Take to Reduce GHG emissions?

The most substantial way ATDynamics reduces greenhouse gas emissions is with its flagship product, the TrailerTail®.

Every day, the TrailerTail® saves more than four thousand gallons of diesel fuel from being burned. This number is growing exponentially, with over 20 new TrailerTails® on the road every day. The TrailerTail® and the ATDynamics Transtex Skirt®, another of ATDynamics aerodynamic trailer products, have reduced an estimated 1.3 million pounds of carbon dioxide in 2010.

By 2014, ATDynamics plans to install 50,000 TrailerTails® that will lead to more than \$800 million in fuel savings over the next decade and would reduce diesel fuel carbon emissions by 1.5 million tons, which is the equivalent of taking approximately 50,000 cars off the road.

What Actions Does ATDynamics Take to Recycle Materials?

ATDynamics strives to build their products with recyclable materials and also offers a customer incentive program to reuse and recycle company products at the end of their useful life. They reuse packaging materials to minimize waste and recycle all cardboard, packaging and containers in the office.

What Actions Does ATDynamics Take to Conserve Resources?

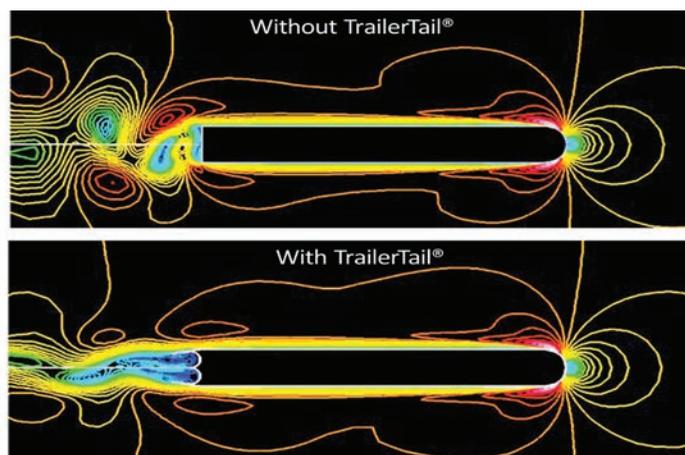
The majority of its appliances are ENERGY STAR compliant and the company purchases pre-owned equipment to reduce waste. Most office furniture is either made from scrap wood or prototype materials or is bought second hand. In addition, all company documentation and communication (e-mails, invoicing, purchase orders, etc.) are made electronically to reduce paper waste.



“Collectively, our technologies have the capacity to improve the highway fuel economy of tractor-trailers by 12 percent.”

- Andrew Smith, CEO

Advanced Transit Dynamics, Inc.



Each trailer driving with the TrailerTail® for 50,000 miles or more per year reduces the carbon dioxide that it releases into the atmosphere by more than 4 tons.

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