

# Milking the Cash Cow: Incentives for Hybrid Trucks



Northeast Diesel Collaborative

Rachel Beckhardt

Environmental Defense Fund

# ENVIRONMENTAL DEFENSE FUND



**Science Based**



**Bipartisan**



**Market Driven**



**Alliance Building**

# Corporate Partnerships at Environmental Defense Fund



“Environmental Defense is probably the best NGO to find the intersection between profit and planet.”

-- Bob Langert, VP Corporate Citizenship, McDonald's Corporation

# Our Partnership with FedEx:

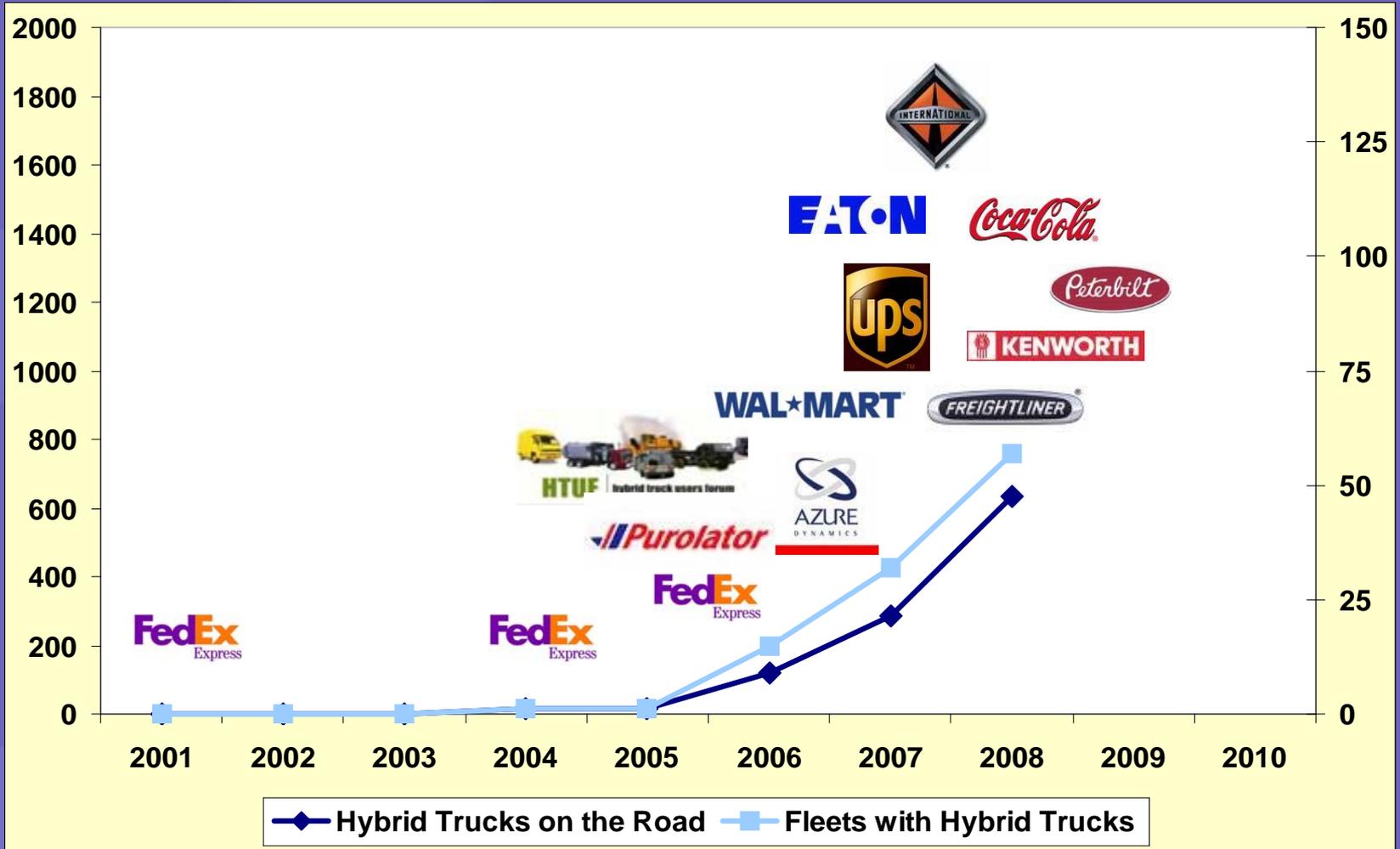
Creating a new generation of delivery trucks



## Project Goals:

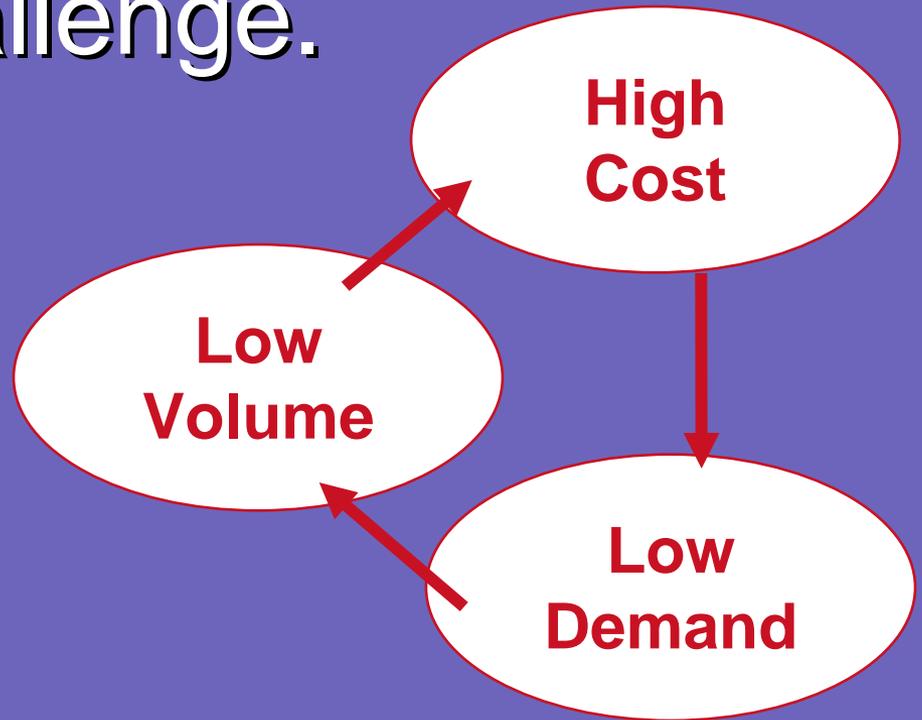
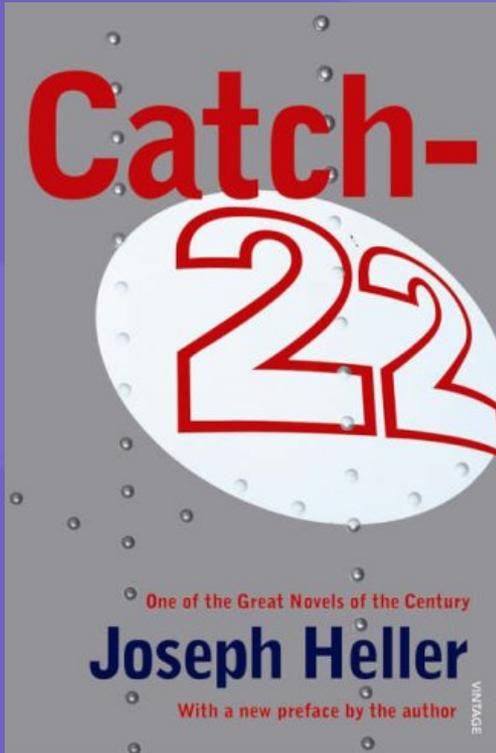
- Improve fuel efficiency 50%
- Reduce particulate emissions by 90% and NOx by 75%
- Meet all performance requirements
- Achieve same or lower cost over lifetime of truck

# Hybrid Truck Market\*



\*Based on known orders to date.

But cost remains a critical challenge.



Incentives are critical to making hybrids a competitive investment for fleets

# So what are we doing about it?

1. Incentives Working Group
2. Incentives Website ([www.edf.org/hybridincentives](http://www.edf.org/hybridincentives))
3. Priorities for 2008: Federal
4. Priorities for 2008: State
5. EPA's Clean Diesel Campaign:

**The Northeast Hybrid Truck Consortium**

# Northeast Hybrid Truck Consortium

Joint effort between NESCAUM and EDF to secure incentive funding to more new hybrid trucks on the road in New England.



# Why a heavy-duty hybrid consortium?

1. Pools demand for hybrid truck platforms
2. Creates a geographic service center
3. Brings diverse constituencies together
4. Saves fleets \$\$



# Northeast Hybrid Truck Consortium Timeline

- RFP opened in March
- Recruiting NOW!
- Application due June 12<sup>th</sup>
- Award Notice Dec '08
- Have 2 years to use award money for new truck(s)



# What you can do



For more information  
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