

Fleet Testimonial: Challenger Motor Freight Corporate

- 0:00** [music plays]
[OPEN ON TRUCK DRIVER ATTACHING A TRAILER TO HIS RIG. HE GETS INTO HIS TRACTOR TRAILER AND DRIVES AWAY.]
- 0:10** [CUT TO MAN TALKING TO CAMERA]
- Man:** In this business we see all kinds of lotions and potions and snake oils that typically are unproven. So being involved with this was really an eye-opening experience.
- 0:14** [CUT TO TRUCK DRIVING ON ROAD. SUPERS APPEAR: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY]
- Dan Einwechter:** I love the trucking industry. I'm passionate about it.
- 0:23** [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: DAN EINWECHTER, CEO, CHALLENGER MOTOR FREIGHT INC.]
- Dan Einwechter:** I'm passionate about what we do. I'm Dan Einwechter, Chairman, Founder, CEO of Challenger Motor Freight in Cambridge, Ontario.
- 0:30** [CUT TO OLD TRUCK FROM 1940S]
- Dan Einwechter:** As a kid, I had a fascination with trucks forever. So in 1975, I took the remaining fifteen hundred dollars in my bank account and started my first business.
- 0:10** [CUT TO MAN TALKING TO CAMERA]
- Dan Einwechter:** We have somewhere in excess of thirteen hundred tractors, three thousand trailers. We get things from A to B that would not otherwise get from A to B.
- 0:10** [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: MARIO DASILVA, DIRECTOR OF CORPORATE SERVICES, CHALLENGER MOTOR FREIGHT INC.]
- Mario DaSilva:** My name is Mario DaSilva. I've been here for 22 years. I'm the Director of Corporate Services.
- 0:54** [CUT TO EXTERIOR OF CHALLENGER BUILDING, THEN TO THE INTERIOR WHERE DAN WALKS THE HALLS WITH CEO.]
- Mario DaSilva:** When were asked by Esso to participate in the pilot program to test the Diesel Efficient fuel, it just made sense for Challenger, with fuel costs being our second largest cost.

1:05 [CUT TO MAN TALKING TO CAMERA, THEN DOING WORK IN HIS OFFICE WITH OTHER MAN]

Dan Einwechter: Innovation has played a significant role in our success. Willing to try new and different things. We had a great partner to work with. So, I think it was perfect for us to do.

1:14 [CUT TO MAINTENANCE GARAGE FULL OF TRUCKS. TWO MEN WALK THE FLOOR AND INSPECT TRUCKS.]

Chris Iveson: Maintenance equipment today is very difficult. So, having a solid plan is very, very important.

1:05 [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: CHRIS IVESON, DIRECTOR OF MAINTENANCE, CHALLENGER MOTOR FREIGHT INC.]

Chris Iveson: My name is Chris Iveson. I'm the Director of Maintenance of Challenger Group of Companies.

1:30 [CUT TO CHALLENGER REFUELING STATION. A MAN REFUELS A BIG RIG TRUCK.]
[legal super on screen: This success story is based on the experience of a single customer. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and previous diesel fuel used.]

Chris Iveson: At the beginning of the pilot, we were told that we would see a fuel economy savings of close to 2%.

1:05 [CUT TO MAN IN HIS OFFICE, ANALYZING NUMBERS WITH TWO OTHERS]

Chris Iveson: Towards the end of the program, we were very happy with the results that we did see.

1:39 [CUT TO MAN TALKING TO CAMERA. SUPERS APPEAR: MOHAMED ABDI, OPERATIONS MANAGER, CHALLENGER MOTOR FREIGHT INC.]

Mohamed Abdi: Esso approached us, and they asked us for ten trucks, ten drivers to start the trial with.

1:44 [CUT TO MAN TALKING TO A DRIVER, WALKING WITH HIM TO HIS TRUCK]

Mohamed Abdi: I am one of the Operations Managers here at Challenger Motor Freight, so I get a lot of contact with our drivers.

1:50 [CUT TO TRUCK LEAVING CHALLENGER PARKING LOT, DRIVING ON HIGHWAY]

Mohamed Abdi: We started to hear things about the truck smelling better, we started to hear about the truck being able to pull better, and from the driver's perspective, the truck felt much healthier.

2:02 [CUT TO MAN TALKING TO CAMERA]

Chris Iveson: Running a fuel technology such as this will allow us to have a greater longevity of that equipment.

2:08 [CUT TO TRUCK ENTERING MAINTENANCE BAY. A TECHNICIAN WORKS UNDER THE TRUCK.]

Chris Iveson: Obviously with a cleaner burning fuel and cleaner operating engines, we have less downtime. If I was talking to another Director of Maintenance, I would certainly let them know, they could also expect to see a reduced overall maintenance cost by using the product

2:22 [CUT TO MAN TALKING TO CAMERA]

Mario DaSilva: I think overall the Diesel Efficient product would be a good fit.

2:25 [CUT TO MAN FUELING UP TRUCK]

Mario DaSilva: It helps us save costs on the one hand, and it reduces the impact we have on our environment.

2:29 [CUT TO TRUCK DRIVER CLOSING TRUCK DOOR AND DRIVING AWAY.]

Mohamed Abdi: As trucking companies, we continue to evolve, we continue to be more efficient.

2:36 [CUT TO MAN TALKING TO CAMERA]

Mohamed Abdi: I would definitely recommend Diesel Efficient to other fleets.

2:39 [CUT TO TRUCK DRIVING ON ROAD]

Mohamed Abdi: If you're not using it, take a look at it.

2:43 [CUT TO BLACK SCREEN, SUPERS APPEAR: SYNERGY DIESEL EFFICIENT FUEL TECHNOLOGY, IT'S A NEW DAY IN DIESEL. CUT TO ESSO LOGO.]