



575-405-5015
www.m-v-t-s.com

MVTS Certified™ fuel economy testing helps Eco Flaps gain trust with fleets and results in excess of 40,000 new sales

"With MVTS Certified fuel economy testing, we have been able to overcome doubts by fleets that our aerodynamic splash guards save fuel. MVTS certification and backing helped us gain their trust and resulted in excess of 40,000 Eco Flaps sold directly to major fleets. Their highly reliable testing overcomes skepticism about fuel savings and provides credibility about the ROI you can expect with Eco Flaps. With savings of one gallon of fuel every 1,000 miles, at an average of 125,000 miles per year, a fleet can realize a return on its investment in Eco Flaps in as little as three months."

Asa Hazelwood
President, Eco Flaps



Eco Flaps is the provider of fuel saving, more durable and safer splash guards for a range of trucking equipment and applications. The unique design of the SmartWay verified Eco Flaps uses a molded wing shape channel and a ventilated surface to improve aerodynamics, reduce drag and lower fuel costs. Eco Flaps are available through OEMs, aftermarket providers, at Love's Travel Stops, and directly from the manufacturer.

CHALLENGE

To overcome skepticism about the fuel savings that Eco Flaps provide and generate an increase in sales of the aerodynamic splash guards—

While Eco Flaps had invested in rigorous testing over the course of several years to show that its unique splash guard design cuts fuel use, unreliable test methods led to doubt among fleets about their return on investment in lower fuel costs. Certified data was necessary for the company to prove that its technology provides measurable savings for a range of trucking operations and equipment types compared to traditional mud flaps.

SOLUTION

Eco Flaps looked to MVT Solutions to provide definitive results that the industry would believe. MVT Solutions, a subsidiary of Mesilla Valley Transportation, provides MVT Certified™ fuel economy testing based on race car engineering. The high-tech testing methodology can obtain accuracy up to .25% and accounts for such variables as wind, driver behavior and duty cycle.

With 400 fuel economy tests conducted to date, the company's proven approach provides highly reliable and consistent data that enables trucking companies to make more informed choices and manufacturers to design and develop products backed by accurate fuel efficiency information that customers trust.

RESULT

Increasing fleet sales by validating savings and return on investment in Eco Flaps—

With MVT Certified™ testing and real-world analysis by MVT Solutions, Eco Flaps is able to overcome doubts among fleets with definitive proof of the fuel savings possible with the aerodynamic splash guards. By gaining trust with major fleets, Eco Flaps has realized in excess of 40,000 new sales of its product.

"Eco Flaps is a perfect example of how MVT Certified testing can prove the value of a great product and help fleets adopt the technology. Our own fleet was even skeptical before we tested, but the results spoke for themselves and showed how fast the ROI is on Eco Flaps. Since conducting MVT Certified testing for Eco Flaps we've included them while testing for other fleets, and in many cases, they have adopted the aerodynamic splash guards in their operations."

Daryl Bear
Lead Engineer & COO
MVT Solutions, LLC

As part of the MVT Certified testing service, the results were promoted to the trucking industry by posting the test results on the MVT website and issuing an MVT press release to key trade magazines and outlets. As MVT does for its clients, it contacted fleets who could benefit from the product and showed them the test report and proven benefits – all of which supported Eco Flaps sales.

The MVT and Eco Flaps relationship continues, even 4 years after testing, with MVT supporting Eco Flaps' marketing and sales campaign.

The MVT data proves that on a typical tractor-trailer combination the use of Eco Flaps in place of traditional splash guards saves one gallon of fuel for every 1,000 miles driven, or 125 gallons in an average year. The MVT real-world analysis also shows that a higher percentage of fuel savings may be realized on trucks and trailers that are unable to take advantage of side skirts and other aerodynamic devices, such as tankers, flatbeds, dump, bulk and container chassis.

The test data from MVT indicates a return on investment estimate of three to four months when standard mud flaps on a tractor-trailer are replaced with Eco Flaps. The ROI calculation includes the value of using the more durable Eco Flaps in place of standard mud flaps, which are replaced due to damage, and often at a higher cost on the road, by up to 40% annually in a typical fleet.



575-405-5015
WWW.M-V-T-S.COM

3590 W Picacho Ave, Las Cruces, NM 88007