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With certified test results from MVT Solutions, Ex-Guard Industries is eliminating concerns about fuel economy losses with front-end protection systems and boosting sales

"The MVT Solutions fuel economy testing process was very straightforward and thorough. The results showing that our front-end protection system had little or no impact on fuel efficiency— in some cases less than a tractor's mirrors-- are what we expected. The data and analysis from MVTS provides fleets with the confidence to consider using our grille guards based on damage repair cost savings. We chose MVTS for these tests because their reputation for fuel economy testing would eliminate any questionable variables."

**Jeremy Drever**  
Director of R&D/Engineering  
Ex-Guard Industries



Ex-Guard Industries is a manufacturer of the patented Ex-Guard® bumper protection system based in Des Moines, Iowa. They specialize in providing solutions-based products that satisfy their clients at all levels. The Ex-Guard system provides a unique front end protection system for vehicles that have one of the greatest strength-to-weight ratios in the market.

## CHALLENGE

To eliminate concerns about fuel economy loss and enable fleets to make an informed decision about front-end protection systems—

While Ex-Guard Industries is able to present data showing a quick return on investment in the ability of its front-end protection system to prevent costly collision damage, fleets remain concerned that the grille guards could have a negative impact on fuel efficiency.

## SOLUTION

MVT Solutions (MVTs), a provider of breakthrough fuel economy testing and design and development services for the trucking industry, was contacted by Ex-Guard Industries to conduct certified testing and provide a real-world analysis.

## RESULT

Verified proof that Ex-Guard LT Series grille guards do not have a negative impact on fuel efficiency—

Testing by MVT Solutions of Ex-Guard LT Series grille guards concluded that the devices have little to no negative impact on fuel efficiency. The independent, 3rd party fuel economy evaluation found the Ex-Guard LT 325 grille guard had no effect on fuel economy while the LT 350 had only a small negative impact of -0.53 gal/1000 miles, which is less than the tractor's side mirrors.

Typically, interfering with the airflow on a vehicle can impact fuel economy. In its real-world analysis, however, MVTs points out that Ex-Guard products minimize their effect on aerodynamic drag because they are mounted several inches away from the front of the vehicle and are designed with round tubing, allowing air to continue flowing.



“With their experience and reputation in the industry, MVT Solutions is helping fleets make a more informed decision about Ex-Guard grille guards by considering the savings they provide in damage repair costs. Since the MVTs test results were released, a growing number of fleets have adopted Ex-Guard products and more are expressing interest every day. By providing bulletproof data that eliminates any concerns about the impact of our front-end protection systems on fuel economy, MVTs is having a very positive impact on sales.”

**Nathan Holt**  
Marketing Manager  
Ex-Guard Industries

Eliminating fleet concerns leads to sales growth—

With the real-world analysis by MVTs, and a detailed report and a video on the testing, Ex-Guard is empowering dealers with information they can use to enable fleets to make more informed decisions about its front-end protection systems.

Following the release of the MVTs test data and real-world analysis, Ex-Guard realized growing interest among fleets in its grille guards, including five or more carriers that have adopted the front-end protection system as a result of having the assurance from MVT Solutions that fuel economy will not be negatively impacted.

In particular, Mesilla Valley Transportation began installing Ex-Guard LT series grille

guards on more than 1,300 tractors. The carrier cited the confidence it had in the verified test results that eliminate variables about fuel efficiency, and the experience and reputation of MVTs, as giving it the confidence to invest in Ex-Guard grille guards based on their ability to prevent costly front-end damage.



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