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MICHELIN® Aerodynamic Solutions realizes sales growth with Mesilla Valley Transportation Solutions (MVT) Certified™ fuel economy testing

"MVT Certified testing has brought us a great deal of sales success because the improved rigor and precision of its methodology is recognized by the industry and therefore vastly superior for gaining fleet trust compared to any other third-party testing organization or test method. MVT testing gives skeptical potential buyers the confidence to make an informed decision about fuel saving claims and enhances the credibility of MICHELIN® Energy Guard and differentiates it from other technologies."

Jason Koches

Business Development Manager
MICHELIN® Aerodynamic Solutions
Michelin North America Inc



MICHELIN® Energy Guard from MICHELIN® Aerodynamic Solutions consists of a fully integrated and optimized set of components designed to control trailer airflow and deliver significant fuel savings. MICHELIN Energy Guard is a SmartWay verified and CARB compliant solution that is always deployed and does not require any driver interaction.

The MICHELIN Energy Guard Solution includes:

- A flexible trailer skirt that provides stiffness without sacrificing durability, and that is attached by a bracket and slider design that reduces the load on the skirt panels
- Top and side end fairings that accelerate and turn airflow around the back of the trailer without an overhang or requiring cutouts for hinges
- A rear-facing spoiler for swing and roll-up doors that reduces the size and effect of the primary recirculation zone behind the trailer
- Aerodynamic mud flaps featuring angled and progressive louvers that reduce drag and road spray

CHALLENGE

To provide fuel economy test results that fleets can use to confidently make decisions about purchasing aerodynamic trailer solutions—

While MICHELIN Energy Guard was initially tested by well-known organizations in the U.S. and Canada, those traditional methods that date back to the 1980s did not give fleets proof of fuel saving performance or the confidence to make purchase decisions. The SAE Type II J1321 tests, which measure fuel usage by weighing fuel before and after each test run, brought only limited success in terms of industry recognition or fleet interest. In other words, while these tests are well known, they did not instill confidence enough in the fleets to make buying decisions. The industry message to Michelin was that reliable third-party, fleet applicable testing results were needed.

With multiple fleets asking directly for MVT Certified™ testing before they would consider purchasing MICHELIN Energy Guard, MICHELIN Aerodynamic Solutions looked to Mesilla Valley Transportation Solutions to provide more accurate and verifiable fuel economy test results that would differentiate their solution from others on the market including those making unrealistic claims, and help gain fleet recognition of its fuel saving performance.

SOLUTION

MVT Certified testing is a much more advanced and reliable method for predicting fuel savings than the trucking industry has used previously. Instead of using a simple scale, MVT applies patented methods adopted from race car engineering, which include sensor and data acquisition systems, and

measurements of fuel consumption using flow meters, as well as wind speed and direction, tire and ground temperature, driver behavior and other variables. The data is analyzed using MVT's proprietary methods and the results provided are comparable to what a progressive fleet could expect in real-world operations.

For the MICHELIN Energy Guard tests, two 2019 International LT tractors with Cummins X15 engines and Eaton 10-speed automated manual transmissions pulled 53-ft Hyundai dry vans. The Gross Vehicle Weight (GVW) was 45,000 lbs and the tractor-to-trailer gap was 36 inches from the rear of the cab extender to the front of the trailer. The tractors and trailers were fitted with wide-base single tires set at 110 PSI. The vehicles were thoroughly inspected and received regular maintenance prior to testing.

“This was the best decision we could have made to help prove the value of our technology and it helped us move forward with fleets”

Calvin Bradley

Technical Leader

MICHELIN® Aerodynamic Solutions
Michelin North America Inc

The test vehicles ran simultaneously at 65 MPH on a nine-mile circle track, one-minute apart to avoid any aerodynamic influence on either vehicle. One trailer was equipped with the MICHELIN Energy Guard system and remained unchanged throughout testing. The other trailer was modified during the test to evaluate competitive products.

RESULTS

The ability to provide certified fuel economy performance data compared to trailers without aerodynamic devices and competitive products—

MVT Solutions Certified™ testing, compared to a trailer without aerodynamic devices, found MICHELIN Energy Guard reduced fuel use by 10 gallons per 1,000 miles or an 8.75% savings or 0.84 MPG with trailer tandems at 40-ft. With the tandem axles fully back, savings were 10.93 gallons per 1,000 miles equating to 0.89 MPG or 9.36%.



MVTS test results comparing MICHELIN Energy Guard to packages of STEMCO TrailerTail and EcoSkirt solutions showed savings within 1 gallon per 1,000 miles or 1%.

Realizing a significant increase in sales of MICHELIN Energy Guard—

Since MVTS Certified test results became available, a growing number of fleets have purchased MICHELIN Energy Guard citing confidence in the testing compared to results from other organizations and test methods. Fleets have also indicated that MVTS testing showed how MICHELIN Energy Guard was more than just a package of individual components and as an entire solution has an enhanced performance advantage.

MVTS Certified testing service included the promotion of the MICHELIN Energy Guard test results to the industry. This included: press release to all trade magazines and outlets, online publication of test report for easy access for all fleets and creation and publication of a testing video that highlighted the product and emphasized key test messages or ideas.

MICHELIN Aerodynamic Solutions is also benefitting from its partnership with MVTS that goes beyond the publication of fuel economy test results. Per MVTS

“We were very impressed with MICHELIN® Energy Guard because it provides significant fuel savings and has some key features that fleets have been requesting for a long time. It stands out from other systems in the industry because it achieves high fuel savings and requires no driver interaction, has no moving parts, and works 100% of the time. Other benefits we see are durability, and a low profile that helps avoid collision damage with dock doors or other trailers.”

Daryl Bear
Lead Engineer & COO
MVT Solutions, LLC

usual practice and as part of the MVTS service, once the tests were completed, MVTS directly contacted fleets interested in the results. MVTS continues to support the Michelin sales team by helping fleets better understand the technology from the perspective of an unbiased resource.

The MVTS Certified testing service— the accurate testing that fleets believe in and which reflects real-world savings, the comprehensive test report which is published and promoted and the MVTS partnership in working with client sales is what differentiates MVTS from other testing alternatives.



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