

MEDIA ADVISORY:

SCR 101 - Getting Ready for EPA 2010
A FREE Educational Webinar LIVE from TMC September 15th and 16th
9am, 1pm & 7pm (Eastern)

Featuring SCR & Engine Experts from Daimler Trucks North American and Detroit Diesel
Moderated by Guest Host Steve Sturgess, Executive Editor, Heavy Duty Trucking

RALEIGH, NC, September 2009 – As part of a nationwide effort to inform and educate trucking industry professionals about selective catalytic reduction (SCR), an emissions control technology proven to reduce NOx to near-zero levels while optimizing engine performance and providing up to 5% in fuel efficiency, leading truck and engine experts from Daimler Trucks North America and Detroit Diesel Corporation and guest moderator Steve Sturgess, executive editor of Heavy Duty Trucking will be hosting, **SCR 101 - Getting Ready for EPA 2010**, a free, live, online webinar broadcast that will be offered LIVE from the Technical Maintenance Council's SuperTech Forum in Raleigh, N.C., September 15th and 16th at 9am, 1pm and 7pm (Eastern).

Geared for small to large fleets, owner-operators, municipal and government fleets, purchasing and leasing managers, body builders, diesel technicians and truck drivers, participants will be asked to log on to the webinar from any one of several sites, including: www.factsaboutscr.com; www.truckinginfo.com; www.freightlinertrucks.com and www.detroitdiesel.com immediately prior to the broadcast time.

Offered on behalf of the more than 300 companies and organizations involved in the North American SCR Stakeholders Group, and sponsored by Detroit Diesel BlueTec™ emissions technology, Freightliner® Trucks, Heavy Duty Trucking and FactsAboutSCR.com, the webinar will include a 30 minute overview of the new 2010 emissions standards and SCR technology, and will provide updates on the availability and handling of Diesel Exhaust Fluid (DEF) which enables SCR systems. The overview will be followed by online question and answer sessions.

SCR is proven, convenient and cost-effective and is one of the most viable options for meeting the new and stringent emissions standards set by the Environmental Protection Agency (EPA) which will go into effect January 1, 2010.

SCR is the first emissions technology in decades that is as good for business as it is for the environment, and the only emissions control solution proven to meet the 2010 emissions control standards – the most stringent in the world – at the tailpipe. Extensive testing by nearly 100% of truck and engine manufacturers show SCR provides up to a 5% fuel economy advantage. SCR also results in increased uptime due to a decreased need for fuel penalizing stationary active regenerations of the engine.

For More Information Contact:

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