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Meijer places first fleet order for EPA 2010 trucks

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Daimler Trucks North America (DTNA) announced that Meijer, a US Environmental Protection Agency SmartWay award-winning retailer, had placed the nation's first fleet order for US EPA 2010 trucks with the company. Meijer purchased 40 EPA 2010 Freightliner Cascadia trucks equipped with Detroit Diesel DD13 engines with the new BlueTec emissions technology.

On behalf of Detroit Diesel Corporation, Daimler Trucks and DTNA recently invested more than \$2 billion toward development and commercialization of the Detroit Diesel engine family, BlueTec emissions technology, and modernization of Detroit Diesel's engine production facilities. The DD13 engine is one of a family of fuel-efficient, reduced-emission engines developed by Detroit Diesel in collaboration with the Department of Energy 21st Century Truck Partnership Program.

Meijer is a Grand Rapids MI-based retailer that operates 189 supercenters throughout the Midwest. The company also has recently announced various green initiatives, including installation of rooftop wind turbines on a number of its stores. In October 2007, the SmartWay Transportation Partnership awarded Meijer its Environmental Excellence Award for leadership in conserving energy and lowering greenhouse gas emissions from its transportation and freight activities.

Detroit Diesel's DD13 engine was designed with BlueTec emissions technology and the EPA 2010 standards in mind. BlueTec delivers a fuel economy of up to 5% compared with EPA 2007 engines, and is an evolution of the selective catalytic reduction (SCR) technology developed by Daimler.

SCR treats nitrogen oxide (NOx) emissions downstream in the exhaust so the engine can be tuned to run more efficiently and economically. The technology consists of an aftertreatment catalyst system that allows engine exhaust to be treated with a non-hazardous fluid known as diesel exhaust fluid (DEF) that reduces harmful NOx into nitrogen and water.

For 2010 heavy-duty on-highway trucks, such as those purchased by Meijer, BlueTec is packaged in a proprietary 1-Box system that combines SCR technology with the diesel oxidation catalyst and the diesel particulate filter. DEF is stored in a refillable tank on the driver side of the truck that can be refilled by the truck driver at during normal refueling stops.

The first delivery of the trucks is expected to take place in the fourth quarter of 2009, well ahead of the emissions regulations scheduled to take effect January 1, 2010.