

Manufacturers of EPA SmartWay Verified Technologies

Communication Guidelines

October 2015

1. Purpose

This document outlines communications guidelines for Manufacturers of EPA SmartWay verified technologies. As a manufacturer of EPA SmartWay verified technologies, you play a unique role in the SmartWay® program. You manufacture the technologies that provide fuel saving and/or emission reduction benefits when used properly in their designed applications. These technologies are used by SmartWay Partners and other businesses to help support their performance goals. The purpose of this document is to provide you with information on communicating your organization's involvement in the U.S. Environmental Protection Agency's (EPA) SmartWay® Program.

11. Background

SmartWay classifies Partners as entities that commit to and achieve real emission reductions and fuel savings. EPA developed a Partner Mark, in the form of the SmartWay name and logo, for its Partners. The purpose of this mark is to create brand recognition so that the public will recognize these companies as energy efficient and environmentally cleaner. SmartWay needs to maintain the integrity of this name and mark by restricting its use for Partners only. This will help the public understand the meaning of the SmartWay program.

As a manufacturer of EPA SmartWay verified technologies, you indirectly contribute to our program goals, however technology manufacturers can not meet the established criteria for SmartWay Partners and are not permitted to use the SmartWay Partner mark. In addition to the SmartWay Partner mark, EPA has established a SmartWay Designated mark and the use of the SmartWay designated mark is restricted to only those vehicles and equipment for which EPA has specified SmartWay performance criteria. This includes, to date: heavy-duty tractors, 53 feet or greater box van and reefer trailers, and light-duty passenger cars. Equipment labeling (or promotion) with the SmartWay designated mark is not allowed for verified technologies.

EPA SmartWay verified technology vendors are not able to place the SmartWay name, partner mark or designated mark on any products or materials. As a manufacturer of EPA SmartWay verified technologies, you are able to use EPA generated marketing materials that we can provide to you, or your own marketing materials with EPA-approved language. These materials provided by EPA and EPA-approved language are the only legitimate marketing materials you may use, and they may not be altered in any way. Further, you should not imply, in any way, that you are a SmartWay Partner or that your product(s) have been certified or endorsed by EPA.

111. Benefits

The EPA SmartWay “Verified Technologies” website includes a complete list of verified devices (including your product) that is updated regularly. This page not only informs potential customers that your product has been EPA SmartWay verified but, by being listed on this website, it also indicates that your product may be an eligible technology for qualifying funding requests under the Recovery Act and Diesel Emission Reduction Act (DERA) grant programs. The Verified Technologies page can be found at <https://www.epa.gov/verified-diesel-tech/smartway-technology>

IV. Marketing Yourself as a Manufacturer of EPA SmartWay Verified Technologies

You are asked to do the following:

- Provide a link to the SmartWay website from your website.
- Inform and educate your customers about specific components of the SmartWay program and provide opportunities for EPA to communicate with your customers.
- Feature and promote educational materials about the SmartWay program.

As a manufacturer of EPA SmartWay verified technologies, you assist SmartWay partners (truck carriers, shippers, logistics companies) with meeting their goals of energy efficiency and emissions reductions. For this reason, you are encouraged to integrate information about the SmartWay program into your own marketing materials. The following marketing language is suggested:

- “Our company manufactures EPA SmartWay verified technologies. This type of technology is found on the SmartWay Designated Tractors and/or SmartWay Designated Trailers.”
- “The fuel saving and/or emission reducing benefits of our type of equipment has been verified by EPA’s SmartWay program.
- "Company XYZ supports the goals and mission of SmartWay."
- "Company XYZ manufactures EPA SmartWay verified technologies"

If you want to use a variation of any of the phrases above, or if you would like to use another phrase, please contact the SmartWay helpline at (734) 214-4767. If you want to issue a press release about your involvement in the SmartWay program, please consult with SmartWay first for review of the press release language for accuracy and appropriateness.

V. Use of Marketing Materials

The following marketing resources will help you promote your involvement with SmartWay.

- **SmartWay Graphic for Manufacturers** - There are two versions – one is targeted toward manufacturers of SmartWay verified tires and the other is generic. Both versions are available in various file formats. This graphic is scalable and may be used on printed materials, banners, posters, etc.

<p>This company manufactures:</p> <ul style="list-style-type: none"> · EPA SmartWay verified technologies - and/or - · Verified equipment for SmartWay Designated Tractors · Verified equipment for SmartWay Designated Trailers <p>As a result, we assist SmartWay partners with meeting their goals of energy efficiency and emissions reductions.</p> <p style="text-align: center;"><i>Learn more about ...</i> SmartWay <i>www.epa.gov/smartway</i></p>	<p>This company manufactures EPA SmartWay Verified Tires.</p> <p>As a result, we assist SmartWay partners with meeting their goals of energy efficiency and emissions reductions.</p> <p style="text-align: center;"><i>Learn more about ...</i> SmartWay <i>www.epa.gov/smartway</i></p>
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SmartWay Widget - This icon is recommended for promotional use on your company website.



Feel free to contact smartway_transport@epa.gov for the digital files, in different file formats.

VI. Conclusion

In summary, we reiterate the importance of characterizing your relationship with EPA SmartWay in an appropriate manner. Please adhere to the information provided in these guidelines. Any questions or comments may be referred to the SmartWay help line at (734) 214-4767.