

Continental 
The Future in Motion



Green Freight Program

The Green Freight Program helps fleets reduce their fuel consumption and greenhouse gas emissions through fleet energy assessments, fleet retrofits and more.

Continental Tire digital solutions can help get you there by creating value for your fleet, making your fleet more environmentally sustainable, more efficient and more digital.



Green Freight Program Overview

- › Launched in Q4 2022 by the Government of Canada
- › Funding streams are intended to help fleets reduce their fuel consumption and GHG emissions
- › Financial incentives for companies to undergo third-party fleet assessments and implement truck/trailer retrofits to help implement fleets investments in GHG- and fuel-reducing technologies and plan for the future

Tires account for just **5%** of a fleet's assets, but can influence up to **53%** of operating costs.



- › Tire road-service calls can exceed \$1,000 and 4 hours of downtime for the vehicle and driver*

- › Incorrect tire pressure can cost \$1,500 in additional fuel**

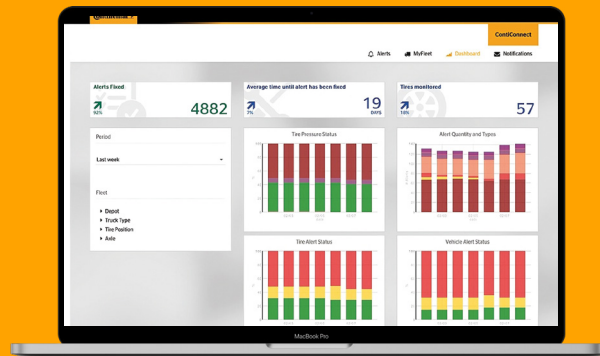
*Not including business cost related to downtime.
**Annual added cost assuming 120,000 kilometres.

Properly inflated tires can reduce tire-related costs by \$600 to \$800 annually per vehicle*

15% Longer tread life **20%** Longer casing life **1%** Increase in fuel efficiency

*Actual results may vary. According to the Technology & Maintenance Council (TMC) S.2 Tire & Wheel Study Group, improper tire inflation, defined as little as 10 psi low, reduces fuel economy by about one percent, and increases total tire-related costs by approximately \$600 to \$800 annually per tractor-trailer combination.

Reach out to your Continental representative to learn which technologies are best for your fleet!



ContiConnect™ Live

Monitor tires of multiple trucks and trailers live and regardless of their location while on the road.

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