National Idling Reduction Planning Conference

Albany, NY

May 17, 2004

Tom Badgett
Chief Information Officer

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Who is IdleAire?

- Advanced Truck Stop Electrification Provider
- 16 Commercial Locations
- 1,500,000 Hours of Service Provided
- 55,000 Active Members/Users

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IdleAire Standard Services

- 110 VAC Shore Power
- Heating and Air Conditioning
- In-Cab Computer With Touch Screen
- Internet Access With Email
- Satellite TV (20 Channels)
- Telephone Connection With Incoming Calls

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IdleAire Optional Services

- Additional TV Channels
- Movies On Demand (LodgeNet®)
- In-Cab Training (Interactive Video)
- Discount Long Distance Calling

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The ATE Concept

Atlanta ATE (April 2003)

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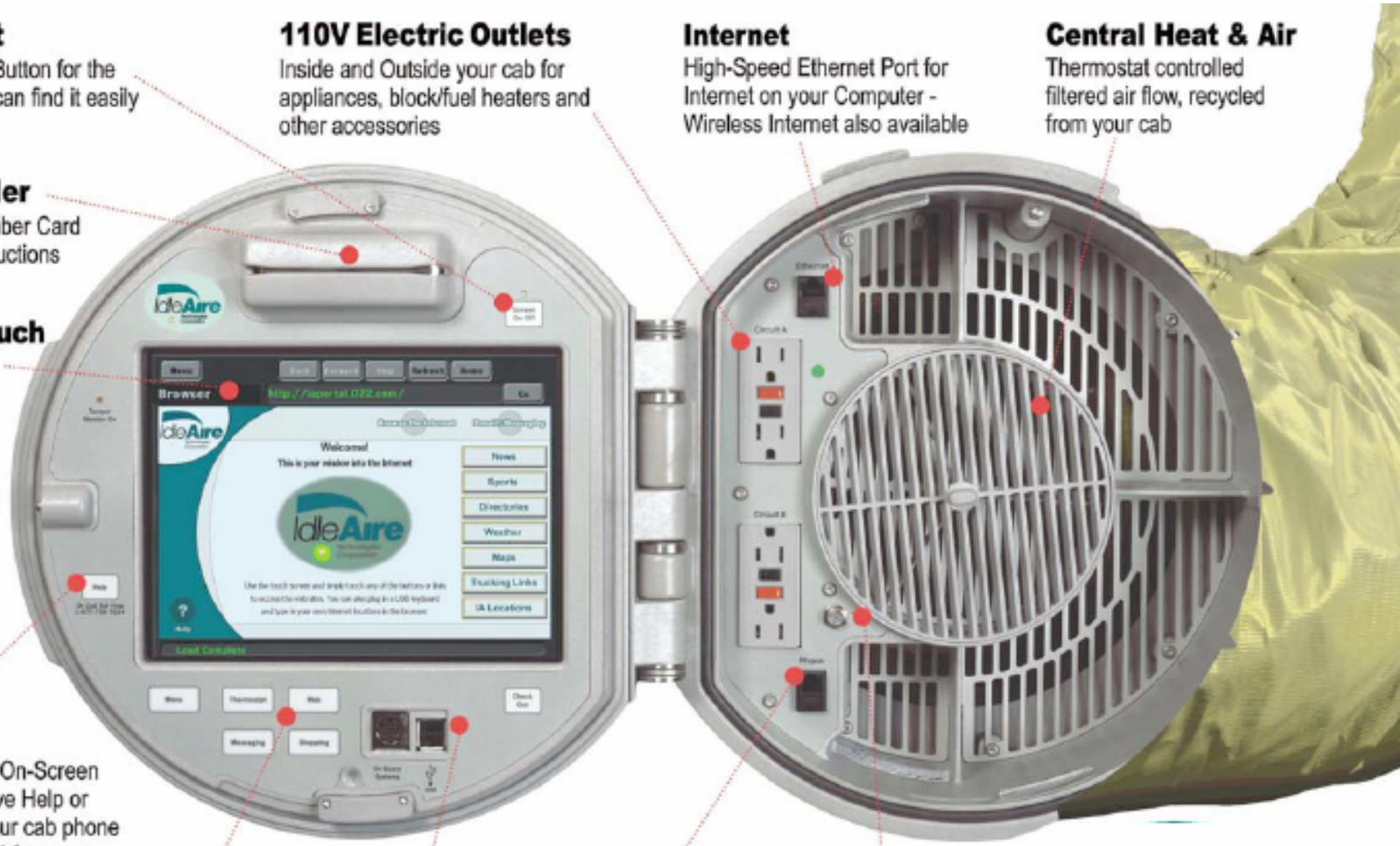
Overhead Services Delivery

In-Cab Service Module (Front)



Night Light
Lighted On/Off Button for the screen, so you can find it easily in the dark

110V Electric Outlets
Inside and Outside your cab for appliances, block/fuel heaters and other accessories

Internet
High-Speed Ethernet Port for Internet on your Computer - Wireless Internet also available

Central Heat & Air
Thermostat controlled filtered air flow, recycled from your cab

Card Reader
Slide your member Card and follow instructions

Built-In Touch Screen Computer
Control your "Home-On-The-Road" and surf the Internet

Help
Available 24x7. On-Screen Context-Sensitive Help or dial 611 from your cab phone or 800-738-7024 from any phone

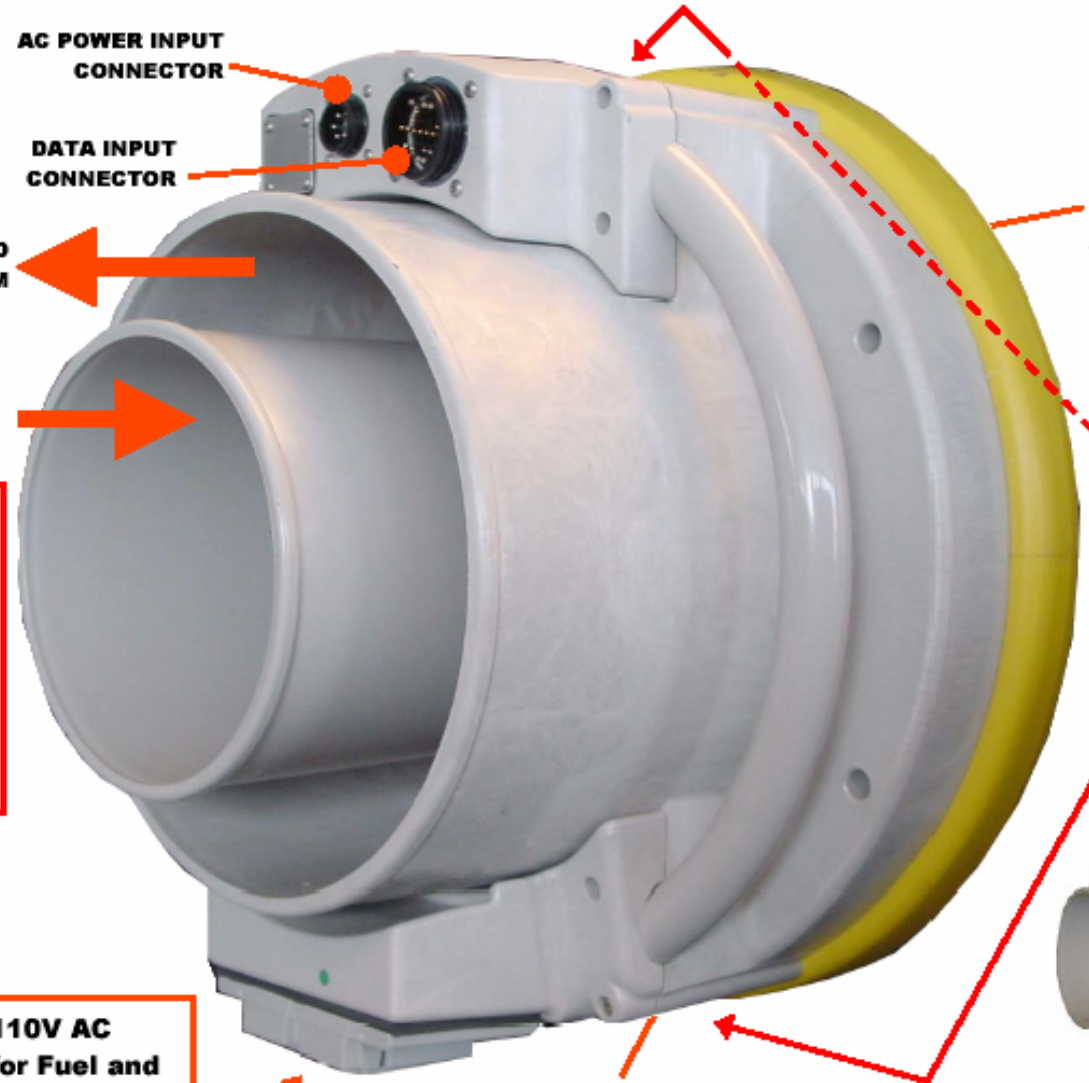
Go Buttons
One-Touch Access to Main Functions

USB Ports
Use a keyboard, mouse or other USB devices

Telephone
Plug in a regular phone for incoming and outgoing calls

Television
Connect your TV with standard COAX cable for Premium Satellite TV

In-Cab Service Module (Rear)



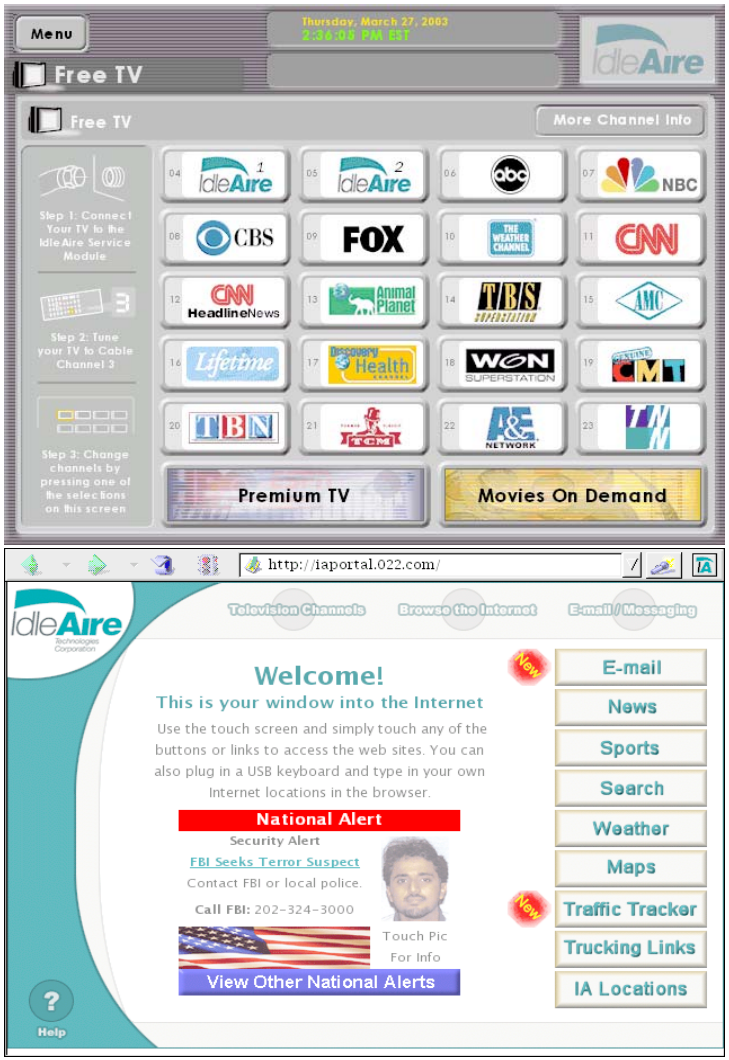
Drivers who only need Electric Service (TSE—Shore Power) can utilize GFCI Electric Power available inside the cab as well as outside the cab. Plug access outside the cab shown.

Shore Power

110V AC for Fuel and Engine Block Heaters

Security Locks at the top and bottom of the Service Module snap securely into the Window Adapter and can *only* be disengaged from inside the cab. Easy installation: Click, Click, Done.

Service Selection Screens



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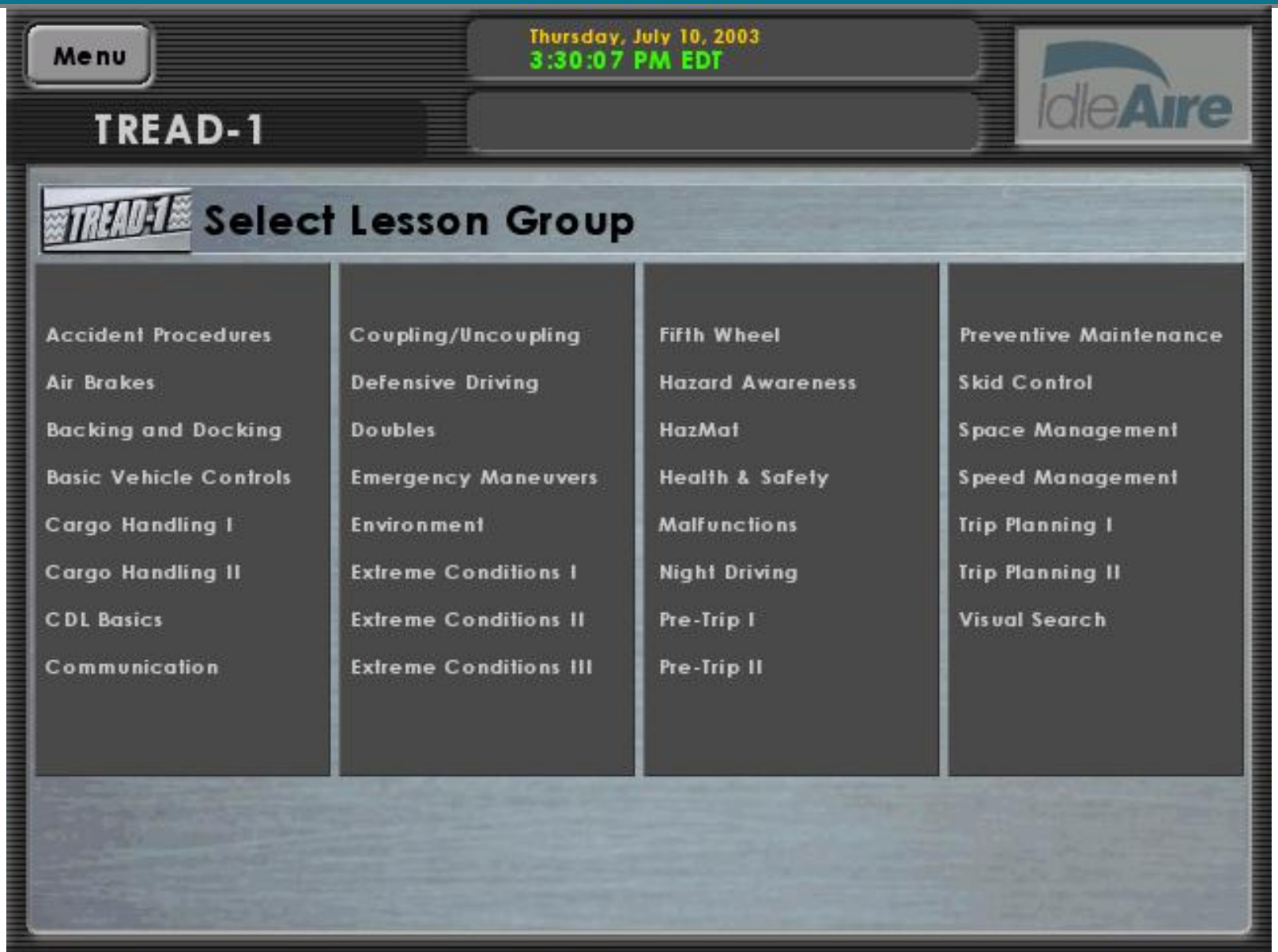
Training Selection Screen



Movies On Demand

Variety of Vehicles

Recreational Vehicles

Medium Duty and Straight Trucks

Emergency and Service Vehicles

Non-Commercial or Commercial Vans

Fed Ex Express Delivery

The Idling Situation

Idling Creates Emissions & Noise

Emission*	Single Truck (g/hr)	Single Truck (MTons/yr)**	100 Spaces 14.4Hrs/Day (MTons/yr)	1.3 million trucks (MTons/yr)**
NO_x	135.00	0.46	70.96	590,733
PM	3.68	0.012	1.94	16,103
VOC	6.84	0.023	3.59	29,930
CO	56.14	0.19	29.51	245,657
CO_2	10,397	34.99	5,464.66	45,495,193
	10,598.66	**35.68**	**5,570.66**	**46,377,616**

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***=US EPA & Mobile5/6 data**
****Assume 3,366 hours/yr idling**

ATE Reduces Emissions

Layover Emissions--100 Parking Spaces

Emission*	Single Truck (g/hr)	100 Spaces 14.4 Hrs/Day (M tons/yr)	% Emissions Removed **
NO_x	135.00	71	98.7%
PM	3.68	1.93	99.7%
VOC	6.84	3.6	99.8%
CO	56.14	29.51	99.7%
CO_2	10,397	5,465	90.3%
	10,598.66	**5,570.66**	**90.5%**

@1kw/Usage Hour

***=US EPA Mobile5/6 data**

****Includes Electricity Production**

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ATE Reduces Fuel Use

Spaces	Fuel Saved (Gallons) 1yr	Value (@$1.50/Gal)
50	262,800	$394,200
100	525,600	$788,400
200	1,051,200	$1,576,800

14.4 hours/day/space, 365 days per year.
1 gallon fuel use per hour.

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ATE

Proven Occupancy & Usage

- 55,000 Active Members
- 60^{+}% Repeat Users
- 1.5 Million Hours of Use
- 1.5 Million Gallons Diesel Saved
- ~14,382 Metric Tons Emissions Eliminated
  - NO_x -- 199.87 Mtons
  - PM -- 5.50 Mtons
  - VOC -- 10.24 Mtons
  - CO -- 83.96 Mtons
  - CO_2 -- 14,082 Mtons

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Drivers Seek IdleAire

Driver Sign Up Board

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ATE Fleet Services Costs

- Standard services -- $1.25/hour
  - One hour minimum
  - $0.02/minute thereafter
- Gold & Silver Membership -- $3.00/visit
- Ethernet Internet Access -- $3.00/Visit
- Wireless Internet (WiFi) -- Hour, Day, Month
- Unlimited National Long Distance -- $3.00/Day
- In-cab training -- $15.95/lesson
- Fleet communications -- individual rates

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ATE Fleet Benefits

Good ROI

- Quick Return on Investment
  - Window adapter $10.00
  - First visit free -$10.00
  - Fuel Savings (@$1.50/gal) -$12.00
  - First Day Total Expenses -$12.00
- Driver retention/acquisition incentives
- Better communication with drivers
- In-cab training services

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Fleets Comment . . .

Only IdleAire can live up to our expectations when it comes to our drivers' comfort, safety and peace of mind. The IdleAire system stands second best only to the comfort and amenities of home. Bill Arthur, Fleet Manager, L.E. Walker Transport, St. Thomas, Ontario

Your product was well received by all our drivers and we saw an immediate impact on our idle time. Believe it or not, we are down by 20% on our van fleet.
Kevin Smith, Director of Fleet Operations, Dupre' Transport, LLC

No up-front investment, no maintenance, plus a lot of other services not offered with the other alternatives. Driver amenities are very important today. Tim Pike, Controller, Mercer Trucking, Spokane

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ATE Truck Stop Benefits

- Initial Investment = $0.00
- Revenue Share = ~$60,000/Year

  (Standard Services Only)
- Additional Revenue Share -- All Services

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Travel Centers Comment . . .

Customer response has been very positive. The IdleAire business model solved longstanding barriers to traditional truckstop electrification.

Jim Cardwell, COO, Petro Stopping Centers

This new, innovative, high-tech system provides the answer the industry has been seeking. It's a well-designed system that appears to provide the quality and reliability we're looking for. Pilot Corporation will put its full weight behind this project.

Jimmy Haslam, CEO, Pilot Travel Centers

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ATE for Today & Tomorrow

Planning for the Future

- ATE provides truck stop electrification (TSE) today
  - Includes HVAC
  - Includes computer, TV, movies & other services
  - Optional Refrigeration power

- Tomorrow's electric truck can use ATE
  - We'll remove HVAC
  - "Future truck" plugs into shore power
  - Includes Communication & Entertainment

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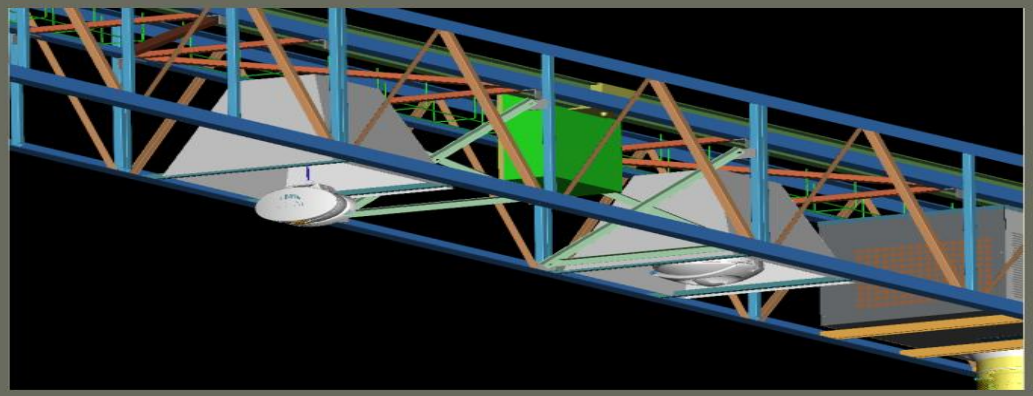
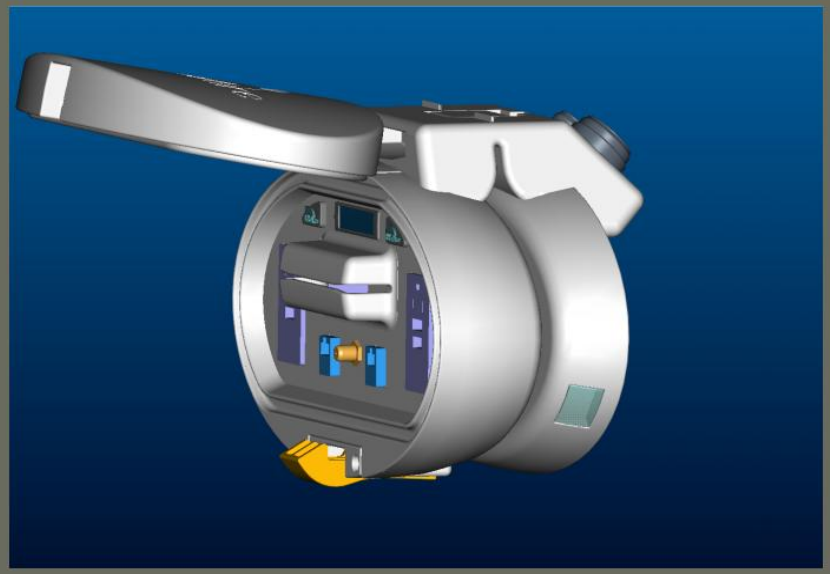
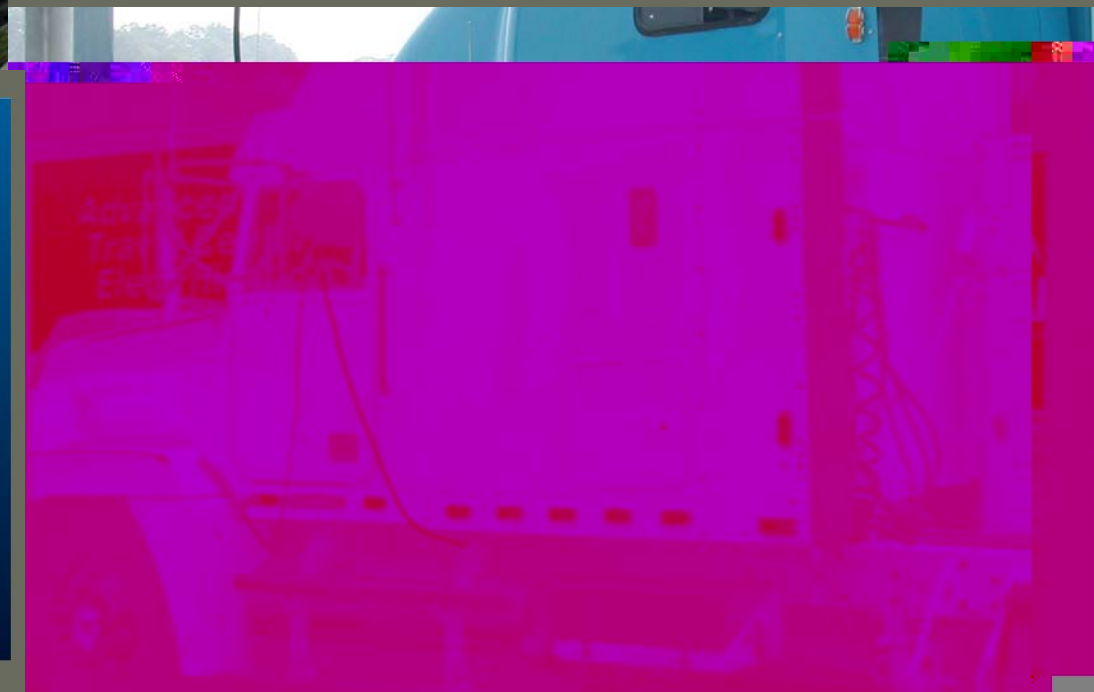
Future TSE Design

Cont.



Using our current truss the modules can be stored safely and securely overhead with an automatic reel installed to deploy them for service





Reefer/Charging Connection

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