

Dear Fleet Operator Manager:

Improve our air, improve your profit. The American Lung Association's Vermont Idle-Free Fleets campaign is offering your company a win-win.

As a diesel fleet operator, your company can improve the health of people, including your drivers, save fuel and engine wear-and-tear which together will save you a significant sum of money, as well as cut air pollution and reduce greenhouse gas emissions.

You will learn about the following:

- The Myths and Realities associated with truck idling and how you can significantly reduce the idling of your fleet
- The health impacts of diesel exhaust and how everyone benefits when avoiding unnecessary idling
- The economic impact of reduced idling as demonstrated by companies already adopting model policies such as Green Mountain Coffee Roasters which saves up to \$20,000 annually just by avoiding unnecessary idling

Are you ready to take the first step in realizing the important benefits you and your company have to gain by implementing an idling reduction policy? If so, Vermont Idle-Free Fleets offers you a comprehensive information toolkit and, at your convenience, an in-person PowerPoint presentation.

I look forward to hearing from you!

Sincerely,

Wayne Michaud
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