



Press Release

## **ClearFlame Engine Technologies Selected as Finalist for 2021 SXSW Pitch®**

**Geneva, IL, February 16, 2021** – ClearFlame Engine Technologies, a startup dedicated to the development of clean engine technology for the heavy-duty truck, off-highway and industrial markets, was selected as a finalist in the Smart Cities, Transportations & Logistics category for the 11th annual [SXSW Pitch®](#).

SXSW Pitch is the marquee event of South by Southwest® (SXSW®) Online (March 16-20, 2021), where leading startups from around the world showcase some of the most impressive technology innovations to a panel of hand-picked judges and a virtual audience. Out of the more than 500 companies that applied to present at SXSW Pitch 2021, ClearFlame was selected among the 40 finalists spanning 8 separate categories.

ClearFlame will present among four other companies in the Smart Cities, Transportation & Logistics category. The two-day event will be presented on Wednesday, March 17th and Thursday, March 18th during SXSW Online. The winners for each category will be announced during the SXSW Pitch Award Ceremony on Thursday, March 18th at 3:05 pm.

“We’re honored to be selected as a finalist for this innovative pitch competition,” said Dr. BJ Johnson, CEO and co-founder, ClearFlame. “We’re eager to showcase how our technology provides a rapid and cost-effective solution for the heavy-duty industry using carbon-negative fuels, helping to mitigate CO<sub>2</sub> and greenhouse gas emissions.”

ClearFlame’s unique engine technology enables low-carbon and carbon-negative fuels to be easily integrated into existing diesel engine platforms, offering a more sustainable and cost-effective solution than diesel fuel. It provides the same performance, efficiency, and rugged practicality associated with diesel engines, while eliminating the need for complex aftertreatment solutions. By replacing 100 percent of the petroleum fuel used with decarbonized fuels such as ethanol, ClearFlame’s engine technology significantly reduces greenhouse gas emissions, particulate matter and smog, helping to meet stringent emissions regulations while reducing overall engine cost.

“SXSW Pitch is having an incredible year in the recruiting, and showcasing of, the best and the brightest startups from around the globe. Despite the global pandemics, the startup community has responded positively to our call for participation, and with this SXSW is able to feature an incredible class of startups that we believe will change the landscape of the technology world,” said SXSW Pitch Event Producer Chris Valentine.

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## **About ClearFlame Engine Technologies**

*At [ClearFlame Engine Technologies](http://www.clearflameengines.com), we're breaking the bond between the diesel engine and diesel fuel, accelerating the path to true emissions reduction for the heavy-duty and off-highway markets. Our technology meets global emissions regulations using climate-friendly fuels available throughout the world. Our technology lowers costs by negating the need for complex aftertreatment technologies without compromising the practicality or performance of traditional diesel engines. For more information, visit [www.clearflameengines.com](http://www.clearflameengines.com), and follow us on LinkedIn and Twitter (@ClearFlameEng).*

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