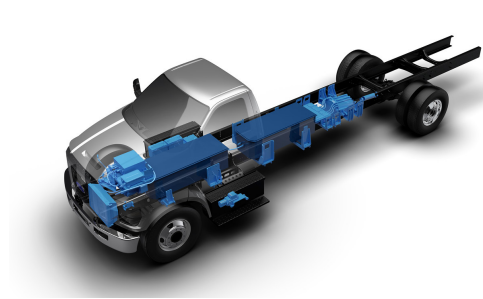




The Power of Choice in Clean Transportation Technology

By Todd Mouw, president of ROUSH CleanTech



The saying, “one size does not fit all” has seen many adaptations over the years from student testing, to healthcare and in how we parent our kids, to name a few. When it comes to alternative fuels, the phrase doesn’t fit, either. As the pace of innovation in the world of transportation continues to quicken, the ability to leverage multiple energy solutions to solve our air quality issues, create American jobs and reduce operational costs in order to be more competitive have never been more critical.

Roush CleanTech is one company that is embracing multiple fuels. The company invests heavily in propane autogas, battery electric technology and are even looking at how to bring a hydrogen solution to market for commercial trucks and buses.

The company started production of its Gen 5 propane autogas fuel system in October 2020. This innovative propane autogas technology integrates Ford’s new 7.3L V8 engine in Class 3-7 chassis. Whether it’s one vehicle or hundreds, autogas is easy to adopt, the fueling infrastructure is affordable and flexible, and the fuel source is plentiful. And it brings thousands of dollars in fuel and maintenance savings per vehicle, per year.

Building off that solid foundation and backed by decades of engineering capability from Roush Enterprises, ROUSH CleanTech is providing Penske Truck Leasing with its all-new Ford F-650 battery electric vehicles for deployment across Southern California. The zero-emission BEVs reduce operating costs for customers, and foster healthier communities by emitting no exhaust or emissions of nitrogen oxides, carbon monoxide, particulate matter, volatile organic compounds and hydrocarbons.

The bottom line for each of these clean transportation fuels is that they reduce harmful pollutants, provide cleaner air in the communities where we live and work, and foster job growth in the United States.

By giving customers multiple clean transportation options, they have the flexibility and freedom to choose the path that works best for their fleet needs.

To learn more about ROUSH CleanTech’s advanced clean transportation fleet solutions, visit ROUSHcleantech.com.

Todd Mouw is president of ROUSH CleanTech, an industry leader of advanced clean vehicle technology. Mouw has more than two decades of experience in the automotive and high-tech industries. As former president of the NTEA Green Truck Association, Mouw helped set standards in the green trucking industry. To learn more, visit ROUSHcleantech.com.

