Contributing to the New Norm

By Todd Mouw, president of ROUSH CleanTech

We continue to see people coming together during these unprecedented times to protect health, safety and peace of mind. More and more companies are repurposing its people, equipment and materials to help in any way they can. Distilleries have switched from making whiskey to much needed hand sanitizers. Fashion companies are funding coronavirus research projects. Other businesses are donating their products, like foodservice packaging supplies, to local schools and food banks.

To address the critical shortages during the COVID-19 outbreak, Roush has formed a Medical Task Force that works with healthcare providers to design and manufacture desperately needed items, including:

- Face shields.
- Intubation protective equipment.
- Portable high-volume oxygen supply units.
- Field hospital bed design.
- Ventilator wire harnesses.
- 3D printed ventilator adaptors and filter components.

Roush has also partnered with Refraction AI, a robot delivery startup in Ann Arbor, Michigan. The company turned to Roush when asked to ramp up production for the REV-1 robot in response to stay-at-home orders. The autonomous robots are traveling the streets in Ann Arbor offering touchless grocery delivery and restaurant meal delivery. These robots are empowering a safer, socially distanced reality.

To learn more about ROUSH CleanTech's advanced clean transportation solutions, please 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.