



Bison Transport's longer combination vehicles include fuel efficient features such as lightweight trailer skirting and low rolling tires.

## ABOUT BISON TRANSPORT

Incorporated in 1969, Bison Transport has grown into one of the largest truckload carriers in Canada with over 1,000 tractors and almost 1,400 full-time employees. It offers award-winning transportation solutions including full truckload and temperature controlled service, asset-based logistics, dedicated fleet operations, yard management, and warehousing and distribution. This rapidly growing supply chain partner is headquartered in Winnipeg, with terminals in Calgary, Alberta, and Mississauga and satellite offices in Regina, Vancouver, Kelowna and Edmonton.

## LOCATION

**ADDRESS:** 5850 Shawson Drive, Mississauga Drive, Ontario

**PHONE:** 905-564-5614

**EMAIL:** [online@bisontransport.com](mailto:online@bisontransport.com)

**WEBSITE:** [www.bisontransport.com](http://www.bisontransport.com)

*“We are in the business of transportation and being environmentally responsible goes hand in hand with being highly efficient, which is critical to our long term business success. We created a sustainable business strategy that includes a fuel conservation plan, which leverages our strengths and that has created win/win situations for our business and the environment.”*

**Rob Penner — Vice President, Operations**

## TRANSPORTATION — FUEL MANAGEMENT

Bison Transport has put greening to the test – the road test – through its investments in fleet improvement and its efforts to reduce environmental impacts. A voluntary member of National Resources Canada’s FleetSmart Program since 1996, the company believes its corporate responsibility is to do its part for the environment.

As such, Bison developed a comprehensive Fuel Management Program that includes making smarter, greener purchases, training drivers in fuel efficiency, and reducing idling and fuel use throughout its tractor and trailer units. Bison is also a SmartWay Transport Partner: a national and voluntary partnership of the U.S. Environmental Protection Agency to reduce greenhouse gas and other emissions from ground freight transportation.



Driver training is an essential part of Bison Transport’s efforts to improve fuel economy for its fleet. Here, a Bison driver gets “on road” experience in Bison’s Mark III full motion simulator.

Bison’s Fuel Management Program helps both to increase fuel efficiency and reduce emissions by:

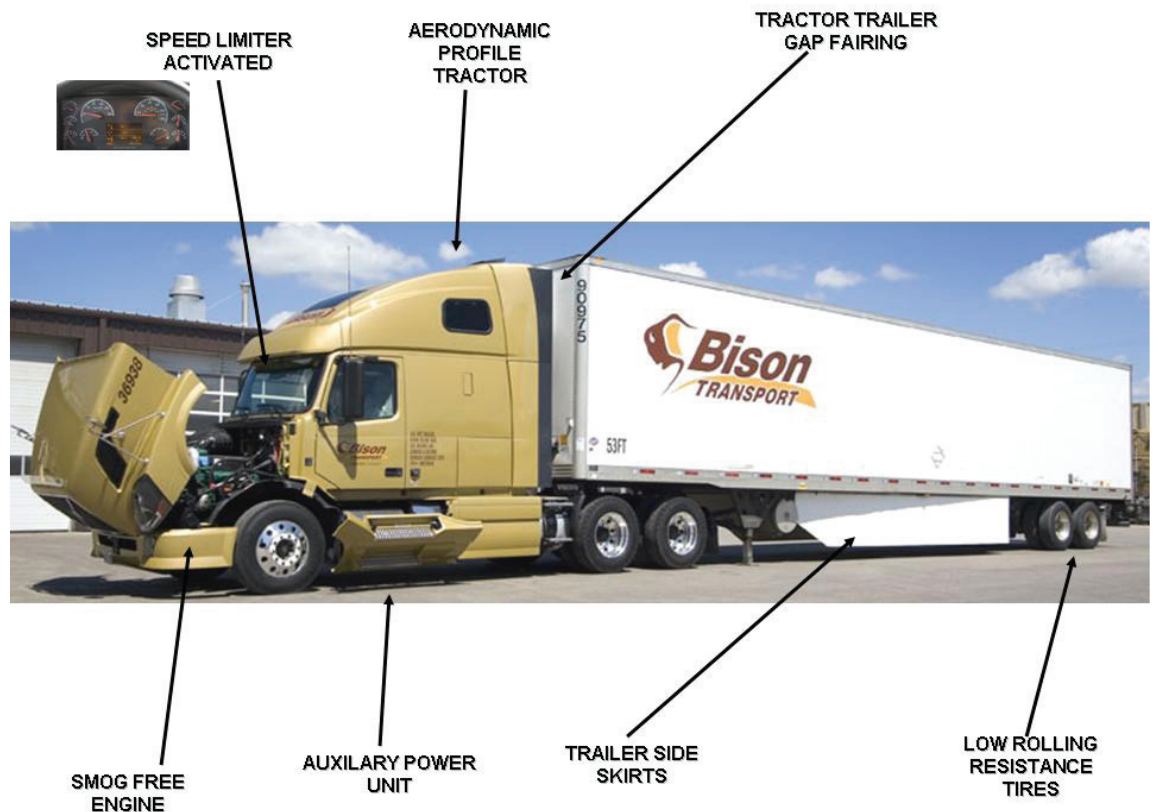
- Outlining requirements for new tractor and trailer purchases, including tires with low rolling resistance, lightweight skirting to reduce the drag co-efficient, fuel efficient transmissions and engines, in-cab computers that provide real-time data on fuel economy and driving habits, and maximum speed limiters.
- Expanding its inter-modal operations, instituting strict anti-idling policies, and increasing the number of Long Combination Vehicles (LCV’s) – tractors pulling two 53’ trailers – in order to cut carbon dioxide and nitrogen oxide emissions.
- Equipping both new and existing trucks with auxiliary power units (APUs) that help keep idle time to a minimum. Bison set a target of less than 5% idle time for all tractors with an APU, since drivers can use them to power heaters and air conditioners in all weather. Tractor engines consume over 4 litres per hour when idling as opposed to an APU which consumes .8 litres per hour.
- Requiring every driver to take a fuel economy course; those who have taken the course have shown an improvement in fuel economy of 2%.

Bison's Fuel Management Program helps both to increase fuel efficiency and reduce emissions by:

CO2 Emissions Factors	2007	2008
Gallons/mile with enhancements	1887.4	1866.5
Gallons/mile without enhancements	2895.5	3313

Through its Fuel Management Program and other initiatives, the company is ahead of the pack in integrating environmental and wellness considerations into its business processes.

Since joining both FleetSmart and SmartWay, Bison has been recognized for its Fuel Management Program with Natural Resources Canada's Energy Efficiency Award as the 2007 recipient of the Meridian IQ/SQL Award for Innovation, which recognized Bison's innovative transportation solutions and efforts to reduce greenhouse gas emissions. In 2006, Bison won the US EPA SmartWay Environmental Excellence Award for special achievements in improving fuel efficiency and reducing the environmental impacts of freight transport.



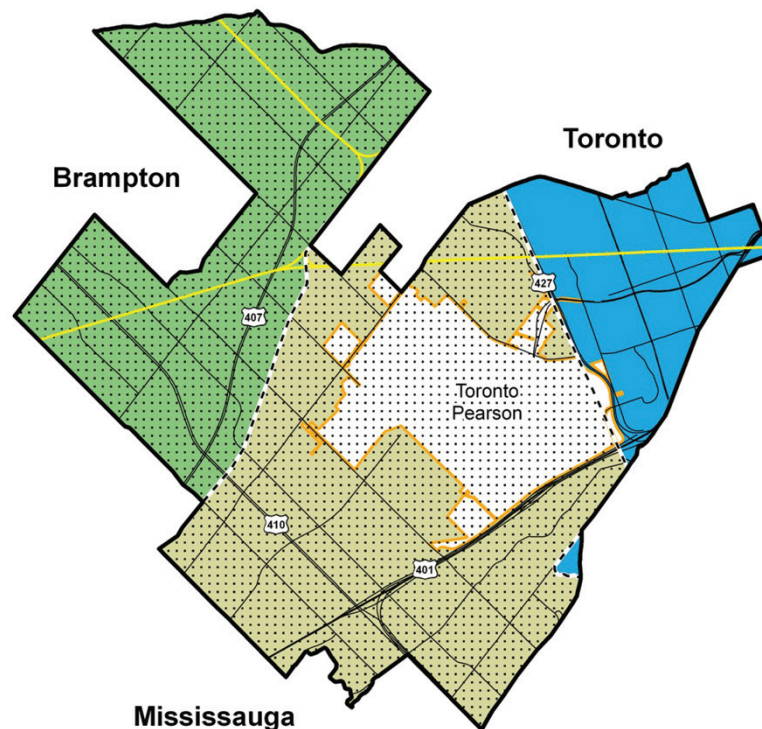
Some of the fuel management features of Bison Transportation vehicles.

## WHAT IS PARTNERS IN PROJECT GREEN?

Opportunities to gain a competitive advantage through sustainable business practices are more attainable than you think. Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized eco-business zone around Toronto Pearson.

Through new forms of business-to-business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost-effective manner.

## PEARSON ECO-BUSINESS ZONE



[www.partnersinprojectgreen.com](http://www.partnersinprojectgreen.com)