

Midwest Region Alternative Fuels Project



KS-PBC

Metropolitan Energy Center

www.metroenergy.org

Kansas City Regional Clean Cities



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Project Profile: PepsiCo—New Bern Transport

PepsiCo, New Bern Transport

PepsiCo is one of the world's premier consumer products companies focused on convenient foods and beverages. PepsiCo believes being a responsible corporate citizen is not only the right thing to do, but the right thing to do for its business. As part of its effort to conserve energy and lower its carbon footprint, it continuously looks for new ways to reduce emissions from its delivery vehicles.

Setting a standard for the industry, PepsiCo in the U.S. uses EPA's SmartWay-certified carriers for 100 percent of its transportation needs. New Bern Transport is an exclusive carrier of PepsiCo brand products. Meanwhile, fleet efficiencies throughout PepsiCo are driven by improved route planning and simple best practices, such as idling control, speed governance, innovative driver training and preventive maintenance programs.

Rolling Out Efficient Hybrid and Electric Vehicles

In 2010, business unit Frito-Lay rolled out its fully electric delivery trucks, bringing 10 trucks to Columbus, Ohio, in partnership with Clean Fuels Ohio, a statewide Clean Cities coalition. In total, Frito-Lay deployed 13 electric trucks in 2010 in the U.S. and Canada, and will roll out 163 additional trucks. These trucks will ultimately be part of the largest planned fleet of commercial all-electric trucks in North America.

PepsiCo divisions, having heavier cargo, are using other clean fuel technologies, and the fleet has added hybrid-electric trucks in a pilot for Kansas City and Wichita distribution centers.

With the seventh-largest privately owned fleet in the U.S., PepsiCo has set a goal of becoming the most fuel-efficient fleet in the country. These vehicles give it an opportunity to use the latest advances in transportation technology to reduce its environmental impact.

Funding

Funding for PepsiCo's Kansas-based hybrid-electric trucks was supported by the Midwest Region Alternative Fuels Project.

HEV vehicles deployed: 6

**Gallons of gasoline displaced:
3,000 / yr**

Total project cost: \$672,000

Federal funds: \$227, 520