

## ENTERPRISE: Fans say Tadger saves fuel, bucks

Christopher Clark  
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With gas prices around \$1 a litre, everyone wants to save money on gas. The same is true, only more so, if you're running a fleet of diesel-burning delivery trucks and trailers.

So when Chris Haskell, president of Forest City Cartage, heard about something called the Tadger Emission Reduction Unit, he was interested, but skeptical. After all, there have been devices promising increased fuel economy for almost as long as there have been vehicles burning fuel. If it's too good to be true . . . well, you know the rest.

But nearly two years after trying his first Tadger, Haskell is an enthusiastic convert. "It works. We save about five per cent on our fuel costs," he says. "That doesn't sound like much but when you're spending \$5,000 a month on fuel, it adds up."

That kind of reaction is music to the ears of Bill Tallman, 61, a retired high school physics teacher who signed up with the Tadger Group not long after hearing about the device.

"I spent more than five months researching the company and this device," he says. "I put one on my 1992 Mazda MPV and my mileage went up almost 10 per cent. I also got an emission test before and after and saw a big improvement there, too."

He put one on his brother's car and on any car he could get his hands on. It was always the same -- fuel savings of five per cent or more and reduced emissions.

Once he signed up as a sales agent, he jumped in with both feet, not only selling the devices, but also devising a series of tests to show prospective customers how the thing works. But seeing something on paper is not as convincing as seeing results with your own eyes.

So Tallman invented a fuel bypass test in which he installs a Tadger unit and a series of switches that allow him to instantly direct fuel through the Tadger or around it. Prospective customers can watch real-time data showing reduced fuel consumption.



**BELIEVERS:** Bill Tallman of Tadger Group International, right, and his customers each hold a Tadger in the service yard at Peterbilt of Ontario. From left, Chris Haskell of Forest City Cartage, Bud Polhill of Bud Polhill Automotive, Bob McHugh of MCQ Handling Inc., Fernando DaSilva of Global Waste Disposal, Jim Graham of Try Recycling, Brad Armstrong of HD Industrial Services, and Joe Haasen of Blue-Con Inc. (MORRIS LAMONT/Sun Media)

"That's what really sold me on it," Haskell says.

"We had the bypass system set up on some of our trucks. We ran it for nearly three months and absolutely could see the difference. I even put one of the things on my own truck. It's a 2007 Dodge Ram Max Cab, and I get an extra 50 kilometres from every fill-up."

The patented device preps the gas or diesel so it burns more efficiently. It allows better oxygenation of the fuel, which translates into better fuel economy and fewer carbon exhaust emissions.

Tallman has criss-crossed the continent selling the unit to trucking companies large and small. He also sells them to individuals for their personal cars at a cost of \$249, plus installation. Personal diesel units are \$349, plus installation. Heavy duty units for diesel fleets are \$799.

A dozen or more companies, including Great Canadian Coaches in Kitchener and Harold Marcus Ltd. in Sarnia, have outfitted their vehicles with the device.

On the obvious question -- why don't automakers install it in new vehicles? -- Tallman has strong opinions, but no evidence to back them up. Whether the Tadger ever makes its way onto an auto assembly line or not, Tallman will continue to sell them worldwide, saving money and cutting emissions.

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## **TADGER GROUP INTERNATIONAL**

- Local sales agent Bill Tallman
- 519-643-8255
- [www.tadgergroup.com](http://www.tadgergroup.com) (see link)

*Enterprise, c/o The London Free Press, 369 York St., London, Ont. N6A 4G1. A message for freelance writer Christopher Clark can be left at 519-667-5529.*

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