

Tadger Group News August, 2007

<http://www.tadgergroup.com>

If you have news, views, reviews, or simply want to say hi, please contact your agent or us: admin@tadgergroup.com

Recent Events

July 23, 2007

Tadger Group representatives in Long Island coordinated a press release with one of their key customers, Clare Rose. Taking the lead in this green initiative was Ken Meyer, Vice-President of Clare Rose. Clare Rose is a privately held company and is the largest distributor for Anhauser-Busch in the New York region. Tim Bishop, congressman for the 11th district of New York was on hand for the announcement. Many thanks to the efforts of the local Team in Long Island, Bill, Bill and Frank

See the complete press release at:

<http://www.tadgergroup.com/files/L%20I%20Press%20Release%207.26.07.pdf>

July, 2007

Tadger Group International's exclusive distributor for Mexico, Exito, led an extended field trip to both Mexico City and Monterrey. This trip was essential in identifying and developing key relationships both with customers and new local distributors. Several new customers have expressed interest in working with our Team to help them in their emission reduction and fuel conservation strategies. Many thanks to the efforts of Idalia for her faith, belief and dedication in the pursuit of advanced air quality for Mexico.

Latest Test Results

There are two key test programs underway with major over-the-road carriers in both Canada and the USA. The trial protocols are typical of our standard procedures with before and after data for test and controls trucks. Please see the next newsletter for the results.

Here is a summary of the flow meter tests completed since our last Newsletter:

Company	Engine	Improvement	Condition
Majour US Carrier	Cummins ISX	.47 gal/h	On Road

Please note that due to the efforts from our technical group, Tadger will only offer flow meter testing under consistent operating conditions on the road. The high idle tests were great indicators and have allowed us to progress our technology so that we can deliver more accurate and reliable testing on our customers vehicles.

Industry News

Is diesel the future of transportation?

According to legend, Rudolf Diesel invented his engine so that poor people could use old vegetables and whatever they could grow to fuel their vehicles.

Even those who would never grow their own fuel can appreciate that diesel fuel requires less refinement processing than gasoline. That means less time, cost, and energy are required to bring crude oil to the pump in the form of diesel.

Recently, modern diesel engines have powered winning auto racers. Racecar technology eventually works its way down to passenger cars.

So it's not surprising that some energy pundits feel that the humble diesel engine represents the future of transportation. It certainly fits in with the current bio fuel fad.

Yet diesel has a long way to go down emotional acceptance road before it sees adoption by a majority of users. Diesel has many associations that gasoline-burning auto drivers find unappealing.

At the top of the list is ignorance. Not many outside of the trucking and shipping industries know much about diesel power. You may know what a spark plug is, but what's a glow plug? Do you still need a block heater in winter?

Next on the list is image. At one time or another we've all been stuck behind the proverbial dirty, smelly bus. Until every bus has a TADGER, that memory will continue to prevent diesel from entering the collective consciousness of the driving masses.

Another issue preventing widespread diesel adoption is change; or more accurately, the lack thereof. Most of our car mechanics don't know enough about diesels to perform regular maintenance, let alone major repairs. The thought of changing anything prevents most people from taking action. Having to find a new mechanic is a major change many will refuse to make.

And a major marketing concern is convenience. It seems that more refilling stations sell gasoline than diesel. For someone used to finding a gas station almost anywhere, long trips in a diesel require more careful planning.

What about using bio-fuels in a diesel?

A commonly purported (unproven by this writer) method of using bio-fuels in diesel vehicles is to install a second, separate fuel tank and a switch. The switch can be electronic or mechanical.

The first fuel tank is filled with commercially purchased diesel fuel. The second fuel tank is filled with used oil from a restaurant fat fryer.

The engine is started with commercial diesel fuel. Once running, the switch is used to change the fryer fat tank. A few minutes before shutting down the engine, the switch is thrown to the commercial diesel fuel tank.

There are problems with this setup.

The first is how easily it is for the human operator to forget to switch back to the commercial diesel fuel tank five minutes prior to shutdown. Urban anti-idling laws could also affect this; picture a bylaw enforcement officer waiving a ticket book at a motorist who is sheepishly begging for “just a few more minutes... only until the fat has left the fuel line”.

The second concerns the congealing of the fryer fat in winter. Apparently it's very difficult to start an engine on congealed fryer fat.

The third is filtering the fryer fat. Sure, it'd be great to fill up your tank for free by rolling up to your favorite fast food haven. And you'd be saving your local restaurateur a fat disposal fee. Bits of food clogging your injectors, however, is another matter entirely.

The fourth is that by putting restaurant fat into your fuel tank, you're avoiding fuel taxes. And we all know how the gangs in power treat those who avoid paying the involuntary “tribute”.

New customers

B&F Towing

Comtrux Carriers

Complete Window & Doors

New Dealers

Check out our web site for other Dealers and Agents:

<http://www.tadgergroup.com/international/international.php>

Company Profile

We want to feature **you** in this newsletter. Simply tell us about your company, and what you're experiencing with Tadger We'll take care of the writing.

To be featured in our monthly newsletter **please contact your agent or us directly:**

admin@tadgergroup.com

Future Events

September 16 - 22, 2007
National Trucking Week
Canada
<http://www.cantruck.com>

October 20 – 21, 2007
Truck Show Latino
Pomona Fairplex, Pomona, California
<http://www.thetruckshowlatino.com>

November 10 – 14, 2007
TransComp 2007
Intermodal Expo 2007
World Congress Center, Atlanta, Georgia
<http://www.nitl.org>
<http://www.intermodal.org>

Tadger Success Stories

See our latest testimonial here:

<http://www.tadgergroup.com/files/Grant%20Williams%20Testimonial.pdf>

Please go to <http://www.tadgergroup.com/testimonials/testimonials.php> to review all of our testimonial letters from our individual consumers.