

## Tadger Group News August, 2008

<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](mailto:admin@tadgergroup.com)

### Recent Events

July 21, 2008

Tadger Group International, through its partnership with Xscape Ez, was able to provide their cutting edge technology to the Ministry of Transportation of Ontario (MTO) for live field studies and trials. The MTO is currently testing a number of technologies that they would adopt to enforce the recent “speed limiter” law that was passed in Ontario. We are encouraged that our technology is being considered as a viable tool. Special thanks go out to the Xscape Ez Team for their tireless efforts to deploy the test system for the MTO.

<http://www.xscapeez.com>

July 31, 2008

Tadger Group International is in the process of signing a non-exclusive Reseller agreement with TruckProtect for the North American market. TruckProtect manufactures the patented “InstantFit NECK-IT” anti-siphoning device for Class 7 and 8 trucks.

Tadger Group is proud to represent this “best-in-class” technology that is quickly being sought after by fleets throughout North America. Special thanks go out to Chris and Russ as we look to develop a sustainable business relationship.

<http://www.truckprotect.com>

### Latest Test Results

We have completed four road trials with over-the-road carriers in the USA:

**RMDS - Rayloc:** Three over-the-road trucks, short, medium and long haul, with a Tadger on Cummins ISX engines were tested using the ECM fuel data system. There was a 6.1 percent mileage improvement resulting in an average savings of **\$517.77** per month, per truck

**Osterkamp Trucking:** Three over-the-road trucks with a Tadger on Detroit Series 60 engines were tested using the ECM fuel data system. There was a 5.1 percent mileage improvement resulting in an average savings of **\$320.69** per month, per truck

**Gardner Trucking:** One over-the-road truck with a Tadger on Detroit Series 60 engine was tested using the ECM fuel data system. There was a 2.1 percent mileage improvement resulting in an average savings of **\$95.87** per month, per truck

**Ashley Distribution:** Fifteen over-the-road trucks with a Tadger on Volvo VED12 or Cummins ISX engines were tested using the ECM fuel data system. There was a 3.75 percent mileage improvement resulting in an average savings of **\$214.28** per month, per truck. This was an extension to the initial study completed four months ago.

Here is a summary of the flow meter tests completed since our April newsletter:

<b>Company</b>	<b>Engine</b>	<b>Improvement</b>	<b>Condition</b>
Westbrook Floral	Cat C10	2.5 L/h	On Road

Please note that due to the efforts from our technical group, Tadger strives to only offer flow meter testing under consistent operating conditions on the road however the high idle tests may have to be used in specific circumstances.

## **Industry News**

### **Are Cars Cheaper Than Transit?**

All across the US the housing bust is gathering momentum. This year many ARMs (Adjustable Rate Mortgages) will "re-set" to higher interest rates. Many borrowers will see their monthly mortgage payments double or triple.

Home loan and commercial credit line supplies are collapsing as financial institutions - their asset columns shrunk by plunging real estate values -- teeter on the edge of solvency.

No longer able to pull money out of their homes, consumers are spending less. That means businesses will have less to spend.

Sellers of SUVs, ATVs, and RVs are learning that consumers are practically finished with spending money they don't have... to buy things they don't need. For example, Olympic Sales, the firm that distributed Bayliner, Maxum, Meridian and Trophy boats, among others, has filed for bankruptcy.

As Joe and Joan Six-pack realize \$4 a gallon gasoline is the norm, they will be forced to cut their spending further.

Will they drive less? Will they take public transit?

Common "wisdom" says transit lowers transportation costs. And not only alleviates environmental pressure, but also traffic congestion.

But transit is only available in a few areas. It is difficult to use for groceries and laundry. Besides, public transit is viewed as the solution for poor people. Even if it existed everywhere, suburbanites driving Suburbans wouldn't want their neighbors to see them taking transit.

Which brings us to a study published by Heartland Institute that suggests buying cars for people would be much less expensive than building and maintaining public transit.

The study recommends a blended approach of car leasing and car sharing-similar to the car-sharing concepts attributed to urban car-hating environmentalists.

According to study author Wendell Cox...

- Transit costs more than travel by car.

- People with cars can get places faster and can go places transit riders cannot.
- Automobile drivers can access more jobs, which means their potential for getting better jobs is enhanced.
- Where people can travel to more jobs, a communities' prosperity is enhanced.

"It would cost less than \$10 billion to provide cars for all the transit riders who don't have access to them, compared with annual spending of about \$25 billion on transit subsidies."

And lets remember that trains don't always operate at full capacity.

If a single commuter in an automobile is wasteful... how wasteful is a train with a single passenger?

This is why we are likely to see more public transit built and subsidized by taxpayers. Because, unfortunately – it is an election year in the USA. And while intelligence, careful study, and deep thought are often ignored... they are completely irrelevant in an election year.

If consumers can't spend... and businesses can't spend... then government must spend.

Even though that government already runs a \$1 trillion dollar deficit, the voters will demand bread and circuses. And politicians will deliver... at least until so many dollars have been printed they becomes worthless.

So the candidates will trot out the public transit argument to "Save the environment"... "Protect our industry"... and "Create more jobs".

### **New customers**

Windmill Garden Center

MTO

Freeway Transportation

Appleby Transportation

Westbrook Floral

### **New Dealers**

Manobina Enterprises PVT, Ltd.

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](mailto:admin@tadgergroup.com)

## **Future Events**

Oct. 18 - 19, 2008

Truck Show Latino

Fairplex, Pomona, California

<http://www.thetruckshowlatino.com>

Sept. 10 - 15, 2008

CVSA Annual Conference

Winnipeg Convention Center, Winnipeg, Manitoba, Canada

<http://www.cvsa.org/events/index.aspx>

August 21 - 23, 2008

The Great American Truck Show

Dallas Convention Center, Dallas, Texas

<http://www.gatsonline.com>

August 17 - 20, 2008

The Best Show in Public Works

New Orleans Convention Center, New Orleans, Louisiana

<http://www.apwa.net/meetings/congress/2008>

## **Tadger Success Stories**

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

Patterson RV Sales & Service

11226 Miller Rd.

Dutton, Ontario NOL 1J0

519-762-0218

Dear Tadger Group,

I first heard about the Tadger when I read a full page article that the London Free Press did on the Tadger in 2007. The list of fleets in the area that were using the Tadger was quite impressive. As a result we installed several units on our personal trucks and motorhomes and they did precisely what they claimed. We improved our mileage on both gas and diesel engines, and we like the idea that the exhaust emissions are cleaner than they were without the Tadger.

We were so impressed with the Tadger that we became a distributor and encourage all our clients to put them on their motorhomes and personal vehicles. We have a lot of happy customers and we look forward to making a difference in the RV world.

James Veraart,

President