

## Tadger Group News February, 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

Nov. 28 – Dec. 1, 2007

For a second straight year, Tadger was invited to partake in the annual **INTERNATIONAL ENTREPRENEURSHIP FAIR FOR SMALL AND MEDIUM-SIZED ENTERPRISES**. The Serbian government offered the Euro Tadger team a space in their booth at the show again. The show was a tremendous success and Mikki, Euro Tadger Local Leader, did a live presentation at a technical session. Special thanks go out to the Euro Tadger Team who put a spectacular booth and presentation together. [http://www.sajam.co.yu/active/en/home/details/\\_params/sajam\\_id/1779.html](http://www.sajam.co.yu/active/en/home/details/_params/sajam_id/1779.html)

Nov. 5 - 10, 2007

Tadger Group was represented by cesigma, its exclusive distributor, at the Havana Trade Fair at the Expocuba fairgrounds. This is the third straight year that Tadger Group has been promoted at this annual event. This event attracted 1,398 companies with representation from over 50 countries. TGI would like to thank Luis Rafael Diaz Cisneros and his team for their efforts and support. <http://www.cpalco.com>

### Latest Test Results

We have completed three road trials with over-the-road carriers in Canada and one carrier in the USA:

Buckley Cartage Limited: One over-the-road truck with a Tadger on Volvo VED12 engine was tested using their fuel tracking system and compared against a control truck without the Tadger. There was a 5.3 percent mileage improvement resulting in an average savings of \$270.86 per month, per truck

Bell City Transport: Five over-the-road trucks with a Tadger on Cat C13 and C15 engines were tested using the ECM's and compared against the Bell City fuel tracking system. There was a 4.2 percent minimum mileage improvement resulting in an average savings of \$257.76 per month, per truck

Whitelaw Trucking: One over-the-road truck with a Tadger on a Cat C13 engine was tested using the ECM's and compared against two control trucks without the Tadger. There was a 2.5 percent mileage improvement resulting in an average savings of \$156.59 per month, per truck

Inontime Inc.: One straight truck with a Tadger on a 2007 International DT-466 engine was tested using the Inontime fuel tracking system and compared against a control truck without the Tadger. There was a 6.2 percent mileage improvement resulting in an average savings of \$192.72 per month, per truck

Currently we do not have recent results from flow meter tests completed since our December newsletter:

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**

### **Members of OPEC deny that record high oil prices are their fault**

Oil price increases are mainly due to a shortage of refining capacity... and to a lesser extent, geopolitical tensions. Both of those reasons are affecting the market and Producers have little control over either of those reasons.

So what about refinery capacity? Can't we simply build some more refineries?

Of course we can. How about building one next door to you?

It's been over 30 years since a refinery was built in the United States. It costs approximately \$2.5 billion to build one. American Petroleum Institute says only Arizona Clean Fuels CEO Glen McGinnis is trying to build a refinery. So far he has raised \$30 million, which he spent on permits and legal battles.

According to Norval Scott's Wall Street Journal article, land owned by Irving Oil on the Canadian Atlantic coastline is possibly slated for construction of a 300,000 barrel-a-day crude oil refinery. It might be operating in five years, and would cost \$5-\$7 billion to build.

Every time a company sees an opportunity to profit from the increasing thirst for fuel, environmentalists block it. Hollywood stars rush to benefit events.

Which brings us to a tangent...

Are the Hollywood famous people unaware of the irony that borders on hypocrisy?

They fly jets to the benefits that are put on to raise awareness of environmental causes. Aircraft burn Jet-A fuel, basically refined kerosene. It pollutes.

Some celebrities drive their hybrid cars. Yet those hybrids contain so much plastic -- a petroleum product - and require recharging of batteries - from coal-burning power plants -- the environmental footprint is negated.

Back to our regularly scheduled topic...

The environmental studies take years to complete. With the booming oil industry worldwide, trained personnel are difficult and expensive to find. And now, the economy, which has seen 15 years of easy-credit-induced boom, is faltering.

Even if the environmentalists can somehow be placated... and new refineries can be adequate staffed... the collapse of radical investment vehicles threatens to prevent investment in the energy industry.

Matt Simmons is a 40-year veteran of investment banking. He wrote "Twilight in the Desert: The Coming Saudi Oil Shock and the World Economy".

He claims that by 2030 the world will require 342 million barrels of oil or an equivalent per year... from all energy types. That requires huge increases not only in the production of oil, but also other energy types. And that require an equally huge investment -- \$10 or \$15 trillion in infrastructure. How will that be funded?

Even if environmentalists allowed the entire ocean to be opened to oil exploration... even if enough more sensitive seismic equipment existed... even if a growing fleet of new offshore rigs existed... and even if two new oil fields the size of the North Sea were discovered... several hundred billion dollars and ten years from now that might mean an additional few million barrels a day of fresh supply.

But the problem is that each one of those things doesn't exist. Inventing each one (except exploring all the oceans) will take 10 or 15 years. By then current crude oil production will be much less than it is today. So another few million barrels per day won't even increase our supply.

#### **New customers**

Inontime Inc.  
Bell City Transport  
L82 Construction  
Primemax Energy  
SER Transport

#### **New Dealers**

Patterson RV – Dutton, ON  
Sunrise Group – Red Deer, AB

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**

February 4 – 7, 2008

TMC 2008 Annual Meeting & Transportation Technology Exhibition  
Orange County Convention Center, Orlando, Florida

<http://www.truckline.com/aboutata/councils/tmc>

February 20 – 22, 2008

Clean Heavy Duty Vehicle Conference 2008  
Hilton San Diego Resort, San Diego, California

<http://www.calstart.org/programs/chdvc/2008index.php>

March 26 - 27, 2008

2<sup>nd</sup> Effective Fuel Management for Fleets Conference  
Omni Resort, Orlando, Florida

<http://www.eyefortransport.com/fuel>

March 27 - 29, 2008

Mid-America Truck Show  
Kentucky Exposition Center, Louisville, Kentucky

<http://www.truckingshow.com>

April 17 - 19, 2008

Truck World 2008  
International Center, Toronto, Canada

<http://www.truckworld.ca>

## **Tadger Success Stories**

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

We enjoyed this letter so much that we have carried it over from our December newsletter.

**From:** Lance Walker [mailto:lwalker@sunrisegroup.ca]

**Sent:** Saturday, November 10, 2007 12:36 PM

**To:** 'jmogford@tadgergroup.com'

**Subject:** Tadger Fuel Saver and Emissions Reducer

I am the President / CEO of Sunrise Mobility Inc. as well as Sunrise Group Ltd. (the parent company) based out of Red Deer, Alberta.

I was first introduced to the Tadger back in August 2007 by a very good friend of mine as he felt that my fleet of 7 light trucks may benefit from this technology. I am a very astute business man and when asked to try new products I investigate the product and decide on the out come using my data collected, not the information provided on any company's website. I always question the integrity of said information found on any website. I investigated the product and in fact purchased a Tadger for my 2006 Chevrolet Duramax Diesel 4x4 Crewcab pickup truck. I completed 2 round trips to Toronto, Ontario from my home base in Red Deer, Alberta.

The first trip (East Bound) was made with a 26 ft fifth wheel RV with no Tadger installed. On our arrival into Toronto my son and I met the Tadger representatives where their install team installed

a Tadger device on my truck. We returned to Red Deer, hauling the same RV trailer with the Tadger working quietly under the hood. I was dissatisfied with the results of my return Tadger test, only because my son and I hit strong head winds for 85% of our return trip to Red Deer, Alberta. With that said we still enjoyed a much peppier, cleaner running engine. The black smoke that is associated with most every diesel engine, when under torque, was virtually eliminated with my vehicle. I felt that the test, although very impressive, deserved more testing to gain the fuel saving information I was initially looking for.

Approximately 3 weeks later I elected to re-travel my path and drive to the Toronto area once again, without the fifth wheel RV in tow and the Tadger installed for the East bound trip. This time the trip would be completed under a more controlled environment. I elected to drive the trip myself, thus allowing only one driver and one driving attitude, speed limits were strongly adhered to, fuel stops were made at the same locations in both directions (east and west), I also elected to use the same fuel supplier, in this case I elected to use Petro Canada. I did this to ensure the fuel used was as consistent as possible. I felt that getting fuel from different suppliers may slightly taint my findings. Before my departure from Red Deer I ensured that my vehicle was mechanically sound, oils were changed, air filters were clean, tires were properly inflated etc.

When I arrived in Stratford, Ontario I had the Tadger Installer remove the Tadger from my vehicle for the return trip across the country. After leaving Stratford and traveling approximately 1 hour to the new Toll highway 407 in Toronto, the black smoke from the tail pipe was back, the hesitation I had always experienced when I hard accelerated without the Tadger installed was also back.

The truck was different and not to the good. My return trip was again very controlled and monitored. I stayed over in Winnipeg one extra night to avoid a strong wind storm that came through the area, attempting to keep within the controlled environment I had set.

The results of my trip were nothing short of impressive. The Tadger was reinstalled by my own employees on my return to Red Deer. Within minutes of the Tadger being reinstalled the black smoke was eliminated, the hesitation on acceleration was gone, my fuel economy was restored and the truck continued to operate as good as it did when I purchased the vehicle some 100,000 kms ago. The results of the trip recognized an impressive 8.1 % to 8.6% fuel economy increase over not running the Tadger.

I have found that the Tadger Representatives and the Tadger device delivered exactly what they claimed in person as well as confirming that the information on their website was true and very accurate.

Since this trip I have taken on the exclusive rights to the Tadger product for Western Canada and am pushing for the entire country. As a strong business man, I only back products that meet their claims but proven through my own data collection.

I have been driving heavy trucks since 1978, I have owned my own highway tractors, thus having a very strong understanding of the expenses involved in such a business. I have continued to be associated with the trucking industry in one form or another since 1978.

I truly thank you for your time to allow me to share my amazing story and business venture with the professional team of personnel at Tadger Group International.

Very best regards,

**Lance Walker**

*President / CEO*

**SUNRISE group Ltd.**

**SUNRISE mobility Inc.**

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