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The business case for being a SmartWay truck carrier partner

Do you want to save fuel and go the extra “green” mile for your customers? SmartWay can help you save fuel, improve your freight operations and help you get new business.

Gain a competitive advantage over non-SmartWay partners

Eighty-three percent of Canadian SmartWay truck carriers report that joining SmartWay helped them to get new shipper business.

Shippers today are increasingly focused on the environmental impact of their businesses. SmartWay gives you a competitive edge by enabling you to brand yourself as fuel-efficient and offer potential clients reliable information about your company's sustainability for their corporate reporting.

Understand and improve your fleet performance

Once you enter your fleet inventory and activity information into your SmartWay tool, you can

- Analyze your fleets' fuel efficiency and emissions.
- Track fuel consumption annually to help improve your fuel efficiency.
- Learn how your company compares against your competition with personalized reports, which can help you improve your fuel efficiency.

Be part of an internationally recognized network

As a participating SmartWay partner you will:

- Receive a benchmarking report to analyze your data and compare your performance with your peers.
- Receive information about fuel-saving measures for your fleets.
- Be connected with our popular [FleetSmart fuel-saving driver education programs](#) available online.
- Learn about industry trends and best practices in our e-updates.
- Be invited to webinars in which SmartWay top industry performers share information about their challenges and successes.

Bid programs give SmartWay carriers the advantage, says The Home Depot, USA

Ron Guzzi, senior manager of transportation at **The Home Depot, USA**, gives insight into the growing trend of shippers preferring to hire carriers that participate in the SmartWay program.

Given how tough it is to secure freight capacity these days, is it worth adding another requirement to the carrier procurement process? In **Ron Guzzi's** opinion, the answer is an emphatic yes.

“In our experience, it is,” he stressed. “The values of SmartWay — operating efficiently, sharing information, improving performance in terms of sustainability — are shared values within our company. For us, maximizing our ratio of SmartWay-registered carriers makes sense because it can help us meet our corporate goals for sustainability (...).”

Home Depot's Guzzi added that his company thinks it is important to provide an incentive for carriers to participate in SmartWay.

“All other things being equal, The Home Depot's bid program will give a best-in-class SmartWay carrier the advantage,” he pointed out. “Carriers know that if they can improve their standing within SmartWay, it will help them in terms of their potential to win new business.”

Ron Guzzi
The Home Depot, U.S.A, Inc

Join SmartWay to save fuel, showcase your environmental performance and build stronger customer relationships!

Register today with [SmartWay](#) or contact the SmartWay team at 1-855-322-1564 or by email at nrcan.smartway.nrcan@canada.ca.

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