AT THE INTERSECTION OF TODAY’S MOST IMPORTANT CONVERSATIONS

Now more than ever, technology leaders in engines, vehicles, components and fuels need effective organizations to engage in these debates, to present the facts and critical analysis in the fast-paced digital and social sharing world. Organizations that are creative communicators, projecting trusted voices to advance common industry goals, gain competitive insights and help achieve their policy and market goals.

Energy transitions, climate change, local green initiatives, pursuits for cleaner air, in communities, newsrooms and boardrooms, these issues and future policies and technology investments are being hotly debated. At the Diesel Technology Forum, we not only understand the contours of technology and policy issues, but we help drive the conversation, delivering effective and targeted messages to policymaker, media and customer audiences.

Working at the intersection of policy, markets and public opinion, the Diesel Technology Forum advances a greater understanding of the benefits and advancements in diesel power in all applications to preserve and expand the use of diesel in a wide range of applications.

WE REPRESENT THE LEADERS IN ADVANCED DIESEL ENGINES, VEHICLES, EQUIPMENT, COMPONENTS & FUELS

For more information on membership in the Diesel Technology Forum and our work in communications, market development and government affairs contact us at dtf@dieselforum.org.

"DTF is perhaps the most knowledgeable source of diesel engine technology and related policies in the USA. Flagging and then responding to media characterizations of diesel engine technology is without challenge - DTF is the best at responding to slanted media accounts in a fair and balanced tone."

Sources: (Quotes from Current DTF Member Survey Respondents - October 2019)
Combining expert technical and policy analysis with an integrated communications program, we ensure debates on policies impacting the use and manufacturing of engines, fuels and equipment are fact- and science-based.

In 2019, DTF provided responsive guidance directly to over 100 federal, state and local policymakers, on matters ranging from infrastructure and transportation to climate debates and renewable fuels. Whether discussing jobs and manufacturing impacts, carbon taxes, right to repair or emissions tampering initiatives, DTF is a valued resource. From one-on-one briefings with key committee staff to events on Capitol Hill, DTF's analysis and insights were used by elected leaders in both the House and Senate throughout the year.
TARGETING CITY LEADERS IN CALIFORNIA

Campaign on Delivering Sustainability on a Budget

AS A FORUM, DTF SEeks TO ENGAGE WITH A WIDE RANGE OF STAKEHOLDERS TO UNDERSTAND AND SHARE POINTS OF VIEW

DTF is a sought-after resource, presenting before 40 leaders of state environmental agencies on the importance of diesel technology in energy transitions and technology choices, and fulfilling over 50 speaking invitations in 2019 to various stakeholder organizations.

DTF Executive Director spoke to heads of 40 state departments of environment on a panel dedicated to the future of clean fuels.

City Fleets run on bio-based diesel fuels, meeting sustainability goals while delivering essential services

Many California City Fleets Run on Bio-based Diesel Fuels

"The DTF has provided a great deal of value since we joined earlier this year. They have reached out when policy decisions were being discussed in certain states where we have interest. I appreciate their recap of news stories and their outreach on our behalf."
HIGHLIGHTING THE IMPORTANCE OF DIESEL BACKUP GENSETS

81% of 108 total registrants from our targeted list of state air quality and energy planners

- **Power Generation 101** - Technology Choices for Emergency Backup Power
  - October 23, 2019

- **Power Generation 201** - Best Practices for Emergency and Stationary Power Generation
  - November 13, 2019

- 18 States + Puerto Rico
- 4 Cities & Regions
- U.S. EPA
- Air Quality Planners
- State Energy Planners

GROWING THE MARKET FOR DIESEL TECHNOLOGY

The Forum invests substantial outreach, research and educational resources on strategies that seek to preserve and expand the market for diesel engines and equipment, to influence policy and spending decisions at the federal, state and local levels. In 2019, that work included:

**Backup Power Generation State Legislation**
As Virginia legislators enacted new legislative mandates for backup power systems at assisted living and long-term care facilities, DTF provided critical technical information on backup power systems.

**California Incentive Investments**
DTF worked effectively with a coalition of leading environmental and health advocates to develop and disseminate consensus principles to improve California’s more than $1 billion in spending on technology incentives, seeking technology neutral approaches.

**Diesel Emissions Reduction Act**
Delivered over $600 million for diesel engine repowers and replacements since 2005. DTF is a founding member of the coalition that sustains this program.

**Agricultural Equipment Replacements**
DTF is an active voice for the Funding Agricultural Replacement Measures for Emission Reductions (FARMER) program in California that has provided over $330 million since 2017 to replace older agricultural equipment with cleaner options including diesel.

**Modernize the Truck Fleet Campaign**
DTF provides critical analysis and communications support on behalf of truck makers participating in the effort to eliminate the federal excise tax on new commercial truck purchases.
ADVANCING PRODUCT STEWARDSHIP, IN-USE OPERATIONS AND ILLEGAL TAMPERING

DTF is a sought-after industry partner by state legislators and environmental and public health groups working to promote good diesel product stewardship in legislative and regulatory forums.

- Leaders in the Utah and Texas state legislatures, along with public health and environmental advocates sought DTF’s assistance in passing legislation to discourage the practice of “rolling coal”.
- Senior enforcement officials with U.S. EPA have turned to DTF for guidance to develop a public awareness campaign to discourage tampering of emission control technology.

PUSHING BACK ON ANTI-DIESEL CAMPAIGNS

Campaigns to ban diesel technology and restrict the use and sales of diesel vehicles and equipment including cars, commercial vehicles and standby generators grew in 2019. DTF mounted a vigorous response through conventional media and social channels as well as online posts and commentary coupled with direct engagement and outreach with influencer and policymaker contacts. Our message is that all technologies are important in making climate and clean air progress today and in the future - including diesel.
PROVIDING MARKET COMMENTARY AND LOCALIZED RESOURCES ON ECONOMIC IMPORTANCE

DTF is a sought-after resource and industry representative providing important analysis and perspectives on market conditions, including manufacturing and market acquisition of new technology diesel engines in the on- and off-road heavy-duty and light-duty market segments. DTF provides policymakers and members of the media with customized state analysis to better understand the localized importance to diesel in their communities.

The DTF always carries out business in the most professional way. Everything they put out is timely, objective, important and applicable.”

MANUFACTURING, TRADE AND WORKFORCE

DTF provides business reporters and the investment media with important perspectives and resources about the current and future state of diesel engine and equipment manufacturing in the U.S. at the state and regional levels.

Over 1 million diesel engines were manufactured in the U.S. in 2018. DTF’s list of the top-ten states for diesel engine manufacturing received wide national media attention.

HEAVY-DUTY DIESEL ENGINE PRODUCTS MANUFACTURED (2018)

<table>
<thead>
<tr>
<th>State</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC</td>
<td>347,150</td>
</tr>
<tr>
<td>IN</td>
<td>161,825</td>
</tr>
<tr>
<td>OH</td>
<td>130,000</td>
</tr>
<tr>
<td>MI</td>
<td>105,900</td>
</tr>
<tr>
<td>NY</td>
<td>92,500</td>
</tr>
<tr>
<td>MD</td>
<td>51,300</td>
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<tr>
<td>TX</td>
<td>38,465</td>
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<tr>
<td>MS</td>
<td>37,500</td>
</tr>
<tr>
<td>IA</td>
<td>22,300</td>
</tr>
<tr>
<td>GA</td>
<td>14,400</td>
</tr>
<tr>
<td>AL</td>
<td>8,500</td>
</tr>
<tr>
<td>UT</td>
<td>1,300</td>
</tr>
<tr>
<td>SC</td>
<td>1,075</td>
</tr>
<tr>
<td>Total</td>
<td>1,012,215</td>
</tr>
</tbody>
</table>

Source: SAE Off Highway, March 2019
2019
YEAR AT A GLANCE

SOCIAL

DTF is at the forefront of communicating via social media through a data and analytics-driven approach, with a highly targeted effort that values audience quality over quantity, and multiplier effects with a highly curated weekly blast email product. Our 2019 indicators demonstrate that we know how to reach our most important audiences with engaging content.

DTF does a great job to emphasize the ongoing importance of diesel technology/vehicles in a growing electrified future. DTF is a well-respected organization and the quality of its materials is excellent. Certain research efforts, such as the statistics about fleet turnover of clean diesel trucks is frequently cited/referenced.”

📞 11.5% ↑
Total engagement

🐦 12.4% ↑
Twitter followers

🌿 131% ↑
Facebook engagement

LinkedIn followers, engagement increased by 47.4 percent

📸 84.3% ↑
Instagram followers, engagement increased by 45 percent

✉️ +2,600
Highly curated subscribers (government, industry, media, NGOs) to Diesel Direct, DTF’s weekly email newsletter. The newsletter is the #4 referral source for DTF’s website traffic with visitors spending an average of 12 minutes on the DTF website when coming from Diesel Direct!
DIGITAL  www.dieselforum.org

There has been an explosion in social media platforms and utilization and more recently a new level of importance to engage the daily conversation and national debate on energy, climate change, technology and politics. DTF’s established digital presence and innovative strategies today are effective at ensuring industry’s point of view gets into the conversation.

+250,000
Total visitors to www.dieselforum.org, 34 percent are international visitors with an average of 175 policymaker visitors each month. DTF is the number #1 source on Google for diesel-related searches.

479
New pieces of content posted to www.dieselforum.org.

32
Infographics and sharable graphics created

MIRCROGRIDS
Sustainable Power for the Future
A diesel generator is an essential component of a microgrid, integrated with renewables to provide electricity when the wind and the sun can’t meet demand.

CLEAN DIESEL PROGRESS
Heavy-Duty On-Highway

PROGRESS TO NEAR-ZERO PM & NOx EMISSIONS

CLEAN DIESEL = CLEAN AIR
4TH DERA REPORT TO CONGRESS

The Diesel Emissions Reduction Act (DERA) has provided funding for the EPA’s National Clean Diesel Campaign (NCDC) since its inception in 2008. EPA’s NCDC administrators rebates and grant funding to projects that utilize verified or certified diesel emission reduction technologies in legacy diesel engines. Authorized by Congress with bipartisan support, DERA is the only Federal government program focused solely on legacy engines.
MEDIA

Telling the industry’s story and influencing policymaker and public opinions in today’s real time, rapidly changing media landscape, requires a top-level understanding of your message and target audiences. From our sophisticated 24/7 global news monitoring platforms to personal relationships with key reporters, we have the tools and understanding of the issues to be effective in the U.S. and beyond, including international audiences through language translation and targeted global distribution.

2019 proved to be a banner year for DTF media outreach in both quality and quantity of coverage in mainstream and trade media.

2,400
Media hits earned through interviews, letters to the editor, placed articles and press releases

375 M
DTF’s estimated audience for 2019 coverage

1.9 B
Estimated audience for DTF’s press releases

83
Press releases distributed

$5.1 M
Earned media in 2019 in ad value equivalency

SAMPLE OF RECENT DTF PLACEMENTS

- **Clean Diesel Vehicles Prospering in the U.S.**
  - THE WALL STREET JOURNAL

- **California Policymakers Need to Get Serious about Cash for Clean Air and Climate Investments**
  - Fox & Hounds

- **Two Studies Evaluate New-generation Diesel Emissions in the Real World**

- **Jobsites and Machines of the Future: Diesel, Hybrid, Renewable, Connected, Autonomous and Electric**

- **How to Use Cleaner Diesel in Microgrids**
  - MICROGRID KNOWLEDGE

- **Guest opinion: Our elected leaders should support one of Utah’s most effective clean air programs**
  - DeseretNews
LOOKING AHEAD...

At a time when disruption in mobility, energy and transportation dominates headlines, diesel continues to dominate as the prime mover of the global economy.

With more innovations in fuels, lower emissions and efficiency on the horizon, a new chapter is opening in the future for clean diesel power.

How and why diesel fits in the future, the continued innovations in technology that will get us there, and the companies behind it is our story and we are intent on telling it - creatively and expansively. Whether in the context of reducing greenhouse gases, feeding the world, building resilient infrastructure, or powering critical systems. Diesel is at the intersection of today’s and tomorrow’s most important debates, and so is the Diesel Technology Forum.

DIESEL’S ROADMAP TO THE FUTURE