



addvantage

The Fuel Saving Technology That Delivers



www.addvantageglobal.com

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As soon as we heard about the **addvantage** technology, we wanted to be a partner. There is simply nothing else widely available today that can deliver these **cost savings and CO₂ reductions**.

With more than **700 hauliers as members**, our job is to help them find the best ways to improve their operations. **addvantage** is much the best technology we have seen, and we expect a rapid uptake by our members.”

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Zenonas Buivydas
Secretary General
LINA



addvantage **retrofits in four hours**

addvantage **delivers a 9.5% fuel cost saving**

addvantage **reduces harmful emissions**

addvantage **installed free of charge***

Subject to terms and conditions

The **immediate** stepping stone to **carbon net zero**

You need to drive down CO₂ emissions from your fleet, but you know that electric and hydrogen-powered heavy trucks are still years away.

advantage is a unique retrofit technology for heavy-duty trucks that can deliver an immediate reduction in CO₂ of 23%.

Simply fitting the **advantage** system to your fleet will exceed the UK and EU 2025 targets for reductions in CO₂ from heavy trucks, and will deliver 80% of the 2030 target. And, with your customers all desperately trying to reduce their Scope 3 emissions, you'll have a clear competitive advantage.

The good news doesn't end there. **advantage** also delivers fuel-cost savings of 9.5%.



23%
reduction in CO₂
emissions

Driving down a **major expense**

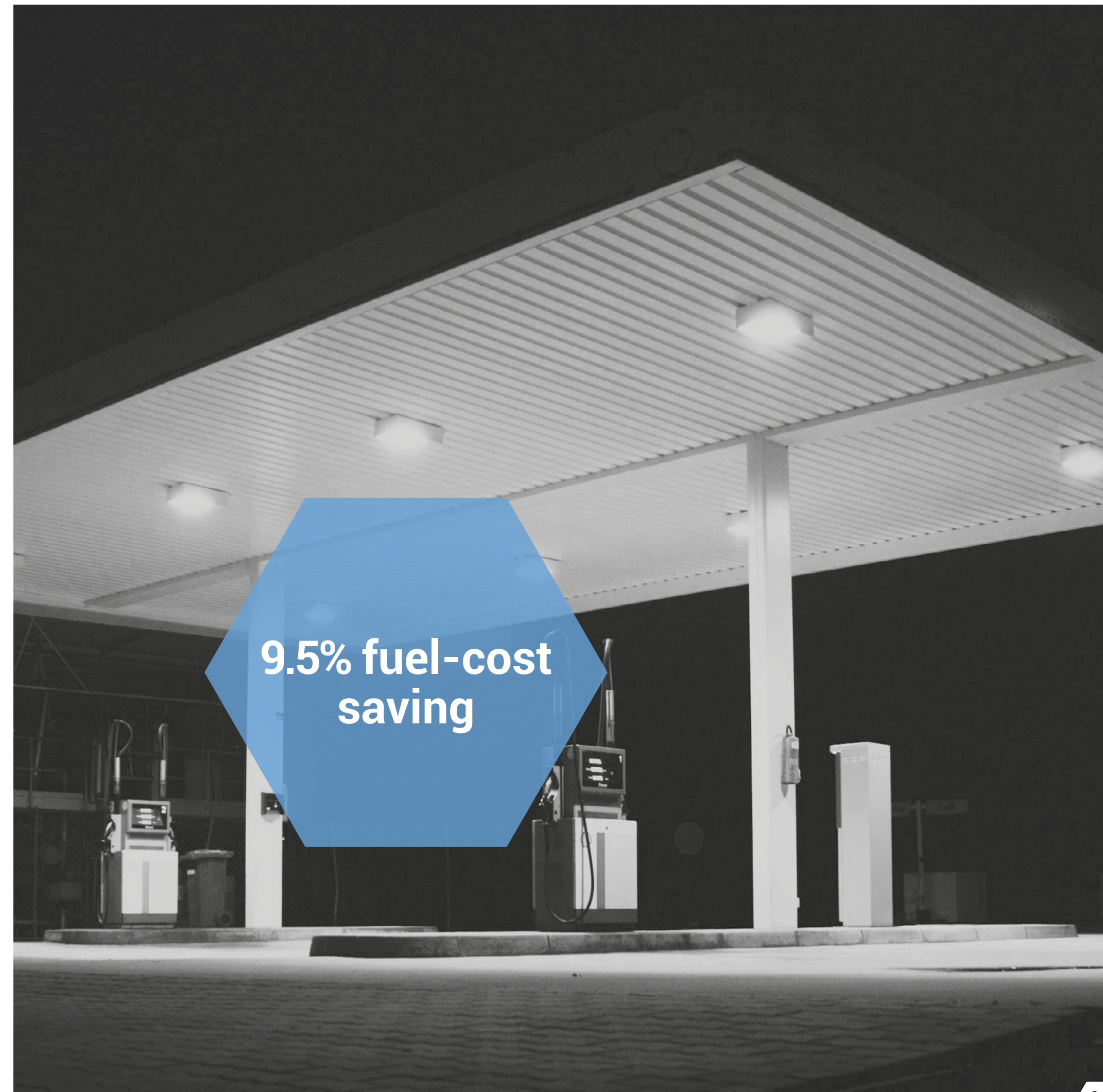
Diesel is among your biggest costs. You know that even a small reduction in fuel costs can transform your margins. Imagine what a fuel-cost reduction of 9.5% could do for your business.

advantage delivers just that. A unique fuel-saving technology that retrofits in four hours, **advantage** is proven to deliver a real-world fuel saving of up to 9.5% for fleets of heavy-duty trucks.

After a substantial period in development, and rigorous testing and accreditation, fleets in UK and Europe have proved it works in the real world.

Not only is **advantage** proven in the real world, world leader in scientific measurement of emissions and fuel efficiency, Emissions Analytics, has independently certified the savings at Millbrook Proving ground.

Now available in the UK, Europe and the Middle East, **advantage** is ready to trial on your fleet.



A **compelling** commercial proposition

To achieve a 9.5% fuel-cost reduction, you'd be forgiven for thinking **advantage** requires a huge investment to deliver that saving.

It doesn't.

advantage costs only £150 per truck, per month and costs nothing to install. With a 9.5% fuel saving, **advantage** will also boost your profitability dramatically. It all adds up to an irresistible commercial proposition.



Unique **dashboard** shows the savings

addvantage has developed a telematics system which provides real-time dashboard reporting, including live and historic fuel saving information, together with emission reductions. We can also produce an API so that the dashboard system integrates with your own telematics solution.

The system monitors diesel and LPG consumption from the engine and **add**vantage ECUs and calculates both the monetary benefits based on fuel costs and burning efficiency, as well as CO₂ reduction.

1. Real-time data on demand

The **add**vantage dashboard delivers real-time data, including:
Cost savings per mile / total
CO₂ reduction
Error reporting
Gas level

2. Access via any browser or an app

The dashboard is accessed by any web browser or our smart app.

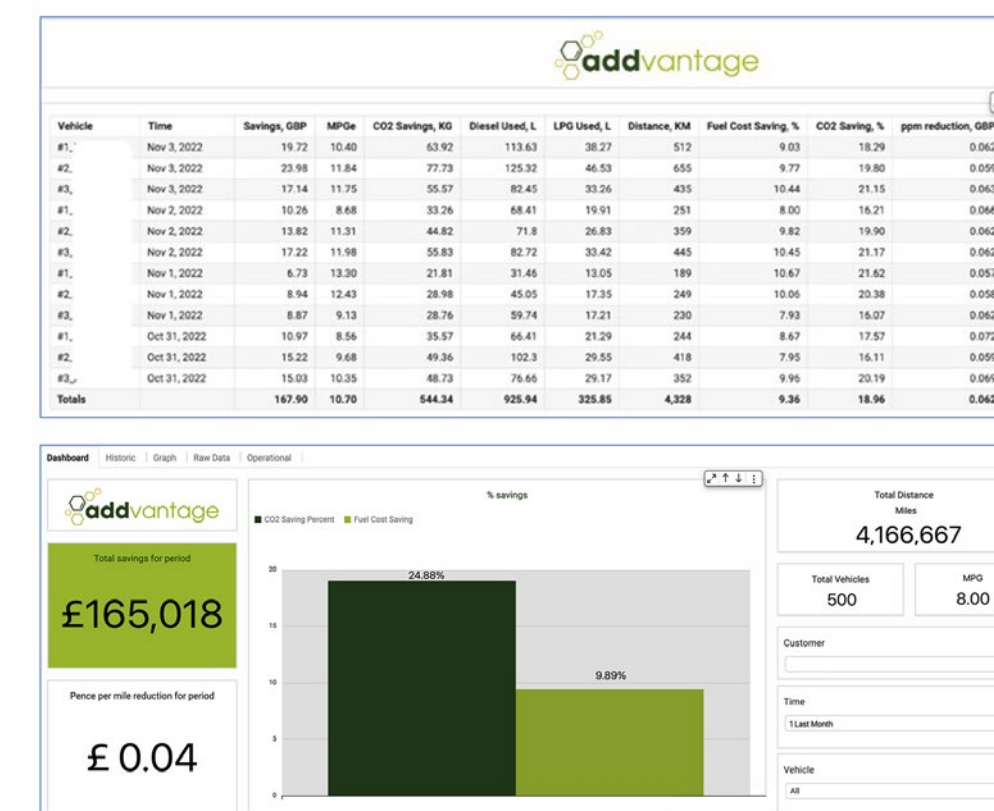
3. Automated notifications

Email notifications are automatically sent to fleet managers when the LPG level reaches 25% and empty. The dashboard also automatically generates weekly and monthly reports showing savings, CO₂ reduction and other data.

4. Our API puts you in control

We can also produce an API so that the dashboard integrates with your own telematics solution

The **add**vantage dashboard – data at your fingertips



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The fuel savings from the **add**vantage system are very impressive, have lived up to expectations and have allowed us to reduce our cost base significantly. The emission reductions are equally impressive and have enabled both us and our customers to report reductions in our carbon footprints. The telemetry dashboard **add**vantage have developed relatively recently has been a game changer for us from both an operational and a reporting perspective. It gives us complete visibility on what is happening and has allowed us to maximise the opportunity the **add**vantage system represents and helps us operate our fleet in the most efficient way possible

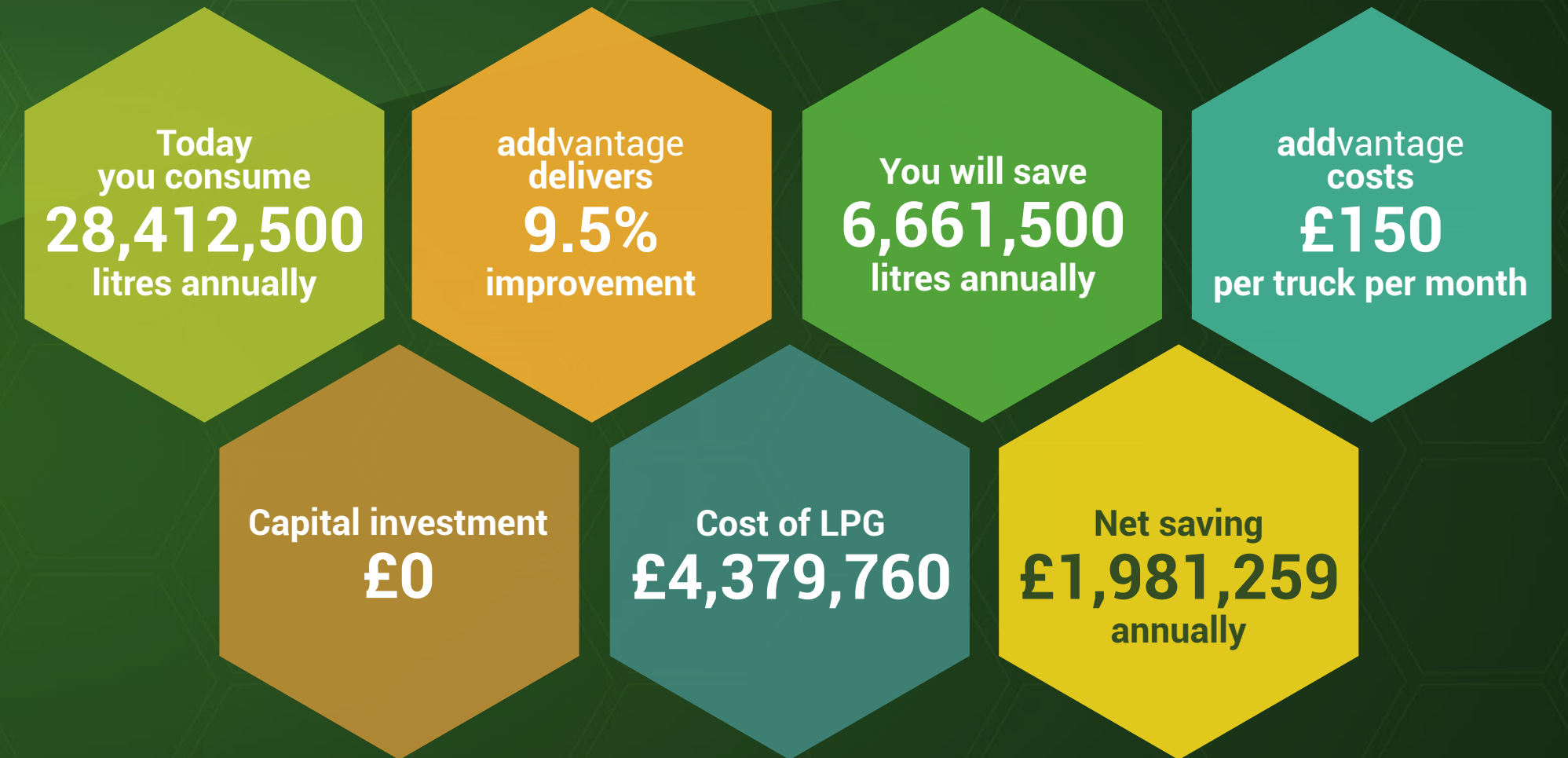
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Lee Finch, G&B Finch

Irresistible economics

A fleet of 500 trucks, averaging 8mpg on 100,000 miles/annum/truck will generate a net saving, every year, of almost £2m.

That's a saving that's hard to ignore.



The Fuel Saving Technology That Delivers

The **technology** behind a 9.5% fuel-cost saving

advantage is a unique fuel-saving technology. Like many fleets you may have looked at, and rejected solutions like alternative fuels and even dual-fuel due to the high upfront capital cost and lengthy payback periods.

advantage is different. It displaces up to 25% of diesel with LPG which is typically 40% of the cost of diesel.

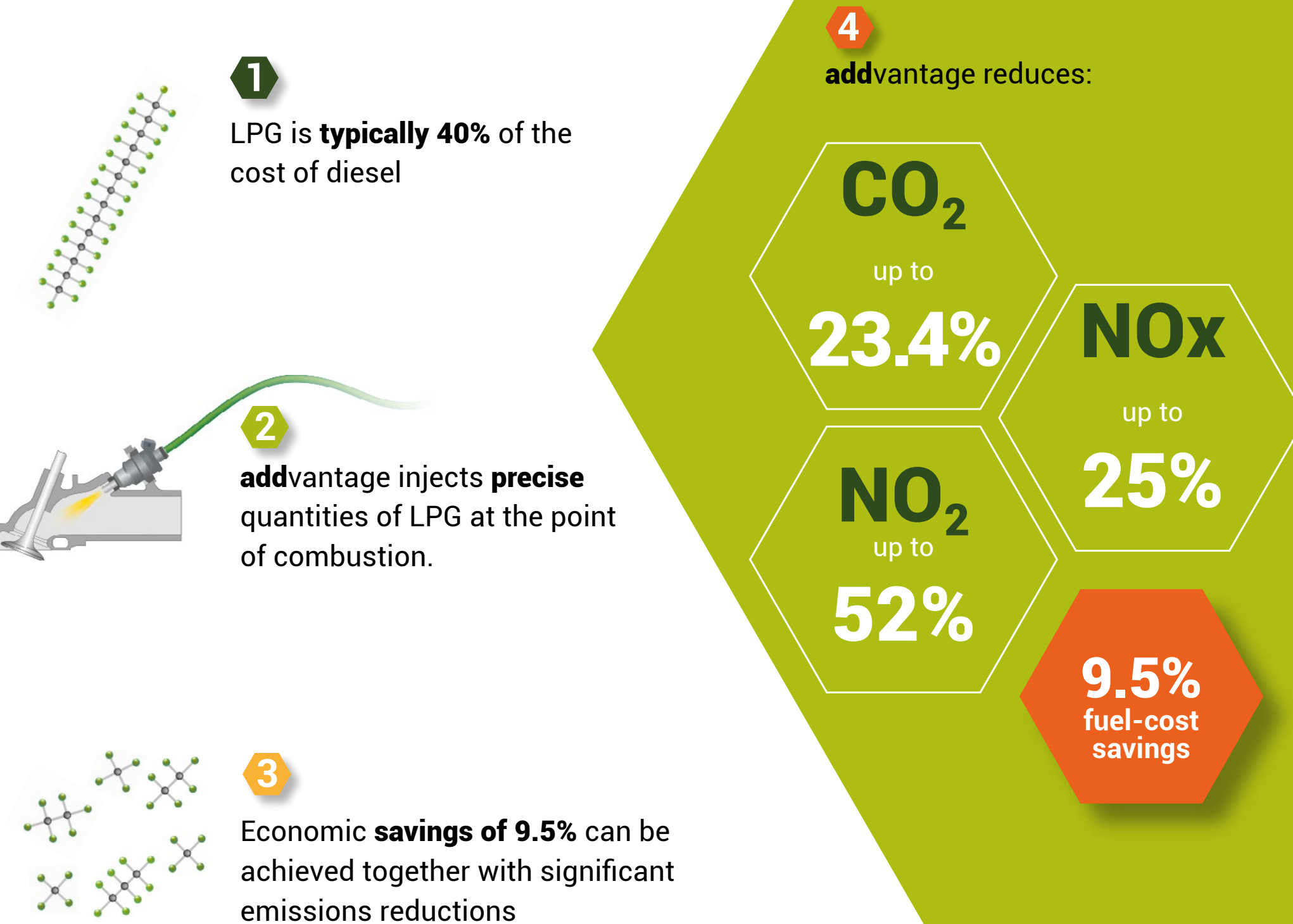
advantage injects precise amounts of LPG prior to combustion. Economic savings of 9.5% can be achieved with significant emissions reductions.

advantage also delivers improved overall performance and reduces harmful emissions of NO_x, CO₂ and PM significantly.



advantage transforms diesel efficiency

▶ *Click to see how advantage works*



Made in Europe to the highest standards

With your trucks working day in, day out, you'll want to be confident **advantage** has been built to the highest standards.

With more than 4700 employees and revenues of £476m, operating from 27 locations including the UK, TT Electronics is a global leader in smart, rugged, component technology for the automotive, aeronautic, aerospace and military industries. They have built and tested **advantage** to last as long as your trucks.

TT Electronics is a world-class manufacturer and we're proud of our relationship. It's why we offer a no-questions-asked guarantee. If **advantage** fails* we'll replace it free of charge.

So you can install **advantage** across your fleet, confident it will continue to deliver savings day after day, year after year.

* If **advantage** fails, it won't impact your truck's operation. You will simply stop making savings until it is repaired or replaced.



Your questions answered

What is **advantage** technology?

advantage is next generation dual fuel technology. Compared to historic systems, **advantage** is much simpler, requires much less LPG to be economic and fundamentally is much cheaper, rewarding customers with an instant ROI.

Is **advantage** a fuel additive?

No. Conventional fuel additives are added in small quantities to the diesel in the tank and can deliver small economy gains. **advantage** is different. By displacing up to 25% of diesel with LPG, which is both cheaper and cleaner, **advantage** reduces fuel costs by up to 9.5% and reduces CO₂ by 23%.

Will **advantage** damage my engine?

No. **advantage** only uses relatively small amounts of gas and extensive real-world **advantage** use has demonstrated that it has no detrimental effects on the engine. Several users have run **advantage** on various vehicles of different types and ages and they have all confirmed that there has been no damage or unusual maintenance requirements for their vehicles.

How much does **advantage** cost?

For a limited period, each **advantage** unit costs £150 per month, per truck.

Will **advantage** reduce emissions?

Yes. Independent testing by Emissions Analytics Ltd has proven a 23% reduction of CO₂ emissions, as well as significant reductions in other harmful emissions.

How long does **advantage** last?

Manufactured to exacting OEM specifications by leading global manufacturer TT Electronics, **advantage** has a lifespan in excess of ten years. If your **advantage** unit fails, we'll replace it free of charge.

Will **advantage** invalidate the manufacturer's warranty?

Simply put: No. There are specific EU and UK regulations that protect consumers from blanket refusal of warranty coverage for use of aftermarket components. Under the EU Motor Vehicle Block Exemption Regulation 461/2010 (now retained in UK legislation), manufacturers have a legal obligation to honour the vehicle's warranty when it is serviced outside of the dealer network when non-OEM parts are fitted and when retrofit devices such as the **advantage** system are installed. Fitting of retrofit systems and devices onto a vehicle is an insufficient reason for the warranty to be declared invalid.

The only circumstance where an OEM can deny warranty coverage after fitting the **advantage** system is where the system can be proven to have caused a consequential failure. In the event of any such failure, under the terms of our contract **advantage** provides comprehensive warranty coverage.

The **advantage** system has now covered over 10 million miles with no consequential failures.

How has **advantage** performed in long-term tests?

Long-term road trials with various haulage operators in the UK and Europe have shown fuel savings of up to 9.5%.

Is **advantage** made in the UK?

The **advantage** hardware is manufactured by TT Electronics in Newport, Wales. With more than 4700 employees, operating from 27 locations globally, TT Electronics is a world-class manufacturer and we're proud of our relationship.

How can we test **advantage** for ourselves?

advantage is available now for a 30-day free trial by qualifying fleets. We'll install it in four hours and then help you measure the improvements. We'll also put together a full report showing the savings you'll achieve when you implement **advantage** across your entire fleet.

When will **advantage** be available?

Installations are now being scheduled throughout 2023 on a first-come, first-served basis.

Yours to trial, **free** of charge, for **30 days**

A 9.5% fuel saving is a bold claim. But don't take our word for it.

Take **add**antage for a free trial* and we'll prove it you in three simple steps:

First, we'll work with your tech team to establish a baseline – the MPG your trucks achieve without **add**antage.

Next, we'll fit **add**antage free of charge. It's then yours to keep for 30 days to put **add**antage through its paces.

Finally, we'll help you analyse the live telemetry data against the control data to measure the improvement in fuel efficiency.

On completion of a successful trial, we'll work with you to roll out the **add**antage system to your fleet. Of course, if **add**antage fails to meet expectations, we'll happily remove it. But once you've seen the results, we're confident you'll want to install **add**antage across your fleet as a matter of urgency.

* subject to contract for qualifying fleets.



Isn't it time you took **advantage**?

You've done the maths. And now you want to know if **advantage** can deliver on its promises.

To find out more, or to book your free 30-day trial, call us today on **+44 (0) 165 6 36 05 60** and give us the chance to prove **advantage** is the fuel-saving technology that delivers.



All figures quoted in this brochure rely upon the following assumptions: Performance figures are an average of an independent test carried out by Emissions Analytics at Millbrook Proving Ground in Nov 2019 and a test carried out for a top 5 UK fleet operator at Millbrook Proving Ground in Jan 2022. CO₂ reductions quoted are based upon the use of bio LPG. Diesel cost of £1.09/litre and LPG cost of £0.44/litre, exclusive of VAT.

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advantage achieves up to 9.5% fuel savings which delivers, for a fleet of 500 HGVs, an annual saving of almost £2m as well as reducing emissions - a winning combination.

This represents an exciting clean tech breakthrough for the heavy-duty trucking industry and the environment.

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Daniel Mitchell, CEO
advantage Global Ltd



The Fuel Saving Technology That Delivers

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