

## Success Story: The Coca-Cola Company

Market Served  
Vehicle/Transportation



## Coca-Cola Reaping the Benefits of Eaton's Hybrid Technology

### Location:

Atlanta, Georgia

### Segment:

Pickup & Delivery Transportation

### Challenge:

Decrease the Company's carbon footprint through reduction in fuel consumption and emissions.

### Solution:

Eaton's hybrid electric power system.

### Results:

Approximately 30 percent less fuel consumption compared to a standard delivery truck and an increase in driver satisfaction.

### Contact Information:

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*"Coca-Cola is committed to operating a sustainable business throughout North America. Our hybrid fleet is a great example of how we are delivering on our promise to grow the business, not the carbon, by consistently improving upon our energy efficiency practices and reducing emissions."*

*Brian Kelley, chief product supply officer  
for Coca-Cola Refreshments,  
North America*

### Background

For 125 years, Coca-Cola has been focused on innovation. Coca-Cola's exploration of hybrid technology began in 2001 when the Company aspired to be the first in the beverage industry to adopt green transport technology. The 2003 Hybrid Thought Leadership Forum, hosted by Eaton, helped Coca-Cola explore its options and solidified the two companies' now long-standing relationship to develop the hybrid technology in use today.

From the initial purchase, the fleet has expanded to 634 hybrid vehicles in North America and continues to grow annually. Hybrid technology provides an increase in fuel economy and lower maintenance costs, which enable Coca-Cola to maximize the use of its resources. Furthermore, decreasing emissions is a practical way for Coca-Cola to help improve air quality in often congested urban areas.

This successful combination of financial gain and reduced environmental impact has earned Coca-Cola recognition and awards including, "Green Fleet of the Year" and "Private Fleet of the Year" by *Fleet Owner* magazine.



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An Eaton Green Solution



*Coca-Cola's hybrid trucks use approximately 30 percent less fuel than a standard delivery truck in a similar duty cycle.*

## Challenge

As Coca-Cola executives in North America researched options for fuel-efficient commercial transportation options, it became very apparent that few alternative energy systems could endure the rigorous demands of heavy-duty transport and still meet the challenges of increasing fuel economy and decreasing the Company's carbon footprint.

## Solution

In 2007, Coca-Cola received its first installment of trucks in North America with Eaton's hybrid electric system. The difference in fuel consumption, reductions in CO<sub>2</sub> emissions and outstanding service ignited Coca-Cola's excitement to establish the largest hybrid fleet in North America.

Eaton continues to develop technology to meet the Company's requirements. Technical improvements to individual components over time have enhanced the beverage delivery vehicles' abilities to handle even heavier loads and maximize efficiencies. To date, the 55,000 GCWR tractor trailer delivery system is one of the heaviest rated of any commercially available hybrid electric systems.

## Result

The benefits of hybrid technology are tangible and emergent, especially in the current economic climate where strategic financial management is even more important. Not only have Coca-Cola's hybrid trucks produced cost savings, but Coca-Cola has also reported a noticeable increase in driver satisfaction. Coca-Cola's hybrid trucks use approximately 30 percent less fuel than a standard delivery truck in a similar duty cycle.

Coca-Cola's early adoption of hybrid technology has helped push green transportation practices to where they are today. Major corporations from around the world now depend on Eaton's hybrid technology for 100 million miles / 160 million kilometers of "greener" travel that has reduced greenhouse gas emissions by 40,000 metric tons and has saved 4 million gallons / 15 million liters of fuel.

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