

Informed Truck Customers Choose EGR Over SCR to Meet 2010 Emissions

Cross Section of Heavy and Medium Commercial Truck Customers Prefer EGR Technology

WARRENVILLE, Ill. (February 2, 2009) – Commercial truck customers knowledgeable on the 2010 emissions changes being mandated next year by the U.S. Environmental Protection Agency (EPA) prefer EGR (Exhaust Gas Recirculation) to SCR (Selective Catalytic Reduction) technologies.

In a recent online survey conducted in December, Braun Research found that among those with a good degree of familiarity of the differences between the two emissions strategies, a significant number of respondents will choose EGR over SCR (51% for EGR vs. 24% for SCR, respectively).

More importantly, when asked how concerned they are about the 2010 emissions changes, more than half cited they are “very to extremely” concerned. Areas identified as most concerned about include:

- Higher prices of engines
- Engine reliability
- Added maintenance costs
- Time to convert engine to updated standards
- Change in maintenance requirements
- Added weight to the engine

“Through our research, we were able to capture customer awareness, concerns and preferences associated with the upcoming 2010 emissions requirements,” said Paul Braun, President and CEO of Braun Research.

“When asked which technology truck customers preferred for 2010 emissions, most respondents answered Advanced EGR without hesitation.”

“Major fleet buyers will ultimately drive the market,” noted Bruce Plaxton, president, BGP Marketing Solutions. “They will seek out the most cost-effective and dependable approach for their individual operations.”

The study was conducted by Braun Research in conjunction with Navistar. Results are based on 302 respondents, all of whom have purchase authority or influence the purchase of heavy and medium commercial trucks, Class 5-8.

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