



Performance
Innovation
Transport



PIT-POWER

MAKE YOUR MARK





PIT TAKES YOU FURTHER!

PERFORMANCE INNOVATION TRANSPORT

These are the three fundamentals that drive PIT and put its clients even further ahead. PIT is a group within FPInnovations, a large research centre with a particular expertise in transportation. PIT supports the deployment of emerging technologies and exemplary practices in the North American trucking industry by banking on its network of members comprising private transportation fleets and governments all dedicated to improving their own performance and the performance of the industry in general. The PIT Group's network and expertise are the technology suppliers' key to a unique market in the transportation sector. PIT is your ideal resource in engineering, research and development.

OUR COMMITMENT: TO INNOVATE IN ORDER TO TRANSFORM THE INDUSTRY.



PIT-POWER

CATALYST FOR DEVELOPMENT

Right at your fingertips, you have today's innovations and tomorrow's advances. We help you perfect them and spearhead them in the industry through our new PIT POWER program. Specially designed for technology suppliers, this innovative program aims to speed up the adoption of technological, eco-energy efficient solutions in the field of road transportation. PIT POWER offers suppliers a clear path to success, from product development to marketing.

PIT POWER provides you with the necessary credibility for your success while demonstrating the efficiency and effectiveness of your products through a structured test program, thereby helping you reach the highest standards in the trucking industry. PIT POWER is the third party needed to link transportation fleets with technology suppliers for a successful process of ongoing improvement.

3 COMPONENTS FOR MAXIMUM SUCCESS

CERTIFICATION

This component certifies the real impact of your product on fuel savings. A piece of information that becomes an irrefutable selling asset.

RESEARCH & DEVELOPMENT

This component offers you the necessary support for maximizing the performance of your product.

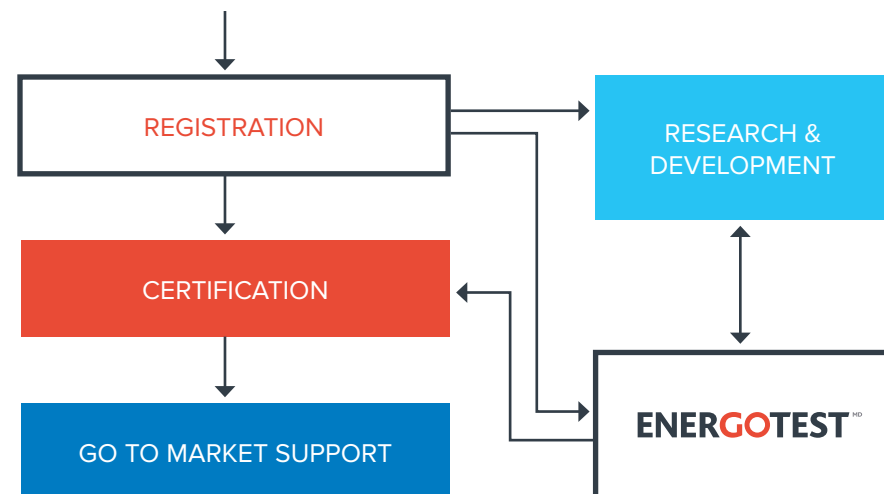
GO TO MARKET SUPPORT

This component is key to providing you with a means of launching your commercial activities.

THE PATH YOU FOLLOW WITH PIT POWER

PIT POWER is a flexible program. Your product is fully developed? Start directly with certification. You have an idea, a prototype or a sub-optimal product? Take advantage of our research and development component to develop your idea or optimize the performance of your product to guarantee its commercial success. Then you can continue on with the third component of the program: go to market support.

PIT-POWER



CREDIBILITY
RESULTS
PERFORMANCE

CERTIFICATION

The certification obtained with PIT POWER is unique and renowned in the field of transportation. It enables you to clearly present your product's performance to your potential clients. It gives your company and your products an opportunity to stand out with credible, unbiased results. Valid for three years, the certification is proof of the efficiency of your product, through a rating that indicates the percentage of possible energy savings in using your technology.

Your product will be checked at the Energotest road test laboratory in order to define its performance rating.

THE CERTIFICATION PROVIDES

- Indisputable results and guaranteed credibility
- A report on the performance of your technology
- The possibility of using the PIT POWER trademark in your selling tools to promote the value of your technology in the market
- Visibility on PIT's website
- A public awareness campaign
- Recognition at the annual review with the PIT Group's members





ENERGOTEST[®]

ROAD TEST LABORATORY

Energotest is a fully independent road test laboratory whose credibility is internationally renowned. PIT's hard-working team has set up a stringent process using state-of-the-art equipment to provide technology suppliers and fleet managers with results of undeniable quality and reliability.



**YOU PROVIDE
THE TECHNOLOGY**

**WE PROVIDE
THE REST**

- Equipment
- Vehicles
- Test track
- Technical personnel
- Logistics
- Test supervision

RESEARCH & DEVELOPMENT

**GRAB THE
OPPORTUNITY!**

Working with engineers, specialized resources, sounding boards and a team of external consulting services can make a significant difference in developing your business.

Our specialists know and understand the industry's needs and guide you in a customized approach aimed at improving the development of a high-potential, innovative product to ensure its success among fleet administrators.

WHATEVER THE STAGE
OF YOUR PRODUCT'S
DEVELOPMENT, PIT POWER
CAN HELP YOU:

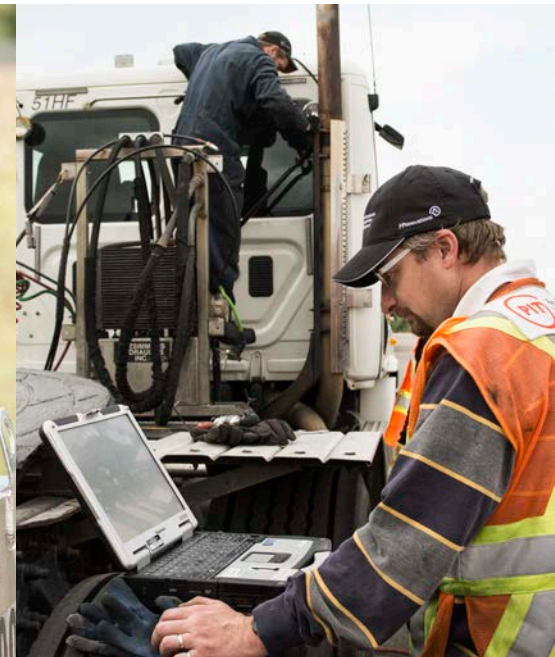
Maximize your innovation and your benefits

Gain access to specialized resources in engineering
and laboratory facilities that are state-of-the-art

Take advantage of a customized development plan

Make the best choices for the industry and yourself

Enjoy brand new business success!





In opting for PIT POWER's go to the market component, you benefit from unique, professional service to spearhead your product in the market. Our team is committed to providing you with the necessary tools to arouse the interest of as many truck fleet owners and administrators as possible. Every effort is geared toward the precise needs of each technology supplier.

This component offers testing, public demonstrations and the development of commercial deployment strategies to help you confidently proceed to the large-scale commercialization phase.

GO TO MARKET SUPPORT

**IMAGINE THE
BENEFITS THAT
YOU COULD REAP
FROM SUCH
VISIBILITY!**

Matching up technologies with transportation
fleets in a concrete commercial context

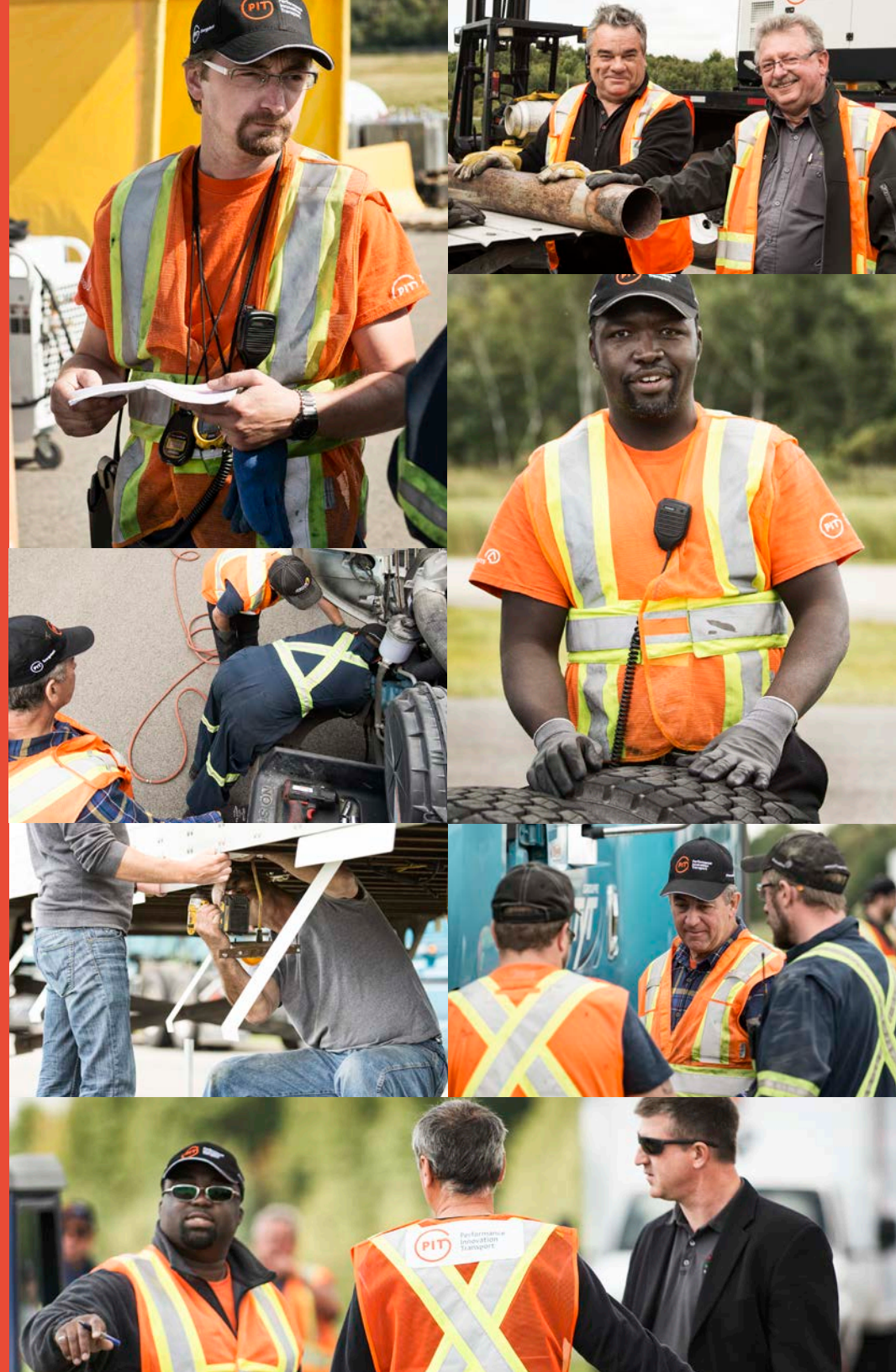
Advice on the concept, planning
and development of demonstrations

Turnkey service: project management,
follow-up and production of credible reports

Recognition in PIT POWER's bulletins
and on its website

A HIGHLY QUALIFIED TEAM

Our team consists of engineers, technicians, researchers, eco-driving trainers and fleet management specialists that have a common passion: to accelerate technology implementation to improve the performance of the transportation industry. Let our wide-ranging knowledge and diversified expertise serve as a major asset to your organization.





OUR MEMBERS HAVE STRONG PRESENCE ON THE ROADS!

PIT is proud to have various transportation fleets and governments as members. Being a PIT member gives fleet operators an opportunity to voice their needs, find efficient solutions to those needs and bank on the implementation of efficient solutions to cut their costs and reduce their impact on the environment. Governments trust PIT's expertise to refine their legislation for a safer and more efficient transportation industry.



TOP-RANKING PARTNERS

To offer complete, wide-ranging solutions, the PIT Group has developed numerous strategic alliances with various partners allowing us to support you and solve your issues, wherever you may be!



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An **FPInnovations** Group

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