



ROUSH

DOCKET

09-ALT-1

DATE

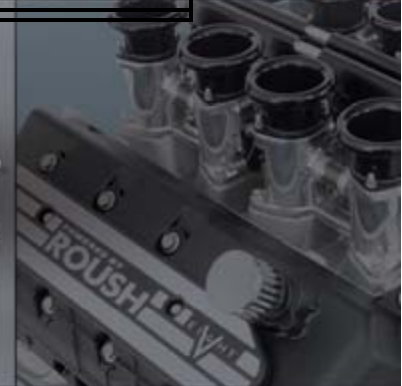
RECD. 9/24/2009



ROUSH

ROUSH FENWAY
RACING

ROUSH
THE ART OF PERFORMANCE ENGINEERING



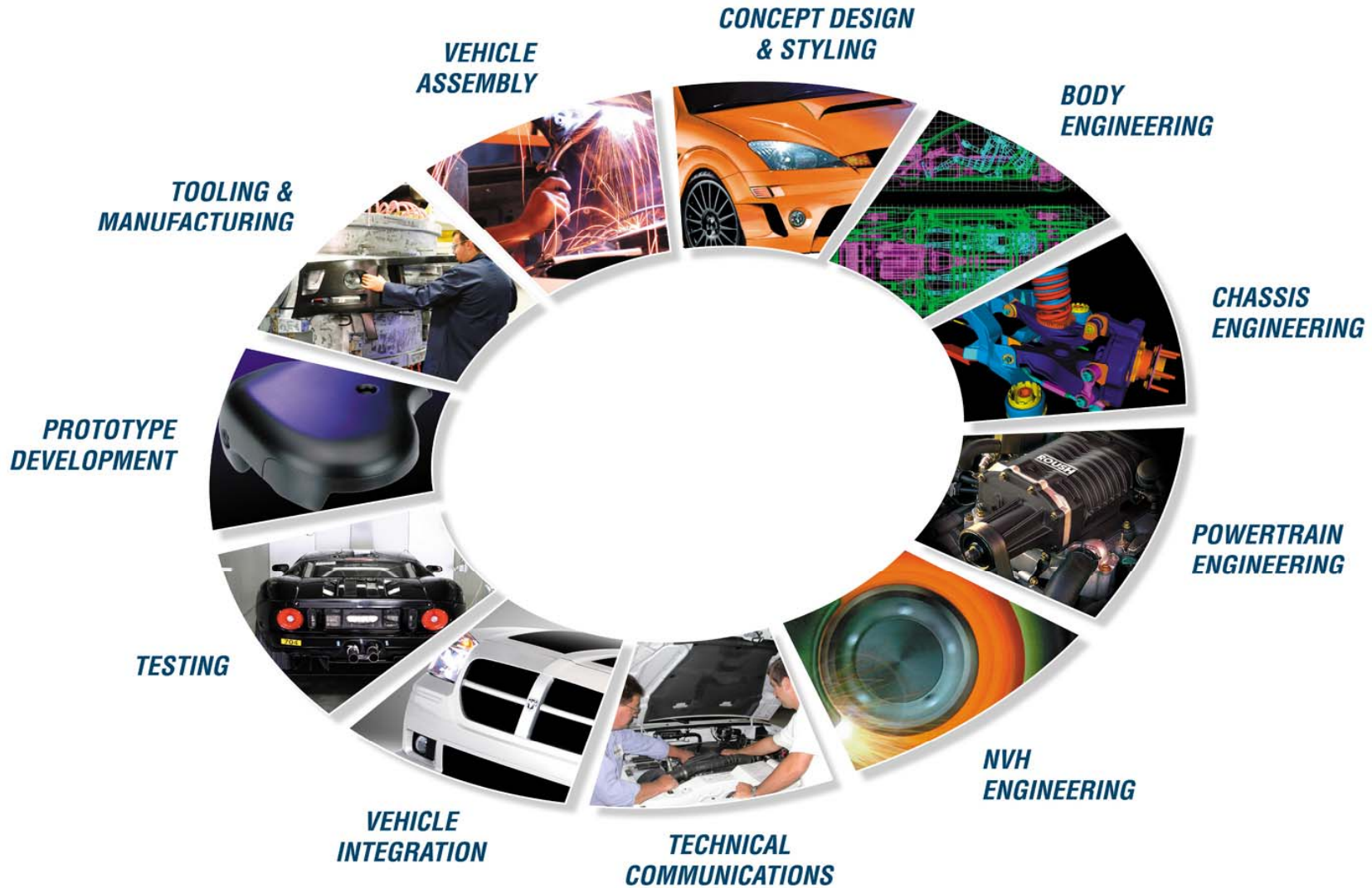
ROUSH



- Privately held
- Founded in 1976
- Over 2,500 employees worldwide
- Primary activities: Engineering, Manufacturing, Motorsports and Aftermarket Performance Products



Vertical Integration





Fleet Research

**Understanding what our prospective
fleet customers want.....**

**Helps us deliver a product that exceeds
customer expectations**



Fleet Research

What Businesses are looking for...

- Total Green Image
- Positive Impact on the Environment
- Public Awareness
- Multiple Solutions Across the Company
- No Effect on Customer Satisfaction
- Reduced Operating Costs



Fleet Research

What Fleet Managers are looking for...

- No Impact on Performance
- Fuel Availability
- Reduced Operating Costs
- Reliability/Durability
- Operating Range of Vehicle
- Warranty
- Service



Fuel Options

Fuel Choices in the Light Duty Marketplace

- All Electric
 - Cleanest option (not including energy source)
 - Limited range
 - High GVWR is a challenge
 - Batteries are extremely expensive
 - Service facilities are limited
- Hybrid Electric
 - Allows for quiet “gas like” operation with a diesel engine
 - Availability in Medium Duty Trucks is high due in part to large storage and power batteries that must be accommodated.
 - Over \$35,000 in upfit costs to convert a standard pickup or van



Fuel Options

Fuel Choices in the Light Duty Marketplace

- Bio-Diesel
 - Helps to reduce dependence on foreign oil
 - B5 remains manufacturer preference due to corrosion issues at higher concentrations
 - B20 and higher have concerns with cold weather operation
 - Warranty issues will remain a concern until a standardized bio fuel is available



Fuel Options

Fuel Choices in the Light Duty Marketplace

- CNG
 - Cleanest petroleum fuel
 - Fuel tanks are 4x larger than equivalent gasoline units for the same range
 - Octane rating is 120 requiring high compression engines to maximize power
 - Utilizing a standard engine results in low performance and fuel economy
 - Operating pressure is 3500psig requiring heavy tanks
 - Public fuel access is limited outside of on site fleet terminals



Fuel Options

Fuel Choices in the Light Duty Marketplace

- Propane
 - 3rd most popular fuel in the world behind gas and diesel
 - More than 90% of propane is produced in N.A.
 - No power loss with Liquid Propane Injection (LPI)
 - Octane rating is 105 which doesn't require high compression engines for good performance
 - Operates at a low 200psig in liquid form
 - Extensive fueling network across the country



What Fuel Will You Choose?

Your conclusion may surprise you

**The one fuel that does it all for your work truck or van
is**

Propane

- One of the greenest fuels in the market
- Reduces dependence on foreign oil
- No loss of power
- Available everywhere
- The range to get the job done
- Reliable and safe
- Compatible with manufacturer's warranties



Propane is Green!

Positive Impact on Environment

- 18% Reduction in Greenhouse Gas Emissions
- 20% Reduction in Nox Emissions
- 60% Reduction in Carbon Monoxide Emissions
- EPA & CARB Certified



Propane Costs Less Than Gas

Reduced Operating Costs

- Most fleets are seeing payback in 12-15 mo

\$2,000-\$3,000 savings per year based on:

- Lower cost of propane
- Reduced maintenance costs
- Elimination of spillage
- Theft



Propane Goes the Distance!

Two Fuel Tank Options

- In bed tank offer a range of 450-500 miles
- Under bed tank offer a range of 225-250
- Factory fuel gauges work with our system





Propane Works Hard!

Performance

5.4L V8

- 300 horsepower
- 365lb.ft of torque



No loss of towing or payload capability

No change in GVWR



ROUSH Conversion

Fuel System Components

- Fuel Rail Assembly
 - Billet Aluminum Fuel Rail
 - High Pressure Fuel Injectors
- Fuel Tank Assembly
 - Pump with Multi-Valve Check Valve
- Fuel Lines
- Air inlet system
- ROUSH Calibration (PCM)/Starting System
- Labeling and Propane Decals
- Integration with factory systems



ROUSH Integrity

Built in Reliability & Durability

- 3 Years in Development
- Liquid Injection Technology
- OEM Caliber Design and Components
- OEM Level Testing

Cold Testing to -50F

Hot Testing to 120F

High Altitude Testing



Product Support

Warranty & Service

- 3 year/36,000 Mile Warranty
- No Impact to Ford Factory Warranty
- Utilize Existing Ford Dealer Diagnostic Tools
- More than 500 ROUSH Dealers
- Any Ford Dealer can Service Systems



Propane Infrastructure

Propane

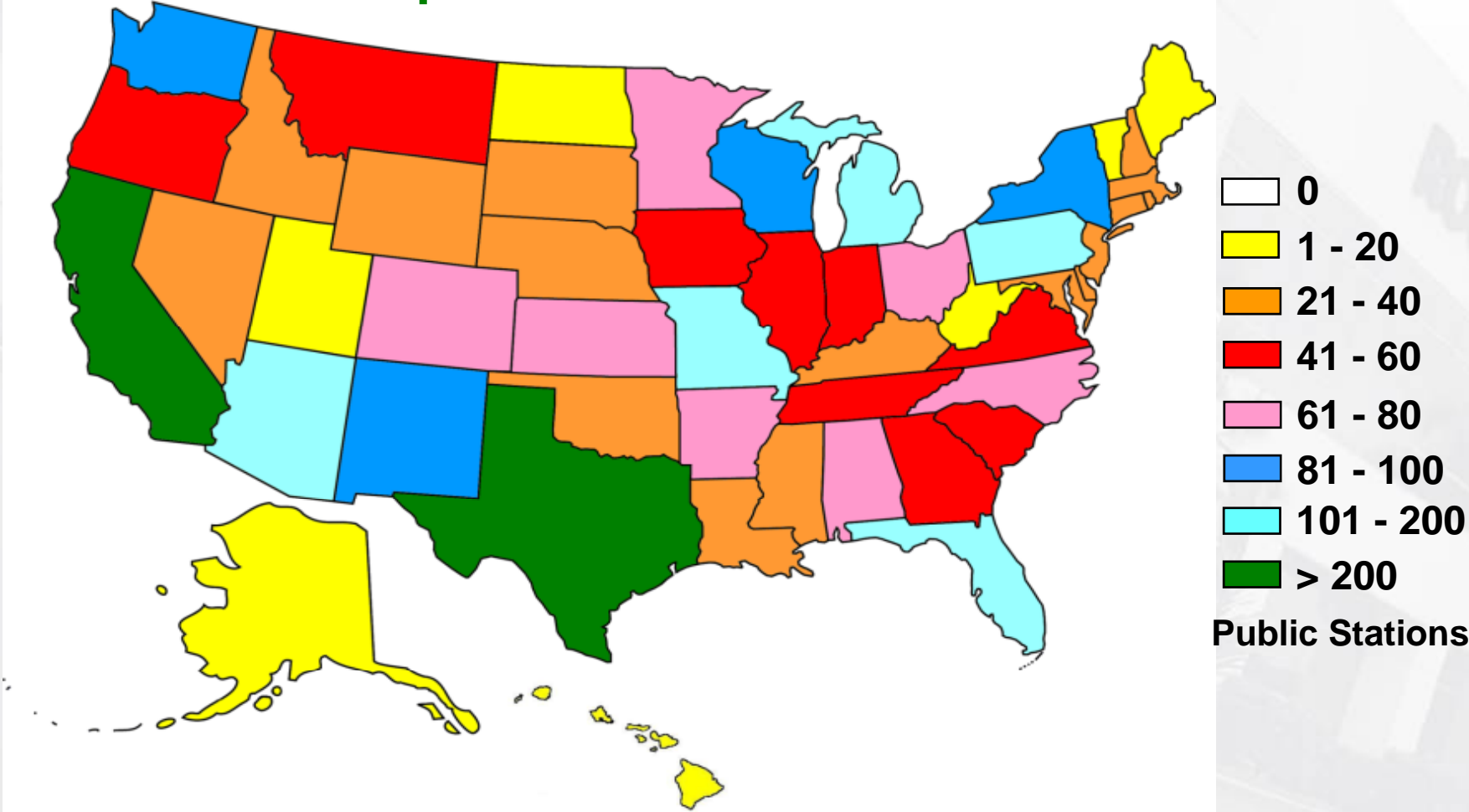
- Economical and Cost Efficient
- Industry Partnerships
- Modern Fleet Management Systems
- More than 3,000 Public Filling Station





Propane Infrastructure

Propane is available in all 50 states





Propane Infrastructure

Propane Marketers will Place Dispensers at Customer Sites in Exchange for Fuel Contracts

- System Skids can be Relocated
- Skid Package Reduces On-Site Construction Costs and Installation Timing
- Small Footprint:
12' X 6'
- Operates at 200psi



1000 Gallons Installed for under \$20,000



Incentives

- 50% of incremental cost of conversion from gas to propane - up to \$5,000 per vehicle
- \$.50 per gallon tax credit for every gallon of road propane used
- 50% coverage up to \$50,000 for installation of propane fueling infrastructure
- DOE grant opportunity due on May 29th-100% coverage of incremental cost to convert to propane after applicable incentives



Product Overview F-150





Ford F-150

- Available with 4x2 and 4x4 Drivetrain
- All Bed & Cab Configurations
- Offered with an In-Bed Tank Providing an Estimated Range of 450 Miles or an Under Bed Tank with an Estimated Range of 200 Miles
- 5.4L 3V V8 Engine Required
- Application Fits 2007.5 & 2008 Model Years
- EPA & Carb Certified



Product Overview F-250/350





Ford F-250/350

- Delivery for brown states begins September 2009 and green states in October 2009
- Works with 4x2, 4x4, pick-up truck and chassis cab configurations
- Offered with an in-bed tank with an estimated range of 440 miles and an under bed tank with an estimated range of 225 miles
- 5.4L 3V V8 engine required
- Application fits 2009-2010 model years
- EPA & CARB certified at delivery



Product Overview E-150/250/350





Econoline E-150/250/350

- Order banks open Q4 2009
- Delivery begins Q1 2010
- Works with passenger van and cargo van applications
- Offered with an under bed tank with an estimated range of 330 miles
- 5.4L 2V V8 engine required
- Application fits 2009 and newer model years
- EPA & CARB certified at delivery



Product Overview: E-450 Cutaway





Econoline E-450 Cutaway

Under Engineering & Marketing Review

- Timetable if Approved:
 - Order banks open Q1 2010
 - Delivery begins Q2 2010
 - Offered with an under bed tank. Range would be finalized in Q3 2009
 - Available with 6.8L 2V V10 engine
 - Application fits 2009 and newer model years



ROUSH®

Focused. Driven. Committed.