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# RUN ON LESS – MESSY MIDDLE

*Support the real-world demonstration to decarbonize Class 8 long-haul trucks – the 9% of the market that contributes 48% of the emissions*

## September 2025

The three-week demonstration will showcase real-world solutions for fleets operating heavy-duty Class 8 trucks in medium- to long-haul return-to-base and over-the-road duty cycles.

### WHAT IS RUN ON LESS?

- A demonstration of real-world freight movement.
- Answers one of the key questions within the industry.
- Exploits decisions made by key early adopting fleets and their suppliers.
- This will be the fifth Run on Less.

### WHAT TO EXPECT

- All trucks will be Class 8 heavy-duty tractors.
- Multiple technologies will be featured: fast charging battery electric trucks, hydrogen fuel cell trucks, trucks operating on renewable fuels and other vehicle efficiency features.
- There will be a focus on long return-to-base operations and long-haul over-the-road using day cabs and sleepers.

- Data will be collected and shared via a website dashboard for each vehicle in the Run.

### RUN ON LESS – MESSY MIDDLE WILL:

- Explain the various alternative fueling options across various infrastructure strategies.
- Explore the impact of duty cycle on powertrain selection.
- Look into needed infrastructure changes to accommodate alternative-fueled vehicles.
- Engage experts throughout the industry in the conversations — Bootcamp, industry events, thought leadership, etc.
- Facilitate conversations around the necessary actions required.

NACFE will publish a report detailing the findings of the Run in the middle of 2026.

## FEATURES OF RUN ON LESS – MESSY MIDDLE

NACFE and RMI believe fleets are facing an array of powertrain options for Class 8 trucks and the benefits and challenges of each option may not be readily apparent. Run on Less – Messy Middle will feature around 10 fleets deploying trucks with differing decarbonization technologies. As in previous Run on Less demonstrations, the technology will either be commercially available or representative of the manufacturer's plans.

### FOR THE 2025 RUN WE ARE:

- Attracting participation from fleets deploying alternative fuel powertrains on Class 8 commercial vehicles.
- Working collaboratively with diverse organizations across the near-zero and zero-



emission vehicle ecosystem.

- Holding a **Bootcamp Training** throughout the summer with dozens of experts.
- Planning an interactive website to follow **metrics from the trucks**.
- Sharing results via reports, social media posts, blogs, and videos and during multiple events including a finale press conference.

## BE A PART OF RUN ON LESS – MESSY MIDDLE

**Help us turn this plan into reality.** Run on Less – Messy Middle cannot happen without support from fleets and truck makers volunteering to participate in the Run and sponsors underwriting the costs associated with the Run.

Contact us with your suggestions for fleets you think we should consider for the Run.

Four sponsorship opportunities are available:

### EXECUTIVE SPONSOR – \$200,000 Each

- Includes all the benefits of an Event Sponsor AND a seat on the Run on Less – Messy Middle advisory committee and presenting at the finale event.

### TITLE SPONSOR – \$100,000 Each

- Includes all the benefits of an event sponsor

AND a seat on the Run on Less – Messy Middle advisory committee.

### EVENT SPONSOR – \$25,000 Each

- General event sponsorship or sponsoring a specific part of Run (website, apparel, press event finale, etc.) Feel free to make a suggestion!
- Logo on runonless.com with link to your website, signage and mention at events, VIP attendance at the finale and engagement in public relations efforts.

### SUPPORTER – \$5,000 Each

- General support for Run on Less – Messy Middle
- Logo on runonless.com with link to your website, signage at events.

Contact Mike Roeth, [mike.roeth@nacfe.org](mailto:mike.roeth@nacfe.org), or at 260-750-0106 to formalize your commitment to Run on Less – Messy Middle.



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