



Case Study Frito Lay

ARC, the Best Kept Secret in Efficiency!

As part of their effort to become the most fuel efficient fleet in the country, Frito Lay used ARC's aerodynamic development tools and knowledge to help them find a **14% fuel economy savings**. Frito Lay worked with ARC in conjunction with Utilimaster and Morgan Olson, using both scale model **wind tunnel testing** and **computational fluid dynamics (CFD)**.

ARC developed an **upgrade kit package**, that included side skirts, fairings, engine bay modifications to find the fuel economy savings.

Through the results of the program and with a letter of recommendation, Frito Lay won the **SmartWay Excellence Award**. This award recognizes manufacture effort to reduce emissions and further the development of an efficient freight supply chain.