Hello (Affiliate member name),

(Affiliate name) is an Affiliate partner of the U.S. Environmental Protection Agency’s SmartWay program, a global sustainability initiative. As an Affiliate, our role in the program is to spread the word about sustainable goods movement and the ways your company can improve its performance by joining SmartWay.

SmartWay was launched by EPA and leaders in the freight industry in 2004 as a voluntary, market-driven initiative to move goods efficiently with fuel-saving techniques and strategies. SmartWay has developed a competitively-ranked business environment that has raised the bar on supply chain efficiency, sustainability and awareness of corporate responsibility.

We are encouraging you to join the over 3,500 companies in SmartWay and be in the company of some of your member peers, like:

<<Insert Affiliate member company name>>

<<Insert Affiliate member company name>>

Here’s why: There are no fees to join SmartWay and it is open to all sizes and types of fleets and companies…carriers, logistics and shippers. All Partners have access to free technical assistance, subject matter experts and receive public recognition for their efforts.

* Truck Carrier Partners participate by agreeing to improve and annually report fuel economy, thereby reducing operating costs and emissions through a variety of strategies voluntarily implemented.
	+ Carriers can rank themselves against their peers in the same business mode and be visible to shippers who are hiring SmartWay Carriers.
* Shippers and Logistics Partners participate by agreeing to ship most of their products using SmartWay Carrier Partners.
	+ Shippers can track their carbon emission metrics across their entire supply chain and learn how they perform in their industry sector.

We hope you will participate in SmartWay and join us in making strides to reduce energy use. Take the next step; go to: <https://www.epa.gov/smartway/how-smartway-partnership-works>

Thank you in advance!

(Signature block)

**Your Logo Here** **