



Media Contact: Stephanie Mar

Media Hotline: 310-309-9680

[pr@trucks.com](mailto:pr@trucks.com)

## “Economics Aren’t There” for Green Technology in Trucking

**TAMPA, Florida — March 21, 2016** — A new article published on Forbes.com, the premier online business magazine, and [Trucks.com](http://Trucks.com), the trucking news and analysis start-up website, takes an in-depth look at the wavering market conditions in the trucking industry for green tech and biofuels companies in the face of dropping diesel fuel prices.

In the report, written by Trucks.com’s environmental specialist John O’Dell, many experts agree that “the economics to push investment in new fuels and to persuade fleet operators to look at expensive new technologies simply aren’t there with \$2-a-gallon diesel.”

Still, there are EPA standards that provide green technology companies some respite from demand that rises and falls with oil prices. And some experts warn that low diesel prices are temporary.

“Ignoring such technologies now to chase savings from continued use of cheap diesel could spell trouble in years to come as government emissions requirements grow ever more stringent,” O’Dell wrote. “And as long experience demonstrates, the oil market stands just one international crisis away from an upward price jolt.”

The article can be read here <http://www.forbes.com/sites/trucksdotcom/2016/03/20/are-low-diesel-prices-hurting-biofuels-companies/#4eb0aff33c66> and is part of Trucks.com’s goal to make trucking news more accessible to a wide audience of thought leaders. It is the second feature to be published on both sites after Trucks.com announced its content distribution agreement with Forbes.com [last week](#).

Trucks.com is currently being launched as a public preview, and welcomes feedback at [feedback@trucks.com](mailto:feedback@trucks.com).

**About Trucks.com**

Technological change, increased regulatory requirements and escalating cost pressures are combining to reshape transportation and shipping at a pace not seen in a century. This will lead to new ways of thinking and revolutionary breakthroughs in the industry. Trucks.com will chronicle this change, reporting on developments and providing insights from widely recognized leaders in the trucking world. We plan to fuel your mind for the exciting road ahead.

###