



575-405-5015
www.m-v-t-s.com

From development and testing to ongoing sales support, MVT Solutions is critical to the success of Rocketail

"We cannot understate how important MVT Solutions has been to Rocketail's success. They have been a critical and ongoing partner in our product development, prototype and final design testing, and sales growth. Their expertise and assistance not only refined our solution and proved its fuel saving capability, but also sped up our time to market. In addition, they introduced us to industry leading carriers. We couldn't have done this without MVT Solutions."

Jesse Regan
CTO and Founder
Rocketail



Rocketail Wing (Patent No. US 9,708,017 B1) is a multi-element airfoil that smooths and redirects rearward airflow behind a trailer while producing forward lift, similar to a wing on a jet aircraft. The aerodynamic device is a verified EPA SmartWay trailer rear fairing technology.

CHALLENGES

To validate fuel saving potential with a high level of consistency—

Over a period of five years developing an advanced aerodynamic tail for semi-trailers, Rocketail invested in costly Computational Fluid Dynamics (CFD) and in coast-down testing with several providers to attempt to verify the drag reducing performance of prototype devices. Coast-down results, however, were found to produce inconsistent data, as they did not account for variables found in real world operations.

To gain fleet acceptance and increase sales—

Direct introductions and sales support were needed to introduce the fuel savings and operating characteristics of the groundbreaking jet wing design of the Rocketail Wing trailer rear device to fleets. In addition, Rocketail sought ways to address operational needs through design attributes that would enhance its ability to attract customers.

SOLUTION

In the fall of 2017, Rocketail began working with MVT Solutions (MVT) on a series of tests to refine the design of its rear drag trailer solution and verify its fuel saving potential.

Initially, MVT conducted eight R&D tests for Rocketail aimed at refining the device's design to address operational requirements, including an automatic folding capability when the trailer doors are opened to eliminate damage and the need for driver intervention.



"MVT was the only company that could eliminate variables and give us consistent data. Without their testing technology, we're just spinning our wheels."

Jesse Regan
CTO and Founder
Rocketail

MVT Certified® fuel economy tests were conducted to prove the drag reducing capabilities of the Rocketail Wing next generation rear drag reduction technology for trailers. MVT employs advanced fuel efficiency testing tools based on racecar engineering technology to enable advanced data capture and real real-world analysis capabilities.

MVT was a source of additional technology expertise by introducing Rocketail to other aerodynamic technology providers when Rocketail wanted to create and test a package of devices

that could be combined to achieve greater fuel savings.

RESULTS

Over a number of evaluations using MVT Certified testing technology and data analysis processes that eliminate variables, Rocketail was able to refine the design of its rear drag trailer solution and verify its fuel saving potential.

Proving measurable fuel savings—

Consistent data from MVT indicated that Rocketail Wing exhibited a certified fuel efficiency improvement of 3.36%, or over 3.58 U.S. gallons per 1,000 miles.

MVT Certified fuel efficiency tests of a combination of Rocketail Wing and aerodynamic side skirt and splash guard technologies resulted in data indicating savings of 11.12 gallons per 1,000 miles.



Refining design to meet operational requirements—

MVTS provided Rocketail with direction on design needs to address operational requirements for their technology. In particular, fleet needs included having automatic folding capability when the trailers are opened to avoid damage when backing into loading docks and eliminate driver intervention.

Boosting acceptance and sales among trucking companies—

After Rocketail refined the rear trailer aerodynamic device's design and the completion of fuel efficiency testing, MVTS introduced the company to several large fleets that were interested in fuel saving technologies for the rear of their trailers, leading to

"Rocketail Wing is an excellent technology for saving fuel at the rear of a trailer. We're proud to have worked with them from the early concept stage to introducing fleets to their solution and helping those carriers make effective purchase decisions. Rocketail is an MVTS success story from start to finish because it showcases how we can fast track development and improve sales."

Daryl Bear
Lead Engineer & COO
MVT Solutions, LLC

fleet orders and sales growth. As part of the MVTS Certified program, Rocketail's test results are available on the MVTS website. In addition, MVTS worked with Rocketail on a promotional video and social media postings to increase awareness of the product's MVTS Certified status. Continuing efforts by MVTS on Rocketail's behalf include working with fleets to help make effective purchase decisions and providing marketing and sales support materials.



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3590 W Picacho Ave, Las Cruces, NM 88007