Automotive Technology Copywriting Samples:
B2B Video Tutorial Scripts, B2B Press Release, B2B Case Study

SAMPLE 1: ConMet - 5 B2B Video Tutorial Scripts

VIDEO 1: "Vector eCool System Overview"
APPROX READING TIME: 1 min, 35 sec
APPROX SPEAKING TIME: 2 min, 20 sec

Hello, and welcome to our new Vector eCool System video tutorial series. In these videos, we will discuss our exciting new Vector eCool technology, powered by ConMet eMobility. This trailer will inform and guide you on implementing this technology to increase your vehicle's overall efficiency while also reducing emissions. With that said, let's go over how it works and what's included!

EHUB AXLE. You will notice that on the front axle of the tandem sits the eHub axle, which is the source of power generation. This is identifiable by the steer hub. One each wheel end, the eHub wheel end include the following components: ConMet's PreSet Plus hub, a standard brake drum, an in-wheel electric motor (which are inside the drums), and finally, a custom Meritor spindle and suspension.

EHUB—HOW IT WORKS. The eHub system utilizes those in-wheel electric motors to capture kinetic energy whenever the vehicle is in motion. It can generate up to an impressive 160 kW of peak power per axle. This generated power is then either sent to charge the system's battery, or directly to the Transport Refrigeration Unit, (or TRU). The eHub system utilizes smart controls to balance energy flow for your vehicle.

BATTERY. The 30 kWh liquid-cooled lithium-ion battery is mounted under the trailer on the driver's side. You will be glad to know that the eHub's ability to generate power on the road means it doesn't require a heavy, high-capacity battery, as seen in other systems.

POWER MANAGEMENT. The trailer also includes an energy management unit (or EMU), which is mounted under the trailer on the passenger side. The EMU houses several systems including a high-volt, low-volt, thermal, and controls system. An added benefit is that it also can activate the diesel fail-safe. If your battery is depleted, the EMU will automatically engage diesel the fail-safe mode and return to electric once the battery charges.

DIESEL FAIL-SAFE. If the battery is depleted, it will automatically engage diesel fail-safe mode as it recharges. Once the battery completes its recharge, it will return back to electric, keeping your vehicle powered without interruption.

Thank you for joining us on our first tutorial for the Vector eCool system, powered by ConMet eMobility. Be sure to check back for the next video in this series where we will discuss some basic steps of operation. To reach your ConMet eMobility field service professional, call [ENTER FIELD SERVICE PHONE NUMBER], or email the team at [REDACTED]. For additional resources on this topic, please click the documents linked here or visit the resources center, located within this training environment.

VIDEO 2: "Operating the Vector eCool system, powered by ConMet eMobility"
APPROX READING TIME: 2 min, 25 sec
APPROX SPEAKING TIME: 3 min, 35 sec

Welcome, and thanks for tuning in. At ConMet, we specialize in helping your fleet to reduce emissions and increase efficiencies. We're excited to get your trailer equipped with the Vector eCool System, powered by ConMet eMobility up and running. In this video, we will cover general operations such as turning the system on and off, navigating the eHub system display, pre- and post-trip procedures, charging, and more.

LOCATING CONTROLS. The controls for both the eHub system and transport refrigeration unit, or TRU, can be found at the front of the trailer.

COOLING THE TRAILER. To cool the trailer, begin by turning on the eHub system. You can find the Power Switch on the side of the eHub display. Simply flip the switch to the on position. If the low-voltage disconnect switch is blinking with a red light, you will need to press this button before turning the system on. Once the eHub display will light up and display the current battery state of charge as well as other important indicators.

Once the system has cycled up to state 7, you may turn the TRU on. To find the current system state, push the status button—a soft key located at the top right of the eHub system display.

TURNING ON THE TRU. To turn on the TRU, simply switch the TRU on as usual.

DURING YOUR TRIP. During your pre-trip check, only a simple visual inspection of the system is required. If any component appears worn or distressed, please contact ConMet engineering before operating vehicle. Throughout your route, there will be no additional action needed (unless there is a critical error, which we'll cover in a later section). Simply drive the vehicle as you normally would. If your battery charge is depleted, the TRU will automatically switch into diesel mode. It will automatically switch back to electric mode once the eHub system has regained enough power.

TURNING OFF THE SYSTEM. At the end of your route (or when the TRU is ready to be turned off), begin by turning off the TRU. To do this, switch the power off as usual. Remember, the eHub system must be on whenever the vehicle is in motion. Once the route is completed and the vehicle will no longer be moved, turn off the eHub system by turning the power switch to the off position. (Note that the power switch can be found on the side of the eHub display.) Be sure to verify that the system has cycled up to state 13. You can find the current system state by pushing the status button, located at the top right of the eHub system display.

CHARGING YOUR VECTOR ECOOL SYSTEM. If charging for your system is available, you may plug an L2 charger into the charge port which can be found toward the rear of the trailer on the driver side, near the eHub axle. Be sure to verify that the eHub system has entered state 8 and is accepting a charge. You can find the current system state by pushing the status button located at the top right of the eHub system display.

SHORE POWER. A shore power plug may be located at either the front or rear of your trailer. DO NOT attempt to connect to shore power without consulting your ConMet field service representative.

Thank you for reviewing our tutorial for the Vector eCool™ system powered by ConMet eMobility. In video 3 of this series, we will break down methods of identifying, diagnosing, and resolving system faults through interpretation of the indicator lights and eHub display. To reach your ConMet eMobility field service professional, [ENTER FIELD SERVICE PHONE NUMBER], or email the team at [REDACTED]. For additional resources on this topic, please click the documents linked here or visit the resources center, located within this training environment.

VIDEO 3: "Lights and Display"
APPROX READING TIME: 1 min, 35 sec
APPROX SPEAKING TIME: 2 min, 20 sec

Hello, and welcome to Part 3 of our Vector eCool System video tutorial series, powered by ConMet eMobility. In this series, we have been discussing protocol and best practices to get you up and running with the eHub system. In this video, we will go over how the indicator lights and eHub display can be used to identify, diagnose, and resolve system faults, as well as how it will communicate system status.

LOCATE INDICATOR LIGHTS. Your Vector eCool System will have two indicator lights at the front of the trailer, near the TRU. The top light is for the TRU and functions like a standard indicator light. The other, right above the eHub system display, is the eHub indicator light. It is good practice to keep an eye on this throughout your route as it will inform you of the health and status of the system.

THE EHUB LIGHT WILL BE GREEN, YELLOW, OR OFF. When the system is powered down, the indicator light will also be off. A green light means everything is working properly and no action is required. A yellow light could mean that either the TRU has entered diesel mode, or there is a system fault. If the light turns yellow, simply pull over and call your ConMet field service rep.

IF THE LIGHT IS YELLOW, USE THE EHUB SYSTEM DISPLAY TO CHECK FOR FAULTS. Here is a useful protocol if the eHub system is showing a fault:

1. Navigate to faults by pressing the second soft key on the right of eHub system display.
2. Try to reset each fault by pressing the button marked "Clear."
3. If the faults persist, follow directions on the screen.

SYSTEM STATUS AND STATES CAN BE FOUND ON THE EHUB DISPLAY. To confirm if your system has cycled up to a certain state (such as when turning the system on and charging), click the status button, which can be found at the top of the eHub system display. This will confirm if the system is on and fully powered.

Thank you again for joining us on our third tutorial in this series for the Vector eCool system, powered by ConMet eMobility. Don't forget to check back for video 4 where we will discuss general safety practices with the eHub system. To reach your ConMet eMobility field service professional, [ENTER FIELD SERVICE PHONE NUMBER], or email the team at [REDACTED]. For additional resources on this topic, please click the documents linked here or visit the resources center, located within this training environment.

VIDEO 4: "General Safety"
APPROX READING TIME: 1 min, 20 sec
APPROX SPEAKING TIME: 1 min, 55 sec

Welcome back to our Vector eCool System video tutorial series, powered by ConMet eMobility. As with any new technology, taking the proper measures to ensure personal safety should always be the first priority. In this fourth video of the series, we will walk you through general safety protocol and best practices so that you will have the safest and most effective experience with the eHub system.

THE EHUB SYSTEM MUST BE ON WHENEVER THE VEHICLE IS IN MOTION. The eHub system must be on whenever the vehicle is in motion, even if the TRU is off. This includes during towing or when shifting around the depot. Failure to do so can result in damage to the system's motors.

DO NOT SLIDE SUSPENSION. Be sure not to slide the suspension. Sliding the suspension will cause significant damage to the high-voltage cables and motors. To prevent this, the trailer is fitted with a lock collar, which should not be removed or tampered with.

DO NOT TOUCH ORANGE HIGH VOLTAGE CABLES. The orange cables are high-voltage and can pose a hazard if contacted. Avoid touching them. And remember, always follow safety procedures of your company including wearing the proper personal protective equipment when necessary.

SHORE POWER. A shore power plug may be located at either the front or rear of your trailer. DO NOT attempt to connect to shore power without consulting your ConMet field service representative. Doing so could result in serious injury or death.

Thank you again for joining us on our fourth tutorial in this series for the Vector eCool system, powered by ConMet eMobility. Check back for the last video in this series where we will discuss tips to help you maximize your performance. To reach your ConMet eMobility field service professional, [ENTER FIELD SERVICE PHONE NUMBER], or email the team at [REDACTED]. For additional resources on this topic, please click the documents linked here or visit the resources center, located within this training environment.

VIDEO 5: "Tips to Maximize Performance"
APPROX READING TIME: 1 min, 40 sec
APPROX SPEAKING TIME: 2 min, 30 sec

Thanks for joining us today on the final video of our Vector eCool System tutorial series, powered by ConMet eMobility. We know fleet operations are complicated with a lot of moving parts. So in this final installment of the series, we'd like to share a few game-changing tips to improve your experience. With careful consideration of these concepts and time implementing the eHub system into your routine, you will find a method and work flow that fits best for you.

KEEP THE TRAILER DOOR CLOSED WHENEVER POSSIBLE (INCLUDING DURING LOADING AND DELIVERY). Open doors force the TRU to work harder in order to keep the cargo cool. Keeping the doors closed will help lighten the load on the TRU, extend battery range, and optimize system performance. Whenever possible, make sure the bulkhead is still up and working. A down bulkhead can put a significant strain on the TRU, quickly depleting your battery charge.

CONSIDER KEEPING THE TRU IN START/STOP MODE. Running the TRU in start/stop mode instead of continuous mode requires less energy from the eHub system, allowing you to maximize the system's battery range for lasting output.

TRY TO LIMIT IDLE TIME. The eHub system generates power when it's on the road. When it's idling without access to grid power or charging, the system's battery will deplete until you're able to get back on the road again. So whenever possible, limit stand-still times such as when pre-cooling, loading, unloading, or making deliveries. This will preserve your battery power for the long-run.

PLUG INTO THE CHARGER WHENEVER POSSIBLE. Keep plugged into the charger whenever one is available, including at the dock, during loading, unloading, and always at the end of your route. This will help maximize battery charge and prolong your system performance. Don't forget, the trailer still needs to be refueled. Although it will consume less diesel than other trailers, its fuel tank must be filled to ensure cargo is kept cool in the event the diesel failsafe is engaged.

We want to thank you again for joining us. It's been our pleasure to walk you through this video series for the Vector eCool system, powered by ConMet eMobility. You might find it helpful to keep these videos within reach as they will help you maximally benefit from the eHub system. To reach your ConMet eMobility field service professional, [ENTER FIELD SERVICE PHONE NUMBER], or email the team at [REDACTED]. As always, for additional resources on this topic, please click the documents linked here or visit the resources center, located within this training environment.

SAMPLE 2: Sysco - B2B Case Study

Foodservice Delivery Company Treading New Ground in the Commercial Vehicle Industry with Climate Emissions Reductions Goals

[IMAGE – SYSCO FOOD TRUCK]

The Sysco Corporation is pioneering the foodservice delivery industry, as they become the first food distribution company to implement the Vector eCool system by ConMet eMobility. Sysco has positioned themselves at the forefront of sustainability in the commercial vehicle industry. This case study explores the background, environmental benefits, lessons learned, and future implications of Sysco's adoption of the Vector eCool system.

Driving Sustainable Innovations

Sysco Corporation, a global leader in food distribution, has embarked on a groundbreaking journey to revolutionize their operations and lead the way in sustainable transportation. This case study delves into Sysco's decision-making process, the environmental benefits derived from the Vector eCool system, the lessons learned throughout the implementation, and the potential future implications for the commercial vehicle industry.

Sysco's sustainability goals have been a driving force behind their pursuit of electrification in the commercial vehicle industry. Sysco has already pledged to acquire 2,800 electric tractors by 2030 and has recently announced the development of an EV hub featuring electrified trailers. In their quest for zero-emission refrigeration systems, Sysco tested multiple options and ultimately selected the Vector eCool system by Carrier Transicold and ConMet eMobility. This choice stems from a five-year collaboration between Sysco and ConMet, highlighting their shared commitment to sustainability and customer-centric innovation.

[IMAGE - PROMOTIONAL]

Emissions Reduction and Environmental Benefits

Sysco's partnership with ConMet has yielded numerous environmental benefits, positioning them as an industry leader in emissions reduction and sustainable transportation solutions. With a commitment to electrify 35% of their fleet by 2030, Sysco has made significant strides by incorporating the Vector eCool system by ConMet eMobility. By breaking ground on the Riverside EV Hub and committing to 2,800 eCascadias, 40 electric trailers, solar, etc. they’re well on their way to surpass their goals. By adopting the Vector eCool system, Sysco eliminates has significantly reduced diesel emissions from their Transport Refrigeration Units (TRUs), contributing to cleaner air quality and reducing their carbon footprint.

While the focus is often on electric tractors, the electrification of TRUs plays a significant role in emission reduction, as these diesel generators are less efficient and often idle for extended periods, particularly in depot areas near communities, schools, and disadvantaged neighborhoods. The Vector eCool system offers a range of advantages beyond emissions reduction. Designed as a self-charging system, it regenerates electricity on the go. ConMet eMobility designed the system with fleets in mind, engineered for seamless operational integration, improved driver experience over traditional diesel TRUs, and proprietary 480 V 3-phase single plug charging. By minimizing infrastructure requirements at distribution centers, Sysco can optimize their operations and allocate resources more efficiently. The lightweight, liquid-cooled high-quality EV battery is adaptable to trailers of varying lengths, making it suitable for both new builds and retrofit existing trailers. Furthermore, the Vector eCool system aligns with customer needs and regulatory policies that are increasingly mandating electric

TRUs on trailers, ensuring Sysco's compliance with evolving industry standards.

[IMAGE – DETAIL INFOGRAPHIC]

Sysco Driving Sustainable Transportation

- Sysco aims to electrify 35% of their fleet by 2030
- Already committed to 2,800 electric tractors
- Chose the Vector eCool system by ConMet eMobility
- Supports ESG goals and environmental benefits
- Compatible with all Vector TRUs with electric standby
- Offers flexible and easy operation
- Minimizes infrastructure requirements
- Lightweight and liquid-cooled high-quality EV battery
- Adaptable to different trailer lengths
- Aligns with regulations mandating electric TRUs

Sysco Deployment Highlights

- Deployed on a variety of foodservice routes ranging in mileage
- Potential annual fuel savings and emission reductions
- L2 charger on site
- Mix of dry, chilled, and frozen goods

Lessons Learned

Though the industry is gaining momentum toward EV like never before, it won't happen overnight. However, there are a few tips fleets can start to think about now to set themselves up for success. Here's what Sysco's learned on their journey so far:

1. Implementing Efficiencies in Advance: Waiting until regulations are required to make operational changes can hinder the seamless integration of electric assets. Implementing new efficiencies beforehand prepares the operations to support electric technologies effectively.
2. Operational Governance: Operational habits and practices with diesel TRUs should be focused on a strategic deployment plan. It is crucial to be flexible and ready to implement critical efficiencies to maximize electric run time such as installing door sensors, and watching the bulk head.
3. Preparing Facilities and Infrastructure: Ensuring the availability of necessary charging infrastructure is crucial. Collaborating with technology providers helps determine the optimal path for asset utilization and return on investment.
4. Strategic Deployment: Selecting the right route, drivers, facility locations, and customers plays a vital role in energy conservation. An effective deployment strategy improves overall efficiency and reduces energy consumption.

5. Asset Selection: Conducting thorough research on available options and gaining product knowledge is essential in selecting the most suitable configurations, battery sizes, and system components for optimal performance.

[IMAGE - PROMOTIONAL]

Future Implications in the Commercial Vehicle Industry

Sysco Corporation's implementation of the Vector eCool system by ConMet eMobility has established them as pioneers in the commercial vehicle industry. By embracing electrification and prioritizing sustainability goals, Sysco has not only reduced emissions but also enhanced operational efficiencies and customer service. Through their partnership with ConMet, Sysco has demonstrated the importance of proactive planning, operational governance, infrastructure preparedness, strategic deployment, and asset selection. Sysco's success in integrating the Vector eCool system serves as a powerful case study for other companies aspiring to achieve sustainability and innovation in the commercial vehicle industry.

[ADDITIONAL CITATIONS & RESOURCES]