



# Power up with Green APU

For the past decade, Green APU has been efficiently powering trucks with reliable hotel loads.

With the release of the fifth generation of its signature product, the company is committed to building on its success as it enters its second decade.

**Over the past decade,** Green APU has built a reputation on its reliable, durable, easy-to-maintain, cost-effective auxiliary power units.

The leaders at Art Logistics needed dependable APUs for its trucks and took matters into its own hands when they founded Green APU 2010. Within a year, the first Green APU unit was rolling off the assembly line, delivering low cost of ownership, easy and inexpensive maintenance, and readily available parts. Most importantly, it was an APU that was durable and dependable in all types of conditions.

#### **COMPLEMENTARY RELATIONSHIP**

Art Logistics relies on Green APU to this day, and the companies have a significant complementary relationship.

All Green APU units are first tested on Art Logistics' 100-plus trucks in the field to make sure they meet the durable, reliable standards established





Green APU offers reliable auxiliary power units that keeps drivers comfortable in extreme winter weather.

with the first-generation Green APU a decade ago. In addition to this on-the-road testing, Green APU conducts extensive laboratory testing.

The company has been successfully innovative from its inception by conducting extensive research and development, analyzing service data to determine the most effective areas of improvement, as well as bringing in additional talent with years of industry experience.

The result has been an ever-increasing refinement and improvement of its signature APU.

#### LAUNCHING THE STAR EDITION

The fourth-generation unit, which featured a 3-cylinder Kubota engine, was a significant market success — but Green APU continued looking ahead, finding ways to steadily improve performance.

The result is the company's fifth generation APU, the Green APU Star



Edition, which incorporates a single serpentine belt system with spring tensioner.

This innovation builds on the success by retaining the proven 3-cylinder Kubota engine used in the fourth-generation units. The new single belt system not only has a useful life that is more than three times that of a traditional V belt setup, but also reduces costs and maintenance; improving lifecycle costs and return on investment. The new unit eliminates the need to adjust belts. Routine maintenance is simplified, because the belt and tensioner can be purchased at local auto parts stores.

As with all of the previous generations of the Green APU, extensive testing was performed in the company's lab and in the field. All 120 trucks in Art Logistics' fleet were equipped with the fifth-generation model prior to it going to market.

The Star Edition is manufactured and assembled at Green APU's Chicago area plant. And even in the midst of the challenges caused by the COVID-19 pandemic, it continues to add to its skilled employee force, a sign of the company's strength and ability to stand behind its product.

#### MEETING THE COVID CHALLENGE

COVID-19 has posed some of the biggest challenges for fleets and business in general. However, when business slowed, Art Gruszka — Art Logistics owner and Green APU founder — and Greg Ciszek—general manager—didn't sit idly by hoping for the best. Instead they hit the road in a demo unit to meet with potential customers and distributors.

Their 35-state journey throughout the South and Northeast was a success, solidifying and increasing Green APU's distribution network in 15 additional states.

Through a significant new partnership with RC Trailer Sales and Service, R.B. Humphrey's in New York and Capital City Leasing in Nashville, Tennessee, Green APU has added installation and service in Tennessee, Alabama, South Carolina, Georgia, Texas, Michigan, Kentucky, Virginia, Ohio and New York. And, of course, Green APU's Chicago-area headquarters.

In addition to the new partnership with RC, Green APU has an existing partnership with Pilot Flying J and is the only APU officially serviced by Pilot.

Taken together, Green APU is entering its second decade with an improved product and increased sales from an expanded marketplace.

To learn more about Green APU and to find out if it is the right APU for your operation, contact us at CTA. ■