

## New High-Speed On-Ramp to Carrier Transicold



The Internet's "on-ramp" to information on Carrier Transicold's North American refrigerated truck, trailer and rail products, [www.trucktrailer.carrier.com](http://www.trucktrailer.carrier.com), has been upgraded with a fresh new appearance, faster navigation and expanded focus on the customer.

The improved site contains more information, new functionality, a cleaner appearance and easier navigation for a better browsing experience. The home page provides links to Carrier Transicold product solutions, installation instructions, training and aftermarket support programs. Instant-access buttons launch key functions, such as the Dealer Locator and eFlash newsletter subscription requests.

"Not only is the site more customer friendly, but it also showcases our customers' applications and equipment through an entirely new 'Customer Connection' section," said David Kiefer, Carrier Transicold's director of Marketing and Product Management. For example, customers may email digital photos of their Carrier equipment to [trucktrailer.refrigeration@carrier.utc.com](mailto:trucktrailer.refrigeration@carrier.utc.com) for consideration for posting on the site.

[Dealer Locator](#)

## Get to Know ecoFORWARD Technologies!

Carrier Transicold is once again driving transport refrigeration innovation with the introduction of ecoFORWARD™ technologies, the new name behind ultra-efficient next-generation trailer refrigeration units designed for compliance with changing U.S. Environmental Protection Agency Tier 4 diesel-emissions standards.



TECHNOLOGIES FOR THE ROAD AHEAD

Precedent-setting features and performance are hallmarks of Carrier Transicold engineering and design. Transport refrigeration systems with ecoFORWARD technologies will continue this tradition by consuming significantly less fuel, operating quieter and delivering improved performance, all while running cleaner than the models they will replace.

"EcoFORWARD technologies are an important milestone in Carrier Transicold's continuous product development for transport refrigeration customers," said David Appel, president, Carrier Transicold. "These innovative technologies include a range of forward-thinking enhancements that will boost performance and efficiency and intelligently coordinate refrigeration with a smarter engine. The efficiency gains allow us to significantly reduce engine power, enabling better fuel economy to help our North American refrigerated transport customers move their own businesses forward in more sustainable ways."

Learn much more about ecoFORWARD technologies and take a peek behind the access panels by visiting Carrier's new Internet microsite, [www.carrier.com/ecoforward](http://www.carrier.com/ecoforward).



Know someone who would like to receive eFlash? Simply forward this copy and tell them to subscribe using the button below!

[Subscribe to eFlash](#)