



□ Rethinking the Road to Zero: Why Hybrids Deserve a Bigger Seat at the Table

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Featured Blog: “Green Wheels, Green Wallets – Can Hybrids Be the Solution for the Messy Middle?”

□ *By Jeff Seger, Clean Energy Consultant | NACFE*

□ Promoted by The Hybrid Alliance

At The Hybrid Alliance, we’re working to elevate the role of **hybrid technologies** as practical, scalable, and *available-now* solutions in the transition to zero-emission freight.

That’s why we’re proud to spotlight a powerful new blog by **Jeff Seger** of the **North American Council for Freight Efficiency (NACFE)**:

“Green Wheels, Green Wallets: Can Hybrids Be the Solution for the Messy Middle?”

Jeff dives head-first into one of the most under-discussed opportunities in the clean transportation landscape: **hybrids for Class 4-8 trucks**.

In a policy and infrastructure environment full of uncertainty, hybrids offer **real-world emissions reductions**, meaningful **fuel savings**, and a flexible bridge to the future—*especially for fleets that operate in complex, mixed-duty cycles*.

□ What you'll take away from Jeff's blog:

- **Why hybrids haven't scaled yet** in commercial vehicles—and why that's about to change
- How **PHEVs and HEVs** can deliver up to **60% fuel savings** in the right conditions
- Insights from **SuperTruck II** and the untapped potential of **mild hybrids**
- How OEMs and suppliers like **ZF, Cummins/Accelera, BAE, and Dana** are preparing hybrid-capable solutions
- A pragmatic path to compliance with **GHG Phase 3**, even if ACT is delayed or modified

As Jeff puts it:

"The recipe is out there—smaller engines, smarter controls, regenerative braking, and a splash of renewable fuels. The question isn't 'can it work?' The question is 'why aren't we already doing this at scale?'"

□ The Hybrid Alliance believes hybrids **aren't a stopgap—they're a strategy**. If we're serious about cutting emissions, improving fuel efficiency, and protecting fleet margins *now*, hybrids must be part of the conversation.

□ **Read the full article here:**

<https://www.ccjdigital.com/alternative-power/article/15742644/are-commercial-vehicle-hybrids-the-next-trucking-powertrain-frontier>

picture: by DALL-E