

SELLING

ELECTRIC TRUCK poses as bull and chases the "matador." The fun-making had a serious purpose: To prove the mobility of electric trucks

Utility Lassoes Prospects for Electric Trucks

What is normally the loading area of a warehouse was turned into a colorful bull ring at a recent "Electric Truck Rodeo".

In addition to the good-natured fooling, some fine prospects were lassoed for electric trucks and all-electric buildings at the event sponsored by the Union Electric Co.

More than 750 persons attended the rodeo held on two nights. Its purpose was to familiarize material-handling specialists, purchasing agents, plant superintendents and company officers with the advantages of electric material-handling

equipment and the all-electric building. The guests were given a short presentation on the advantages of electric trucks and a description of the warehouse which has a number of interesting industrial applications. Moving to the bull ring, each of the equipment suppliers demonstrated one of his units. The main event was a bull fight where an electric truck was decorated to look like a bull. A duel with a "matador" proved the truck's mobility.

Following the demonstration, the electric trucks were returned to the exhibitors' booths. The booths were staffed by salesmen who arranged further demonstrations or completed sales.

Many attendees toured the all-electric, 180,000 sq. ft. Dorsett Warehouse where industrial applications using the latest in electric trucks were explained. Also covered in the tours were area floodlighting, office and warehouse lighting, electric heating, infrared heating, process heating and air curtain doors.

Thirteen companies presented more than 60 items of electric truck equipment and five battery manufacturers exhibited their products. Many exhibitors commented that they obtained more leads from the show than they had from any other recent activity.

Electric Truck Load

A comparison can be made between electric trucks and other uses of electricity. The calculations were made by Bruce Fader, manager, technical services of the Lead Industries Assn. The association plans to make a kit available to utilities which will show how to organize promotional events around battery power.

A typical industrial truck, in plant service might be represented by a 4,000 lb fork lift truck with a battery rated at 36 v, 765 amp hr and drawn down to 30%, of full charge in an 8-hr shift.

From this it can be determined:

Kwhr consumed at battery:

$$\frac{36 \text{ v} \times 765 \text{ amp hr} \times .70}{1,000 \text{ w/kw}} = 19.28 \text{ kwhr}$$

Typical charger efficiency is 50%, so kwhr drawn from line:

$$\frac{19.28}{.5} = 38.56 \text{ kwhr for a typical 8 hr shift per truck}$$

Based on a typical 8 hr, one shift, day and 255 working days a year, one electric truck would produce 9,833 kwhr a year. This is over two average residential customers and is comparable to electric heating in a typical home.

Or it can be compared to a 100 w light bulb burning continually which is worth 2.4 kwhr per day.

Therefore:

$$\frac{38.56}{2.4} = 16 \text{ bulbs (on a 24 hr basis) or 48 bulbs on the same 8 hr shift = one electric truck}$$

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