

PRESS RELEASE

FOR IMMEDIATE RELEASE

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FLOWBELOW FINDS NEW NICHE MARKET FOR WHEEL COVERS: OFF-ROAD VEHICLES

Austin, TX – December 2, 2020 – FlowBelow’s customer base is expanding beyond fleets interested in its products solely for the aerodynamic benefits. While some customers over the years have bought wheel covers to improve the aesthetics of their truck or trailer, most major fleets make the investment because it makes the fleet more efficient and saves them money on fuel.

Olson Carriers Inc, out of Rosemount, MN purchased their initial wheel cover kits from FlowBelow to save fuel, and reduce carbon footprint, which supports their sustainability goals. They also liked the black-out look the covers provides. But their real interest in the product came when they realized that the wheel covers help keep contaminants out of their wheels. That conclusion caused them to retrofit their entire fleet of tractors and trailers with FlowBelow wheel covers.

Olson specializes in the transport of dry bulk materials, such as coal, petroleum coke, frac sand, aggregate, and road salt. The fleet is constantly traveling in rough terrain and on unpaved roads, to pick up and deliver their loads. Their wheels collected silt and sludge, resulting in wheel contamination but adding the wheel covers to both trailer and tractor wheels has helped keep their wheels clean and reduce maintenance.

“We knew the wheel covers worked – we’ve had them on some of our tractors. We started off by testing them on 6 trailers. It didn’t take us long to know we had a solution that we loved – and now we’ve installed 60 trailers with the kits, and we’re thrilled to no longer have to deal with wheel contamination,” said Tom Olson, President for Olson Carriers. “The drivers are happy, and the product looks great. FlowBelow wheel covers were the solution we were looking for, and it also contributes to our sustainability goals of reduced carbon footprint,” continued Olson.

“I think Olson’s experience could be replicated around the country by fleets who do heavy hauling of the same types of product. Wheel covers are a simple solution that meet their basic needs. Fleets generally only think of our wheel covers as an aero solution, but they can serve other purposes as well. Olson is a great case-study for us, and similar fleets will hopefully benefit from learning about their experience,” said Katie Breitchopf, Director of Sales Operations for FlowBelow.

FlowBelow’s wheel cover kits are compatible with all Class 8 trucks and all makes and models of trailers. They come in a variety of colors, and more than 200,000 kits have been sold over the last 5 years.



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About FlowBelow Aero, Inc.: FlowBelow is a Texas-based aerodynamics company focused on improving the fuel efficiency of class 8 trucks and trailers. Their product development process includes advanced computational fluid dynamics modeling and extensive interaction with fleet mechanics and drivers to ensure the products provide utility, efficiency, and profitability for fleets. FlowBelow's products are manufactured in the USA and have fuel savings verified by third party SAE Type II fuel economy testing. For more information please visit www.flowbelow.com.

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