



# Electrada's 360 Charging-as-a-Service (CaaS) to energize Salem Carriers hub, serving Daimler Truck North America's (DTNA) inbound logistics operations near Charlotte, NC

## KEY STATS

**Company:** Salem Carriers

**Vertical:** Transportation & Logistics

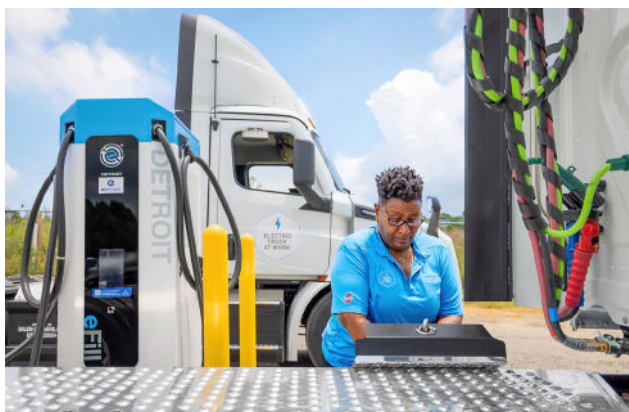
**In a Nutshell: 360 Charging-as-a-Service (CaaS)** to provide a complete electric fuel solution for Salem Carriers, Inc., a dedicated contract logistics company, in electrifying DTNA's inbound logistics operations at the Salem Carriers hub near Charlotte, North Carolina.

**The GPS:** Charlotte, NC

**Snapshot View:** DTNA and Salem Carriers are working with Electrada and Daimler Truck Financial Services (DTFS) to electrify DTNA's inbound logistics operations in North Carolina. This collaboration introduces Electrada's all-in-one **360 Charging-as-a-Service (CaaS)** solution, which includes the development, operation, and maintenance of charging infrastructure, ensuring a seamless transition to zero-emission vehicles. Salem Carriers will deploy Freightliner eCascadia vehicles, supported by a strategic partnership with Electrada and DTFS, to enhance its logistics services.

**ELECTRADA'S 360 CaaS**

- 100% Capitalized**
- Guaranteed Performance**
- Reliable 99% Uptime**
- Predictable Pricing**
- Day One Savings Guaranteed**



This initiative marks DTFS's first implementation of a CaaS project with Electrada, setting a precedent for future electrification efforts. The CaaS solution provides Salem Carriers with a comprehensive charging infrastructure, including depot electrification and en-route charging at the Duke Energy/Electrada mobility microgrid. By integrating vehicle leases, electric service programs, and insurance into a predictable cost structure, DTFS lowers entry barriers and supports Salem's electric vehicle operations.

The collaboration aligns with DTNA's commitment to sustainability and carbon neutrality by 2039. The project not only supports DTNA's logistics network but also sets an example for the broader logistics industry. By leveraging Electrada's electric charging infrastructure expertise and the reliability of DTNA's electric trucks, this program aims to drive the adoption of zero-emission vehicles and sustainable transportation solutions across the industry.

## SELECT QUOTES:

**Jeff Allen, Senior VP of Operations and Specialty Vehicles at Daimler Truck North America**, highlights the example this project sets for the logistics industry: "This program with DTFS, Salem, and Electrada reinforces DTNA's commitment to decarbonization throughout the supply chain by seamlessly using Daimler vehicle and energy solutions available to all logistics enterprises today. Electrifying our inbound logistics operations is a clear testament to the reliability of DTNA's electric Freightliner trucks, combined with high-performance charging infrastructure and rigorous energy management. There's no better validation point to the market than being the customer of your own solution."



**Stephan Unger, CEO Daimler Truck Financial Services**, emphasizes the importance of services for the ZEV transformation: "By addressing the charging infrastructure, we are able to better support zero-emission truck goals and ultimately unlock larger environmental and social-economic benefits. This project is an important step in the DTFS transformation, from pure financial services to a complete service provider for the commercial vehicle industry."



**Dennis Giff, General Manager at Salem Carriers:** "Introducing battery electric vehicles to our operations was a new initiative. The DTFS/Electrada approach was unified, aligned with our operating needs, and set the stage to scale future electric vehicle integration into our services."

**Kevin Kushman, CEO of Electrada:** "Only through the comprehensive bundling of services are logistics companies, like Salem, able to eliminate the capital, technology, and energy price volatility risks of launching a zero-emissions fleet. We're proud to team with Daimler Truck Financial Services and Daimler Truck North America to demonstrate how to meet the reliability and TCO requirements of a critical logistics function with our zero-emissions CaaS solution."

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**Press Release:** <https://bit.ly/4blthNp>

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