



## **Tula Accelerating Innovation for a Cleaner, Greener Future**

### ***Answering the call to action for net zero emissions by 2050***

**SAN JOSE, Calif. – Nov. 10, 2021** – As world leaders gather in Glasgow for the 26th United Nations Climate Change Conference of the Parties (COP26), there is once again a push for strategies to reach net zero by 2050. With the transportation sector currently the fastest growing contributor to climate change and now accounting for almost a quarter of emissions, Tula Technology, Inc., a leader in propulsion efficiency, has accelerated the pace of innovation to reduce the environmental impact of passenger and commercial vehicles through its Dynamic Skip Fire (DSF®) and Dynamic Motor Drive (DMD™) technologies.

“To reach net zero, OEMs are faced with meeting increasingly stringent emissions reductions standards,” said R. Scott Bailey, president and CEO of Tula Technology. “Tula has developed technologies that make it possible to achieve these mandates in a cost-effective manner. Whether we’re working with partners to reduce emissions in internal combustion engines or offering solutions to make electric vehicles more efficient, our team is committed to improving propulsion efficiency for a cleaner environment.”

#### **The Tula Track Record of Innovation**

- Using patented algorithms, DSF® chooses to skip or fire individual cylinders dynamically to meet an engine’s torque demands, **enabling near-peak engine efficiency** for a cleaner-burning, more fuel-efficient vehicle.
- **DMD™ mitigates efficiency losses in electric motors** while significantly reducing reliance on rare-earth materials. DMD’s application to electric vehicles (EVs) has the potential to increase range while using less energy. DMD is a cost-effective, software-driven solution. **Without the need for rare earth materials**, potential supply chain challenges and escalating costs can be avoided.
- A recent study of Tula’s DSF in a Class 8 truck powered by a Cummins X15 HD engine showed a **74 percent reduction in nitrogen oxides (NO<sub>x</sub>) and a 5 percent reduction in carbon dioxide (CO<sub>2</sub>)**. To demonstrate DSF in action, Tula recently released a [“virtual test drive”](#) video.
- FEV, an international engineering partner to the auto industry, joined Tula to evaluate Tula’s **DSF for mild hybrid diesel** vehicles and found an **additional 11% of CO<sub>2</sub> was eliminated** compared to industry-leading hybrid powertrains. The CO<sub>2</sub> reduction can be achieved at a cost of about \$235 (€200) per vehicle. For manufacturers of light duty commercial vehicles, this technology offers a compelling and cost-effective solution to achieve challenging Euro 7 emission standards expected to go into effect by 2026 for all new vehicles in Europe.
- Tula and Jacobs Vehicle Systems signed an agreement and are working together to **integrate DSF and Jacobs Cylinder Deactivation technology**. Independent laboratory testing has demonstrated that Jacobs CDA hardware and Tula’s DSF achieve greater emission reductions when combined.

- Tula is partnering with Chinese vehicle equipment manufacturer E-Quality Tec, Inc. to **embed DSF into E-Quality's controller**. Rapidly deploying fully integrated technology will enable medium and heavy-duty diesel vehicle manufacturers in China to aggressively target simultaneous reductions in both CO<sub>2</sub> and NO<sub>x</sub> for CN Stage VI, China's emission standard for heavy-duty vehicles.
- More than **1.5 million General Motors passenger vehicles** are on the road in the U.S. utilizing DSF, each one saving roughly one ton of CO<sub>2</sub> emissions each year, using the same cost-effective technology being deployed in commercial diesel and hybrid vehicles.
- Tula's talented team members are on the cutting edge of automotive engineering, and recently were awarded their **200<sup>th</sup> global patent** and have **378 patents issued or pending**.

Tula is driven to improve efficiency across all manner of transportation and reduce emissions without sacrificing performance or comfort. We support immediate action on climate and clean air regulations to promote a sustainable future powered by innovation.

#### **About Tula Technology, Inc.**

Silicon Valley-based Tula Technology provides innovative award-winning software controls to optimize propulsion efficiency and emissions across the mobility spectrum, including gasoline-powered, diesel, alternative fuel, hybrid, and electric vehicles. Tula's culture of innovation has resulted in breakthrough technology and a robust global patent portfolio of more than 378 patents issued and pending. Tula Technology is a privately held company backed by Sequoia Capital, Sigma Partners, Khosla Ventures, GM Ventures, BorgWarner and Franklin Templeton. More information is available at [www.tulatech.com](http://www.tulatech.com).

#### **Contacts:**

##### **Tula Technology, Inc.**

Ram Subramanian

Principal Marketing Strategist

[ram@tulatech.com](mailto:ram@tulatech.com)

##### **Media: Financial Profiles**

Debbie Douglas, SVP

[ddouglas@finprofiles.com](mailto:ddouglas@finprofiles.com)

949-375-3436