



Size the Prize for CI RICE NESHAP

- EPA states about 900,000 Diesel Engines will be affected
- EPA estimates 20% need catalysts = 180,000 Engines
- Estimated 15% need Data Loggers = 135,000 Engines
- Estimated 20% need crankcase ventilation filters = 180,000 Engines
- Average Price/Catalyst = \$10,000
- Average Price/Logger = \$2,000
- Average Price/Crankcase filters = \$1,000
- $180K \times \$10,000 = \$1.8B$ Retrofit Market - Catalyst
- $135K \times \$2,000 = \$270M$ Retrofit Market – Loggers
- $180K \times \$1,000 = \$180M$ Retrofit Market – Crankcase filters
- Total estimated RICE NESHAP opportunity = **\$2,250,000,000 by May 2013!**