

FUN FACT • 1

Before Tailpipes, Transportation Still Had Emissions

Horse-powered mobility had no gasoline tailpipe — but at city scale, it created a very real waste-management problem in busy streets, freight corridors, and stable operations.

50 lb

PER HORSE / DAY

Average raw manure and urine produced by a single working horse each day.

9 tons

PER HORSE / YEAR

Approximate annual manure output per horse — multiply across a barn or city.

60–70 lb

STALL WASTE / DAY

Daily stall waste with bedding included — the real number a barn manager hauls.

“The original transportation system was renewable — but it was definitely not zero-waste.”

FUN FACT • 2

Horse vs. Car

Different emissions, different mess — and very different lessons for today's clean fleets.

HORSE

50 lb / day

Raw manure and urine per working horse

- Far less digestive methane than ruminants — horses aren't ruminants.
- No fossil-fuel tailpipe emissions.
- Main externality: constant, visible, on-the-ground waste handling.

TYPICAL CAR

4.6 t / year

CO₂ from a typical passenger vehicle (~400 g/mile)

- About 400 grams of CO₂ per mile driven.
- Roughly 4.6 metric tons of CO₂ per year per vehicle.
- Main externality: invisible greenhouse-gas emissions.

Transportation has always had impacts. Our job: reduce them, communicate them clearly, and choose the right tech for the right job.

FUN FACT • 3

And We're Off! The Origin of Horsepower

Watt coined "horsepower" in 1782 to sell steam engines. 244 years later, we still measure vehicles in horses.



1 hp

THE MARKETING MOVE

Watt measured a brewery horse's average daily output and called it "1 horsepower" — the world's first vehicle spec sheet.



~15 hp

ACTUAL PEAK HORSE OUTPUT

A real horse can actually produce up to 15 horsepower in short bursts. Watt used the average — better for sales pitches.



746 W

THE PLOT TWIST

1 hp = 746 watts. The unit named after Watt now measures the EVs replacing the horses he was replacing. Full circle.

Now it's post time — every generation reimagines transportation. Ours just happens to plug in.

FUN FACT • 4

Some run on batteries. Mine run on Oats



From the track to the road, cleaner transportation is a race worth winning!



It's Post Time!



Panels • Demos • Networking

The gates are open. And we're off!