



CASE STUDY

2017

Hurricane
Season

Emergency Fueling

Atlas' Emergency Fueling Team Responds To The Record-Breaking 2017 Hurricane Season

The 2017 hurricane season demonstrated the importance of in-depth emergency preparedness plans for businesses and individuals alike. Even with plans in place, some businesses still failed to maintain 100% uptime and faced unprecedented costs. Atlas Oil Company helped mission-critical organizations, government agencies, and contracted customers maintain 100% uptime throughout the record-breaking 2017 hurricane season. With over 30 years of fueling experience, diversified fuel supply, and a team of highly trained emergency experts, Atlas continually proves to be one of the nation's top emergency fuel providers.

Hurricanes Harvey, Irma, Nate, and Maria caused 2017 to be one the costliest hurricane seasons in history. Atlas responded to each of these storms with unrelenting dedication and drive—resulting in the company's largest deployment to date, with over 80 trucks providing emergency fuel in a quadruple emergency fueling deployment.

As Hurricane Harvey developed in the Gulf of Mexico, the Atlas team assembled in the mission control room at our Home Office in Taylor, Michigan, and prepared for a potential deployment. Harvey made landfall by nightfall on August 25, 2017, in Texas as a Category 4 hurricane. The Atlas Emergency Fueling Team deployed 19 trucks within 24 hours. These trucks headed down to military bases and contracted customers throughout Texas ensuring mission-critical organizations stayed up and running.



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2017
Hurricane
Season

P2

Emergency Fueling

Because of the magnitude of Harvey and the historic flooding brought with it, many of the fuel terminals in the region shut down, and 25% of the nation's refineries were closed. Atlas, a nationwide company, had access to millions of gallons of relief fuel across the country. Atlas fueled first responders, hospitals, nursing homes, and government agencies as a government subcontractor. While 9 trillion gallons of water fell on Houston, Atlas also responded to the needs of our contracted fuel assurance clients to keep key data, telecommunications, and medical centers operating.

The shortages caused by Hurricane Harvey were not fully rectified for a few weeks, causing additional stress on mission-critical organizations in Florida after Hurricane Irma's landfall.

Approximately 6.5 million people were without power after Hurricane Irma's landfall on September 10, 2017, making Atlas' emergency fuel deliveries critical to hurricane relief efforts. Atlas worked around the clock to secure product from other markets and preemptively deliver emergency fuel to our contracted fuel assurance customers—upholding the Atlas guarantee of 100% uptime.



ATLAS DEPLOYED:
80 TRUCKS

HOURS WORKED:
OVER 100,000 HRS

FUEL DELIVERED:
MILLIONS OF GALLONS

Atlas sourced 80 trucks and drivers from our nationwide network to deploy to regions affected by Hurricanes Harvey and Irma, making the dual emergency deployment operation the largest in 32 years of business. The ability to source assets from across the country quickly became one of the most important factors to Atlas' success as fuel shortages prohibited many organizations in Texas and Florida from receiving emergency fuel from in state.

Cox Media Group:

“Atlas Oil played a major role in supplying critical generator fuel for Cox Media Group's 6 station radio cluster in Tampa during Hurricane Irma as a supplement to our local and regional suppliers. Atlas also had the capability to reach some of our sites where access roads were compromised by the storm that blocked traditional transport equipment by using a combination of large trucks as well as small trailer mounted tanks to get into these sites.

Because of their unique fuel delivery capabilities, several key radio stations that serve the Tampa Bay area were able to maintain full power and serve our communities with critical information thanks in part to the expertise and specialized equipment Atlas made available to us on short notice.”



CASE STUDY

**2017
Hurricane
Season**

P3

Emergency Fueling

With Hurricane Irma recovery efforts underway in Florida, Hurricane Maria, a Category 5 hurricane with 175 mph sustained winds, gained strength over the Caribbean. After wreaking havoc on the US Virgin Islands, the eye of Maria passed directly over the island of Puerto Rico, knocking out 100% of the island's power and destroying much of Puerto Rico's infrastructure. Atlas was immediately called in as a Department of Defense and FEMA subcontractor, in addition to supporting the United State Postal Service through its nationwide emergency fuel supply contract.

Within 24 hours, our Emergency Fueling Team sourced over 15 emergency fueling assets for the deployment to Puerto Rico. By the week's end, Atlas sent 22 trucks, a mobile command center, and a mobile refueling tank to the island. Atlas trucks and support vehicles departed via barge from the Port of Jacksonville in Florida and began a six-day voyage San Juan, Puerto Rico. The Atlas team flew to Virginia after the trucks left and were airlifted into Puerto Rico via commercial plane.

Atlas worked together with government officials and military members to keep key mission-critical organizations fueled while power was slowly restored to parts of the island. Working closely with hospitals, dialysis centers, and pharmaceutical companies, Atlas powered key medical facilities, including those making a large portion of the world's IV bags.

Puerto Rican officials estimated after Maria's landfall that power would not be restored to parts of the island for up to six months, making emergency fuel delivered by Atlas essential for the areas to start rebuilding after Maria. Even six months after landfall, the total impact of Hurricane Maria on the island was unknown, and only 83.6% of residents had power.

Atlas initially remained in Puerto Rico for 3 months. On December 14, we celebrated our drivers coming home and shortly after received a call from a utilities consortium contracted by the federal government. We returned to Puerto Rico in late December 2017 to help this contracted customer bring power back to the island where only 60% of people had access to power at the time of Phase Two Deployment. On April 1, 2018 our team returned home to conclude our 2017-18 hurricane relief efforts.

Perhaps the most important factor of all leading to our success as an emergency fuel provider is that our team of drivers, operations, and logistics professionals, jump headfirst into opportunities to make a difference. Additionally, our Emergency Fueling Services team can quickly assemble a top-notch crew of drivers, best-in-class equipment, and the latest fueling technology to support our life-saving missions through its nationwide network of strategic carrier partners. We make critical decisions in a timely fashion, all while under immense pressure and time constraint, knowing our failure to work quickly could have drastic impacts on companies in need. Our team knows that our work will power hospitals to save lives, data centers to keep Americans' information safe, and telecommunication centers to keep lines of communication open when disasters strike.

As the cost of downtime rises, make sure your organization is ready for the unexpected. To schedule your business continuity plan assessment with one of Atlas' emergency fueling experts, call 800.878.2000.

We Recommend Organizations Keep These Three Things In Mind

1. Know who your fuel supplier is in advance of a storm or other disaster.
2. Make sure you have a written contract with your fuel supplier that specifies response times, gallons delivered, and the number of trucks needed in the event of a major disaster.
3. Make fuel quality control part of your risk management process by ensuring fuel samples are extracted and tested annually.

