



CLEAN ENERGY  
RAIL CENTER

**Market Segment Strategy**

We have targeted multiple market segments as potential users for the Clean Energy Rail Center (CERC). Each market segment has been placed into three levels of contact priority based on customer criteria we have established derived from the features CERC has to offer such as:

- High rail capacity
- Flat topography
- Available water rights
- High capacity of utilities
- Process heat

Our strategy to successfully attract each market segment is to: 1) learn and understand each segment and know the top companies, 2) discover a valid business justification for each company to select CERC, 3) use corporate level sales techniques to contact appropriate persons at each company, 4) research competitors for points of comparison and contrast with advantages at the CERC Project, 5) continue to fill pipeline with high quality users who may provide synergies of production interaction with other users, and who will contribute to the clean energy reputation of the project.

