



## WHAT IS ECO DRIVING?

### A new driving phenomenon.

Eco driving is a series of tips, measures, techniques and habits to enable drivers to obtain the best possible fuel efficiency for their vehicle.

There are many ways to make the ride cheaper, safer and , as a bonus, produce less greenhouse gases.

You cannot manage what you do not measure, so keeping simple data is an important part of eco driving.

Training people to keep data is part of the training package, as is follow up and helping businesses to set up simple systems and policies to record and monitor.

Eco driving is the practice of smooth, anticipatory driving.

The vehicle is operated within an optimum rev range and gears are moved through as soon as practical to avoid episodes of sudden braking or acceleration.

Efficiencies are easily achieved when it is shown that the simple act of not exceeding 90 km/hr reduces fuel use by 10 %, (compared to driving at 100 km/hr), while simultaneously reducing the risk of a traffic incident by 30%.

Eco driving is also about maintaining vehicles to maximise fuel use. Engines are properly tuned; air-conditioner use is kept to a minimum; tyres are maintained at the correct pressure; extra cargo is avoided; and fixtures that could increase vehicle drag are eliminated.

Finally, eco driving is about smart driving choices. There is no more efficient a vehicle than one not being driven. Eco-driving is about making sure there is a need for every trip. It is about route planning, car sharing, avoiding unnecessary idling and unnecessary trips.