



**AUTO ALLIANCE**

DRIVING INNOVATION®

***CarbonFreeDC***

*Washington, DC*

***EcoDriving Every Time You Drive***

**Seena Safi**

Executive Director

*EcoDrivingUSA*

**Monday, January 25, 2010**

# Define EcoDriving

EcoDriving / ě'kō - drīv-inj

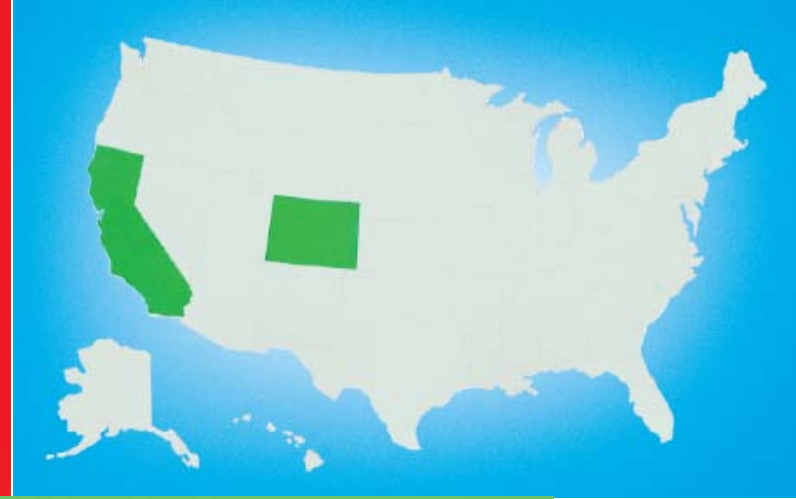
*Driving habits and car maintenance techniques to get the most mileage out of your vehicle, reduce carbon dioxide emissions, and save you money at the gas pump.*



# EcoDrivingUSA

- *About the Program*
- *A Big Fact*
- *EcoDriving Practices*

Red State. Blue State.  
Through EcoDriving,  
we can all be  
Green States.



*Arnold Schwarzenegger*  
Arnold Schwarzenegger  
GOVERNOR OF CALIFORNIA

AS GOVERNORS FROM TWO DIFFERENT POLITICAL PARTIES, we may not see eye to eye on every issue. But one issue we can put our bipartisan differences aside and agree on is our nation's rising gas prices. Something needs to be done. Which is why we have come together, representing California and Colorado, to encourage Governors of all States to become Green States, and join us in the EcoDriving™ program.

We believe this initiative, which is designed to educate America on the small things they can do today to help them conserve fuel, save money and help save our planet, is a critical step towards providing an answer to rising gas prices nationwide.

To learn how your State can join the movement, or for tips on how you can become an EcoDriver™ on your own, log onto [ecodrivingusa.com](http://ecodrivingusa.com).



*Bill Ritter Jr.*  
Bill Ritter  
GOVERNOR OF COLORADO

Join us in saving gas, saving money and saving our planet at [ecodrivingusa.com](http://ecodrivingusa.com)

EcoDriving hosts DC visitors at Washington Auto Show, including EPA Administrator **Lisa Jackson** and California Air Resources Board Chairman **Mary Nichols**



**5** MORE GOVERNORS SIGN ON

FEBRUARY



▶ **Mayor Bloomberg**, EDF and EcoDriving join together in anti-idling campaign



EcoDriving month includes consumer awareness ads

APRIL

MAY



**Gov. Steve Beshear** (D-KY) announces his support during EcoDriving Month

▶ **1,000+**

blog and media outlets reported on EcoDrivingUSA™ in 2009



▶ Attendees at the **National Conference of State Legislatures** learn about EcoDriving at annual meeting in Philadelphia, PA



**AUGUST 2009**

**10** MORE GOVERNORS SUPPORT ECODRIVING



**Gov. Sonny Perdue** (R-GA)



**Gov. C.L. "Butch" Otter** (R-ID)



**Mayor Ballard** of Indianapolis joins EcoDriving movement



**Bob Riley** (R-AL)



**Martin O'Malley** (D-MD)



**Jay Nixon** (D-MO)



**Haley Barbour** (R-MS)



**Gov. Jennifer M. Granholm** (D-MI)



**Gov. Brad Henry** (D-OK)



EcoDriving exhibit moves to the **New York International Auto Show**

▶ EcoDriving joins "Indy Goes Green" effort, helped by race car driver **Nelson Philippe**



**Bev Perdue** (D-NC)



**Luis Fortuño** (R-PR)



**Mark Sanford** (R-SC)



**Gov. Jon Huntsman** (R-UT)



**Tim Kaine** (D-VA)



**John De-Jongh** (D-USVI)



**Joe Manchin** (D-WV)



**18** GOVERNORS SUPPORT ECODRIVING IN THE FIRST YEAR



Be an EcoDriver

EcoCalculator

EcoDriving Quiz

Virtual Road Test

Is Your Community EcoDriving?

Educational Tools

News and Events

Join the EcoDriving Movement

Sponsored by

**AUTO ALLIANCE**  
DRIVING INNOVATION®



## Turning Commuters Into Lean, Green Driving Machines

"I Drive Green" hopes to get more people to drive better, and greener, by applying some of the driving skills and attention usually only found on the racetrack and in doing so make them more energy efficient drivers. "People think that if you are a green driver, you are slow, but this is not the case," Jean Paul Libert told CNN. "Who better than a racing driver to show you better driving skills?" [Read more >](#)

## Southern Governors Endorse "EcoDrivingUSA™"

Williamsburg, VA -The EcoDriving movement continues to grow. And to mark its one-year anniversary nine new governors have announced support for this national initiative to promote green driving. Alliance President Dave McCurdy joined members of the Southern Governors Association to announce the latest states to join the EcoDriving movement. They include Governors Bob Riley (R- AL), Haley Barbour (R-MS), Jay Nixon (D-MO), Martin O'Malley (D - MD), Bev Perdue (D - NC), Luis Fortuno (R - PR), Mark Sanford (R- SC), John DeJongh (D - USVI), Tim Kaine (D-VA), Joe Manchin (D-WV). [Read more >](#)

## Podcast - US Forest Service (Northern Region)

The US Forest Service Northern Region proudly presents Eco-Driving Tips. Host Cody Johnson walks you through 14 easy tips to help you drive more eco-friendly. [Read more >](#)

## Join the EcoDriving Movement



**Georgia Joins the Movement**

Gov. Perdue supports EcoDrivingUSA

Is Your State



Take the





# Online Tools

Get a quick look at how much CO<sub>2</sub> one driver or one state can reduce.  
Enter your info in the EcoCalculators.

## Calculate Yourself



CALCULATE  
INDIVIDUAL



CALCULATE  
BY STATE



# A Video on EcoDriving





# Auto Show, etc.





# The Facts



# EcoDriving in the U.S.

244,838,802 drivers on the road

136 million g/gas are consumed annually



# EcoDriving in the U.S.

If **HALF** of these drivers practiced EcoDriving,

We'd cut our carbon footprint by 100,000,000 tons



# EcoDriving in the U.S.

That's equivalent to heating and powering 8.5 million households for a year...



**That's 8 cities  
the size of L.A.**



# EcoDriving in Practice



- Be an EcoDriver
  - EcoDriving Practices
  - Maintenance Practices
- EcoCalculator
- EcoDriving Quiz
- Virtual Road Test
- Is Your Community EcoDriving?
- Educational Tools
- News and Events
- Join the EcoDriving Movement

## Be an EcoDriver™

Learn the basics of EcoDriving by watching our video and visiting the Practices pages below for more tips.



## What can I do right now?

Believe it or not, you may already have much of what you need to save money at the gas pump. And you could reduce your carbon dioxide emissions at the same time. It's as easy as subtly changing your driving habits and adjusting your maintenance techniques. Today's autos are about more than getting you safely from point A to point B. They're computers on wheels - and what's known as "EcoDriving" provides easy tips for getting the most mileage out of your vehicle. And because burning gasoline produces carbon dioxide, saving fuel helps reduce carbon dioxide emissions - which helps address climate change. No matter what you drive, you can reduce [carbon dioxide](#) and save money - right now. [Here's how to start.](#)

## EcoDriving Practices



### Tip #6: Maintain a steady speed.

Did you know that every 5 mph you drive over 60 mph is equivalent to paying 20 extra cents per gallon of gas.

[MORE ECODRIVING PRACTICES](#)

## Send to a Friend

Invite your friends to visit the site too.

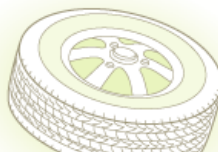


## Hit the Road

Take the EcoDriving Virtual Road Test.



## Maintain Your Vehicle



### Tip #5: Check your tire pressure

Earn a free tank of gas every year. You can improve your gas mileage by about 3% just by keeping your tires properly inflated.

in your area



Find EcoDriving programs in your community or urge your



You can reduce  
**CO<sub>2</sub>** **NOW**

## EcoDriving™ Practices

Subtle changes in driving habits can produce significant benefits, such as saving money at the gas pump and reducing CO<sub>2</sub> emissions.

### 1 Believe You Can Reduce Fuel Use and Emissions

Typically, practicing moderate levels of EcoDriving can reduce fuel use by an average of 15%.

### 2 Avoid Rapid Starts and Stops

### 3 Keep on Rolling in Traffic

### 4 Ride the "Green Wave"

### 8 Navigate to Reduce Carbon Dioxide

### 9 Avoid Idling



You can reduce  
**CO<sub>2</sub>** **NOW**

## Maintenance Practices

Today's automobile is a complex machine with more than 3,000 interactive parts. Regular maintenance can help your vehicle run longer, as well as reduce carbon dioxide (CO<sub>2</sub>) emissions.

### 1 Read Your Owner's Manual

Typically your owner's manual will provide a recommended service schedule to keep your vehicle operating efficiently.

### 2 Use the Recommended Motor Oil

### 8 Reduce Aerodynamic Drag

### 9 Tighten Your Gas Cap

### 3 Schedule Periodic Engine Tune-ups

### 10 Remove Excess Weight from Your Vehicle

### 4 Replace Air Filters Regularly

### 11 Maintain Your Air Conditioning System — Professionally



Thank You!!

&

Questions

**BMW Group**



**PORSCHE**

**TOYOTA**

**VOLKSWAGEN**  
GROUP OF AMERICA