



## The “Golden Rules” of Eco-driving



- 1 Shift into a higher gear early; leave in gear when braking
- 2 Maintain a steady speed at highest possible gear
- 3 Look ahead and anticipate traffic flow
- 4 Switch off the engine at short stops
- 5 Check and adjust the tyre pressure regularly
- 6 Make use of in-car fuel saving devices such as on-board computers and dynamic navigators to avoid traffic jams
- 7 Remove surplus weight and unused roof racks





- **Cost-effective:** Eco-driving training leads to a reduction in fuel consumption of up to 20% after training, with a significant long-term effect of 7% under everyday driving conditions.



- **Reduction potential:** The European Climate Change Programme calculated that eco-driving could save 50 million tonnes of CO<sub>2</sub> emissions in Europe by 2010. Other research also states that eco-driving is a highly cost-effective way to reduce CO<sub>2</sub> emissions. The independent research institute TNO estimates a negative cost to society (cost savings) of up to € 128 per tonne CO<sub>2</sub> saved.



- **Drivers training:** Eco-driving could be part of the learning package for new drivers and could also cover experienced drivers. Driving schools and professional driving instructors can contribute significantly.

