

Clever Move: Clean Driving Techniques



Eco-driving saves fuel and money, benefits the environment, and improves road safety.



Clever Move: Clean Driving Techniques

Anticipate Traffic Situations with cool driving behaviour by looking and thinking ahead

- Helps maintain a steady fuel-efficient speed
- Reduces the need for heavy braking and acceleration
- Enhances relaxed driving style
- Enables co-operative and safer driving style

Ride at low r.p.m. using the highest possible gear (at constant speed)

- Increases fuel economy
- Reduces emissions and noise
- Improves environmental performance / reduces impact of motoring.

Use vehicle's momentum to drive continuously

- Saves energy instead of unnecessary acceleration
- Supports a cooler and smarter driving style

Use auxiliary equipment selectively, like air-conditioning and windscreen heaters

- Optimises overall fuel economy without compromising safety or comfort

Switch off the engine whenever safe to do so (e.g., vehicle's loading & unloading, longer stops in stationary traffic)

- Avoids unnecessary energy consumption of an idle running engine

Check and adjust tire pressure regularly, according to loading and speed driven

- Safeguards optimum economy and additionally contributes to safety

Remove unnecessary cargo from the car to reduce weight.

- Improves fuel economy – less energy needed for acceleration.

Reduce aerodynamic drag whenever possible (loaded or unloaded roof & rear racks, open windows & sun roofs)

- Reduces fuel consumption, esp. at higher speeds – lowering air resistance

Environment

Greener Driving = Milestone of sustainable individual mobility

- Cleaner & more fuel-efficient motoring
- Saving natural resources / fuel
- Reducing CO₂-emissions
- Improving air quality
- Lowering noise level

Consumer

- Cost saving potential
- Advanced "Cool & Smart" driving skills
- Relaxed & safer way of motoring
- Personal contribution to preserving the environment
- Conscious use of individual mobility

Outlook & Challenges

- Long-term objective of a "New Driving Culture"
- Strategy to activate saving potential of 25%
- Multi-stakeholder involvement (Industries, Governments, NGOs ...)
- Governments to support awareness campaigns

