

## **Green Driving is Safe Driving**

What if we all did a little something to make the world a better place? What if driving a little greener made toxic emissions into the atmosphere a little leaner, would you do your part?

We rely on our vehicles as our primary means of transportation for all of our daily activities from business to personal use. At the same time, we are conscious of the importance of preserving our environment, conserving energy and improving air quality. With recent advancements in vehicle manufacturing and fuel technology, improvements in air quality have been made. This, combined with the modifications drivers can make to their daily driving habits to protect the environment gives us the green light for green and safe driving.

Studies have shown that you can reduce fuel consumption by 20% or more by modifying your driving habits. These modifications are simple in nature and only require repetitive routine practice to make this a success, not only from a fleet standpoint, but in our personal vehicle usage as well.

Here is how driving green works:

- **Keep vehicles well-tuned**
  - A well maintained vehicle improves fuel consumption and emits fewer pollutants.
- **Check tires for proper inflation**
  - Maintaining recommended air pressure conserves fuel and reduces tire tread wear.
- **Be a proactive driver**
  - Bypassing congested routes leads to less idling and decreases the amount of stop-and-go traffic.
- **Drive better**
  - Accelerating smoothly and stopping slowly reduces fuel consumption and toxic emissions.
- **Drive speed limit**
  - It's the law! Additionally, obeying the posted speed limit saves fuel and lowers the risk of accidents.
- **Maintain a steady speed**
  - Keeping a steady pace reduces gas pedal activity, which helps to reduce toxic emissions.

Not only do agencies see significantly lower fuel costs with their fleet management as a result of green driving, but they are also supporting environmentally friendly initiatives. At the same time, green driving encourages safe driving – helping to reduce accident rates, as well as stress for employees driving on today's busy roads – things we all value.

**References:**

Carbonfund.org, [www.carbonfund.org](http://www.carbonfund.org)

TRIP (a national transportation research group), [www.tripnet.org](http://www.tripnet.org)

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