

# Drive Your Best to SAVE FUEL & KEEP DENVER'S AIR CLEAN

During the DNC  
and beyond.

Fuel efficiency isn't just about what you drive, it also about how you drive your Crown Victoria, van, shuttle bus, limo or other vehicle.

Here are the top three proven tips to improve your fuel efficiency and keep money in your pocket:

## 1) TURN YOUR ENGINE OFF WHEN YOU STOP: Idling wastes fuel and is not good for the engine:

FORD MOTOR COMPANY SAYS: "Avoid idling more than 30 seconds (when not in traffic)—Frequent restarting has little impact on the battery and starter (~\$10 a year worth of wear), whereas excessive idling can actually damage important engine components."

Idling for just 10 seconds uses more fuel than restarting the engine.

### EXAMPLES:

- 1) Turn your engine off to load and unload passengers and their luggage.
- 2) On the coldest mornings, only 30-60 seconds are needed to warm up the engine.



## 2) DRIVE SMOOTHLY AND TRY TO MAINTAIN AN EVEN SPEED:

**In city driving, acceleration accounts for 50% of fuel use;** Maintain an even speed and avoid using excessive gas to accelerate fast. Smooth driving can improve your fuel efficiency by up to 1/3.

### EXAMPLES:

1. Don't follow other cars too closely so you can avoid unnecessary breaking and accelerating
2. Accelerate smoothly—stepping hard on the gas uses a lot of fuel.
3. Take your foot off the gas early so you can coast down hills, to red lights and stop signs

## 3) DON'T SPEED:

**55-60mph is the most efficient speed:**

### EXAMPLES:

1. Every 5mph over 60 reduces fuel efficiency by about 7%. That is like paying \$0.30 more per gallon:  
**Driving 70 instead of 60 costs the same as paying \$4.50 per gallon instead of \$3.90.**
2. Go the speed limit on the highway, and use cruise control when you can.



We know you take pride in what you are doing . Help others join you by sharing these tips with fellow drivers.



? What would you do with an extra **\$2,300** a year ?

Here is an example of two drivers, “Aggressive Al” and “Efficient Earl.” Both drive Crown Victorias 50,000 miles per year, but their driving styles are very different:

### Aggressive Al always:

- Leaves his engine running when unloading passengers and collecting the fare, or during other “short” stops.
- Drives as fast as he can on the highway.
- Drives as fast as he can up to lights and stop signs, and then floors the gas pedal when the light turns green.



Al gets 18mpg average, and spends \$10,800 on gas over the course of the year.

### On the other hand, Efficient Earl:

- Turns his engine off whenever he stops when not in traffic—even if the stop is only for 60 seconds or so.
- Goes the speed limit on the highway, uses cruise control to maintain an even speed, and keeps some distance between other cars so he doesn't need to keep slowing down and speeding up all the time.
- Takes his foot off the gas a bit early when there is traffic or a light up ahead and tries to time it so he doesn't have to come to a stop, and then smoothly accelerates back up to cruising speed.



Earl gets 23mpg, and spends only \$8,475 a year on gas; \$2,300 less than Al!

**Earl's good driving will save \$2,300 compared to Al!**

Al might get places a little bit faster sometimes, but think of how many more hours he has to work to pay for the gas he wastes. Passengers probably appreciate the smoother ride in Earl's cab and that he cares about the environment—so Earl probably gets better tips, too.

Engines **OFF!**

**D E N V E R**