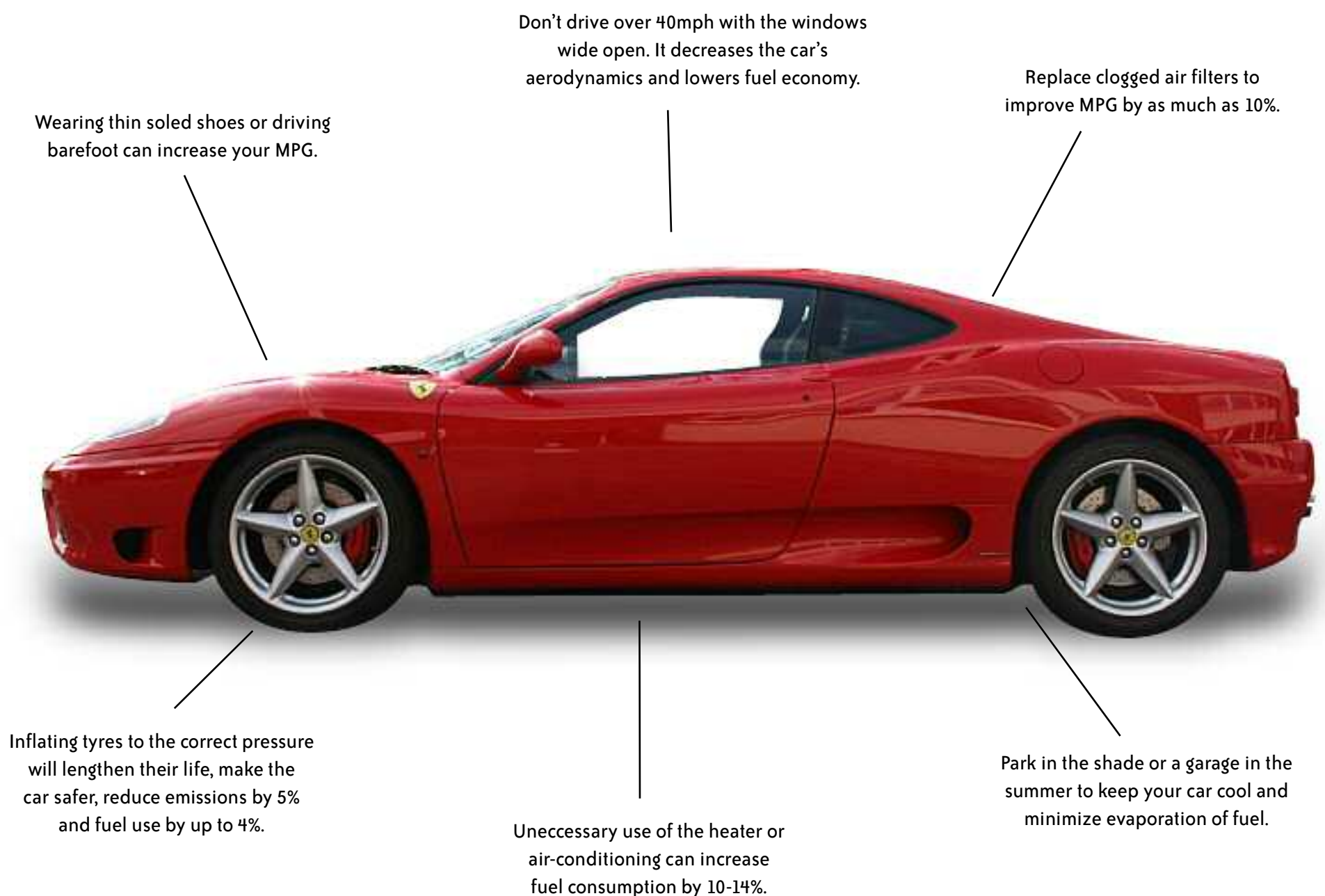


A green Ferrari.



We understand how people love their cars, but whatever you drive it should be green. You can save petrol, emissions and money by being a smart driver. And stop using it for short journeys, walk or cycle instead. For more tips on how to turn your car green visit www.drivesmart.info

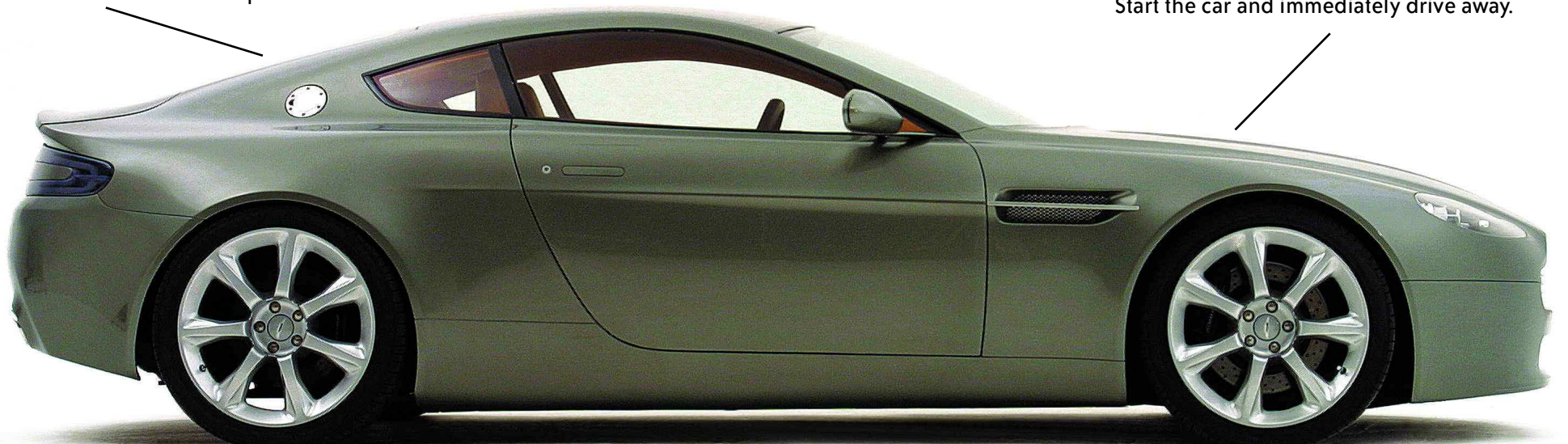
DRIVE
SMART
DRIVE
GREEN

British saving green.

Travelling at less than 15mph creates the most pollution. 60mph is the most energy and emission efficient.

All on board electronics use extra fuel, the rear screen heater for example adds 5% to the fuel consumption.

Today's engines don't need to be warmed up. Idling creates excess emissions and wastes fuel. Start the car and immediately drive away.



Make sure that your tyres are inflated to the correct pressure. Under inflation by 7psi wastes half a gallon of fuel in every tank.

Avoid keeping unnecessary items in your vehicle. Every 45 Kilos reduces your MPG by up to 2%.

Avoid harsh acceleration and heavy braking. Pulling away too fast uses up 60% more fuel.

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**DRIVE
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Any colour as long as it's green.

Restarting the engine uses less energy than 10 seconds of idling, so switch off if in a traffic jam.

Don't drive over 40mph with the windows wide open. It decreases the car's aerodynamics and lowers fuel economy.

All on board electronics use extra fuel, the rear screen heater for example adds 5% to the fuel consumption.



Park in the shade or a garage in the summer to keep your car cool and minimize evaporation of fuel.

Wearing thin soled shoes or driving barefoot can increase your MPG.

Avoid journeys under two miles – walk or cycle instead. A cold engine doubles fuel consumption.

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GREEN**

A green 4x4?

Accessories such as roof racks, bike carriers, and roof boxes significantly affect your car's aerodynamics and reduce fuel efficiency, so remove them when not in use. A loaded roof rack can decrease your fuel economy by 5%.

Avoid keeping unnecessary items in your vehicle. Every 45 Kilos reduces your MPG by up to 2%.

Wearing thin soled shoes rather than heavy boots or high heels can dramatically increase the MPG.



Service your car once a year. Get the engine tuned, the wheels aligned and catalytic converter checked.

Avoid short journeys. A cold engine uses almost twice as much fuel and catalytic converters can take five miles to become effective.

Make sure that your tyres are inflated to the correct pressure. Under inflation by 7psi wastes half a gallon of fuel in every tank.

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**DRIVE
SMART
DRIVE
GREEN**

Want to be a green van man?

Don't idle for more than 30 seconds. Today's engines don't need to be warmed up. Prolonged idling creates excess emissions and wastes fuel. Start the car and immediately drive away.

Avoid keeping unnecessary items in your vehicle. Every 45 Kilos reduces your MPG by up to 2%.

Replace clogged air filters to improve MPG by as much as 10%.



Avoid harsh acceleration and heavy braking. Pulling away too fast uses up 60% more fuel.

Planning your route ahead will reduce emissions and save you money in the long run.

Make sure that your tyres are inflated to the correct pressure. Under inflation by 7psi wastes half a gallon of fuel in every tank.

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**DRIVE
SMART
DRIVE
GREEN**

Also available in green.

In the summer park in the shade or a garage to keep your car cool and minimize evaporation of fuel.

Don't drive over 40mph with the windows wide open. It decreases the car's aerodynamics and lowers fuel economy.

On-board electronics use extra fuel, the rear screen heater for example adds 5% to the fuel consumption.



Avoid journeys under two miles – walk or cycle instead. A cold engine doubles fuel consumption.

Air-conditioning can increase fuel consumption by 10-14%.

Inflating tyres to the correct pressure will lengthen their life, make the car safer, reduce emissions by 5% and fuel use by up to 4%.

We understand how people love their cars, but whatever you drive it should be green. You can save petrol, emissions and money by being a smart driver. And stop using it for short journeys, walk or cycle instead. For more tips on how to turn your car green visit www.drivesmart.info

**DRIVE
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