



The Proven Success of Ecodriving

The escalating costs of fueling and maintaining vehicles has given fleet managers throughout the U.S. a new sense of urgency for a more efficient, less expensive driving solution. And it doesn't take a wholesale change in vehicles or fuel to accomplish that goal. Fuel, maintenance and environmental costs can all be substantially reduced with simple Ecodriving behaviors that anyone can learn. Here's a quick look at the proven track record of Ecodriving initiatives worldwide.

- A 2008 [Ford-commissioned study](#) on in-car coaching revealed a 24% average fuel savings rate among 48 independent drivers. Compared to each driver's initial driving behavior before coaching, individual improvements ranged from 6% to 50%.
- A Vehicle Environmental Engineering-[Ford Europe white paper](#) comparing the Ecodriving style with that of "normal-average" driving behavior found a 25% reduction rate in both fuel cost and CO₂ emissions.
- Ecodriving initiatives are already commonplace in Germany, Austria, Netherlands, Sweden, Japan and the U.K. A study conducted in the [Netherlands](#) documented a 10% improvement in fuel economy.
- A [2007 Ecodriving conference](#) attended by over 100 experts from around the world reported fuel economy savings of 5-15% for groups and 20-50% for individuals immediately following an Ecodriving training course. With sustainment of the program over 3 years, the same study indicated 5-10% group savings over the long term.
- A study entitled "[Ecodriving-American Program and Results](#)" found a 15% savings for individual drivers using Ecodriving initiatives.
- The U.S. government cites fuel savings related to Ecodriving in its [U.S. Fuel Economy Guide for 2011](#), published by the Department of Energy and Environmental Protection Agency.

Practiced and proven in Europe for many years, Ecodriving is now being embraced in the U.S., thanks to ever-increasing fuel costs and growing environmental concerns. The Ecodriving Solutions program can be easily and inexpensively tailored to any company or fleet. Our broad-based training, education and communications address the economic and ecological impact of driving behavior in a way that enables and motivates both individuals and organizations to cut down and clean up.

Start experiencing the financial, ecological and social rewards of Ecodriving Solutions today. Visit our website at ecodrivingsolutions.com.