



improving **air quality**, improving **life quality**



**Your guide to eco-driving:  
Cut your fuel costs and  
help make our air fresher.**

# Motor vehicles contribute towards poor air quality due to the emissions that their engines produce.

Reducing these emissions and saving money is easier than you might think. The secret is to help reduce the amount of work your engine has to do, because the greater the workload, the more fuel is burned and the more emissions your car produces.

By following our smarter driving tips you could cut your emissions by around 8 per cent - equivalent to an annual fuel saving of up to one month per year.

What's more – our smarter driving tips can also help make you a safer driver and reduce wear and tear on your car.

## Before you set off

- Check your tyres regularly and keep them at the recommended pressure
- Get your car serviced at the recommended intervals
- Don't carry unnecessary weight
- Remove roof-racks and luggage boxes if you're not using them
- Don't leave your engine to warm up. Modern engines are designed to start from cold
- In winter, scrape ice off windows, rather than letting the car heat up
- Plan your journey to avoid congestion, roadworks and getting lost

## On the move

Always try and use the vehicle controls as smoothly as possible. This reduces wear and tear and will help reduce emissions.

**Accelerating** – Drive smoothly, accelerate gently and read the road ahead to avoid unnecessary braking.

**Slowing down** – When you need to slow down or to stop, decelerate smoothly by taking your foot off the accelerator, leaving the car in gear.

**Gears** – Change gear as soon as possible without labouring the engine. You can change up when your revs are between 2000 rpm (diesel) and 2500 rpm (petrol). You should also drive in the highest gear suitable for the conditions.

**Stick to the limits** – Drive at or within the speed limit – the faster you go the greater the fuel consumption and the greater the pollution too. According to the Department for Transport driving at 70mph uses up to 9% more fuel than at 60mph and up to 15% more than at 50mph.

**Hazard awareness** – Identify hazards early so that you have more time to react. This will allow you to use your engine braking and accelerate more smoothly.

**Don't be idle** – If you do get caught in a queue avoid wasting fuel by turning the engine off if it looks like you could be waiting a while.

**Air-conditioning** – Air conditioning increases fuel consumption at low speeds, but at higher speeds the effects are less noticeable. So if it's a hot day it's more economical to open the windows around town and save the air conditioning for when driving at higher speed.



For further information on eco-driving, visit  
[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) or [www.dft.gov.uk/ActonCO2](http://www.dft.gov.uk/ActonCO2)



Be Air Aware is a campaign to get people in Tyne and Wear involved in making our air fresher.

**To find out more about the Be Air Aware campaign and how you can help, visit**

[www.beairaware.org.uk](http://www.beairaware.org.uk)

**You can make our air fresher by using public transport, walking or cycling whenever you can.**