



EcoDriving in Practice - Successful Case Studies

Greening Transport – the Road Ahead

COP 15
Copenhagen

December 14, 2009

*Kathryn Clay, Ph.D.
Director of Research
Alliance of Automobile Manufacturers*

AUTO ALLIANCE
DRIVING INNOVATION

1

EcoDriving Campaign

- EcoDriving improves fuel economy for every vehicle, regardless of size and age.
- In the United States:
 - Half of all drivers following moderate levels of EcoDriving would reduce CO2 emissions by 100 million tons of CO2 annually.
 - This is equivalent to the emissions from heating and powering 8.5 million households.

Since its launch in August 2008 EcoDriving has been endorsed by Governors in 19 states.



EcoDriving in Practice - Successful Case Studies

The Department of Public Works Milwaukee, Wisconsin

In 2009, 18 employees completed an EcoDriving course. After the training, these employees boosted gas mileage by at least 13 percent.

Green Driving Pilot Program - City Fleet Denver, Colorado

Launched in March 2008, included 160 city vehicles
Overall fuel efficiency improved 15 percent.

Ford EcoDriving for Life Program.

48 drivers tested on green driving behavior after training, results showed an average fuel economy improvement of 24 percent.



NYC Anti-Idling Legislation and Enforcement

- New York City vehicles waste approximately \$28 million annually in fuel by idling, producing avoidable emissions of CO2 and local air quality pollutants.
- Signed by Mayor Bloomberg February 10, 2009 reduces time that vehicles can idle near schools from three minutes to one minute.
- Expands enforcement - civilians can now report truck idling, and the penalty for idling in NYC is now \$2000.
- After the launch of the Turn It Off anti-idling program calls reporting idling increased by 111%.



