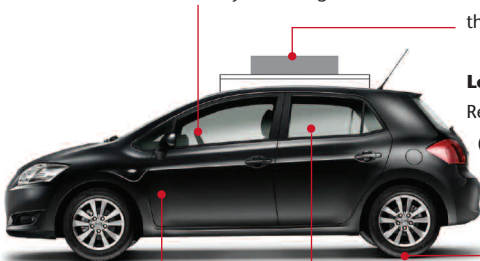


## Eco-Driving savings

**Total potential saving of 20-30%**

### Open windows

Increases fuel consumption by an average of 5%



### Roof load

Increases wind drag and therefore consumption (5-40%)

### Low tyre pressure

Results in higher fuel consumption (up to 3% extra from 0.5 bar to low). Tyre pressure can fall by 2.5-5% after one month, and by 20% after five months



### Shifting up gear earlier

Can result in 8% saving



### Air conditioning

Can result in 10-25% extra fuel consumption

## Guide to Eco-Driving



TOYOTA



## What is Eco-Driving?

- **Eco-Driving** = Driving in a more careful and environmentally responsible way
- **Eco-Driving** = Reduced fuel costs. Potential saving in the EU of 20 billion euros by 2010
- **Eco-Driving** = Reduced environmental impact. Potential saving in the EU of 50 million tons of CO<sub>2</sub> emissions by 2010

## Test Drive Promise

- ✓ Consumer's choice of car
- ✓ All models available for test drive
- ✓ All test cars are in perfect condition
- ✓ Convenient appointment time
- ✓ Convenient location (retailer, home or work)
- ✓ Test routes designed to meet consumer's needs

## How to Eco-Drive?

### Starting



Remove any extra weight and roof load



Plan your route and avoid detours



1km

Avoid using your car for short journeys

### Checking/maintenance



Check your tyre pressure regularly



Service your car according to owner's manual

### Driving



Shift up gear earlier



Only use electrical accessories when necessary (e.g. A/C)



Follow & anticipate the traffic flow



Keep your windows closed (use ventilationsystem when possible)



Switch off your engine if you have to wait longer than 30-60 seconds