



# Energy Saving Trust - Ford Ecodriving Challenge 2008

Bob Saynor, Energy Saving Trust  
Prague, 12<sup>th</sup> November 2008

Intelligent Energy  Europe

  
energy saving trust™

# Background

- Ford Europe's experience of short-duration ecodriving lessons
- Testing effectiveness of such lessons in UK
- EST proposal to several vehicle manufacturers in December 2007

# Objectives

- EST
  - Promote ecodriving
  - Data on effectiveness of short-duration lessons
  - Build case for Government funded ecodriving training
  - Leverage from relatively small Ecodriven budget
- Ford
  - Promote green credentials by taking manufacturer lead on ecodriving in UK
  - Launch Focus ECOnetic
  - Data

# EST-Ford Ecodriving Challenge

- 5 regional events & 2 weeks at London Motor Show
- Prizes: £20,000 of energy efficient appliances
- Each competitor drove a course 3 times:
  - Normal driving style
  - Under instruction
  - No instruction but using new techniques
- Competition based solely on 3rd lap
- Data from difference 1st & 3rd laps



Ford Focus ECONetic Smart Driving roadshow  
 Reader's Digest  
 41 Westeryn Circus  
 Canary Wharf  
 London  
 E14 4HE

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## Be a smarter driver today

The Energy Saving Trust (EST) estimates that an average driver can make savings of at least 15% in fuel and CO<sub>2</sub> emissions using smart driving techniques.

Some trials simulating urban driving show even bigger reductions. Be a greener driver now by following these four golden rules



from the EST and Ford, voted Britain's most trusted car brand for the past seven years\*

**Change up at low revs.** Moving up a gear at 2,000 – 2,500 rpm saves fuel because there's less internal friction in the engine.

**Slow Down.** Driving at 70mph uses 15% more fuel than at 50mph. In fact as soon as you go over 45mph, air resistance and engine friction increase – and so does fuel consumption.

**Anticipate.** Avoid unnecessary acceleration and braking by keeping an eye on the road ahead. This makes for a smoother ride, fewer accidents and fuel savings, especially in town where nearly all fuel is burnt accelerating.

**Step off the accelerator.** When slowing down for a red light or driving downhill with your foot off the gas and engine in gear, a modern vehicle reduces fuel flow to the engine to virtually zero. This is more economical than coasting in neutral.

### More ways to cut your car's carbon footprint

- Avoid short journeys where possible.
- Remove roof and bike racks, and roof boxes.
- Use air-con sparingly.
- Avoid excess weight.
- Turn off the engine when stationary for more than a minute.
- Check tyre pressure regularly.
- Service your car as recommended by the manufacturer.

The Ford Focus ECONetic emits just 115g/km of CO<sub>2</sub>, but follow these tips and you can cut emissions, no matter what your car.

For further information on the Ford Focus visit [ford.co.uk/focus](http://ford.co.uk/focus)



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\*Reader's Digest European Trusted Brands Survey 2007





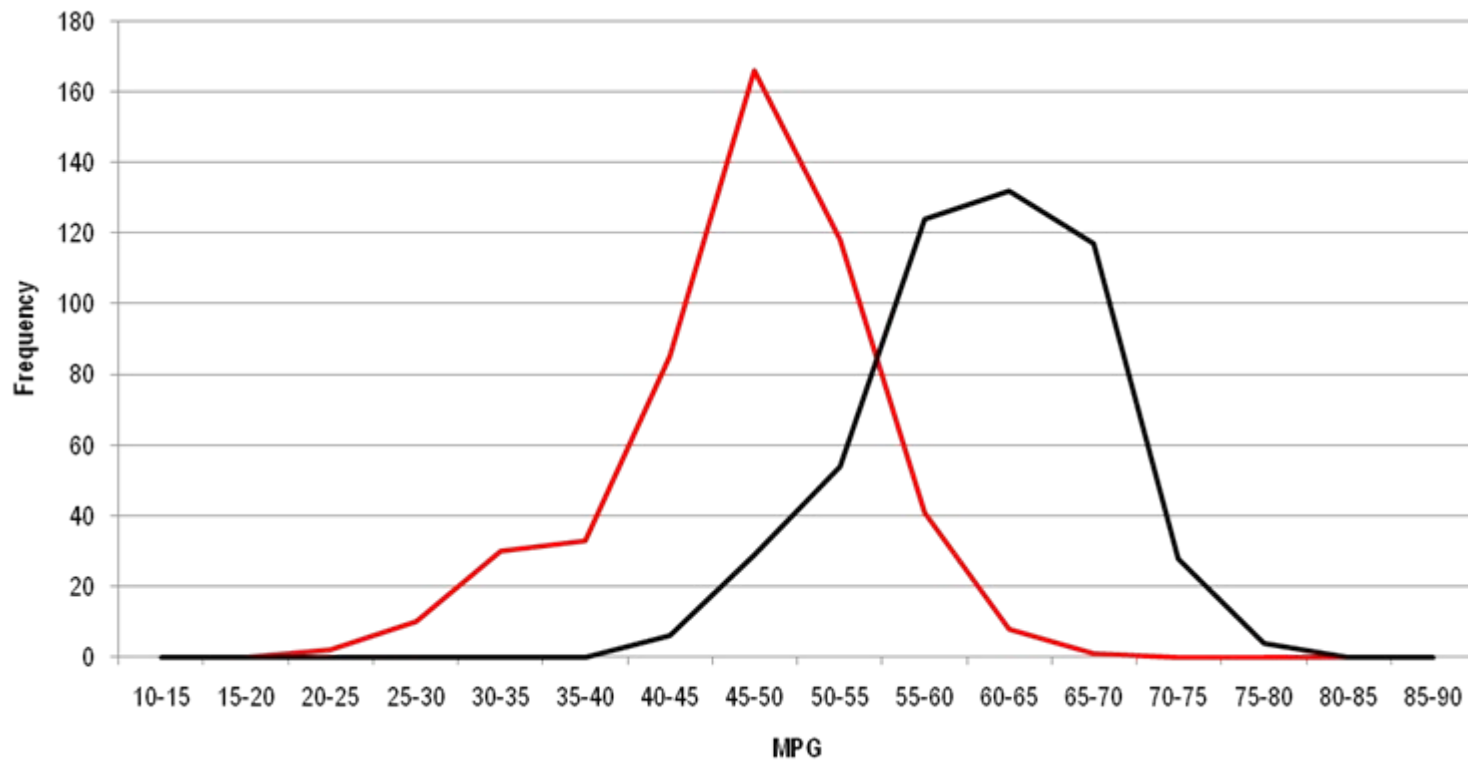
# Results Summary

	Number of Drivers	Av decrease fuel cons	Av increase MPH
Regional	112	16.8%	0.0
Motor Show	384	24.4%	1.5
Overall	494	22.5%	1.2





# Virtually All Drivers Improved



# Conclusions from Competition

- Driving style makes a big difference to fuel consumption & CO<sub>2</sub>
- Short-duration lessons are time & cost effective
- Drivers positive & receptive to training

# New Government Funded Training Programme

- August 2008 EST proposal to UK Government to fund ecodriving training programme
- Funding confirmed for Oct 08 - March 09 & expected for 2009/10
- Proposal based directly on EST-Ford competition results

# Ecodriving Training Programme

- Training organised in partnership with employers
- 50 minute lessons; back at desks within an hour
- Available to all drivers **not** just company drivers
- Cost to employer/employee - £15 per person
- Programme Targets
  - 08/9: 4200 drivers / 600 days tuition (funding confirmed)
  - 9/10: 40,000 drivers / 5,700 days tuition (funding expected)



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