

Drive Green Aware

Avoid quick starts and aggressive driving.

A smooth, steady speed saves fuel and reduces wear and tear on the engine, transmission and brakes. Aggressive driving and quick starts increase fuel consumption by over 30%.

Geotab's in-vehicle alerts enable drivers to identify when their RPM/acceleration and braking driving habits are good or need correction.

Slow down on highway trips.

Fuel economy decreases about 1% for each mph over 50. Driving 55 mph vs. 65 mph, increases fuel economy by about 10%.

Geotab's in-vehicle alerts govern speed for all makes of cars and trucks so drivers maintain a top speed on highway.

Preventative Maintenance is everything.

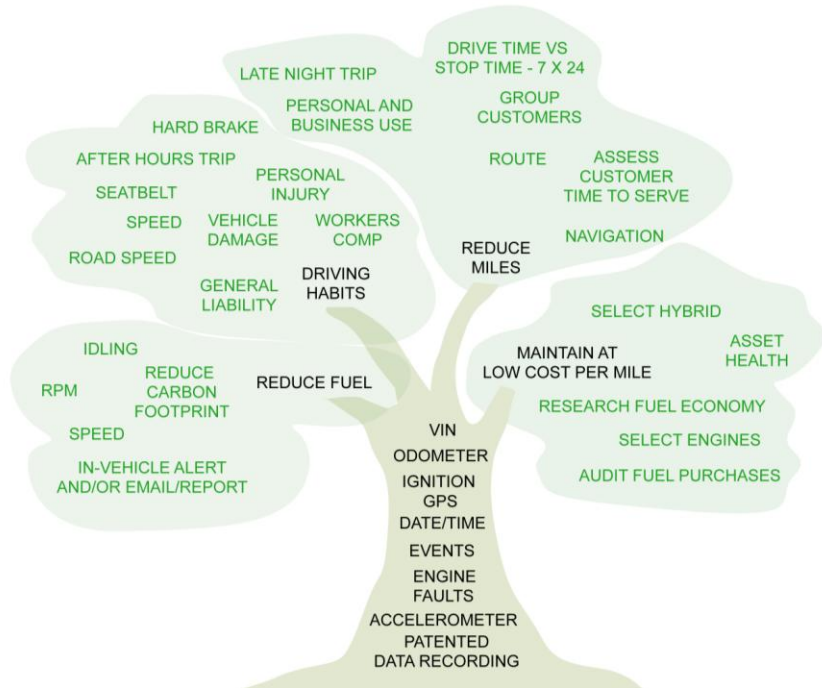
Clogged air filters can reduce fuel efficiency by 10%. A misfiring spark plug can reduce fuel efficiency by as much as 30%. A well maintained vehicle saves you money and reduces emissions.

Geotab's engine diagnostics for gas, diesel, electric and hybrid vehicles assists you to calculate and maintain your lowest possible Cost Per Mile.



Developing a Green Decision Tree

Technology can help you achieve your objectives when the right quality data is collected at the root. The root data should be recorded in detail from multiple sources including the vehicle's engine, battery and electrical systems, GPS and sensors including an accelerometer.



There are 4 branches that stem from the root data recorded. These are your 4 possible Green targets: to reduce fuel, to improve Green driving habits, to reduce mileage and to maintaining your fleet at the lowest cost per mile.

Within each Green target there are events that can be **measured** and then **managed**. Adopting a Green Fleet strategy is good for business. A well-planned strategy will reduce your carbon footprint while also reducing your risk management claims and your miles driven while improving productivity. In addition, you'll be better prepared to plan your transition strategy from gas to hybrid or electric because you'll understand how your vehicles are driven, the miles they drive, what speeds they drive, where they park during the day and overnight.

Geotab is a world leader in combining GPS with engine and other data to create business focused solutions. Our customers understand that before you manage, you first need to measure.



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Contact us to review the root and branches of your Green Fleet strategy.