

Fuel efficiency is the new black - how to be cool and cool the planet at the same time.

Here are some simple things you can do to improve your fuel efficiency:

- Remove bike and roof racks when not in use.
- Avoid leaving heavy items in the truck or back seat.
- Drive smart! Avoid braking hard, starting fast and driving over the speed limit.

ANTI-IDLING PROGRAMS AT WORK.

Union Gas (Ontario) saw a 19% improvement in fuel efficiency

The Beer Store (Ontario) was able to increase their fuel efficiency by 14% and decrease idling by 51% in one year

Toronto Hydro had a 10% improvement in fuel efficiency and a 47% reduction in idling in just 5 months

Molson Canadian estimates an average annual savings of \$225,000 in reduced fuel costs as a result of their idling reduction program.

This brochure is printed on 100% recycled paper with vegetable inks.



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Natural Resources
Canada

Ressources naturelles
Canada

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Canada

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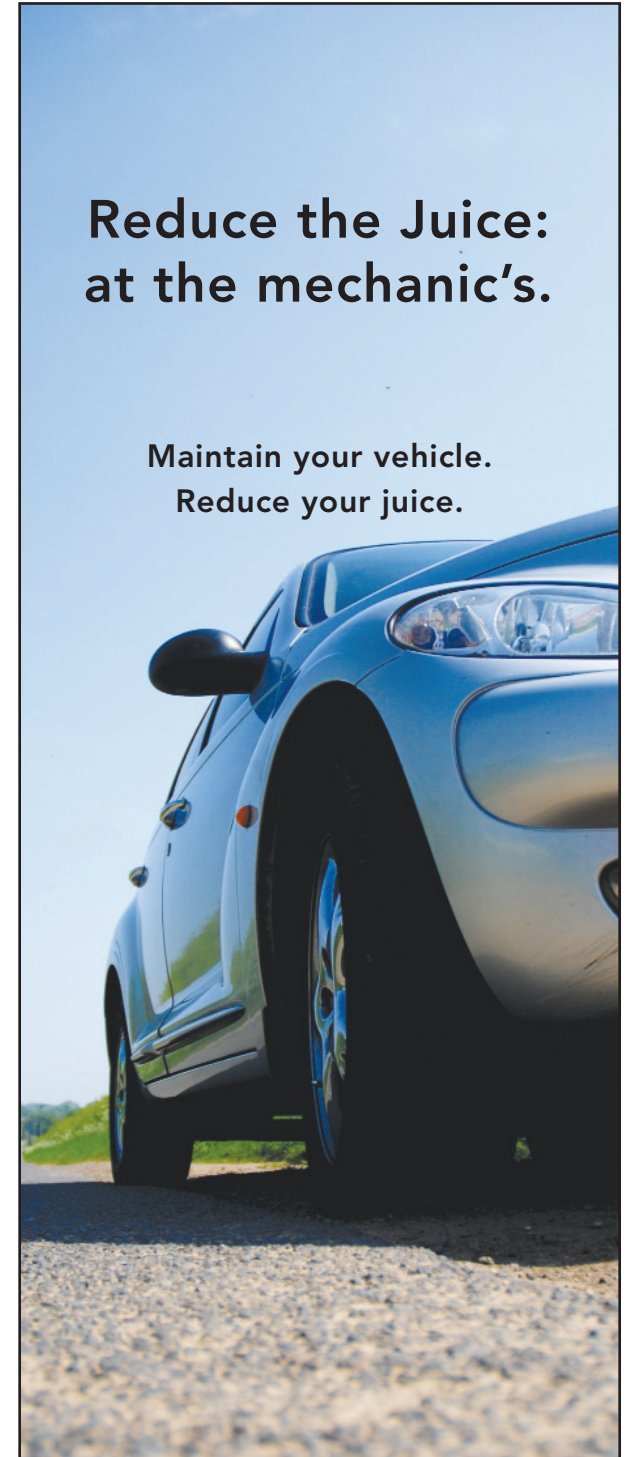
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www.reducethejuice.ca

Our logo was designed by a student in 2005 and has since been updated by RTJ students.

Reduce the Juice: at the mechanic's.

Maintain your vehicle.
Reduce your juice.



Rubber rules:

Don't feel deflated, pump it up!

Did you know you can save two weeks worth of gas per year when your tires are properly inflated? How great is that? Pretty darned.

Proper tire inflation is vital.

Always use a reliable tire gauge to measure inflation, and measure at least once a month (or if the temperature changes by more than 15°C.

Here's how to inflate to perfection.

First find the recommended inflation pressure for your vehicle - it could be on the edge of the door, in the trunk, on your fuel door or marked in your glove compartment. (It's best to check inflation when your tires are cold – driven less than 2 km or stopped for at least 3 hours.)

Next check the pressure on one tire, and add air to achieve recommended pressure (don't overinflate).

And then of course repeat with each tire, and don't forget your spare tire.



Well-tuned cars use less juice. The dollars and sense of it.

A poorly maintained vehicle increases fuel consumption by 15%, which costs you money and increases emissions – which hurts us all.

Some sensible things to keep in mind:

Get your oil changed regularly - every 5 000 km – this will help your engine run more cleanly (and is better for your engine overall).

Try motor oil labeled *Energy Conserving*.

Have your air filter changed once or twice a year, or every 12 000 km

Regular maintenance may seem like a costly exercise, but it will help your engine run more efficiently and cleanly. And of course, this will save money in the long-term in reduced fuel costs.

When in doubt, read the manual – it has all the facts you need or talk to your mechanic about what's best for your vehicle.

Here's another 'did you know': using the grade of oil recommended by your owner's guide and scheduled maintenance can improve your gas mileage by as much as 2%. Golly.

Mythbusters!

While we're working to clear the air, we thought we'd also clear up some commonly held misconceptions.

Myth #1: Your engine needs to warm up.

Reality: The best way to warm your vehicle is to drive it. To operate efficiently, the wheel bearings, steering, suspension, transmission and tires need to be warmed up. The only way to do this is to get the vehicle moving.

Myth #2: Idling is good for the engine.

Reality: Excessive idling can actually damage engine components, including cylinders, spark plugs and the exhaust system. Cold idling is where the car burns the most fuel and is hard on the engine.

Myth #3: Restarting the engine uses more gas than idling.

Reality: Idling for more than ten seconds uses more fuel than restarting.

Reduce idling and save:

Annual fuel savings: 41.98 L/yr

Annual GHG emission reduction: 100 kg/yr

This is equal to not driving a vehicle for over eleven days.