

# Five fuel-efficient driving tips that make a difference

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Put your vehicle into park for a second and listen up. The average car produces about three times its own weight in carbon dioxide (CO<sub>2</sub>) emissions every year. Those emissions are increasing the greenhouse effect, which in turn, are contributing to climate change. You know, snow in July, rain in February?

Here are five fuel-efficient driving habits from Natural Resources Canada to help you save up to 25 per cent and make a difference:

1. Be a gentle giant— The harder you accelerate the more fuel you consume. In the city, where about

*Simple steps, like slowing down, can help you save up to 25 per cent*

half the fuel you consume is used to accelerate, you can save fuel by easing up on the pedal. Imagine an egg under your foot and an open cup of java on your dashboard.

2. Be steady— Drive at a steady, consistent speed. You'll use less fuel, keep traffic flowing smoothly, minimize exhaust emissions and enjoy safer driving.

3. Anticipate traffic— Hard brak-

ing and rapid acceleration burns more fuel and is unsafe. Be defensive and watch for upcoming changes in traffic. Avoid coming to a complete stop unless you hit a stop sign or red light. Leave plenty of space between you and the vehicle in front of you.

4. Coast to decelerate— Coasting to a stop with your foot off the gas pedal is like driving for free.

By predicting slowdowns, you can decrease your speed, conserve fuel and save money. Most vehicles today have fuel-injection systems that automatically shut off the flow of fuel to your engine when the gas pedal is released, so take advantage.

5. Slow down— The faster a vehicle travels above 80 km/h, the more fuel it consumes. For example, a vehicle needs 20 per cent more fuel to go 120 km/h than to go 100 km/h.

NRCAN has posted some other fuel-efficient tips and tricks at [www.vehicles.nrcan.gc.ca](http://www.vehicles.nrcan.gc.ca).

—[www.newscanada.com](http://www.newscanada.com)

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††Offer ends December 14, 2011. Offer may be extended for a few working days. See Service Advisor for details. ††Offer is based on the purchase of a new 2011/2012 Ford Fiesta, Focus, Fusion, Escape, Edge (excluding Sport or Explorer on or before Nov 30/11). This offer is not applicable to any Fleet (other than small fleets with an eligible FN) or Government customers and not combinable with CPA, GPC, CFP or Daily Rental Allowances. Some conditions apply. See Dealer for details. Vehicle handling characteristics, tire load index and speed rating may not be the same as factory supplied all season tires. Winter tires are meant to be operated during winter conditions and may require a higher cold inflation pressure than all season tires. Consult your Ford of Canada dealer for details including applicable warranty coverage. \*Purchase a new 2012 Fiesta SE Hatchback for \$14,629/\$17,449 after Total Manufacturer Rebate of \$0/\$0 deducted. Taxes payable on full amount of purchase price after Manufacturer Rebate has been deducted. Offers include freight, air tax, PPSA and Stewardship Ontario Environmental Fee but exclude administration and registration fees of up to \$799, fuel fill charge of up to \$120 and all applicable taxes. All prices are based on Manufacturer's Suggested Retail Price. Delivery Allowances can be used in conjunction with most retail consumer offers made available by Ford of Canada at either the time of factory order or delivery, but not both. Delivery Allowances are not combinable with any fleet consumer incentives. \*\*Estimated fuel consumption ratings for the 2012 (Fiesta 1.6L- I4 5 speed manual): [6.9L/100 km city and 5.1L/100 km hwy]. Fuel consumption ratings based on Transport Canada-approved test methods. Actual fuel consumption will vary based on road conditions, vehicle loading and driving habits.