

Tips to help you save gas

Metroland Newspapers
Carguide Magazine

The U.S. Energy Information Administration reports that the U.S. uses about 150 billion gallons of gasoline annually.

If every driver practiced eco-driving techniques, which can result in an EPA-estimated 15 per cent benefit in fuel economy, more than 22 billion gallons of gas would be saved.

Eco-driving techniques show that motorists coached in eco-driving can significantly improve the fuel economy performance of their vehicles. Here are simple tips that any driver can use:

1. **Slow down and watch speed** - Drive 55 mph instead of 65 to save fuel. EPA estimates a 10 to 15 percent improvement in fuel economy by following this tip. Also, aim for a constant speed. Pumping the accelerator sends more fuel into the engine. Using cruise control whenever possible on the highway helps maintain speed and conserve fuel.

2. **Accelerate and brake smoothly** - Accelerating smoothly from a stop and braking softly conserves fuel. Fast starts, weaving in and out of traffic and hard braking wastes fuel and wears out some of the vehicle components, such as brakes and tires, more quickly. Maintain a safe distance between vehicles and anticipate traffic conditions to allow for more time to brake and accelerate gradually.

3. **No idling** - Today's engines don't need a warm-up. Start the car immediately and gently drive away. Don't leave your car idling. Prolonged idling increases emissions and wastes fuel. Turn the engine off in non-traffic situations, such as at bank and fast food drive-up windows, when idling more than 30 seconds.

4. **Check your tires** - Keep tires properly inflated to the recommended tire pressure. This alone can reduce the average amount of fuel use by three to four per cent. Under-inflated tires increase rolling resistance and reduce fuel economy. They also wear more rapidly. Check the vehicle's doorpost sticker for minimum cold tire inflation pressure.

• see USE on page B11

This spring, keep your money.



0% APR

0% \$ 0% \$ 0% \$ 0% \$

PURCHASE FINANCING FIRST PAYMENT DOWN PAYMENT DUE AT DELIVERY SECURITY DEPOSIT

With ON-THE-ROAD PRICING, all you need to do is choose your vehicle and go.



COSTCO WHOLESALE

MEMBERS GET AN ADDITIONAL \$1,000 OFF**

ON MOST 2010 FORD & LINCOLN VEHICLES. VISIT FORDCOSTCO.CA

**Offer valid from May 1, 2010 to June 30, 2010 (the "Offer Period") to resident Canadian Costco members in good standing, active as of April 30, 2010. Offer is available on the purchase or lease of a new 2010 Ford Focus (excluding Hybrid), Lincoln MKZ, Lincoln MKS, Lincoln MKT or Lincoln Navigator (each an "Eligible Vehicle"). Offer is not available on the purchase or lease of a used vehicle. Offer is subject to vehicle availability and may be cancelled or changed at any time without notice. Only one (1) offer may be applied towards the purchase or lease of one (1) Eligible Vehicle, up to a maximum of two (2) separate Eligible Vehicle sales per Costco Membership Number. This offer is transferable to immediate family members living within the same household as an eligible Costco member. This offer can be used in conjunction with most retail consumer offers made available by Ford of Canada at either the time of factory order (if ordered within the Offer Period) or delivery, but not both. On applicable vehicles, this offer can also be combined with the Commercial Fleet Program incentives, BC Program, and for small fleets with an eligible FRI. This offer can also be used in conjunction with the Small Business Incentive Program (SBIP). This offer is not combinable with any GM/AF or Daily Rental incentives, or the Commercial Fleet Incentive Program (CFIP). Customer may use the \$1000 as a down payment or choose to receive a rebate check from Ford Motor Company of Canada, but not both. Applicable taxes calculated before \$1000 offer is deducted. Offer is payable in Canadian dollars and is available to residents of Canada only. Dealer may sell or lease for less.

Only Ford lets you recycle your 2003 or older vehicle and get \$3,300 towards a new Ford.

up to **\$3,300** towards a new Ford.

This offer is in addition to incentives currently offered when combined with the \$300 available from the Retire Your Ride program, funded by the Government of Canada on qualifying vehicles of model year 1995 or older. Incentives range from \$1000 to \$3000. Visit ford.ca for details.

In Partnership with **Summerhill IMPACT**, **Car Heaven** and **Retire Your Ride** Canada's Vehicle Recycling Program.

Program in effect from May 1, 2010 to June 30, 2010 (the "Program Period"). To qualify for the Ford Recycle Your Ride program rebate (the "Rebate(s)"), customer must first qualify for either the "Retire Your Ride Program", a program funded by the Government of Canada, or Summerhill Impact's "Car Heaven Program". To qualify for the "Retire Your Ride Program", customer must turn in a 1995 model year or older vehicle that is in running condition (able to start and move) and has been properly registered and insured for the last 6 months (12 months in B.C.). If you qualify, Retire Your Ride will provide you with \$300 cash or a rebate on the purchase of a 2004 and newer vehicle. To qualify for the "Car Heaven Program", customer must turn in a 2003 model year or older vehicle that is in running condition and has been properly registered and insured for the last 6 months. If customer qualifies for either the "Retire Your Ride Program" or Summerhill Impact's "Car Heaven Program", Ford of Canada ("Ford") will provide an additional rebate. If customer purchases or leases an eligible new 2010 Ford or Lincoln vehicle, in the amount of \$1,000 (Focus, Fusion, Mustang, Transit Connect, Ranger), \$2,000 (Lexus, Escape, Edge, Flex, Explorer, Sport Trac), or \$3,000 (F150, F250-550, E-Series, Expedition, MKZ, MKS, MKX, MKT, Navigator) (each an "Eligible Vehicle"), to be eligible for the Rebate(s), Ford must receive the following from customer, within 30 days of delivery of new Ford/Lincoln: (1) signed Ford Recycle Your Ride Claim Form; and (2) signed original ownership transferring customer vehicle to either "Retire Your Ride" or "Car Heaven" or "Authorized Recycler Drop-Off Receipt". The Rebate will be paid directly to customer in the form of a cheque. The Rebates are available to residents of Canada only and payable in Canadian dollars. Eligible Vehicle must be purchased, leased, or factory ordered during the Program Period to qualify for a Rebate. The Rebates can be used in conjunction with most retail consumer offers made available by Ford at either the time of factory order or delivery, but not both. The Rebates are non-transferable. The Rebates are not combinable with the previous Ford Recycle Your Ride incentives in effect from September 3, 2009 to March 1, 2010. The Rebates are not available on any vehicle receiving CPA, GPC, or Daily Rental Rebates and the Commercial Fleet Rebate Program (CFRP). The "Retire Your Ride Program" and Summerhill Impact's "Car Heaven Program" are not available to residents of Northwest Territories, Yukon Territory, or Nunavut; and, therefore, Ford Recycle Your Ride Rebates are also not available to residents of Northwest Territories, Yukon Territory, or Nunavut. Other provincially specific rewards may be available in association with the "Retire Your Ride" Program or Summerhill Impact's "Car Heaven Program". For more information visit retireyourride.ca or carheaven.ca. Limited time offer, see dealer for details or call the Ford Customer Relationship Centre at 1-800-565-3673. © 2010 Ford Motor Company of Canada, Limited. All rights reserved.

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Offers available at participating dealers only. Dealer may sell or lease for less. Factory order may be required. Limited time offer. Offer may be cancelled at any time without notice. Some conditions apply. See participating dealer for details. **The Ford Five-O Event ("Five-O") is in effect from May 1, 2010 to June 30, 2010 at participating Ford of Canada dealerships. During the Five-O Event, use or more combinations of \$0 first month's payment, 0% APR purchase financing for up to 60 months, \$0 down payment, \$0 fee at signing, or \$0 security deposit will apply to the purchase finance or lease of select new 2010 Ford vehicles. Offers vary by model and not all combinations will apply. Offers are available to retail customers only and may only be available on approved credit (GM) from Ford Credit. Offers are available for the full vehicle lease and for the full vehicle lease, but do not include insurance, PPSA administration fees, any governmental charges or fees, and all applicable taxes. These offers are subject to vehicle availability and may be cancelled at any time without notice. Dealer may sell or lease for less. Limited time offer. Some conditions apply. See your Ford Dealer for complete details. ***Offer valid from May 1, 2010 to June 30, 2010. \$0 first month's payment applies to the first month's payment for financing customers making payments in monthly intervals, or the sum of the first and second payment for financing customers making payments in bi-weekly intervals (each a "First Payment"). First Payment is required from customer on the purchase finance or lease of eligible new 2010 Ford vehicles delivered on or before June 30, 2010. Customer will receive a cheque for the amount of their First Payment from the dealer. First Payment will be paid up to a maximum amount of \$5000 / \$7500 / \$10,000 per eligible 2010 Focus, Fusion, Escape, Ranger / Expedition (excluding 4x4), Lincoln MKZ, MKS, MKX, MKT, Navigator / Expedition (excluding 4x4) (each an "Eligible Vehicle"). Offer only available to customers who finance or lease through Ford Credit. Offer not available to cash purchase customers. Offer is only available on approved credit (GM) from Ford Credit. A.L.T. plan customers are eligible for \$0 First Payment. See dealer for details. Not combinable with Commercial Fleet Incentive Program, BC Program, or Daily Rental Rebates. Rebates only available on the purchase of eligible vehicles. **Finance 0% APR purchase financing on new 2010 Ford Focus (excluding 4x4 and Hybrid) / Lincoln MKZ (excluding 4x4) / Lincoln MKS (excluding 4x4) / Lincoln MKT (excluding 4x4) / Lincoln Navigator (excluding 4x4) (each an "Eligible Vehicle") is available on approved credit (GM) from Ford Credit. Monthly payment is \$195.50, cost of borrowing is 0% APR. Offer valid to be repaid by \$20,000. Down payment on purchase financing offers may be required based on agreement. Taxes payable on full amount of purchase price. **Receive \$0 Security Deposit on the lease of most new 2010 Ford vehicles (excluding E-Series Subarus and "Stipped Chassis", Shelby GT500, F-150 Super Duty, F-250 Super Duty, F-350 Super Duty, F-450 Super Duty, F-550 Super Duty, F-650 Super Duty, F-750 Super Duty) effective May 1, 2010 through June 30, 2010 on approved credit (GM) from Ford Credit. A down payment may be required by Ford Credit based on customer credit terms and conditions. \$0 fee at delivery is available to qualified purchase finance or lease retail customers, on approved credit (GM) from Ford Credit.