

HELP YOUR DRIVERS CUT FUEL COSTS UP TO 40%



REDUCING FUEL CONSUMPTION 10% CAN SAVE THOUSANDS OF DOLLARS A YEAR. ON EACH TRUCK YOU OPERATE.

With today's skyrocketing fuel bills, Isuzu truck owners can achieve dramatic savings by implementing driving practices proven effective during the Isuzu Fuel Economy Challenge. Focusing on these specific areas can reduce fuel consumption an average of 33%!

Acceleration

From a full stop, drivers should gradually depress the accelerator pedal, allowing the transmission to shift into the next gear. This can dramatically reduce fuel consumption in stop-and-go situations.

Maintaining a consistent highway speed is another way to increase fuel economy. By keeping an adequate distance between your truck and the next vehicle, your drivers can reduce the need for frequent acceleration and deceleration, which increases fuel consumption.

Deceleration

How your drivers use engine braking and the exhaust brake can have a noticeable effect on fuel consumption.

To increase your truck's fuel economy, set the exhaust brake to OFF and plan your decelerations in advance, whenever possible.

Using engine braking alone requires a longer distance to slow the truck, but does not consume fuel. Using the exhaust brake together with engine braking shortens the braking distance, but also increases fuel consumption.

Drivers should always use their best judgment to utilize the most effective and safe method of braking, based on road grade, vehicle load and other road conditions.

Idling

Your drivers may be getting out of their trucks frequently, and idling may seem like a good idea. However, engine idling, especially if the air conditioning is left on, negatively affects fuel economy and is very costly.

Driving Speed

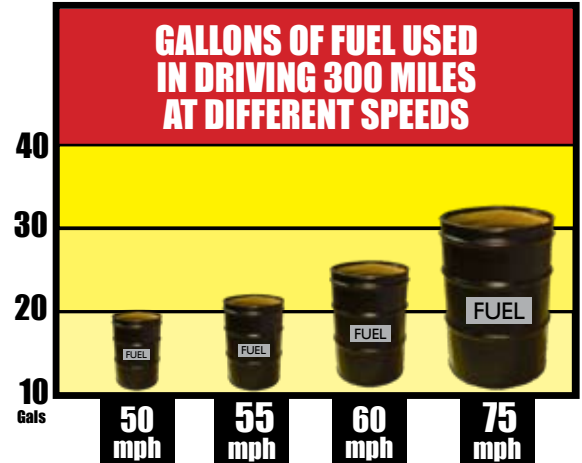
When traveling on a highway, drivers can improve their fuel economy by 12% or more each time speed is reduced between 5 to 10 miles per hour.

Ask your drivers to cut unnecessary idling at service stations, making pick-ups & deliveries, and at other destinations.

Used together, these fuel-conscious driving tips can translate into substantial savings for your business.

In fact, tests have shown that a single truck averaging 35,000 miles annually could reduce fuel consumption by over 1,200 gallons per year by implementing these techniques. At \$4 per gallon, this would translate into a savings of \$4,800 per truck. For a fleet of 50 trucks, it means a savings of \$240,000 per year!

Stress the importance of these driving techniques to your drivers and motivate them to incorporate these techniques into their everyday driving habits.



Interested in more closely monitoring your drivers and their driving habits?

Ask us about Isuzu's exclusive **Vehicle Health Reports**.

This powerful management tool monitors driving patterns and habits, fuel economy and the overall operating costs of your truck.

Interested in controlling your vehicle operating costs, regardless of the driver?

Ask us about our SmartTruck EZ Controller. This plug and play programmable controller can be set to meet your individual fleet requirements: Control excessive speed, control engine idling, control 'jack-rabbit' starts and improve fuel economy.



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