

# Eco-driving

*Drive down your fleet's fuel costs with EST-accredited training*



As a fleet operator your second biggest expense, after the cost of vehicle leasing, is likely to be fuel. Even if you've selected the most efficient vehicles on paper, annual fuel spend can frequently come in well over budget, with drivers failing to achieve anything close to the advertised MPG figures.

The answer lies in targeting the key variable that is so frequently overlooked, yet is crucial to fuel efficiency: driver behaviour. Our eco-driving course has been accredited by the Energy Saving Trust, and has been proven to equip drivers with knowledge and skills that can achieve significant fuel savings, equivalent to a reduction in fuel price of 15 pence per litre.

<b>Vehicle types</b>	<b>Car</b>	
	<b>Light commercial</b>	
Format	On-road	
<b>Duration</b>	<b>Half-day</b>	<b>Full day</b>
<b>Number of drivers</b>	<b>3</b>	<b>5</b>

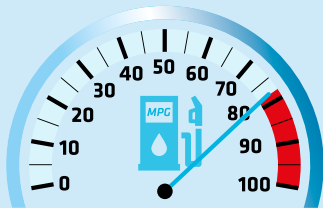
**Only £40 per driver**

# The challenge of managing fleet fuel costs

Modern vehicles seem to promise ever-greater efficiency, and government environmental aims have led to the introduction of tempting incentives for businesses, and attractively low BIK tax rates for individual drivers to choose the latest, most technologically advanced vehicles.

While this is great on paper, true lifetime running costs are only realised once the fuel receipts start to come in, and costs are almost always a lot higher than suggested by the official MPG figures, causing immense frustration for employers who must cover this unbudgeted expenditure. Increasing grey fleet numbers are causing further uncertainty for businesses, who may pay for the drivers' business fuel, yet have little influence on their choice of vehicle.

Although the landscape is constantly evolving, and the goalposts frequently moved, the management and control of fuel costs remains a challenge for fleets of all sizes and profiles.



**Actual MPG performance is commonly 17-24% poorer than the published NEDC figures**

*(Honestjohn.co.uk/realmpg, March 2018; Whatcar.com, July 2017)*

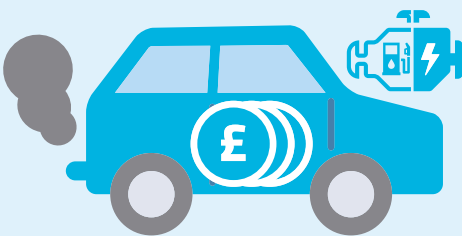
Headline MPG figures have traditionally been based on NEDC (New European Driving Cycle) test conditions and most are almost impossible to achieve in the real world. The introduction of the WLTP (Worldwide-harmonised Light-vehicle Test Procedure) will go some way towards making real-world fuel costs more predictable from 2018 onwards. WLTP figures are calculated using strict test conditions which are designed to reflect a gentle driving style. As many fleet managers will know, this is not necessarily an accurate representation of real road conditions or driver behaviour.



**Demand for diesel vehicles down by a third - March 2018**

*(Fleet News, April 2018)*

Concerns about emissions and the threat of increased taxation of diesel vehicles are prompting more drivers to return to petrol vehicles, which are less fuel-efficient over the high mileages covered by many business drivers.



**Plug-in hybrids among the 'highest polluting' company cars** *(Fleet News, September 2017)*

Some plug-in hybrids, chosen by company car drivers for their low BIK tax rates, have been found to emit three times more CO2 than advertised, and use nearly three times more fuel in real-world driving, leaving employers to foot unexpectedly large fuel bills.

## The role of the driver

Driver behaviour is the single biggest factor in determining how efficiently a vehicle will perform relative to its ultimate capability. Business drivers often operate under pressure, and this can lead them to drive in a manner that uses excessive fuel (as well as placing mechanical strain on vehicles' consumable parts and increasing the risk of collisions). Some drivers simply develop a 'heavy right foot', either through a lack of awareness of how to optimise a car's performance, or a lack of incentive to drive with efficiency in mind.

Fortunately, driver behaviour is the one crucial variable that can be influenced, and the results shown by drivers who have been on our training courses demonstrate the extent of the benefit that can be achieved.

## Train your entire fleet with minimal resource

Our eco-driving course takes just over an hour per delegate, and can be delivered to up to 5 drivers in a day, with our trainer coming to a location to suit your business.

Half day	Full day
Train 3 drivers 	Train 5 drivers 

**Only £40 per driver**

Drivers attend the course in their own work vehicle, and will each have the opportunity to compare their efficiency and average speeds before and after training, over the same test route.

## Real world savings – the evidence

Participants in our course demonstrate average improvements in fuel efficiency of 12% on the day of training\*, measured by their own vehicle's trip computer over a set route, with many drivers achieving much better results than this depending on their vehicle type and the prevailing conditions.

The benefits have been shown to last. According to the EST's research#, drivers who have undergone eco-driving training go on to achieve average fuel efficiency improvements of 3% over the year following their course, with the best performers achieving average improvements of 6.4%.

To put these figures into context and see how much your business could save, take a look at this example:

Example fuel price	£1.20/litre		
Annual mileage per driver	20,000	30,000	40,000

Before eco-driving training	MPG	Annual fuel bill per driver		
Example average fuel efficiency	45	£2,422	£3,633	£4,844

After eco-driving training	MPG	Annual cost saving per driver		
3% improvement	46.5	£78.14	£117.20	£156.27
6.4% improvement	47.8	£146.65	£219.97	£293.30
12% improvement	50.4	£260.09	£390.14	£520.18

- A driver achieving only the minimum 3% improvement in MPG would effectively have paid for their own course fee in fuel savings within their first 12,000 miles.
- If just one 40,000-mile driver improved their MPG by 6.4%, within a year they would have covered their own course fee, and paid for 6 of their colleagues to take the course too.
- A 12% improvement in MPG represents a saving of around £7 on every fill-up.

## Boost your green credentials



The Energy Saving Trust (EST) has accredited us under its Eco-Driving Scheme, and subsidises our course on account of its support for their environmental aims. This allows us to offer you our eco-driving training at exceptionally affordable rates, making it an easy choice of strategy for reducing your fuel costs, and also for supporting your business's environmental credentials.

## The fringe benefits of eco-driving

In addition to reducing your fuel spend, eco-driving has knock-on effects that can benefit your fleet in other ways:



### Reduced mechanical wear on engines, transmissions, brakes and tyres

Eco-driving techniques not only help to reduce fuel consumption but also minimise mechanical wear on the vehicle, for example, by reducing instances of harsh acceleration and heavy braking.



### Fewer collisions: efficient drivers are safer drivers

Developing observation skills and the ability to maintain a safe space around your vehicle is key to economical driving. These techniques allow for longer stopping distances and allow you to deal with situations in a controlled and progressive manner.



### Driving becomes smoother, more enjoyable and less stressful

Efficient driving techniques naturally result in larger safety margins, giving a more relaxed, less 'reactive' and better controlled drive.

# Energy Saving Trust/Department for Transport, 'Smarter Driving Field Trials Final Report', 2014.

## FAQs

### Will I have to drive slowly everywhere?

This is perhaps the most common myth about economical driving. Our course will teach you how to maintain a vehicle's momentum, thereby reducing the need for hard acceleration and braking, with average speeds and journey times virtually unaffected. In actual fact, participants in our eco-driving course achieve slightly higher average speeds\* (around 1.5% quicker) over their set test route after receiving the training, by spending less time at a standstill.

### Does the training work for all engine types?

The techniques we teach are equally applicable to petrol and diesel vehicles, and are based on developing the ability to optimise your own vehicle's performance characteristics, as well as using observation skills to minimise the need for harsh acceleration and braking. This also helps to minimise mechanical wear on vehicles, as well as reducing the likelihood of collisions by developing each driver's ability to maintain a larger safety margin.

### What about hybrids and EVs?

The same driving techniques are also applicable to the majority of modern hybrid and electric powertrains, as they can help drivers to maximise the use of regenerative braking, and minimise the demand for assistance from a hybrid's petrol engine.

There are additional techniques specific to hybrid and electric vehicles, and we now offer a separate version of the eco-driving course, focusing on these vehicle types.

### What if my vehicles have got telematics fitted?

Telematics data can provide an indication of drivers' relative MPG performance and therefore show which individuals are in greatest need of training. Our trainers will observe each driver's behaviour and identify the areas in which they can improve. Many telematics systems also measure certain metrics related to safety, such as smoothness of acceleration and braking, and eco-driving training can help improve performance in these areas.

## Why choose IAM RoadSmart?



With over 60 years' experience creating over half a million Advanced Drivers, we are one of the UK's leading authorities on driver training and road safety.

IAM RoadSmart can help your business fleet to become safer and more efficient through expert coaching delivered by a nationwide network of Approved Driving Instructors, delivering benefits that include:

- Improvements to individual drivers' MPG
- Reduced incident rates and substantial savings on cost of repairs at end of lease
- A safer, less stressed workforce, better equipped to deal with increasing in-car distractions
- Fulfilling your duty of care responsibilities in line with the Health and Safety at Work Act 1974

As a registered charity, we are dedicated to improving safety on the roads, and our not-for-profit status enables us to offer you our expertise at highly competitive rates.

**To book your course, call our customer care team on 0870 120 2910**

**Email:** [business@iam.org.uk](mailto:business@iam.org.uk)

[iamroadsmart.com/business](http://iamroadsmart.com/business)

\*Average calculated from 2358 drivers trained on IAM RoadSmart Eco-driving courses, February 2017 - March 2018.

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