

## **Aussie Drivers Think Green At The Dealer, But Not At The Bowser**

*Bio fuels a second choice for motorists at the petrol station though more people consider environmental factors when buying a new car.*

November 8, 2010 (FPRC) -- New research from leading national car insurance provider AAMI has revealed less than a third of Australian drivers (32%) are choosing ethanol blends and biofuels when filling up at the pump, despite them becoming more readily available across the country.

However we are adopting greener attitudes on the car lot, with more than half of drivers nationally (54%) saying they would consider environmental factors, such as air pollution rating or fuel efficiency, before buying a new car.

### Key findings

\* 54% of Australian drivers consider environmental factors, such as fuel efficiency or air pollution rating, before buying a new car

\* Only 32% of motorists nationally are using ethanol blend or biofuels

\* 43% of Australian drivers think ethanol blend and biofuels will have a negative effect on their car, up from 26% in 2008

\* Only 14% of drivers nationally say availability is the main barrier to using these petrol alternatives, down from 26% in 2008

AAMI spokesperson Mike Sopinski said the research, conducted as part of AAMI's forthcoming Green Home and Motoring Index, showed many Australian motorists wanted to reduce their car's impact on the environment, but there were still some barriers in the way.

'The use of ethanol blends and biofuels remains relatively low, despite the fact they are becoming more widely available across the country,' Mr Sopinski said.

'The most common reason for not using biofuels is that drivers think they will have a negative effect on their car. This is more than 50% higher than in 2008.'

### Green driving practices

'We are seeing a green consciousness developing among Australian drivers, with our research finding two in five drivers nationally (41%) said they actively adjusted their driving style to reduce their impact on the environment by minimising fuel consumption.

'There are actually many simple steps people can take behind the wheel to really make a difference,' Mr Sopinski said.

'For example, driving at high speeds or in a higher or lower gear than needed causes a car's engine to overwork and use more fuel. So lead-footed drivers aren't just a safety menace on the road, they are also a strain on our environment.'

Many people indicated they were already taking steps to drive greener, including:

- \* Almost two-thirds (61%) of Australian drivers surveyed say they only use their car when absolutely necessary
- \* Almost three-quarters (72%) regularly check their tyres are properly inflated
- \* Almost half (49%) said they used the air conditioner sparingly
- \* Three-quarters (75%) had their car serviced on a regular basis

'We would encourage all Australian drivers to follow their example and practice green driving behaviours every time they get behind the wheel,' Mr Sopinski said.

Greenfleet CEO Sara Gipton reiterates this message, saying there are many small changes that can make a big difference. Here's just a small selection of Greenfleet tips for fuel efficient driving (1).

- \* Ensure your car is tuned and serviced regularly to keep it in top performance condition.
- \* Drive smoothly – harsh acceleration and braking can use up to a third more fuel.
- \* Slow down – at 110km per hour your car uses up to 25% more fuel than it would at a cruising speed of 90km per hour.
- \* Travel light – fuel efficiency can drop by up to 2% for every 45kgs of extra weight, so remove unnecessary items from the boot, back seat and roof racks before setting out.
- \* Use the air conditioner sparingly – it can increase fuel consumption by up to 10%.
- \* Check your tyres – an underinflated tyre can reduce fuel efficiency and be dangerous.
- \* Leave the car at home whenever possible and consider alternatives such as walking, taking public transport, carpooling or riding a bike instead.

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(1) [http://www.greenfleet.com.au/Global/Individuals/Transport/Driving\\_Tips/index.aspx](http://www.greenfleet.com.au/Global/Individuals/Transport/Driving_Tips/index.aspx)

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