

FUTURE ECO-DRIVER

Milwaukee is shaped by how you move through it.

#4 TRIP CHAINING

She maps her route and plans where she needs to go and what she needs to do. Then she does the longest leg of the trip first and works her way back home.

Combining errands allows her to get the most done with the least amount of effort.

CLEAN AIR FACT:

You know that your car uses gas for fuel. Did you know that your car needs air too?

#3 AIR RESISTANCE

The faster you go on a bike, the harder it becomes. It's the same with a car. Every 10 miles per hour above 60 mph you go, you burn an extra 48¢ of gas per gallon.

#2 MOMENTUM

Accelerate smoothly. Brake as little as possible. Coast down hills.

Knowing how she uses energy while riding translates into knowing how to conserve energy while driving.

#1 ACE OF SPACE

Because she knows the city, she always knows the best ways to get around.

And she explores.

She discovers new roads and new ways to get to where she wants to go.



Even before you get behind the wheel for the first time, you can learn great ways to get more money, minutes, miles, and have more fun.

BUILD GOOD ECO-DRIVING HABITS.

You can practice Eco-Driving techniques by doing something as simple (and fun) as riding a bike. Hop on your bike and go for a ride. But instead of paying attention to the scenery, pay attention to how you use your energy. How fast do you pedal on the flats? What gear do you use to get up a hill?

When do you coast? When you're on a bike, you naturally try to conserve your energy. You can do the same in your car. That's Eco-Driving.

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