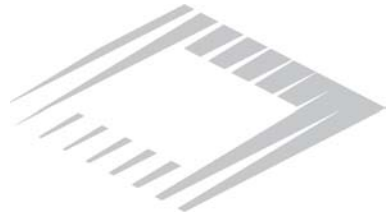
ON THE ROAD:

Energy-Efficient Driving in Arkansas



ARKANSAS

energy

conservation

hybrid electric cars

vanpooling

MPG

driving tips

park-and-ride

On the Road

With the uncertainty in the Middle East and the ever-present threat of interrupted petroleum supplies, there is a likelihood of gasoline shortages. Therefore, the efficient use of gasoline is always a good idea. The dollar savings are immediate and conservation offers a stake in the future of energy.

The typical Arkansas vehicle uses approximately 1,190 gallons of fuel and is driven more than 15,000 miles each year. Since there are more than 1.8 million registered vehicles in Arkansas, that adds up to a lot of miles driven, a lot of gasoline consumed, and most important to the consumer, a lot of money spent at the gas pump.

Each of the following tips may not have much impact alone, but taken together and followed consistently can result in significant savings. Arkansans are the state's best insurance against any possible future gasoline shortages. So become an energy conscious driver — now.

Alternatives

Arkansas gasoline consumption is much higher than the national average. More than one-third of the gasoline consumed in the state is used in driving to and from work and/or school. There are several opportunities or alternatives for reducing fuel consumption and saving money:

- **Use public transportation.** Where it is available, public transportation may be the least expensive way to commute. If there is not a stop near your home, consider driving to a point where you can board the transit service.
- **Rideshare.** Carpooling is not a new idea. People have been sharing rides to work, combining shopping trips with neighbors, and arranging carpools for transporting children to school and to extracurricular activities for years. What was once merely a social convenience has become an excellent energy and dollar-saving practice.
- **Vanpool.** Vanpooling is a ridesharing option for commuting that is gaining rapidly in popularity in other parts of the country. Companies offer employees the opportunity to form and operate vanpools. Up to 15 individuals can travel the same distance for a fraction of the cost per-person of driving alone.

Good Driving Techniques

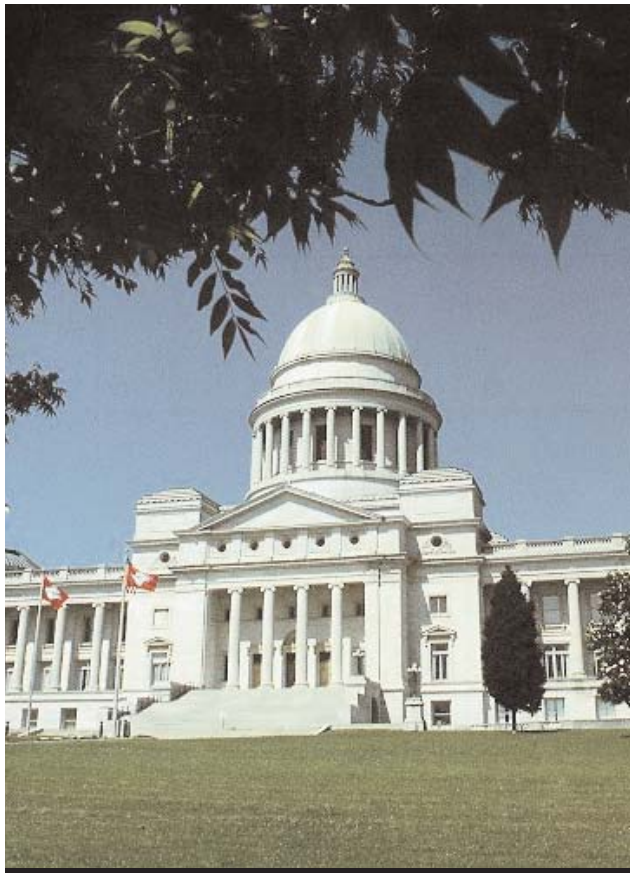
The way you drive can make a difference in how much gasoline you use. A careful driver may get 20 percent more miles per gallon than the average driver and 50 percent more than a wasteful one.

- If you own more than one car, use the most energy-efficient one as often as possible.
- Drive at a steady pace.
- Plan your driving routes to avoid congested areas. Avoid rush hour and peak traffic times when possible.
- Avoid extended warm-ups. Don't rev up the engine. Instead, accelerate gently and drive slowly for a mile or so.
- Accelerate smoothly and moderately. Achieve the desired speed and then keep steady pressure on the accelerator.
- Don't let the engine idle for more than a minute. It takes less gasoline to restart the car than it does to let it idle.
- Minimize braking. Anticipate speed changes. Take your foot off the accelerator as soon as you see a red light or slowed traffic ahead.
- Observe the posted speed limit. On the highway, most automobiles get about 20 percent more miles per gallon at 55 mph than they do at 70 mph.
- It takes extra energy to use the car's air conditioner. When the air conditioner is on, make sure that the air is being recirculated instead of bringing in the hot, outside air.

Car Maintenance

Regular car maintenance can mean greater fuel economy and dollars saved.

- Have your car tuned at intervals recommended by the manufacturer. Regular tune-ups extend engine life and improve performance. A poorly tuned car can use as much as 3 to 9 percent more gasoline than a well-tuned one. The tune-up will pay for itself in gasoline savings and car reliability.
- Keep the engine air filter clean. Clogged filters waste gasoline.
- Use the gasoline octane and oil grade recommended for your car.
- Check the tire pressure regularly. Under-inflated tires increase gasoline consumption. You can lose about 2 percent in fuel economy for every pound of pressure under the recommended pounds per square inch.



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ARKANSAS
A natural for business

Buying a New Car

Before purchasing a new car, do your homework — and be sure to make fuel economy a top priority. For the current model year's Fuel Economy Guide, go to the Arkansas Energy Unit's Web site at www.1800ARKANSAS.com/energy/Transportation/

Other considerations when purchasing a new car:

- Decide how you will use the car. A small, highly fuel-efficient model may suit your needs.
- Shop around, try several models and check the fuel economy label posted on each car's window.
- Most major car and truck manufacturers now offer alternative fuel and/or hybrid vehicles. Hybrid electric vehicles (HEVs) combine the internal combustion engine of a conventional vehicle with the battery and electric motor of an electric vehicle, resulting in twice the fuel economy of conventional vehicles.

When selecting options, consider these points:

- Automatic transmissions generally use more gas, especially on small cars.
- Top-quality radial tires, particularly steel belted radials, will usually result in 5 to 20 percent savings by reducing rolling resistance.
- A light exterior and interior color and tinted windows will reduce heat build-up.
- Cruise control will maintain a steady speed and may be a worthwhile investment.

Pleasure Trips

Recreational trips, vacations, visits to friends and relatives account for a substantial amount of gasoline consumption. Whether it's a weekend trip or a long vacation, careful attention to details can substantially cut gasoline use.

- For a vacation, choose a location where a car isn't needed to get around once there.
- For relaxing rather than sightseeing, discover state parks or campgrounds closer to home. Remember — Vacation Arkansas.
- Pack carefully. Unnecessary weight in the trunk will cut fuel economy. Baggage on a roof rack creates air resistance and decreases miles-per-gallon.
- Take a train, bus or plane instead of the family car. Let someone else do the driving. Save gasoline and enjoy the ride.

City bus, trolley and van lines

Urban area systems:

- Central Arkansas Transit, 501-375-1163
- Fort Smith Transit, 479-783-6464
- Pine Bluff Transit, 870-543-5130
- Razorback Transit (Fayetteville), 479-575-7433
- Ozark Regional Transit (Springdale/Fayetteville/Bentonville/Rogers) 479-756-5901
- Texarkana Urban Transit (Texarkana/Nash/Wake Village) 903-794-8883

Rural/small urban area systems:

- Black River Area Development Transit (Pocahontas/Walnut Ridge/Hoxie), 870-892-4547
- South Central Arkansas Transit (Malvern/Benton/Arkadelphia), 501-332-6215
- Eureka Springs Transit, Trolley, 479-253-9572
- Hot Springs Intercity Transit, 501-321-2020
- Mid-Delta Transit (Phillips/Monroe/Lee/Prairie Counties), 800-569-3359
- North Arkansas Transportation Service (Harrison) 870-741-8008

Local bus transportation listings, park-and-ride maps and other information are available from the Arkansas Highway and Transportation Department at www.ahtd.state.ar.us/planning/park&ride/ride.htm.

Summary

Planning is the key word. Plan driving routes, combine errands, plan regular car maintenance, and plan your vacation — all with fuel economy in mind. Carpooling to work, for example, may allow you to bank saved gasoline dollars for extra pleasure trips.

Whether an automobile is a necessity or a prized possession, few people are going to completely give up their means of individual transportation. So remember — energy-efficient driving is safe, saves energy dollars, conserves fuel, extends the life of your car and is a positive step toward avoiding long lines at the nation's gas pumps.

For more information, visit to the Energy Unit page of the Arkansas Department of Economic Development's Web site at www.1-800-ARKANSAS.com/energy.

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