



HELP YOUR DRIVERS CUT FUEL COSTS UP TO 40%



*Proven Techniques from Isuzu's
Fuel Economy Challenge And
Vehicle Health Reports That Can
Produce Dramatic Fuel Savings.*

With today's skyrocketing fuel bills, Isuzu truck owners can achieve dramatic savings by implementing driving practices from the Isuzu Fuel Economy Challenge – and by utilizing our exclusive Vehicle Health Reports to monitor driving patterns and overall operating costs.

Let's focus on specific areas that have proven to reduce fuel consumption an average of 33% during Isuzu Fuel Economy Challenges held across the U.S.

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.

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

**JUST REDUCING
FUEL CONSUMPTION
10% TRANSLATES
TO THOUSANDS
OF DOLLARS IN
SAVINGS EACH YEAR
PER TRUCK!**

The Isuzu Fuel Economy Challenge teaches how drivers can dramatically improve their fuel economy with hands on training and classroom teaching.



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.

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

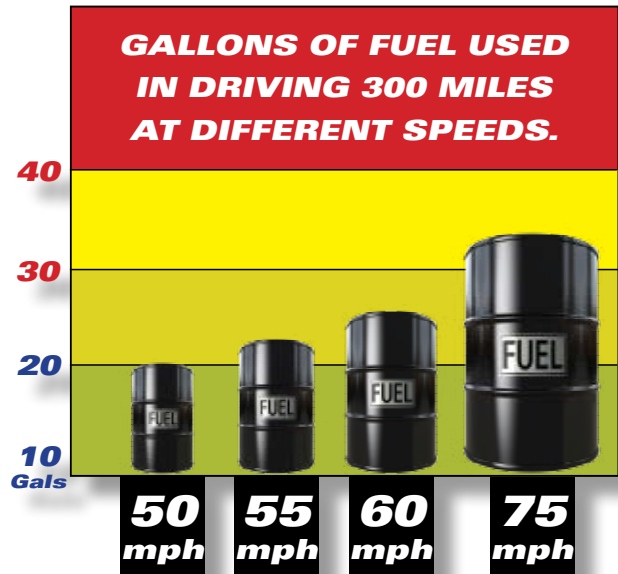
PUTTING IT TO WORK

In summary:

- *Reduce vehicle highway speed*
- *Maintain consistent highway speed*
- *Accelerate gradually from stops*
- *Limit use of exhaust brake*
- *Decelerate gradually using engine braking*
- *Reduce unnecessary idling*

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

**LOWER SPEED,
LESS RAPID
ACCELERATION
& DECELERATION
WILL IMPROVE
FUEL ECONOMY.**



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.

ISUZU VEHICLE HEALTH REPORTS

Vehicle Health Reports are available with all Isuzu-built diesel-powered vehicles since 2008. These detailed reports make important performance information readily available, helping you improve the efficiency of your vehicles. There are nine reports in total, including:

- *Fuel Consumption*
- *Vehicle Speed*
- *Acceleration Habits*
- *Braking Frequency*
- *Idling*
- *Advanced Diagnostics*

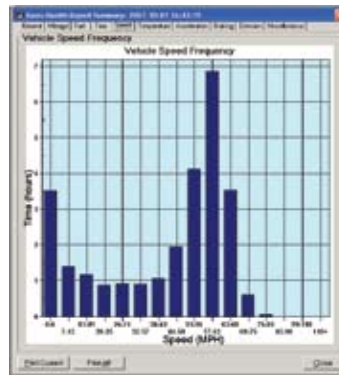
To get an Isuzu Vehicle Health Report for your truck, visit your Authorized Isuzu or GM W-Series Truck Dealer. A service technician will electronically generate the report and will gladly go over it with you.

Isuzu is proud to be America's #1 selling low cab forward truck since 1986. The SEE (Safety / Economy / Environment) engineering philosophy makes a difference in every Isuzu-built truck you put to work.

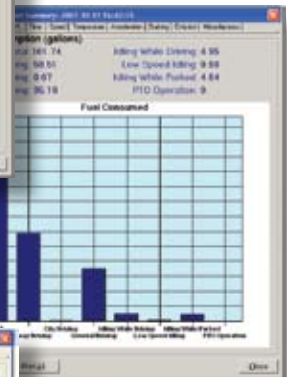
See your Isuzu or GM W-Series Dealer for additional information about fuel-conscious driving tips, Isuzu Vehicle Health Reports and specifying the most effective trucks for your business. Whether you have ten trucks or two, your Authorized Dealer is always there to help you build your business by getting the most out of your fleet.

ISUZU VEHICLE HEALTH REPORTS SHOW DRIVER'S DAILY DRIVING EFFICIENCY.

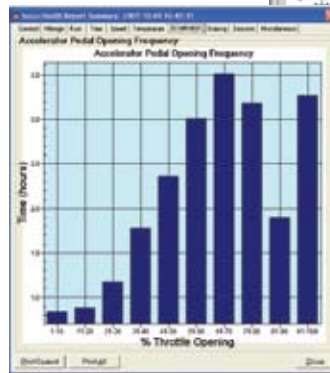
Vehicle speed



Fuel Consumption



Acceleration Habits



Braking Frequency

