



part of GE Capital

# Drive Lightly™

Reduce your carbon footprint

In today's business climate it is important for companies to be aware of their impact on the environment and to have carbon reduction initiatives in place. Shareholders, customers and employees have increasing expectations that they are associated with companies who have a carbon reduction strategy.

Motor vehicles play a significant role in terms of energy consumption. A company's fleet is an ideal place for a business to begin to understand its carbon output and then implement an emissions reduction strategy. The added benefit is that reducing your Fleet's carbon footprint can also lead to worthwhile cost savings.

Not sure where to start? Custom Fleet can help you to Drive Lightly.

Your fleet can represent a high proportion of your company's total carbon footprint. It is normally ranked in the top 4 sources of a company's emissions along with energy usage, paper usage and air travel.

Drive Lightly is a carbon management program designed to help you **measure** the actual carbon produced by your fleet, assist to **reduce** these emissions and your fleet costs, and the option to **offset** your emissions to further reduce your carbon footprint.



## The Elements of Drive Lightly

The Drive Lightly program follows 3 simple steps to a fleet carbon management solution. The program can help manage and reduce your fleet carbon emissions and potentially your fleet costs. These steps are:

### Step 1 – Measure

Establishing your current fleet carbon footprint is essential to identifying where potential environmental improvements and related cost savings can be made.

### Step 2 – Reduce

Taking action to reduce your emissions will ensure that you minimise your fleet's running costs and impact on the environment. Drive Lightly offers three components to help you reduce your fleet carbon footprint:

- **Vehicle Selector** – By using our selector tool you are able to compare your options to find the right vehicle to suit its application, the environment and your budget.
- **Driver Training** – This course encourages behavioural change. It is an online course that promotes fuel reduction techniques and encourages safe driving.
- **Tracking** – Carbon management reporting will assist you in measuring and tracking your fleet and driver performance and highlighting exceptions.

### Step 3 – Offset

The carbon offsets are calculated on fuel type and consumption and are based on emissions produced from your company's fleet exhaust based on the vehicle and fuel usage data provided by you and your drivers.

## Summary

Drive Lightly is based on the philosophy of reducing your current carbon output and tackling the problem at the source. By monitoring the ongoing performance of your fleet you can achieve further reductions. Offsetting carbon emissions is the final ingredient to improve the impact your fleet has on the environment.

#### Disclaimer

We do not guarantee or represent that your participation in Drive Lightly carbon management program will result in the use of your fleet being carbon neutral or achieve any other particular outcome concerning the environmental impact of carbon emissions. We rely on the information you provide to us concerning your fleet and vehicle and fuel usage data. We also rely on the offset providers to ensure offsets are generated from activities that offset emissions and that carbon offset schemes are properly administered.

For further information:

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