



**NATIONAL MEDIA RELEASE**

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## **Driving towards a greener future** ***AAMI launches inaugural Green Motoring Index***

An evolving 'green' consciousness has seen many people change their behaviours to reduce their impact on the environment – including many Australian drivers.

This evolution has prompted leading insurer AAMI to commission the inaugural *Green Motoring Index*<sup>i</sup>, showing the extent to which drivers are 'thinking green' by changing their driving behaviours and choosing vehicles and fuels that minimise their car's impact on the environment.

The Index's release comes as sales of lower-emission four-cylinder vehicles are at record levels in Australia, in contrast to sales of traditional six- and eight-cylinder vehicles that typically use more fuel.

Federal Chamber of Automotive Industries data show large car sales are 20.1 per cent less than this time last year, while light, small, and medium car sales are slightly higher (9.6, 6.8 and 3.1 per cent higher, respectively).<sup>ii</sup>

While sales of hybrid cars remain comparatively low (representing 0.7 per cent of the 2007 passenger car market), cleaner-burning diesel cars comprised 16 per cent of sales in Australia last year (175,022), which is considerably more than the 130,403 diesels sold in 2006.

AAMI Public Affairs Manager Geoff Hughes said the *Green Motoring Index* revealed more than half of all Australian drivers (53 per cent) considered environmental factors - such as the vehicle's air pollution rating or its fuel efficiency - when purchasing a car.

"With easy access to resources such as the Green Vehicle Guide ([www.greenvehicleguide.gov.au](http://www.greenvehicleguide.gov.au)), motorists are becoming more demanding and better informed about their car's impact on the environment," Mr Hughes said.

"Motorists are increasingly aware that thinking green before choosing a new car can save many tonnes of greenhouse gas emissions over the vehicle's life and can also save them thousands of dollars in fuel costs."

AAMI's research also canvassed motorists' willingness to adjust their driving for the benefit of the environment.

"Just by changing the way they drive, motorists can reduce their fuel consumption, and therefore their impact on the environment, by as much as 20 per cent<sup>iii</sup>. Two in five Australians (42 per cent) said they consciously adjusted their driving behaviour for this reason," he said.

"Across the country, more than three-quarters of drivers (77 per cent) said they planned ahead and drove smoothly without hard breaking or acceleration, while 63 per cent said they avoided both high speeds and driving in a lower or higher gear than needed. These subtle but effective behavioural changes can prevent a car's engine from overworking and reduce fuel consumption."

In addition, the *AAMI Green Motoring Index* found almost half of all drivers (44 per cent) removed unnecessary weight from their car, such as roof or bicycle racks or heavy cargo in the boot, in order to reduce wind resistance and their car's weight.

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<sup>i</sup> AAMI's *Green Motoring Index* comprises findings from a telephone and internet survey of 2501 Australians independently conducted by Sweeney Research in every Australian state and territory.

<sup>ii</sup> Federal Chamber of Automotive Industries Vehicle Sales April 2008, [www.fcai.com.au](http://www.fcai.com.au)

<sup>iii</sup> Department of Environment, Water, Heritage and the Arts,  
[www.environment.gov.au/settlements/transport/fuelguide/tips.html](http://www.environment.gov.au/settlements/transport/fuelguide/tips.html)

