

June 2008

AAMI



GREENmotoring INDEX

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**DRIVING
TOWARDS
A GREENER
FUTURE**



WELCOME TO AAMI'S INAUGURAL GREEN MOTORING INDEX

A growing awareness of dwindling natural resources, global warming and other environmental issues has led many Australians to consider their impact on the world and to change their behaviours to reduce their impact on the environment. For motorists, this can mean taking basic steps to improve the performance and fuel efficiency of their car, such as using low-emitting fuels, and even purchasing eco-friendly vehicles. This Green Motoring Index has been published to illustrate Australian drivers' 'green' motoring habits and also to provide tips on how to reduce their impact on the environment while driving.

Buying clean, green machines

With vehicles accounting for 15 per cent¹ of the total greenhouse emissions in Australia it is notable that drivers are demonstrating an increased consciousness for the environment when purchasing a new car.

According to AAMI's research, more than half of all Australians (53 per cent) say they consider factors like the vehicle's air pollution rating or its fuel consumption level when buying a car, with drivers in the ACT the most environmentally conscious when it comes to thinking green before choosing a new vehicle (60 per cent).

Give smart driving the green light

While buying an eco-friendly car is a consideration for half of Australia's drivers, only two in five (42 per cent) have adjusted their driving behaviour to reduce their car's impact on the environment. Again, drivers in the ACT (52 per cent) are more aware than those



DRIVERS ARE DEMONSTRATING AN INCREASED CONSCIOUSNESS FOR THE ENVIRONMENT WHEN PURCHASING A NEW CAR.

from other states that careful driving can not only save money but also reduce environmental impacts.

One way in which Australian drivers are changing their behaviour is by leaving the car at home for short journeys. Short trips have a greater impact on the environment than long journeys as fuel consumption and emissions are higher on trips that are prone to frequent stopping and starting.

Two in five drivers nationally (39 per cent) say they only use their car when necessary, choosing to walk or ride their bikes instead. Victorian and ACT drivers are the most likely to ditch their cars on short journeys with 40 per cent from these states saying they leave their cars at home wherever possible.

Only three in 10 Australian drivers (28 per cent) are helping to reduce harmful emissions by carpooling. Drivers in South Australia are the most likely to accept a lift from, or offer a lift to, a workmate, with almost one-third (31 per cent) carpooling whenever possible.

Plan ahead and reduce your carbon tyreprint

Across the country, motorists seem to understand that the manner in which they drive can have a big impact on fuel consumption and the environment. Three-quarters of Australian drivers (77 per cent) say they plan ahead and drive smoothly without hard breaking or acceleration in an attempt to reduce the amount of fuel they use.

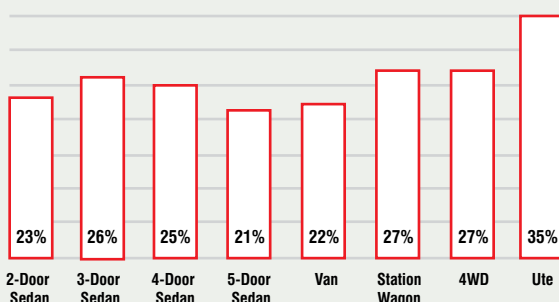
Most drivers (63 per cent) also avoid high speeds and driving in a lower or higher gear than needed, which can prevent a car's engine from overworking and reduce fuel consumption.

As well as ensuring trouble-free driving, good car maintenance has a flow-on effect for the environment, with well-maintained cars likely to run more efficiently and to have fewer emissions.

Almost three-quarters of Australian drivers (73 per cent) are reducing their greenhouse gas emissions by having their car regularly serviced, however

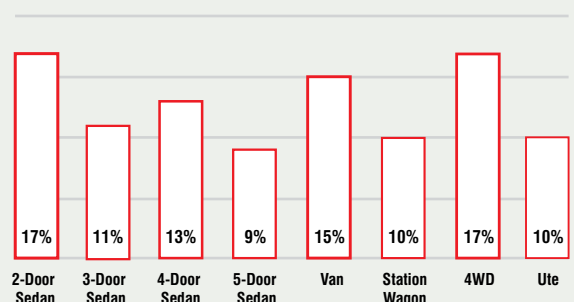
¹ Australian Greenhouse Office, National Inventory Report 2005.

DRIVERS WHO BUY ETHANOL/ETHANOL-BLEND FUEL

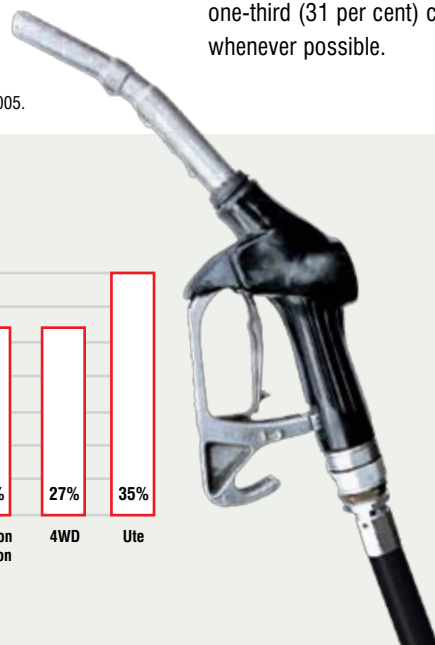


Source: 2008 Sweeney Research

DRIVERS WHO OFFSET THEIR EMISSIONS



Source: 2008 Sweeney Research



Fuelling the green push

Petrol price hikes, dwindling oil reserves and increased awareness of global warming are driving motorists, both at home and overseas, to explore fuel alternatives.

Nationally, one-quarter of all drivers (26 per cent) say they buy ethanol or ethanol-blend fuels or biofuels, with Queensland drivers the most likely to think green at the pump (38 per cent). Drivers aged 18 to 24 years are the biggest consumers of biofuels (28 per cent) while those aged 45 to 54 and 65 and over are the least likely to use biofuels (both 24 per cent).

Many factors are responsible for the fact that almost three-quarters of Australian drivers (74 per cent) are shunning ethanol fuel blends and biofuels. Two in five drivers (41 per cent) say they are unaware of biofuels suitability for their car, while one-quarter (26 per cent) are concerned about the negative effect they may have on their vehicle.

One-quarter of Australian drivers (26 per cent) say that availability influences their fuel choice, and 13 per cent believe biofuels are too expensive, which is ironic considering biofuels are typically cheaper than conventional fuels.



one in five (20 per cent) admits they only occasionally service their car. The majority of drivers around the country (71 per cent) also regularly check their tyre pressure, a habit that can prevent excess fuel consumption and tyres from wearing out prematurely.

Nationally, almost half of all drivers (44 per cent) remove unnecessary weight from their car, such as roof or bicycle racks or heavy cargo in the boot, to reduce resistance and/or the total weight of the car, which can lead to a reduction in the amount of fuel used. ACT drivers are the most conscious when it comes to removing heavy items from their car before leaving home (51 per cent).

Keeping cool: a hot topic

Thinking twice before switching on the car's air-conditioning system is another measure that can help to reduce fuel emissions. Nationally, almost half of Australian drivers (49 per cent) say they use their air-conditioner sparingly, with drivers who live in warmer climates less inclined to switch off their air-conditioner. Only three in 10 drivers in the Northern Territory (29 per cent) and two in five drivers in Queensland (44 per cent) say they use their air-conditioner sparingly, while those from cooler states such as Tasmania and Victoria (54 per cent and 53 per cent respectively) consider winding down the window instead.

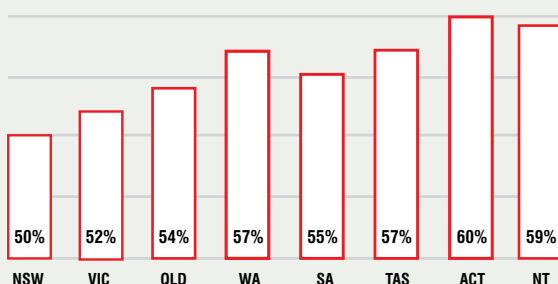
ALMOST HALF OF AUSTRALIAN DRIVERS SAY THEY USE THEIR AIR-CONDITIONER SPARINGLY.

Going green

Offsetting carbon emissions is a simple way to reduce a car's impact on the environment through financially contributing to projects that aim to reduce the amount of carbon dioxide in the air.

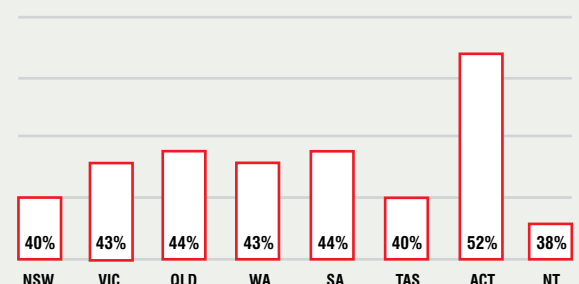
Currently, one in eight drivers nationally (13 per cent) is going green by offsetting their emissions, with Queensland drivers the most likely to embrace the practice (15 per cent). Younger Australian drivers aged 18 to 24 are the most concerned about offsetting their contribution to global warming (18 per cent), while only one in 10 drivers aged 35 to 44 (10 per cent) offset their emissions.

DRIVERS WHO CONSIDER THE ENVIRONMENT WHEN BUYING A CAR



Source: 2008 Sweeney Research

DRIVERS WHO ADJUST THEIR BEHAVIOUR TO REDUCE THEIR ENVIRONMENTAL IMPACT



Source: 2008 Sweeney Research



SIMPLE WAYS TO MAKE A DIFFERENCE

SARA GIPTON, CHIEF EXECUTIVE OFFICER, GREENFLEET

The 2008 AAMI Green Motoring Index provides some fascinating insights into the behavior of Australian motorists.

Vehicle Choice

That more than half of Australian drivers consider pollution and/or fuel economy when choosing a new vehicle is encouraging; not withstanding that some of this behaviour is inevitably driven by the rapidly rising price of fuels.

The purchase of a car is usually the second largest expenditure for any individual and this means that we should always consider our requirements carefully when making our vehicle choice. From an environmental, and financial, perspective one of the most important factors is fuel economy.

Take note of the litres per hundred kilometres (L/100km) figure quoted by the manufacturer or even better, the CO2 g/km travelled, which allows you to compare the efficiency of using different fuels. Also, be aware that this figure may not be easy to achieve in everyday driving. The best advice is to do your homework to ensure that the car you choose is the best possible fit for your needs.

Travel Planning

With less than 40 per cent of drivers only using the car when necessary, plenty more can be done to improve our travel habits. The key here is to consider whether that car journey is really necessary. Would public

transport offer a better solution for journeys into or around the town? Do you need to use a powered form of transport at all, or would walking or using a bicycle be possible? This option not only reduces your greenhouse gas emissions but also provides great health benefits.

Another useful tip is to 'think local'. By walking or cycling to our local neighbourhood stores we not only reduce our environmental impact but also help local businesses and communities to thrive. Planning can make a real difference; try to avoid single purpose trips and travelling alone when a car journey can be shared.

Behind the Wheel

Incredibly, just by altering your driving behaviour you can reduce your fuel usage by around 20 per cent. Guinness World Record Holders Helen and John Taylor recently achieved a remarkable 3.13 L/100km on their record breaking trip around Australia; this compares with 11.2 L/100km for the average Australian. Admittedly they were in a fuel-efficient

Peugeot 308 diesel vehicle but it was a standard car carrying two people plus their luggage.

By employing 'defensive' driving techniques any driver can dramatically cut their fuel usage and the emissions of their car. The same techniques also benefit road safety as they focus on awareness, planning ahead and a smooth driving style.

Carbon Offsetting – the final piece in the jigsaw

If all Australian motorists were to choose their vehicles wisely, reduce the number of journeys they make and drive in a safe and efficient way the impact on greenhouse gas emissions would be huge. Of course, there will still be emissions but there are plenty of options available to offset those that remain. Greenfleet is just one such offset provider, planting native forests that soak up carbon dioxide as they grow. To find out more go to the Department of Climate Change website: climatechange.gov.au/greenhousefriendly/

- Ensure your car is tuned and serviced regularly
- Reduce your speed
- Travel lightly and remove unnecessary items
- Use your air conditioner sparingly
- Make sure your tyres are inflated to the correct pressure
- Avoid peak hour, where possible
- Drive smoothly
- Whenever possible, carpool, use public transport or ride a bicycle

The AAMI Green Motoring Index is based on an independent study by Sweeney Research of Australian drivers' behaviours and attitudes towards eco-friendly motoring. It is based, in part, on a survey of 2503 adults in the following locations:

- Adelaide
- Brisbane
- Canberra
- Central Queensland
- Central Victoria
- Geelong
- Gold Coast
- Hunter Valley
- Hobart
- Illawara
- Launceston
- Melbourne
- Mid North Coast NSW
- North Queensland
- Northern Territory
- Perth
- Regional South Australia
- Regional Western Australia
- Riverina
- South East NSW
- Sunshine Coast
- Sydney
- Tamworth
- Toowoomba and the Darling Downs

company Sweeney Research, which ensures the validity of the survey methodology and findings. AAMI's research may differ from government agencies whose research is typically limited to a 12-month period.

This survey is prepared with the help of independent research