



"it's all about attitude"



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# The Thinking Driver

## THINKING DRIVERS ARE GREEN DRIVERS

Did you know that per capita Canada uses more energy each year than almost any other country? Canada has one of the highest ratios of car ownership in the world. Fuel is a significant fleet cost that can be controlled and reduced by modifying driving style.

**Thinking Driver** driving is more than safe driving, it's energy efficient. You can reduce fuel consumption and exhaust emissions and reduce risk by practicing the Thinking Driver "Five Fundamentals":

- Think and Look Ahead,
- Anticipate Hazards,
- Keep Your Options Open,
- Manage the Risk, and
- Control with Finesse

You can control the costs of operating a vehicle and minimize its emissions. The following Thinking Driver tips can improve fuel efficiency:

**Plan trips carefully;** trips of less than 5 km generally do not allow the engine to reach its peak operating temperature. Therefore the fuel consumption and exhaust emissions will be significantly higher than when covering the same distance with a warm engine.

**Give your self enough time;** racing against the clock causes you to break hard, accelerate quickly and speed increasing the risk of incidents, fuel consumption and emissions.

**Avoid aggressive driving;** aggressive driving in city traffic increases fuel consumption and emissions by up to 30%. It is also hard on the engine and brakes. The safer, more fuel-efficient option is to "Control With Finesse"; accelerate smoothly and maintain a steady speed.

### Thinking Driver's Five Minute Fundamentals —all CANADIAN content

The Five Minute Fundamentals are 5 short driver safety video presentations packaged on one DVD. Each can be shown separately at a safety meeting or talk, or present the complete series at once (about 30 minutes). The choice is yours!

The Thinking Driver Five Fundamentals are:

- Think and Look Ahead
- Anticipate Hazards
- Keep Your Options Open
- Manage the risk
- Control With Finesse

It's a perfect addition to your safety meeting agenda.

Click to check out a preview of the [Five Minute Fundamentals](#). Download an [order form](#).

**Target the speed limit;** increasing your speed from 100 km/h to 120 km/h will increase fuel consumption by about 20%. Alternatively, reducing your speed from 100 km/h to 90 km/h improves fuel economy by about 10%.

**Minimize idling;** 10 seconds of idling can use more fuel than turning off the engine and restarting it again. When possible, warm your vehicle by driving it, not idling.

**Keep your tires properly inflated;** correct tire pressure is vital for fuel economy. Check the door post or owner's manual for correct pressure.

**Keep you vehicle light;** avoid carrying unnecessary weight.

**Learn more:** Five Minute Fundamentals; [Thinking Driver](#) website  
Natural Resources Canada; [Auto\\$mart](#) website.

### MEET THE TEAM...

#### Spencer McDonald, *President*

Spencer is the founder of Thinking Driver and has been developing and delivering safety training and education for over 25 years.

Before Thinking Driver, safety training for employees who drive was limited to defensive driving courses that provided reminders and refreshers on traffic rules and regulations and basic techniques but failed to address **behaviour based** reasons why people choose to expose themselves to excessive risk.

Spencer used his education in counseling psychology to develop the [Thinking Driver Program](#), the first behaviour based driver safety system that teaches drivers to manage risk by controlling stress and making good decisions about risk exposure when driving.

When not speaking at safety conferences or corporate events Spencer continues to lead the development side of the company where he heads the production team producing video and web based training materials for Thinking Driver clients.

Contact Spencer at [smcdonald@thinkingdriver.com](mailto:smcdonald@thinkingdriver.com)



### Did you know...

We can teach your instructors any of our Thinking Driver courses.

For more information, contact Annette DeCaire Fakaro at [afakaro@thinkingdriver.com](mailto:afakaro@thinkingdriver.com)

### 2008 Thinking Driver Instructor Course (TDIC) Schedule

We will train your instructors to deliver Thinking Driver to your employees.

**Vancouver, BC** May 12 to 16, 2008  
**Edmonton, AB** May 26 to 30, 2008

Call us for details. We can custom design a practical instructor course to include all elements that you require of your program.

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Fundamentals DVD