

Driving green is easier and cheaper than you might think

In today's eco-friendly world, carbon emissions are one of environmentalists' biggest fears, and so it's no wonder why cars are facing more and more scrutiny. It's such a worry that fuel companies are now marketing "green" options in their product lines, and car manufacturers are jumping on the success of new, environmentally friendly hybrids, producing new cars that speak directly to drivers' concerns over the environment.

But what could you do to change the way you drive and cut down on those carbon emissions? Well, there's no need to assume that you need to invest in a classy new hybrid, or even switch fuel to one of the new, greener options. All it takes is a little preparation, and your existing car can be instantly transformed into a fuel-saving, more environmentally friendly method of transport.

First off, making sure your car is in tip top shape immediately changes how much fuel you're going to burn. Checking tyre pressure is crucial, as under inflation wastes a huge amount every time you drive. Furthermore, driving on too full a tank can also cause excess fuel to evaporate, wasting more and causing more damage to the environment.

Before you leave on your trip, working out where you're going, what you need to take, and when you're going to be driving, all contribute to how much fuel you're going to get through. Make sure that anything that doesn't need to be in the car, isn't in the car, as excess weight will burn more fuel – so taking off that roof rack when you don't need it could save you a pretty penny over a bit of time. And although it's embarrassing enough getting lost in front of those you're driving, it also means you're going to be driving longer than need be, so double check your route and make sure you bring a map with you! Finally, no-one likes getting caught in rush hour traffic, and driving in queues means more fuel consumption, so avoid those peak traffic times at all cost.

Just by taking a few simple steps like these means that both you and the environment are going to benefit, as it has been calculated that in Europe alone, if all EU countries adopted similar measures, 25 billion litres of fuel would be saved by 2010. And with rising oil prices, that adds up to quite a bit of money!

But the financial benefits don't just come from using less petrol, in today's increasingly environment-driven world, some car insurance companies are even offering financial incentives to green drivers. Simply cut down on your CO2 emissions and your [car insurance quote](#) could be cut as well.

Of course, investing in the change to a greener fuel, or even a new hybrid will reduce your fuel consumption even more, but for the time being, a little consideration is all that's needed to help lower carbon emissions and save yourself some money.

About the Author

Jennifer Adams writes for a digital marketing agency. This article has been commissioned by a client of said agency. This article is not designed to promote, but should be considered professional content.

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