The Four Hidden Ways Motorists Waste Money; Drivers Could Save €1,000 a Year on Fuel, Ford Survey Shows

• A new Ford-sponsored survey* of 5,700 people across Europe shows that four simple fuel-saving tricks could stop drivers wasting up to €1,000 a year on fuel
• Removing excess weight from inside the car, taking off the roof box, shopping around for fuel, and optimising tyre pressure – could together cut annual fuel bills by 33 per cent
• Ford’s findings – published as many families prepare for the great Easter getaway – shows that 76 per cent of drivers do not regularly check tyres, 38 per cent never remove roof storage, 18 per cent never shop around, and 17 per cent always leave extra items in the car
• Most drivers also increase fuel consumption by breaking speed limits, and many never choose the most economical route for a journey. Around half of drivers add to their bill by impulse shopping at filling stations

COLOGNE, Germany, April 17, 2014 – Four easily applied fuel-saving tips could see European drivers better off to the tune of €1,000 a year, a survey commissioned by Ford Motor Company has shown.

As millions of families across Europe prepare to travel for the Easter holidays – one of the busiest times of the year on the road – Ford has identified four simple tricks that could help drivers save as much as 33 per cent on fuel. These are:
• Removing the roof-top cargo box (20 per cent)
• Shopping around for fuel (7 per cent)
• Checking and optimising tyre pressures every month (4 per cent)
• Removing excess weight from inside the car (2 per cent)

The survey of 5,700 people from across Europe showed that 76 per cent do not regularly check tyres, 38 per cent never remove roof storage equipment, 18 per cent never shop around, and 17 per cent always leave extra items in the car.

The poll also revealed further opportunities to cut fuel consumption – 71 per cent of drivers admit breaking speed limits, 42 per cent never choose the most economical route, 39 per cent drive aggressively, and 14 per cent leave the air conditioning on all the time.

Ford vehicles include many technologies that are designed to help drivers reduce fuel consumption, including Auto Start-Stop, which automatically switches the engine off at times when it would otherwise be idling. Ford commissioned the survey of drivers from France, Germany, Italy, Spain, and the U.K. to identify the opportunity for changes in driver behaviour to affect fuel bills. It found that with people on average spending €3,011 on fuel each year, bills could be cut by €994.

“We ensure that every Ford vehicle offers the greatest potential for cost-efficient motoring through developing innovations such as the small yet powerful 1.0-litre EcoBoost engine,” said Wulf-Peter Schmidt, director Sustainability, Ford of Europe. “At the same time, there is also much the driver can do to save money on fuel – from adjusting driving style to reducing unnecessary load in the boot.”

The survey revealed that Italian drivers are the most likely to leave unnecessary items in their car (23 per cent), and the most likely to leave roof storage equipment in place (43 per cent). Less than half said they would ever choose the most economical route (49 per cent).

German drivers are the most likely to speed (89 per cent) and drive aggressively (57 per cent). French drivers are the least likely to make a monthly tyre pressure check (18 per cent). Spanish drivers are most likely to always leave the air conditioning system on (19 per cent), and more than a quarter of U.K. drivers never shop around for fuel (26 per cent).

The survey also revealed that after filling up 45 per cent of people also add to their spending at the pumps by impulse buying other items. German drivers were the most likely to buy something additional (63 per cent), while Italian men were the most likely also to buy a coffee (28 per cent), and U.K. women the most likely also to buy a bar of chocolate (19 per cent).

Please follow the link for an accompanying video. http://youtu.be/e7U6dcz2W30
About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 181,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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* Survey carried out by Opinion Matters in April 2014. 5,711 people were questioned across five European countries; France, Germany, Italy, Spain and U.K.