

BRACE YOURSELF AND KEEP YOUR FOCUS



Q: I've worked hard to help my drivers with their habits. How do I prevent all the effort made from going to the wayside as we approach winter?

A: When winter hits, fuel economy drops. Winter fuel mix is less efficient and has a significant impact on fuel economy when used.

The key is to brace yourself for those natural changes and keep the momentum and focus with your drivers on proper driving and idle behaviors. Let's control what we can control. Keep idle low, drive responsibly and efficiently. If you have been on this journey with us for some time, you will be able to compare how your fleet and drivers performed this December vs. last December. We compile a 13 month rolling graph to allow for this comparison.

Your January results will never be as solid as your September results, but truly winning is when your January 2024 results are better than your January 2023 results!