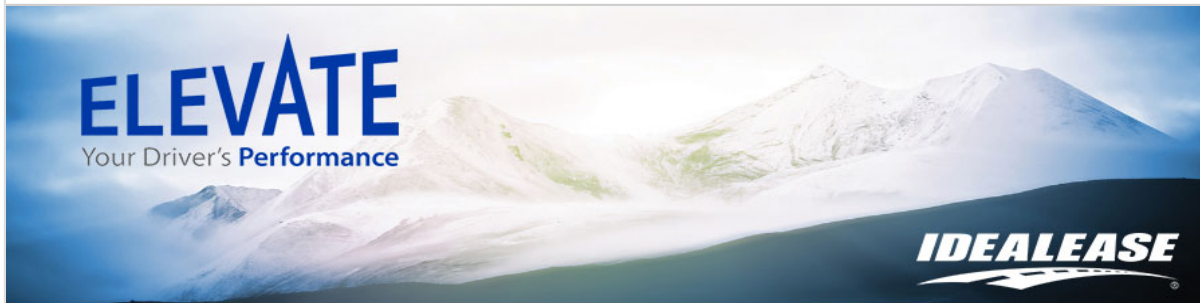


This Week: *Billy Never Idles*

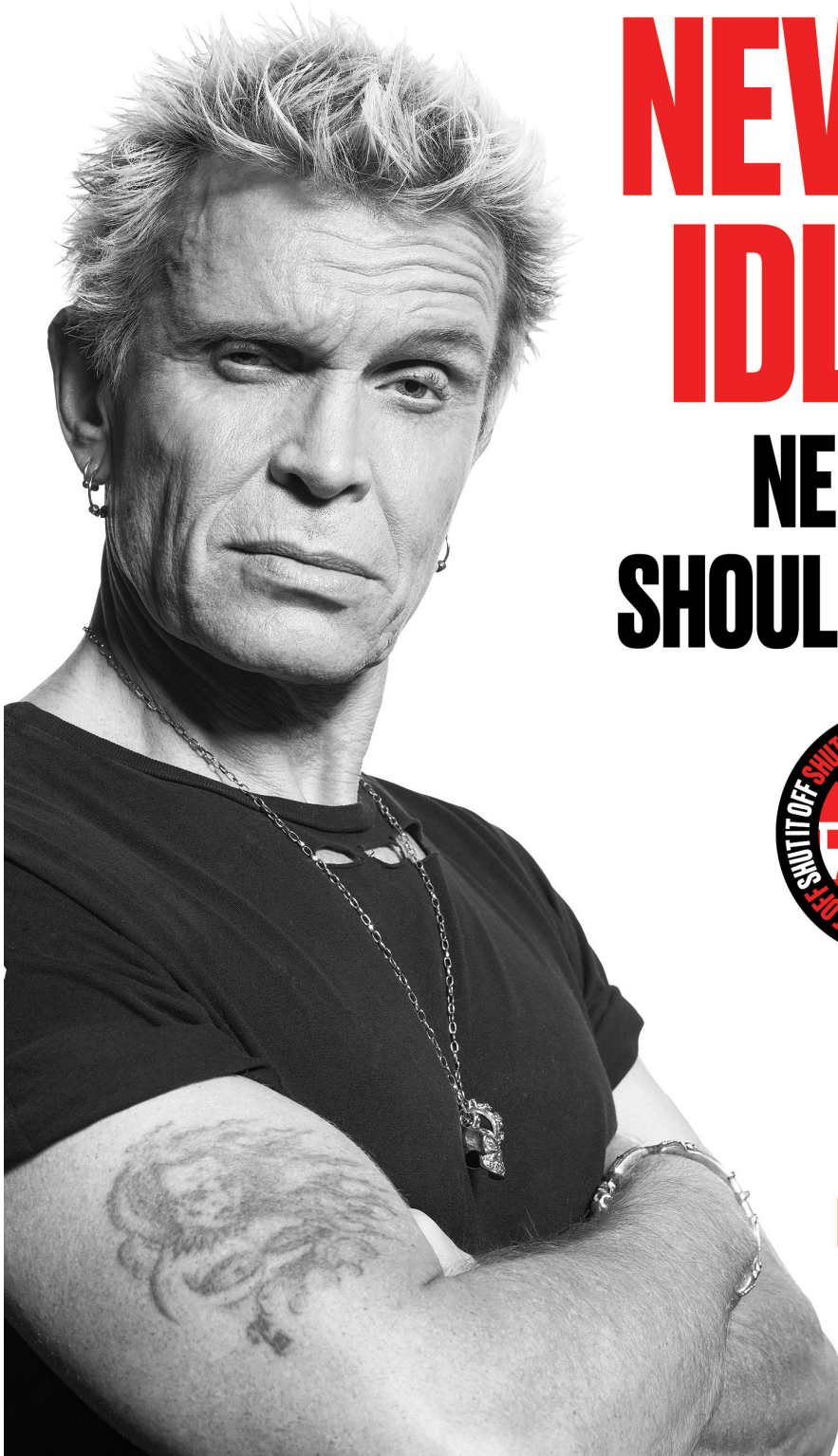


The mayor of New York City and the New York City Department of Environmental Protection have launched a campaign to encourage drivers and companies to stop idling. The face of the campaign is Billy Idol, who is a serious advocate of reducing **unproductive fuel burn**. While decreasing idling does help reduce pollution, it also saves on **unproductive fuel burn**. **Each idle hour burns on average from three quarters to one gallon of fuel**. It's important to let your drivers know the impact of idling and shutting the truck off.

***Q: Billy never idles; why should you?***

***A: Idling pollutes the air and hurts the environment. in addition, it causes unproductive fuel burn and may lead to frequent regeneration, impacting your driver's ability to meet on-time delivery expectations.***

**NYC**  
Environmental  
Protection



**BILLY  
NEVER  
IDLES  
NEITHER  
SHOULD YOU**



**IDLING IS  
POLLUTING  
SHUT YOUR  
ENGINE OFF**

*Idealease Business Intelligence is committed to helping your team Elevate their performance. You will get a weekly Question of the Week email that will help explain different elements of the scorecard, offer tips to improve Key Performance Indicators (KPI's) or other motivational topics to keep your drivers striving for excellence behind the wheel. If you have a question or would like a topic covered, please email [jerryring@idealease.com](mailto:jerryring@idealease.com).*



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