



Sprig Electric

We Drive 65



AS GAS PRICES approached \$4.50 per gallon, the annual fuel budget at Sprig Electric approached \$1,000,000. The cost of fueling our fleet was never insignificant but now our fuel cost represented an alarming amount. Worse yet, fuel prices may continue to escalate and every \$1.00 per gallon increase could add another \$222,000 of annual expense.

Our management looked at a number of ways to curb or offset costs. We concluded that most of the suggestions would be very unpopular with our employees and customers, but doing nothing was not an option.

One idea did make sense so we decided to give it a try. As its name applies **"We Drive 65"** is based on the long held rumor that substantial fuel conservation could be realized by reducing highway speeds to 65, coupled with other changes in driving patterns.

A reluctant COO was first to test the theory. To his amazement, here is what he discovered:

- A 380 Hp, V8 does not stall out at freeway speeds of under 75-80 mph.
- Life does not end when one is passed on the freeway.
- Even though 367 lb-ft of torque can propel a car from 0-60 in 5.4 seconds, it can also achieve 0-60 in 15 seconds (albeit, without the rush of 2 g's pressing bodies against soft leather seats).
- Coasting to a stop in lieu of a powerful reliance on four-wheel, ventilated, power-assisted, disc brakes draws praise from an adoring wife. She may not need that neck brace after all.
- Unaware of the test, yet familiar with an aggressive driving pattern, passengers keep asking..."What's wrong, did you see a cop?"

- The vast majority of vehicles in the Bay Area exceed 65 mph. They way exceed it!
- It takes about 5 minutes longer to cover a typical 35-mile commute.
- Most significantly, even with all that horsepower, fuel efficiency improved from 23 to 28 mpg, with a single tank range increasing from 506 to 616 miles.

Do the math; by driving at 65 mph, using cruise control, moderate accelerating and braking, properly inflating tires and avoiding excessive idling, a COO achieved a 22% savings (a 22% savings for Sprig equates to potential savings of \$220,000 per year). Every CEO, CFO and COO can understand that.

By the way, without the high horsepower, torque and soft leather seats, very similar results were realized on Sprig Electric fleet vehicles, by Sprig office employees and even by the four Sprig LEED APs who embraced the **We Drive 65** campaign.

So when you see a Sprig Electric vehicle motoring down the freeway at 65 mph, it's not due to the extra weight of the **We Drive 65** decal. Please resist the temptation of making a single-digit gesture, unless it's a thumb's up!

Better yet, if you are a CEO, COO, CFO or you just want to make a difference, why not start your own **We Drive 65** campaign? Maybe together we can generate a local, statewide or even national campaign that will improve our bottom line as we reduce costs, reduce dependence on fossil fuels, reduce dependence on those guys who don't like us and even reduce our carbon footprint (without buying offsets). **We Drive 65** won't solve the problem, but it is a start that we can all do.

Break the hard brake

We Drive 65

Life in the slow lane
saves gas

75 mph sucks — gas

www.sprigelectric.com
408-298-3134

Inflate tires not mph

We deliver ideas, expertise, service and solutions that exceed expectations