

Consider This...

Every time you start your vehicle, it produces pollutants that contribute to climate change, smog and acid rain, some of the biggest environmental problems facing our planet today:

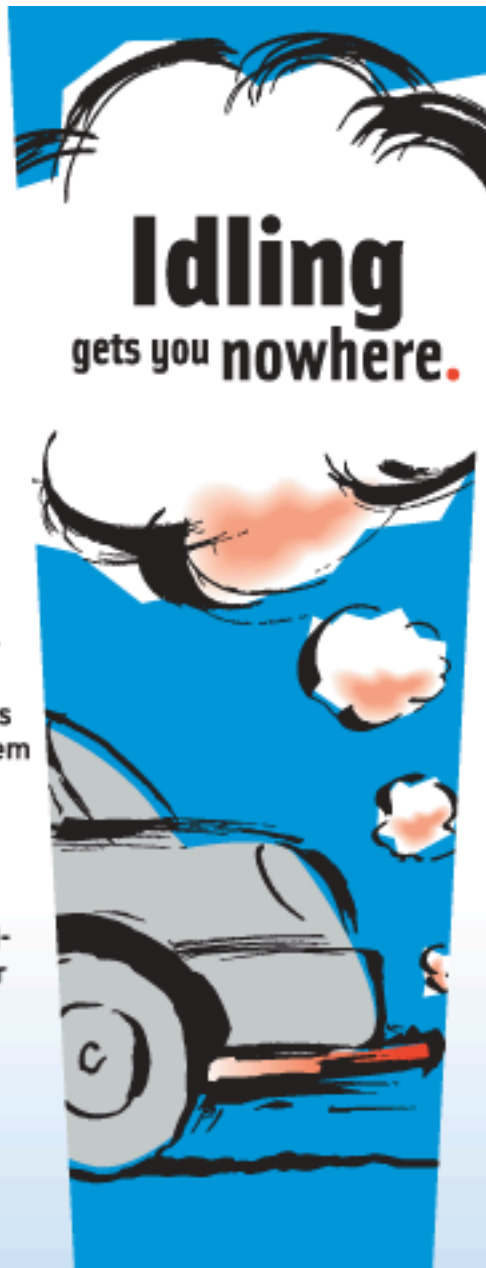
Climate change threatens to disrupt Canada's environment, possibly putting our forests and water supply at risk, endangering certain plant and animal species, and harming human health.

Urban smog is causing thousands of Canadians to die prematurely each year, and is costing our health care system millions of dollars to treat unnecessary respiratory illness.

Acid rain is damaging our water supply, plant life, buildings, park facilities and other structures.

You and Your Vehicle: Making the Link

For every litre of gasoline used, the average car produces about 2.4 kilograms of carbon dioxide, the principal greenhouse gas contributing to climate change. Other tailpipe emissions are polluting the air we breathe.



When your engine runs for no reason it needlessly harms the environment.

So it's easy to see that changing the way we drive, even just a little, can have an enormous impact on our environment, both globally and locally.

That's why we're asking motorists to think about their driving habits, and particularly about how much they idle their vehicles. When your engine runs for no reason – after all, idling gets you nowhere – it needlessly harms the environment. It also wastes fuel and money and diminishes our quality of life.

Do the World A Favour – Don't Idle

To combat problems like climate change and urban smog, we all need to use energy more wisely. In the case of idling, the solution is literally in your hands – it's as easy as turning a key.

If every Canadian motorist avoided idling their vehicle for just five minutes a day, 365 days of the year, more than 1.6 million tonnes of carbon dioxide, along with other toxic substances, would be spared from entering the atmosphere.