



# accelerating the drive towards energy efficiency.

Energy is essential to human progress. According to the International Energy Agency, global energy demand could be as much as 55% higher in 2030 as in 2005. Meeting this demand alone is a huge challenge. But it creates another: because the continuing predominance of fossil fuels for the foreseeable future will mean a substantial rise in CO<sub>2</sub> emissions.

Smart and efficient use of energy is one of the key ways of tackling the issue.

Vehicles, including trucks, account for about 50% of global CO<sub>2</sub> emissions from oil consumption, and vehicle ownership is growing. By enabling cars and trucks to travel farther on a liter of fuel, drivers not only spend less money per kilometer, they also emit less carbon dioxide (CO<sub>2</sub>) per kilometer.

We at ExxonMobil are working with leading automobile and engine manufacturers on programs that could deliver up to 30 percent fuel economy improvements, while also working on longer-term opportunities for vehicles in areas such as on-board hydrogen generation to power fuel cells.

But there is also much that motorists can do to make more efficient use of the petrol they buy.

To raise awareness of how even small changes in driving style can make a significant difference to fuel consumption, a "save more than fuel" campaign was launched on May 27 this year.

Forty oil companies in Europe (including ExxonMobil) have joined forces to run a consumer awareness campaign. The program is being driven by Europa, the European Petroleum Industry Association.

The main aim of this campaign is to promote efficient use of road transport fuels amongst drivers and raise their awareness of how even small changes in their driving style can make a significant difference to fuel consumption.

Practical tips on how to save fuel and increase energy efficiency will be available in petrol stations throughout Europe, as part of a campaign that is expected to reach millions of motorists as they fill their cars.

Across Europe, the drive is on.

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ExxonMobil supports EUROPIA's "Save more than fuel" initiative - the oil industry-wide campaign on efficient driving.

Pick up a leaflet in store and visit [www.savemorethanfuel.eu](http://www.savemorethanfuel.eu)

