

**Eco Drive Promotion Month:
Let's Start Eco Drive to Save the Earth and Money**

October 31, 2012

1. Regarding Eco Drive Promotion Month

The Eco Drive Promotion Liaison Committee, comprised of the National Police Agency; the Ministry of Economy, Trade and Industry; the Ministry of Land, Infrastructure, Transport and Tourism, and the Ministry of the Environment, has designated the month of November as Eco Drive Promotion Month. This policy for promotion of ecological driving is based on the Action Plan for the Diffusion and Promotion of Eco Drive, established in 2006.

For our continuous effort in further promoting the Eco Drive Promotion Month, once again we widely inform the public about symposiums and events on Eco Drive throughout the country during the Eco Drive Promotion Month, which coincides with the autumn leisure season.

2. Regarding Revision of "10 Eco-Driving Tips"

The Eco Drive Promotion Liaison Committee has established "10 Eco-Driving Tips" in 2003 and partially revised them in 2006 for the promotion of Eco Drive. This year, we reviewed the tips thoroughly to select the most recommended tips among many initiatives and revised the "10 Eco-Driving Tips" upon the beginning of this year's Eco Drive Promotion Month.

The new "10 Eco-Driving Tips" are listed below:

1. Press Accelerator Softly for "e-Start"
2. Drive with Moderate Acceleration/Deceleration
3. Release Accelerator Early
4. Use Air Conditioner Moderately
5. Stop Idling
6. Use Traffic Information to Avoid Congestion
7. Check Air Pressure Frequently
8. Avoid Unnecessary Loading
9. Beware of Parking Space

10. Consider Fuel Efficiency