

The IDLE FREE Formula for Howard's IDLE FREE Fleet.

Meet Howard. Fleet Manager. He's not happy.

Howard's fleet is burning cash, carbon and air pollution from driver idling behavior.

IDLE FREE for our kids® eLearning transforms driver beliefs and behavior on idle time.

Clifford Cheathon, IDLE FREE for our kids® certified motor coach driver:

"I was timing myself after I went through the calculator. I'm real good. Because I really turn the car off fast... I turn the bus off fast. I don't idle more than 30 seconds."

Our IDLE FREE formula has three ingredients.

These are three values or 'hot buttons' that virtually all drivers share.

- **Their kids (and people they care about).**
- **Their cars and trucks.**
- **Their money.**

When drivers understand the enormous impact that their unconscious idling has on all three values, it's like flipping a 'light switch' in their head...and they become emotionally engaged. They transform their beliefs and behavior. The outcome? They cut idle time at home and at work.

Chris Harris, 'Safety Dawg', fleet safety expert, IDLE FREE for our kids® certified driver:

'I'm on track to save \$400 bucks and 100s of engine hours in my personal vehicle this year alone.'

So, frustrated fleet managers like Howard now have a high-powered solution they can put in the hands of drivers on any device, any time, anywhere.

Fleets can go IDLE FREE, cut costs and look like heroes!

"I'm glad we got this cleared up! Woo-woo!" - Clean Air Day Flashmob; schoolkids, doctors, educators, auto experts (Al MacPhee).

Experience the most effective IDLE FREE education anywhere, get the FREE fleet demo.

Or, maybe you're ready to design your fleet's IDLE FREE route plan now. [Contact us.](#)

