



20 Percent Fuel

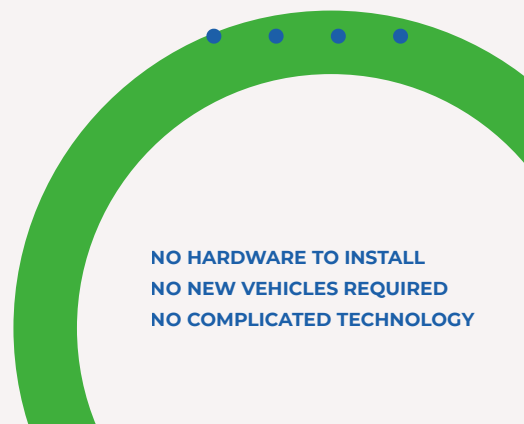


REDUCE FLEET FUEL COSTS BY UP TO 20%

A PRACTICAL FUEL-SAVING SYSTEM FOR
SMALL AND MID-SIZE FLEETS — BUILT
AROUND DRIVER BEHAVIOR, MANAGER
CONTROL, AND SIMPLE IMPLEMENTATION.



NO HARDWARE TO INSTALL
NO NEW VEHICLES REQUIRED
NO COMPLICATED TECHNOLOGY



FUEL COST IS NOT JUST A FUEL PRICE PROBLEM

For many fleet companies, fuel is one of the largest operating expenses.

But a large part of that cost is influenced every day by how vehicles are driven and managed.

Small driving habits create big cost differences over time:

- aggressive acceleration
- excessive idling
- speeding
- poor trip planning
- inconsistent manager follow-up

Many fleets treat fuel as a fixed expense. In reality, a meaningful share of fuel waste is behavior-driven and manageable.

20 Percent Fuel helps fleet managers turn fuel use into something they can influence, measure, and improve.



THE BUSINESS CASE

When better driving habits are applied consistently across multiple vehicles, fuel savings can become financially significant.

Example:

A fleet of **50 vehicles** spends **\$3,000 per vehicle per month** on fuel.

That equals:

\$150,000 per month **\$1.8 million per year**

A **10% reduction** in fuel use = **\$180,000** saved per year

A **15% reduction** = **\$270,000** saved per year

A **20% reduction** = **\$360,000** saved per year

Even smaller fleets can achieve meaningful savings when the same principles are applied consistently.

**The opportunity is not theoretical —
it is operational.**



WHY THE SAVINGS ARE REALISTIC

Why Fuel Savings Are Achievable

Fuel consumption is strongly affected by daily driving behavior and fleet management discipline.

Research and industry guidance consistently show that fuel waste increases when drivers:

- accelerate harshly
- brake late
- idle too long
- drive faster than necessary
- operate without coaching or performance feedback

According to the **U.S. Department of Energy**, aggressive driving can lower gas mileage by roughly **15-30% at highway speeds** and **10-40% in stop-and-go traffic**. Research shows poor driving habits can create a large fuel-efficiency gap. Actual savings depend on fleet type, routes, and current driving behavior.

That does not mean every fleet will save 20%. But it does show that driver behavior can create a large fuel-cost gap between current performance and better-managed performance.

20 Percent Fuel is built to help managers close that gap with practical action — not theory.

WHAT 20 PERCENT FUEL INCLUDES

20 Percent Fuel is a practical manager-led system designed to help fleets improve fuel performance without buying new equipment.

1. Driver Training

Simple eco-driving instruction focused on fuel-saving habits drivers can apply immediately.

2. Manager Implementation Guide

A step-by-step guide to launching the program, setting expectations, and managing follow-through.

3. Tracking Template

A simple way to monitor fuel use, compare results, and identify improvement opportunities.

4. Coaching and Follow-Up Structure

A practical system for reviewing driver performance and reinforcing better habits over time.

5. Motivation and Recognition Tools

A lightweight framework to keep drivers engaged and reward improvement.

6. Ready-to-Use Templates

Checklists, worksheets, review sheets, and practical materials to support rollout.

This is not just a training document. It is a simple fuel-savings system that helps managers turn good ideas into consistent action.



A SIMPLE 4-STEP ROLLOUT

20 Percent Fuel is designed to be practical to launch and easy to manage.

Week 1 — Baseline and Preparation

- review current fuel use
- identify key vehicles or driver groups
- prepare manager rollout plan
- set simple performance expectations

Week 2 — Driver Training Launch

- introduce core eco-driving habits
- explain the fuel-saving goal
- align drivers around practical daily actions
- begin manager-led follow-up

Weeks 3–4 — Tracking and Coaching

- monitor fuel use and driving performance
- identify early improvement patterns
- reinforce good habits through simple coaching
- address common waste areas such as idling and harsh driving

Month 2 and Beyond — Recognition and Improvement

- continue tracking
- review results regularly
- recognize improvement
- build fuel-saving habits into normal fleet operations

Supported by a full 100+ page implementation toolkit with manager guides, training materials, templates, and tracking tools.

A WAY TO START

20 Percent Fuel is designed for fleet companies that want to reduce fuel costs through better driving habits, manager follow-up, and consistent tracking.

Best fit for:

- small and mid-size fleets
- owner-managed or manager-led operations
- companies looking for practical savings without hardware investment
- fleets that want a simple, low-friction rollout

See whether your current fleet operation may already contain a measurable savings opportunity.

Reply with your fleet size to get a quick fuel-savings estimate at max@20percentfuel.com

No hardware required
Simple manager-led rollout
Built for real fleet operations

