

# Green ROVR

ROVR™ promotes efficient, environmentally responsible driving

ROVR™



ROVR<sub>3</sub>™



High fuel costs and air quality reports in the news serve as constant reminders that today's mobility comes with a price. And, thus far, solutions to reduce the impact of mobility on the environment and the economy have proven largely elusive. Now TransCore is changing the paradigm with its introduction of ROVR™, the small but powerful device that monitors subtle vehicle operating conditions and encourages greener, more economical driving habits.

By driving more conservatively, motorists can improve fuel economy by as much as 20% – according to research conducted at Sandia Labs – and reduce their greenhouse gas (GHG) emissions significantly. But what constitutes “driving conservatively”? And how can any of us know whether we're doing it right?

That's where ROVR comes in. A little black box that plugs into your vehicle's onboard diagnostic (OBD) port under the dashboard, ROVR collects data that reflect the energy efficiency of your driving patterns and the emissions your vehicle produces every time you travel.

ROVR looks at key indicators such as:

- ▶ **Rapid acceleration**, or “jack-rabbit” starts that can reduce fuel economy by 33%.
- ▶ **Excessive idling**, during which a vehicle effectively gets 0 miles per gallon.
- ▶ **Speeding**, which increases aerodynamic drag on a vehicle and wastes fuel.
- ▶ **CO<sub>2</sub> emissions** that deplete the ozone layer, and other greenhouse gases that pollute the air.



ROVR wirelessly relays its data to our online, cloud-based Network Operations Center.

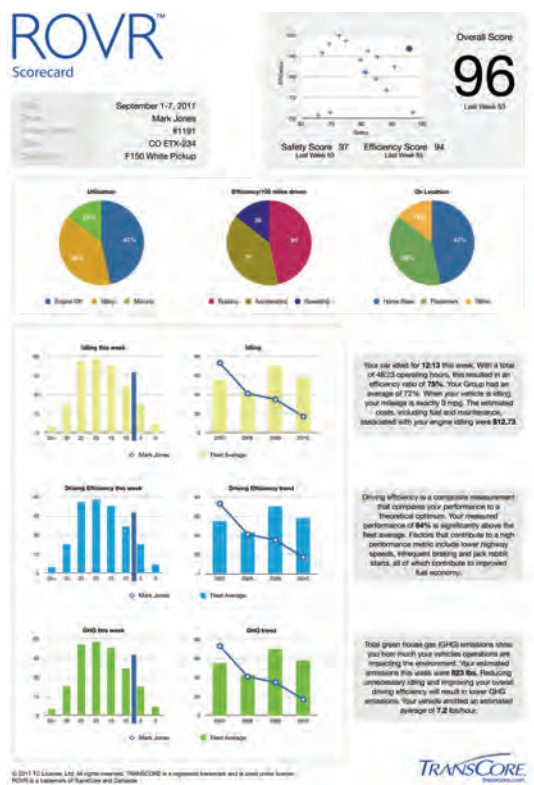
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The system evaluates the data and produces weekly scorecards showing performance metrics in key parameters. Graphs and charts illustrate driver performance and trends over time and can also compare individual metrics against those of other drivers in a given category. Scorecards may also suggest techniques that help drivers improve specific metrics or overall scores.

Using feedback from these scorecards, drivers can adjust their own habits and observe the results in each week's charts. With experimentation, they learn which techniques deliver the best results.

Over time, personal fuel cost savings provide additional impetus to continue the desired behaviors. And every gallon of gas saved reduces carbon emissions by some 19.6 pounds, delivering both economic and environmental benefits that can really add up.

What's more, when ROVR users compete with one another to achieve better scores, the results can be delightfully unexpected, revealing ever more creative ways to tease just a bit more efficiency out of every gallon of gas, and challenging drivers to continue shaving just one more pound off their carbon footprints each week. Simply: ROVR makes it cool to be green.



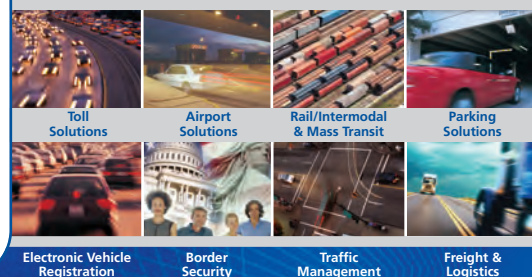
A typical ROVR™ scorecard

To learn more about how ROVR can change your world, contact TransCore today.

## ROVR™ Features:

- ▶ Helpful tips teach drivers how behaviors impact their safety and efficiency, enabling them to become better drivers
- ▶ Each week the driver receives an emailed scorecard that provides insights into changes that can improve safety and fuel efficiency.
- ▶ Helps the driver learn and improve from trends in driving behavior
- ▶ Vehicle tracking data is available only to the system subscriber, ensuring confidentiality
- ▶ Carbon calculation shows how much greenhouse gas (GHG) the vehicle produces weekly
- ▶ Installs in less than a minute in cars built since 1996
- ▶ Target users include
  - ▷ Commercial fleet drivers
  - ▷ Teen drivers
  - ▷ General public

## Intelligent Transportation Solutions



For more information:

Call **1.800.923.4824 • 214.461.6435** or email **ContactUs@TransCore.com**