



Media Release

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Environmentally Driven

DriveNow.com.au customers are now informed of the impact their rental selection has on the environment thanks to the new Eco-Ratings Car Rental Guide – a world first for car rental websites.

In partnership with the Commonwealth of Australia, DriveNow.com.au has produced the Eco-Ratings Car Rental Guide, allowing customers to compare the greenhouse and carbon emissions of each rental vehicle available through the site.

Cars are banded according to the air pollution and greenhouse gas emissions they omit as outlined in the Green Vehicle Guide. Vehicles available through the comparative site are rated from one to five stars, with those rated five stars deemed the most environmentally friendly.

DriveNow Director, Russell Matters, believes drivers are demonstrating increased consciousness for the environment.

“Australia’s 11 million passenger vehicles account for 77.6% of all traffic on our roads, so their impact is significant. The Eco-Ratings Car Rental Guide allows people to make informed decisions about their driving choices and the omissions they make,” says Mr Matters.

“Customers can not only find and compare the very best prices and availability at DriveNow.com.au, but this new feature allows them to do their bit for the environment,” Mr Matters adds.

“Five star rated vehicles are generally more fuel efficient cars, and offer the best kilometres per litre. The saving in weight contributes to a cleaner and more fuel-efficient vehicle, meaning it will generally be a better performance car,” Mr Matters concludes.

Visit <https://www.drivenow.com.au/travel-centre/eco-ratings-vehicle.jspc> for more information about the Eco-Ratings Car Rental Guide or visit the DriveNow homepage www.drivenow.com.au to search the range of rental vehicles available through the site.

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¹ ABS, Motor Vehicle Census (2007)

* Where no stars are linked to a car, information is unavailable on that particular vehicle make and model