

IDLE-FREE GUY™ Motor Coaching



Put the brakes on IDLE-Time.



If you're a:

- Fleet owner.
- Operator.
- Manager.

IDLE-FREE Guy™ can help:

- ✓ Transform driver attitudes and behaviour, cutting IDLE-time.
- ✓ Save fuel and maintenance costs.
- ✓ Promote your fleet's 'IDLE-FREE for our kids™' leadership.
- ✓ Get the 'green PR' your fleet deserves.

GoGreen.
There's an agency for that.

Phone: (902) 456 2550

Email: info@thegogreenagency.com

Web: thegogreenagency.com

CAPS 
Experts who speak professionally



IDLE-FREE GUY™ Motor Coaching



Here's How.

It begins by taking your drivers on a *fun*, enlightening, educational ride.

IDLE-FREE Guy™ 'Motor Coaching', is an interactive multimedia motivational seminar, hosted by 'hockey dad' **Ron Zima**.

Ron is founder / creator of **'IDLE-FREE for our kids™'**, Canada's leading IDLE-FREE campaign. This award-winning 'movement' was inspired by his kids school and hockey rink in 2006.

A 'hockey dad' and father of two, Ron discovered how much *his* IDLING habit used to cost him in fuel, wear and tear on his car, and his kids environment.

Since his personal IDLE-FREE 'light bulb moment' one hot August day in 2004, Ron estimates he's comfortably saved thousands of dollars in fuel.

How?

Simply by taking advantage of 'one of the best kept secrets' in auto maintenance.

'IDLE-FREE for our kids™' is a fuel savings 'movement' worth \$Billions across North America.

Ron engages and inspires drivers with his journey of discovery, which transformed him from

'Canadian IDLER' to 'IDLE-FREE Guy™'

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Halifax Port Authority fleet celebrating IDLE-FREE certification, national Clean Air Day, June 3, 2015.



Your drivers will enjoy an unforgettable ride with Ron, a former TV / Radio host, who knows how to engage his audiences.

He'll entertain and enlighten by sharing his 'discoveries' in a five-part program that ***'flips the emotional light switch'*** in his audiences.

Your drivers can be emotionally inspired to:

- ✓Cut IDLE-time in their personal and company vehicles.
- ✓Save fuel and maintenance costs at home and at work.
- ✓Save emissions and protect 'our kids' health and environment.
- ✓Earn your fleet genuine 'green PR' for its leadership in the community.

IDLE-FREE Guy™ 'Motor Coaching' can transform your fleet as it did Ambassatours Gray Line, Atlantic Canada's largest motor coach tour operator:

- ✓Slashed IDLE-Time.
- ✓Saved \$ tens of thousands in fuel annually since 2009.
- ✓Awarded 'Eco-Efficiency Award' from Dalhousie University.



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Meet the co-stars of our seminar:



AL MACPHEE

One of Canada's leading car guys, Al helps clear the air on IDLE-myths.

RACHEL

Our five year-old 'IDLE-FREE for our kids™' poster girl. Her discovery in 2007 will steal your driver's hearts!



Here's a preview of IDLE-FREE Guy's™ inspirational road map:

Part One: From 'Canadian IDLER' to 'DLE-FREE Guy™'

How Ron stumbled onto the **best-kept automotive maintenance secret in North America**. Wow! The two reasons we IDLE \$Billions when parked (**it's not on purpose**).

Part Two: Our Kids

What our kids are learning in school, how they feel about 'IDLE-FREE'. Health impacts; why **one little habit can make such a big difference**.

Part Three: The Auto Experts

How Canada's #1 car guy became 'IDLE-FREE for our kids™' #1 fan. The **three IDLE-myths** costing \$Billions in fuel.

Part Four: The Numbers

How the number '10' builds IDLE-FREE buy-in. How CO2 'multiplies into mountains'; how we can cut tons of emissions with the **flick of a key**.

Part Five: Words and Actions

How one four-letter word may be costing us \$Billions in fuel and maintenance, annually. How three little words can flip the 'emotional light switch' to save \$Billions.

Ready to put the brakes on IDLE-Time?

Get IDLE-FREE Guy™ Motor Coaching. Contact GoGreen and let's get **your team** on board.

Once your fleet flips the '**emotional light switch**', GoGreen can help you:

- **Certify and brand your fleet's IDLE-FREE for our kids™ leadership.**
- **Get the 'green PR' your fleet deserves.**

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