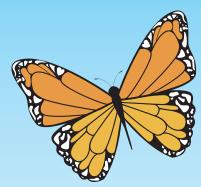
Newmarket is Idle Free

In keeping with Newmarket's commitment to the environment, Newmarket has passed an anti-idling bylaw. This means motorists in Newmarket must turn their cars off after two consecutive minutes, unless in traffic.

The bylaw makes exceptions for extreme weather conditions when the ambient temperature inside a vehicle is more than 27 degrees Celsius or less than five degrees Celsius. Please visit newmarket.ca to view the bylaw information and a full list of exemptions.

Newmarket's anti-idling bylaw is helping to make Newmarket well beyond the ordinary. Visit www.newmarket.ca to learn more about Newmarket's environmental initiatives.



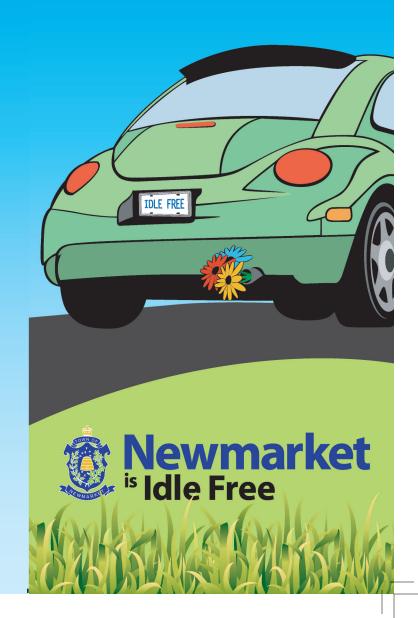




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Break THE HABIT

Break the habit

Most people idle for five to 10 minutes every day, usually for their comfort or convenience. The most common reasons for idling include:

- Drive-throughs
- Pick up/drop off areas
- · Warming up the car
- Waiting for someone
- Personal comfort
- Listening to the radio
- Parking illegally
- Convenience

Why idling's a bad habit

- Bad for the environment Engine exhaust (diesel and gas) contains more than 40 hazardous air pollutants.
- Bad for your health On poor air quality days, 11 per cent of hospital admissions are a direct result of smog.
- Bad for your wallet On average, Canadians waste about \$100 a year in fuel due to unnecessary idling.
- Bad for your car Idling can damage your engine's exhaust

Good Habits

Help break the habit of unnecessary idling by adopting these good habits into your driving routine:

- · Reduce warm up time Start driving after no more than 30 seconds of idling.
- Turn it off after 10 seconds Turn the engine off if stopped for more than 10 seconds (except in traffic).
- · Minimize use of remote car starters These devices encourage people to start their cars before they are ready to leave, causing unnecessary idling.
- Use a block heater Warming up your engine with a block heater will improve fuel efficiency and reduce exhaust fumes.
- Spread the word Tell your friends, family and neighbours about Newmarket's anti-idling bylaw and the benefits of reduced idling.

Small steps make a big difference

According to Natural Resources Canada's carbon dioxide calculator, motorists in Newmarket could prevent 10.59 tonnes of carbon dioxide from entering the atmosphere every day by avoiding idling for just five minutes a day. This translates to 3,864.67 tonnes and \$1,637,572.50 in wasted fuel every year.

Help someone else break the habit

Tell everyone you know how easy it is to save your health, money and the environment. The next time you see someone idling, pass on this brochure and help them break the habit too!

