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Greenfleet CEO helps break record

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## Greenfleet CEO helps break record

Jaguar Australia and The Australian Book of Records announced that from September 24, until October 17, 2012 a team of 10 drivers, drove a Jaguar XF 2.2-litre diesel round the 13,925 km coastal road route of Australia, and established the lowest fuel consumption for the 'Under 3 Litre Diesel Automatic' category.

The drive started from Jaguar HQ in NSW under the watchful eye of The Australian Book of Records chief witness.

Helen and John Taylor 'the world's most fuel efficient couple', headed the drive and in relay fashion en route, many other Australians, including Greenfleet CEO Sara Gipton, embraced the opportunity to get 'behind the wheel' of the Jaguar XF 2.2-litre diesel vehicle. They demonstrated by driving in a safe, smart fashion they could all improve their fuel efficiency and drive their way into the record books.

"Jaguar wanted to demonstrate to everyday drivers how they can drive safer, smarter, save fuel, save money and reduce CO<sub>2</sub> emissions, as well as break Australian National Fuel Economy Driving Records. The result of 3.98 L/100 km is outstanding and we are pleased to have the Jaguar XF listed as a record breaker in The Australian Book of Records," said Nariné Salmasi, Jaguar Marketing and Public Affairs Specialist.

On this round Australia drive, Greenfleet calculated the CO<sub>2</sub>-e emissions used at 107 grams per kilometre. The Taylors have chosen Greenfleet to offset their carbon emissions responsibly.



"Driving with Sara was an easy assignment as a coach as she personally practices eco driving in her daily life," said John and Helen Taylor on their [travel log](#). Before explaining the details.

"Driving up hill most of the way Sara used the sound and the feel of the engine to determine how she should optimise her driving performance."

"Driving through the hilly terrain she used the car's momentum to achieve the best results. She did this by driving down the hills at the the highest, safest speed, which assisted in climbing up the hills more fuel efficiently."

Sara Gipton was delighted to be part of this National Fuel Efficiency Record as it demonstrates that efficient driving it is the key to reducing carbon emissions at the source.

Congratulations to Jaguar and all the drivers for this great achievement!

[Click here](#) to find out how you can drive more efficiently to reduce your fuel consumption and less your impact on the environment.

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