

Remember  
when you got  
your chores done  
all at once so you  
could go play?

**Trip chaining.** Same idea, only you'll save the air in addition to time.

Chances are, you're already doing some trip chaining—combining errands into one trip. It's a great way to get your "to do" list done so you have more time for the fun things in life. Plus, you'll help reduce traffic congestion and pollution.

So keep it up, because—



*It all adds up to cleaner air*

Drop off the kids.  
Run by the bank.  
Pick up dinner.  
Save the air.

**It's amazing** what a mom can accomplish in one trip.

You don't have to be Super Mom to get everything done and contribute to a better world. Just continue trip chaining. That's when you combine your errands into one sensible trip. It can save time, reduce traffic congestion and reduce pollution.

So keep it up, because—



*It all adds up to cleaner air*

Your mom  
always told you to  
take good care  
of your stuff.

**Right as usual.** Regular maintenance keeps your car running smooth and keeps the air clean.

Your mom's advice still holds true today, especially when it comes to your car. Regular maintenance can improve gas mileage and performance. It can also help reduce traffic congestion due to breakdowns and reduce pollution.

So keep it up, because—



*It all adds up to cleaner air*

Every 3 months,  
every 3,000 miles  
or every  
1.3 million breaths.

**Changing your oil and regular maintenance** mean a cleaner running engine.

It's true. Changing your oil regularly can help improve your car's performance. Plus, regular tune-ups and maintenance can help reduce traffic congestion due to preventable breakdowns and help reduce pollution.

So keep it up, because—



*It all adds up to cleaner air*

# Leave a little room for the air.

**When you gas up, don't top off the tank. It's safer and helps keep the air clean.**

When you're at the pump, chances are you avoid topping off because spilling gas can be hazardous and smelly situation. But topping off also releases harmful vapors, which means stopping short of a full tank is safer and reduces pollution.



So keep it up, because—

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# There's more riding on your tires than You thought.

**Properly inflated tires can save money, gas, and the air.**

Keeping your vehicle's tires properly inflated can save you money by increasing your gas mileage. It reduces traffic congestion due to flats caused by uneven tread wear. And, it also reduces pollution.



So keep it up, because—

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# Tomorrow, leave home without it.

**Keep your car parked** even just once a week. You could save money, stress, and the air.

Just once or twice a week, try getting around another way. Take mass transit, share a ride, or car pool. Walk, bike, or in-line skate. You could save some money and sanity. Plus you'll be helping to reduce traffic congestion and pollution.

So keep it up, because—



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# Try picking someone up before you go out.

**Share a ride** with a friend. It's nice to have a co-pilot, plus you'll save money and the air.

Ride sharing is a great way to make driving more enjoyable, whether you're going out on the town or going to work. You'll save money, too. And if all drivers doubled up, it would cut traffic congestion and pollution substantially.

So keep it up, because—



*It all adds up to cleaner air*

# Remember how you used to daydream on your way to school?

**You can do it again.** Take the bus and you'll have a little extra time to yourself.

When you drive, you have to concentrate on the road, the traffic, the real world. But when you ride the bus, you can escape into a world all your own, far from the stress and pressure. Plus, you could save money and help reduce traffic congestion and pollution.



So keep it up, because—

*It all adds up to cleaner air*

# You'd have more time on your hands if they weren't on the wheel.

**Take mass transit.** You could save money, the air, and a little time for yourself.

People are finding out why it makes sense to take mass transit. Instead of fighting traffic, you have time to sit back, relax, read, or even just daydream. Plus, you could save money and help reduce traffic congestion and pollution.



So keep it up, because—

*It all adds up to cleaner air*

"Alternate Choice/Bicycle" Ad, Size 4.25 x 6.5

Your first wheels.  
The freedom,  
the fresh air, the cards  
in the spokes going  
thwak, thwak, thwak.

Ride your bike. It's something you never forget how to do, so why not try it again? Instead of driving, get out your bike and go for a ride.

Bike riding is a great way to get exercise and help to reduce traffic congestion and pollution.

So keep it up, because—



*It all adds up to cleaner air*

"Alternate Choice/Walk & Skate" Ad, Size 4.25 x 6.5

Improve your  
health. Take  
things in stride  
more often.

Walking and in-line skating are healthier ways to travel for both you and the air.

To stay healthy, doctors recommend exercising at least 30 minutes each day, or even just three times a week. Instead of driving, try walking or in-line skating.

You'll get more exercise and help reduce traffic congestion and pollution.

So keep it up, because—



*It all adds up to cleaner air*

# You should be reading this on the bus.

**You'd save money and the air, plus have time to read more than the Sports page.**

More and more people are finding out why taking the bus makes more sense than driving. Instead of fighting traffic, you can sit back, relax and read the paper or a good book. You could save money and help to reduce traffic congestion and air pollution.

So keep it up, because—



*It all adds up to cleaner air*

"Travel Info/General" Ad, Size 4.25 x 6.5

If you're not  
part of the problem,  
You're part  
of the solution.

**Don't get stuck in a jam.** Call first and get around smarter and faster.

Want to save yourself time and reduce traffic congestion and pollution at the same time? Then call us first or visit our Web site for free traffic and transit information. It's the smart thing to do for you and everyone else.

So keep it up, because—



*It all adds up to cleaner air*

"Travel Info/Drivers" Ad, Size 4.25 x 6.5

Your grip tightens,  
teeth grind, You  
knew you should have  
gone the other way.

**Call before you go.** You'll get around smarter and faster, plus help save the air.

No matter where you're going or how you're getting there, call us first or visit our Web site for free, up-to-the-minute traffic and transit information.

You'll save time and help reduce traffic congestion and pollution.

So keep it up, because—



*It all adds up to cleaner air*