

Town of Hudson



Press Release
December 2012

No-Idling Campaign !



General notice ! As part of its initiative to reduce greenhouse gases, the Town of Hudson is implementing a No-Idling campaign as of this winter. In December 2012, the town, in collaboration with several merchants, will install over forty (40) No-Idling signs in key locations across town.

Idling is running the engine unnecessarily when a vehicle is immobilized. In such a case, the engine produces harmful emissions, such as carbon monoxide (CO), carbon dioxide (CO₂) and nitrogen oxide (NO_x).

This campaign has three specific goals:

1. Protect our environment

Reduce greenhouse gas (GHG) emissions and air pollution.

If all drivers of light vehicles in Canada avoided idling for 5 minutes per day, the community would reduce its emissions by 1.6 million tonnes of CO₂ per year.

2. Preserve our health

According to Health Canada, each year more than 5,000 people in Canada die prematurely due to air pollution. Children and vulnerable people are more susceptible in general to the irritating effects of air pollutants. By reducing idling, you can help protect your health and that of others.

3. Cut costs

Save on gas

An engine that idles for 10 minutes each day consumes on average 100 litres of gasoline per year. Therefore, a driver can save the equivalent of 115\$ per year (based on a gasoline price of 1.15\$ per litre) by limiting idling.

Reduce wear and tear of vehicle

Contrary to popular belief, running the engine on idle before driving the vehicle does not protect it. In fact, an idling engine does not work at its optimum temperature, thus preventing the fuel from burning completely.

Please help the Town of Hudson by turning off your engine when your vehicle is immobilized for more than 10 seconds.