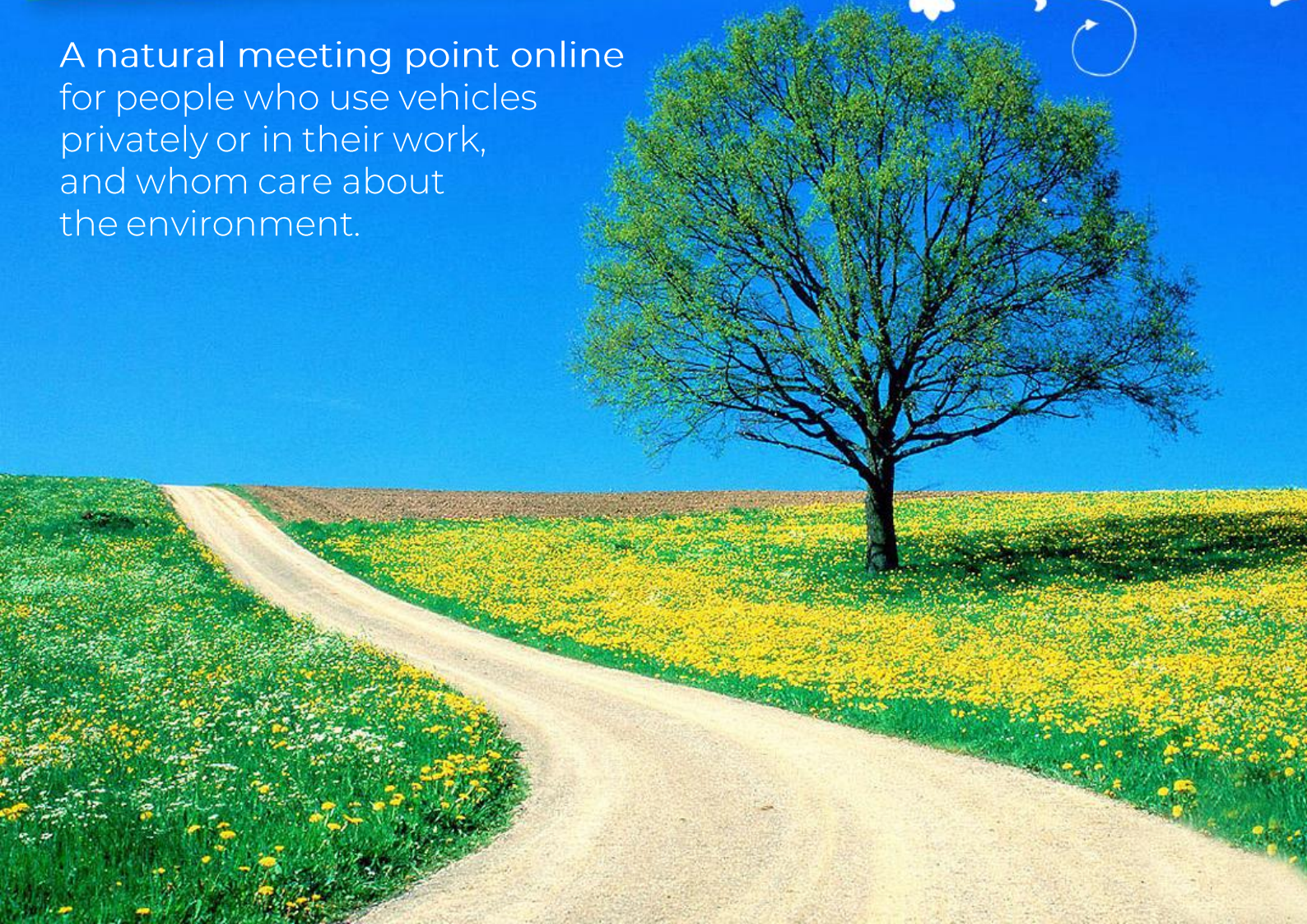




Smart Driving.eu

A natural meeting point online for people who use vehicles privately or in their work, and whom care about the environment.



Background to the portal

We found a big demand of a website with overall and combined information about how cars affect the environment, good examples of actual measures which everyone can take in order to counteract the threats.

SmartDriving.eu is the natural meeting point for people who use vehicles privately or in their work, and whom care about the environment. We like to in an easily accessible way inform and educate motorists of various vehicle types how they can reduce their emissions of fumes and pollutants.

We cater to all parties concerned: companies, associations, car pools, municipalities, governments, private motorists etc. We believe that the key to using environmental work as a tool in order to improve both society and the environment, as well as profitability is good leadership.

We want to facilitate for you to educate staff, customers and suppliers in "smart" driving and by doing so reduce the greenhouse effect as well as saving money. Also private motorists have the possibility to take part of SmartDriving.eu.

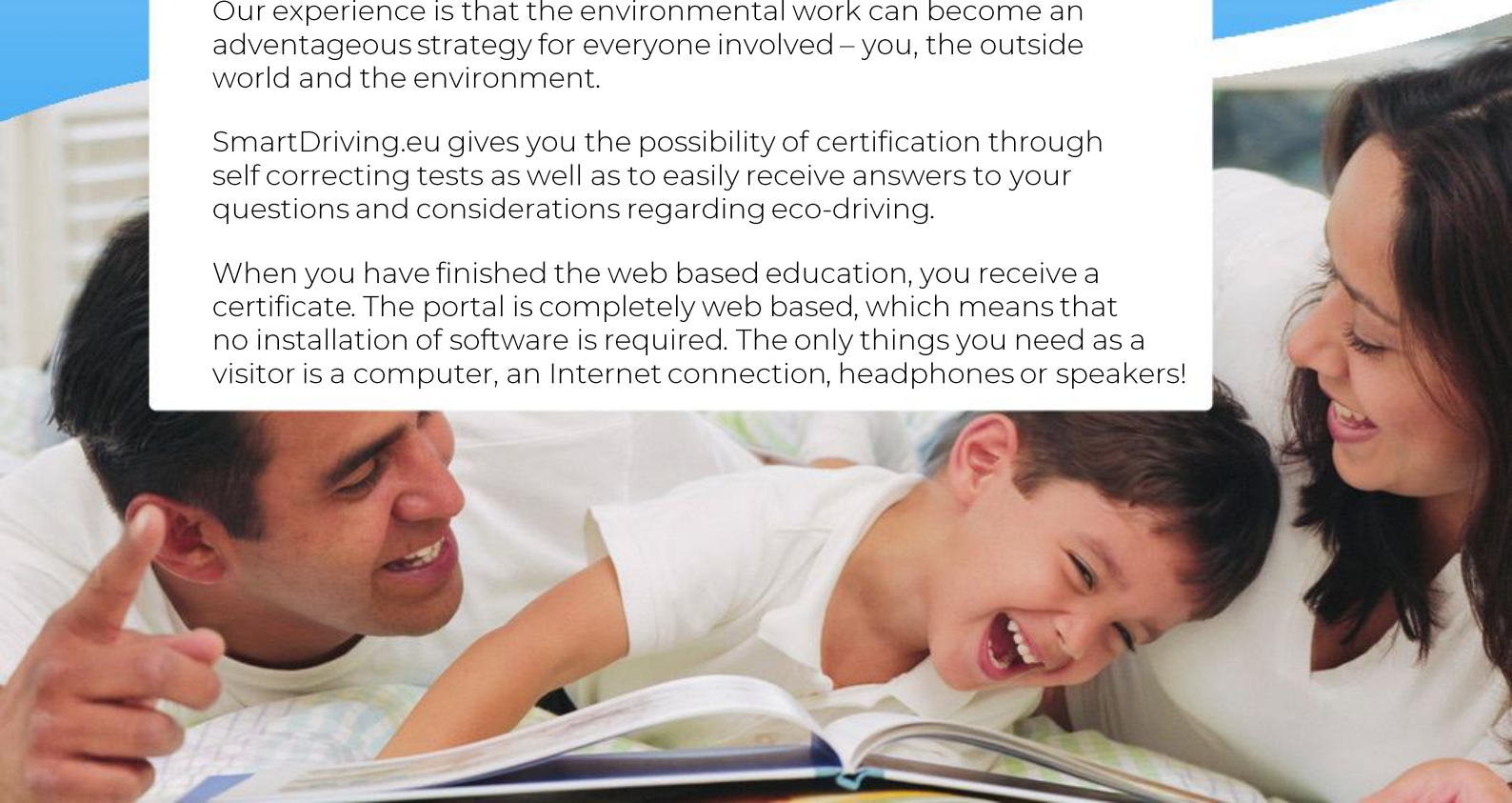
Our education portal consists of educations based on web TV, suitable for both professional drivers and private motorists.

Within the educations, instructors in driver's environment teach various elements of thrifty and safe eco-driving, as well as experts within e.g. tires, environment and health participate.

Our experience is that the environmental work can become an advantageous strategy for everyone involved – you, the outside world and the environment.

SmartDriving.eu gives you the possibility of certification through self correcting tests as well as to easily receive answers to your questions and considerations regarding eco-driving.

When you have finished the web based education, you receive a certificate. The portal is completely web based, which means that no installation of software is required. The only things you need as a visitor is a computer, an Internet connection, headphones or speakers!



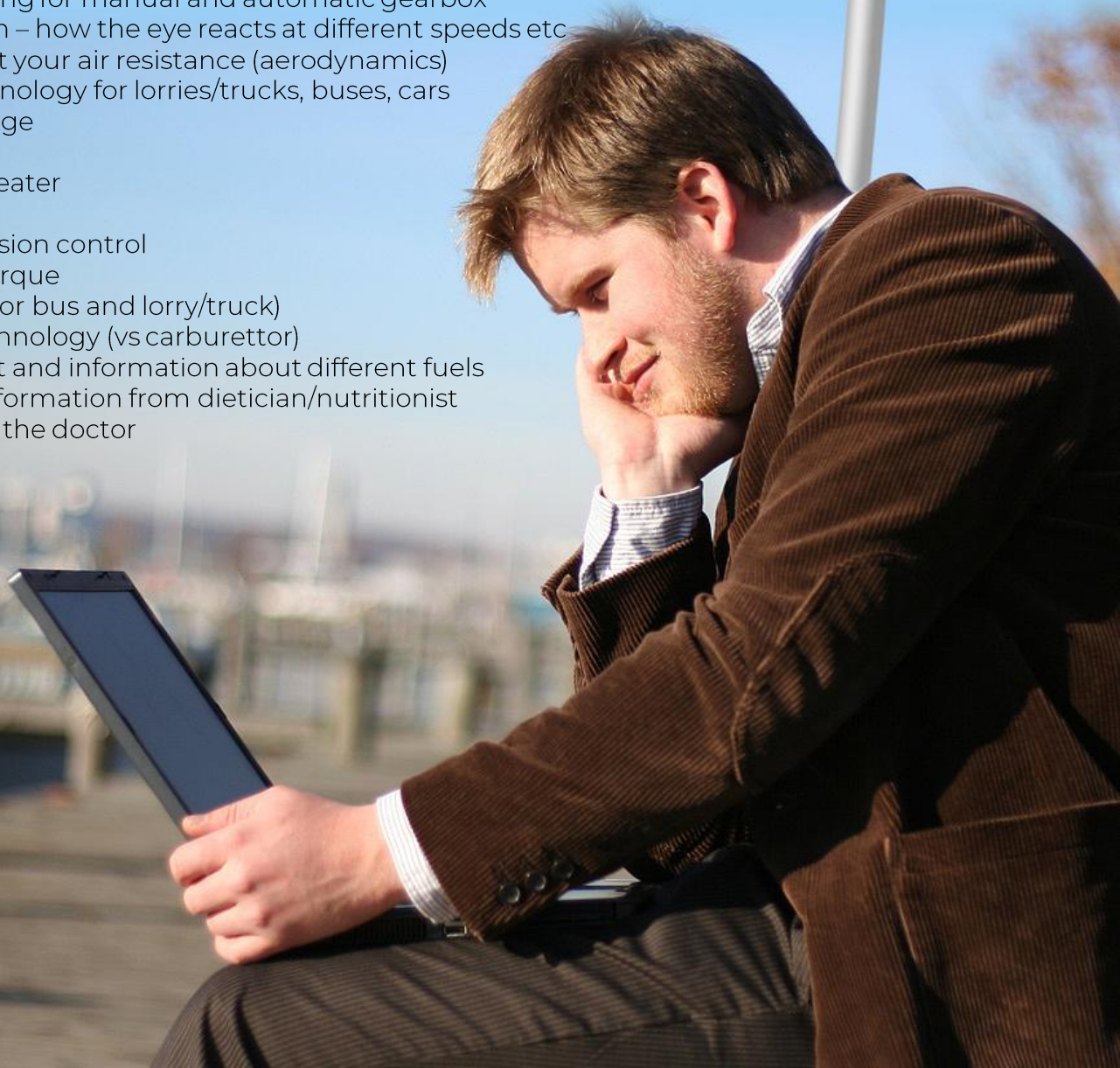
The portal is marketed under the names www.smartdriving.se and www.smartdriving.eu. All educations are available in Swedish. The ones for car and company car are also available subtitled in English.

Various political investigations have proven that besides fees and new technologies, also efforts in thrifty and safe eco-driving are required in order for motorists to reach the climate goals.

SmartDriving.eu offers an information and education platform where pedagogy and dramaturgy take a lot of space. The educations are based on web TV filmed in driver's environment and with topic experts. The episodes are arranged in a recommended order but can be watched in any order (Information on Demand).

Depending on education the videos contain some of the following elements:

- Basics in thrifty and safe eco-driving
- Driving technique at start, city traffic, traffic lights, roundabouts
- Driving technique for country roads, hills and curves
- Engine braking for manual and automatic gearbox
- Field of vision – how the eye reacts at different speeds etc
- How to affect your air resistance (aerodynamics)
- Specific technology for lorries/trucks, buses, cars
- Tire knowledge
- Light load
- Engine preheater
- Safety check
- Exhaust emission control
- Effect and torque
- Intercooler (for bus and lorry/truck)
- Injection technology (vs carburettor)
- Environment and information about different fuels
- Live well – information from dietician/nutritionist
- A word from the doctor



Smart Driving.eu

SmartDriving.eu wants to join the entire society around the topic thrifty and safe eco-driving to protect the environment and each other. It will take place through delivery of fast and correct information on the user's terms.

All published material is quality assured by competent people such as external experts within each area. Through the educations with option of certification, all participants are ensured to receive current and independent knowledge about the subject at every occasion.

It shall be easy for the visitor to make use of SmartDriving.eu!



SmartDriving.eu is an own developed concept marketed by SmartDriving Europe AB and through authorized resellers and partners.

The company works with development of applications, software and publications on the web and other medial platforms. The company's products and services are intended to e.g. help small and mid-sized companies to improve their communication and information distribution on the Internet.

Business idea SmartDriving.eu

SmartDriving.eu helps private motorists and professional drivers to improve the knowledge in how to drive vehicles in an economical, environmentally friend and safe way through web based educations and a portal which acts like an information platform.

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