

Driving with Earth Day in Mind

Earth Day is Sunday and many people will be focusing on the environment. Many others are focusing on their pocketbook because of the high price of fuel. James Bell is the head of consumer affairs for General Motors and says any driver of any vehicle can help the environment and their bottom line by changing their driving habits. (play audio :24 “substantial way.”)

Bell says doing a bit more maintenance can also help. (play audio :28 “pull around.”)

Bell says car manufacturers are working on ways to improve vehicles so they are more environmentally friendly. He says they want to improve their image after being scrutinized for decades for their negative impact on the planet. That is changing by leaps and bounds. (play audio :40 “heavier load.”)

Bell says auto manufacturers are working to improve their operations in respect to the environment. He says they plan to display environmentally friendly information on a sticker by the price tag of every new car on the lot. (play audio :17 “going forward.”)

Bell says auto manufacturers around the world are working to make their factories eco-friendly and landfill free. A factory is landfill free when everything produced is reused, recycled or converted to energy for daily operations.

Nebraska Radio Network