

FuelClinic.com Update #005  
November, 2009

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FuelClinic Wins 2nd Place at Intelligent Transportation Society of America world-wide Congestion Challenge

Many thanks to all of you who took the time to support FuelClinic at the ITSA Congestion Challenge. From a field of 116 start-ups, representing 20 countries, FuelClinic took 2nd place and established itself as a startup with great promise. We will deliver on that promise in 2010.

Read more: <http://bit.ly/3ADTgH>

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Help Me Caption This Image - Win a \$50 Gas Card

We have a new mission statement - "Safer, Smarter, More Efficient Driving" - and with that, I need help finding a killer slogan for a new marketing image and animation. Take a look at this image and leave your suggestions in the comments. A panel of judges will pick the winner the first week of December, and the winner will get a \$50 Gas Card

Read More: <http://bit.ly/166dcV>

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National Teen Driver Safety Week (Recap)

In case you missed it, the 3rd week in October was National Teen Driver Safety Week - and we did a full week of ideas, articles, and resources from some of the most outstanding sources online. Take a minute and look through this category on the blog, if you haven't already - share it with your young drivers.

Read More: <http://bit.ly/3tUN4m>

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## Sneak Peak at FuelClinic 2.0

I can hear you now - "Promises! Promises!"... I know you are still waiting on twitter, and facebook, and training modules. Those features, plus many more will be rolled in to FuelClinic 2.0 to be released in early 2010. A quick peek under the tent reveals data-logger integration, clean-cities clubs, family-fleet support, report cards, mobile apps, an entirely new interface, and the emergence of an actual business model. (don't fret! FuelClinic.com will forever have a free level of service.)

In the mean time, I'm cleaning the database up a bit, doing some mailing-list management. We'll have a double opt-in process for future update subscriptions. For now, if you never want to hear from me again about FuelClinic, please send an email to "unsubscribe@fuelclinic.com" and you will not get future emails. (You can also opt-out/opt-back-in by editing your user profile after logging in - click your username in the upper right corner to edit your profile.)

On a personal note, my wife and I will be launching "Us 2.0" in the next few weeks... we're expecting a bouncing baby boy this month. I'll post a quick update on the Fuelishness! blog after the big event.

As always, thank you for your time and interest in FuelClinic. Together we can make a really big difference in the world.

- Michael

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