



For Immediate Release

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## Driving2Save.com Launches Innovative Platform to Provide Drivers with Tips and Tools to Save

*Online resource empowers consumers to change driving habits, upgrade their gear and save lives, money, time and the planet*

**Santa Barbara, CA (October, 2017)** — With approximately 263 million vehicles on the road, the United States is a country made up of drivers that trust their vehicles to get them everywhere as safely, reliably, and efficiently as possible. However, there's a good chance a vast majority of these drivers may not know they're unknowingly sacrificing safety, wasting money and time, and unnecessarily harming the environment along the way. Enter [Driving2Save.com](http://Driving2Save.com), a Santa Barbara-based online startup offering a comprehensive and innovative online resource dedicated to educating consumers about driving, with entertaining and valuable content that will enable them to save lives, money, time and the planet every time they get behind the wheel.

Driving2Save's mission is to build a brighter future by serving as trusted advisors to conscientious drivers everywhere. Driving2Save is an online resource that shares everything from driving tips and educational materials for drivers, to consumer product testing and scientific reports, to an online marketplace offering automotive products and technology they've identified to be the best out there.

"We like to drive – but we also know that cars can be deadly, expensive, and bad for the environment," shared Brian Goebel, Founder and CEO of Driving2Save. "When you routinely spend more than \$50 to fill-up your tank, feel like you are always replacing your tires, and worry about what is coming out of the tailpipe of the car in front of you, it is easy to become a pessimist. Nevertheless, at Driving2Save we are optimists. We believe that you can enjoy driving your car *and* save lives, money, time and the planet, and we will show you how."

Driving2Save's scientists stay on top the latest developments in automotive technology, do the research, run real-world tests and crunch the numbers so consumers can "drive to save" by making easy changes to their driving style and buying the best gear at the best prices. All of Driving2Save's test results, resources and educational content on their site are free of charge for consumers. "We want to make it as easy as possible for people to drive to save," said Goebel.

Visitors to the site will find the "[Driving Tips](#)" pages handy, covering everything from maintaining tire pressure to maximizing the miles per charge on electric vehicles. The "[Product Testing](#)" page is where interested consumers can access results from of hundreds of hours and thousands of miles of rigorous testing and reports. Consumers looking to upgrade their gear and get a strong return on their investment will appreciate the "[Shop](#)" section, where they can purchase a curated selection of items the Driving2Save experts have tried, tested, and identified to be the best on the market.

Driving2Save aims to transform the driving experience into a positive one that is enjoyable and contributes to a brighter future. They encourage the public to visit their Site, pledge to follow one or more of their tips, and join the Driving2Save community. To learn more visit [Driving2Save.com](http://Driving2Save.com).

#### *About Driving2Save*

*Driving2Save, a Santa Barbara-based company established in 2017, is dedicated to building a brighter future by empowering a community of drivers to save lives, money, time and the planet each time they get behind the wheel. Driving2Save was founded by Brian Goebel, who, after a random "low tire pressure" reading in his car, turned his unanswered questions into a multifaceted online informational center through dedicated scientific, market, and product research and extensive testing. Driving2Save cares about tomorrow's drivers as well, and contributes 2% of profits each year to charities that work to create a brighter future for children. Driving2Save is committed to providing users with the latest, most effective driving methods. To learn more visit [www.Driving2Save.com](http://www.Driving2Save.com).*

#### *About the Team*

##### *Brian Goebel, Founder & CEO*

*Brian is an accomplished attorney, homeland security expert, successful entrepreneur and chief executive, government reform advocate, and board member. He is a self-described proud member of Generation X, focused on identifying and solving the biggest challenges facing the United States and future generations. For his latest venture, he landed on transforming the driving experience and founded Driving2Save to help make driving more affordable, enjoyable, safer, and environmentally friendly.*

##### *Desmond Ho, Chief Scientist*

*Desmond is a scientist and car mechanic who has a deep appreciation for cars and automotive technologies. Having obtained his Bachelors in Biology from San Diego State University and Master's in Environmental Science & Management at the Bren School of Environmental Science & Management, he is combining his passion for science, environment and cars as the chief scientist for Driving2Save. His goal is to test and develop gear that will help drivers drive smarter - saving lives, money, time and ultimately, the planet.*

##### *Erin Erickson, Executive Editor*

*Erin is an accomplished graphic designer and young entrepreneur with a passion for community development. She is a Westmont alumna who studied business and participated in the Westmont Downtown semester in Social Entrepreneurship, where she learned how market forces can be harnessed to solve social problems. She hopes to cultivate a likeminded community of drivers who want to make a difference by empowering each other through the resources Driving2Save provides.*

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