

Next Steps on Vehicle Labeling

AUTO ALLIANCE



**Julie C. Becker
Vice President,
Environmental Affairs**

**Presentation to the Mobile
Source Transportation
Subcommittee of the CAAAC
April 19, 2012**

Our Shared Goals:

- **Achieve a Single National Label**
- **Help to Advance Consumer Understanding of Fuel Efficient Vehicle Technologies**
- **Promptly Resolve Day-to-Day Workability Issues**



AUTO ALLIANCE

Achieving a Single National Label

- **EPA, NHTSA and CARB Have Made Great Progress**
 - 7/6/11: EPA/NHTSA Fuel Economy Labeling Rule
 - 1/27/12: CARB Finds the Federal Label Meets the California Environmental Performance Label Requirements (1/27/12)
 - Coordination with FTC on Alt Fuel Vehicle Labels
- **Smog Index Deserves Further Discussion**
 - Rating Depends on the Vehicles' Point of Sale and Test Group Certification Method (Federal, California, 50-State)
 - Result: Same Vehicle, Different Smog Index Ratings

	Emission Standard	Smog Rating
Vehicle A	Tier 2 Bin 5	5
	ULEV II	6
Vehicle B	Tier 2 Bin 3	7
	SULEV II (PZEV)	9

Examples where same vehicle could receive different fuel economy label smog ratings



AUTO ALLIANCE

Labels are getting more complicated...

Then...

EPA Fuel Economy Estimates
These estimates reflect new EPA methods beginning with 2008 models.

CITY MPG
18
 Expected range for most drivers
 15 to 21 MPG

Estimated Annual Fuel Cost
\$2,039
 based on 15,000 miles at \$2.80 per gallon

HIGHWAY MPG
25
 Expected range for most drivers
 21 to 29 MPG

Combined Fuel Economy
 This Vehicle
21
 10 ——— 31
 All SUVs

Your actual mileage will vary depending on how you drive and maintain your vehicle.

See the FREE Fuel Economy Guide at dealers or www.fueleconomy.gov

And Now...

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy Small SUVs range from 16 to 32 MPG. The best vehicle rates 99 MPGe.
26 MPG
 combined city/hwy 22 city 32 highway
 3.8 gallons per 100 miles

You save \$1,850
 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$2,150

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 7
 1 ——— 10 Best
This vehicle emits 347 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fueleconomy.gov.

Smog Rating (tailpipe only) 6
 1 ——— 10 Best

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$12,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.70 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fueleconomy.gov
 Calculate personalized estimates and compare vehicles

Smartphone QR Code

EPA DOT Fuel Economy and Environment Plug-In Hybrid Vehicle Electricity-Gasoline

Fuel Economy Compact cars range from 10 to 60 MPGe. The best vehicle rates 112 MPGe.
94 MPGe
 Electricity Charge Time: 4 hours (240V) 36 kW-hrs per 100 miles
37 MPG
 Gasoline Only 2.7 gallons per 100 miles
 combined city/highway

You save \$7,600
 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,000

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 10
 1 ——— 10 Best
This vehicle emits 87 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel & electricity also create emissions; learn more at fueleconomy.gov.

Smog Rating (tailpipe only) 6
 1 ——— 10 Best

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$12,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.95 per gallon and \$0.12 per kW-hr. This is a dual fueled automobile. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fueleconomy.gov
 Calculate personalized estimates and compare vehicles

Smartphone QR Code

Helping to Advance Consumer Understanding

OEMs want to sell more fuel efficient vehicles and help consumers understand their benefits. OEMs are spreading the word...

✓ On Their Websites:

www.bmwusa.com/standard/content/uniquely/bmwefficientdynamics

www.chryslergroupllc.com/Innovation/Pages/FuelEfficiency.aspx

www.ford.com/technology

www.gm.com/vision/greener_vehicles.html

www.landrover.com/us/en/lr/about-land-rover/sustainability

www.mazdausa.com/MusaWeb/skyactiv.action

www.mbusa.com/mercedes/benz/green#module-5

www.mitsubishi-motors.com/en/spirit/technology/library/index.html#anc1

www.porsche.com/microsite/technology

www.toyota-global.com/innovation/environmental_technology/technology_file

www.thinkblue.vw.com

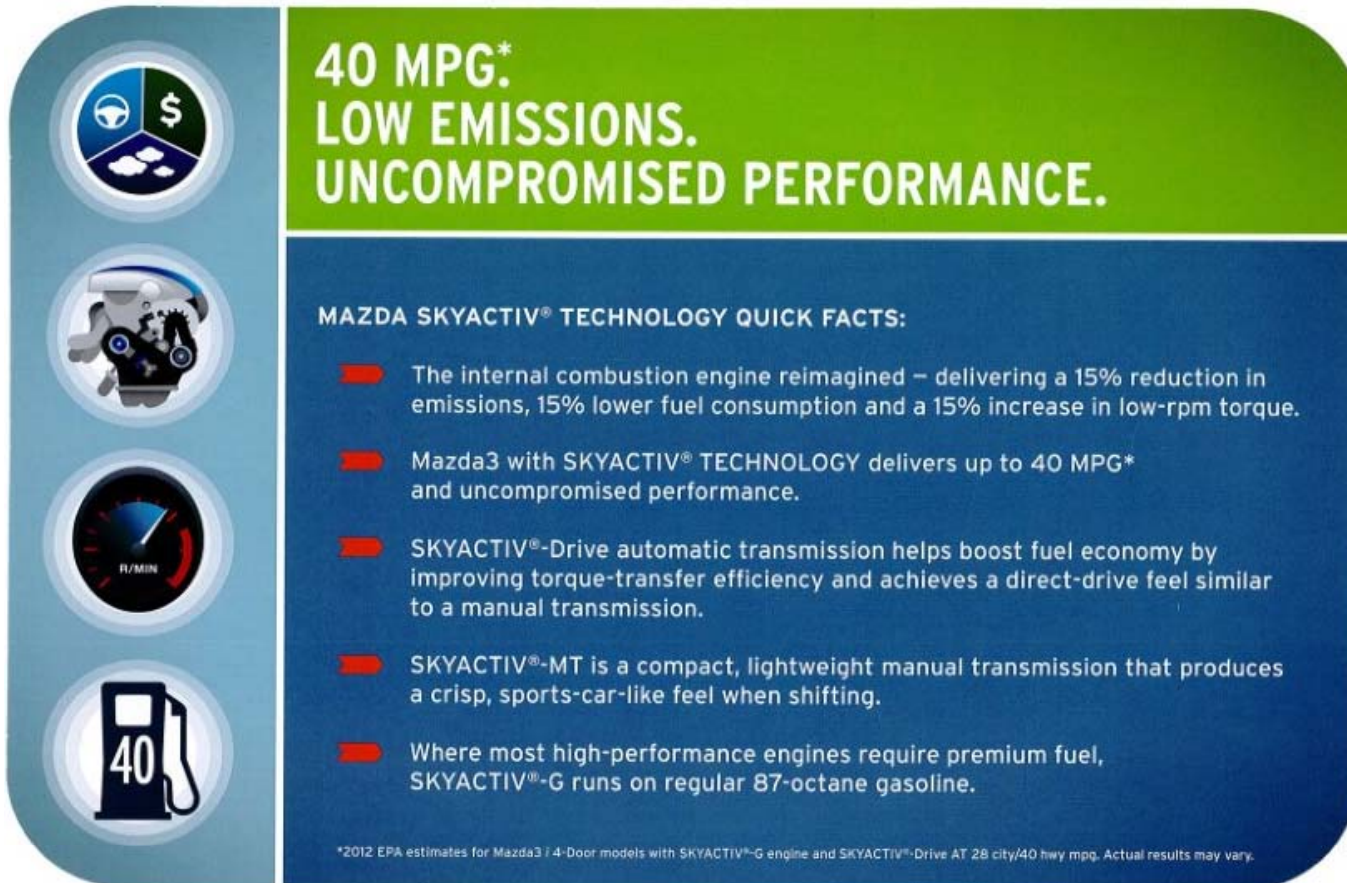
www.volvocars.com/intl/top/about/corporate/volvo-sustainability



AUTO ALLIANCE

Helping to Advance Consumer Understanding

✓ At Auto Shows



40 MPG* LOW EMISSIONS. UNCOMPROMISED PERFORMANCE.

MAZDA SKYACTIV® TECHNOLOGY QUICK FACTS:

- The internal combustion engine reimagined – delivering a 15% reduction in emissions, 15% lower fuel consumption and a 15% increase in low-rpm torque.
- Mazda3 with SKYACTIV® TECHNOLOGY delivers up to 40 MPG* and uncompromised performance.
- SKYACTIV®-Drive automatic transmission helps boost fuel economy by improving torque-transfer efficiency and achieves a direct-drive feel similar to a manual transmission.
- SKYACTIV®-MT is a compact, lightweight manual transmission that produces a crisp, sports-car-like feel when shifting.
- Where most high-performance engines require premium fuel, SKYACTIV®-G runs on regular 87-octane gasoline.

*2012 EPA estimates for Mazda3 / 4-Door models with SKYACTIV®-G engine and SKYACTIV®-Drive AT 28 city/40 hwy mpg. Actual results may vary.



AUTO ALLIANCE

Helping to Advance Consumer Understanding

✓ In the Media



Beginning in May 2012, screen.yahoo.com will feature "Plugged In," an on-line reality competition to see who gets an electric car!



AUTO ALLIANCE

Measuring Consumer Understanding

- **EPA should track consumer experience to determine**
 - Are the attributes on the label the ones consumers care most about?
 - Is the information being presented in a way that allows meaningful comparison among advanced technology vehicles?
- **Consumer Acceptance is an Integral Consideration for the Midterm Evaluation.**



Promptly Resolving Day-to-Day Workability Issues

Suggested Approach: Seek Flexible, Streamlined Ways to Resolve Workability Issues



AUTO ALLIANCE

AUTO ALLIANCE

DRIVING INNOVATION®

BMW Group



PORSCHE

CHRYSLER



MAZDA



Mercedes-Benz

VOLKSWAGEN

GROUP OF AMERICA



MITSUBISHI
MOTORS

