

# Outreach for the New Fuel Economy and Environment Label

Mobile Source Technical Review Subcommittee Meeting  
 April 19, 2012

# The Fuel Economy Label Evolution

MY 1974

**FIGURE 1**  
ILLUSTRATIVE LABEL FOR 1974 VEHICLES--COMPARATIVE INFORMATION

The fuel economy values listed below were determined from tests conducted by the U.S. Environmental Protection Agency.

The table shows miles per gallon (MPG) performance and fuel costs for vehicles in different weight categories. These results were developed using a test procedure which simulates commuter-type driving. They are not indicative of highway-type driving.

The fuel economy numbers for the weight category in which this vehicle falls are circled.

Vehicle Test Weight (lbs.)	Range of MPG	Average MPG	Fuel Costs (10,000 mi. and 40¢/gal.)
2,000	22-27	25	\$160
2,250	19-23	21	\$190
2,500	18-23	20	\$200
2,750	14-21	18	\$220
<b>3,000</b>	<b>13-18</b>	<b>15.5</b>	<b>\$260</b>
3,500	10-18	14	\$285
4,000	8-13	11	\$365
4,500	8-14	10	\$400
5,000	8-11	9.5	\$420
5,500	7-10	8.5	\$470

The actual fuel economy of this vehicle will depend on factors such as individual driving habits, the maintenance conditions of the vehicle, and the optional equipment chosen. Additional fuel economy information is available from your dealer and from the U.S. Environmental Protection Agency, Washington, D.C.


MY 1993

Compare this vehicle to others in the **FREE FUEL ECONOMY GUIDE** available at the dealer.

CITY MPG

**23**

Actual Mileage will vary with options, driving conditions, driving habits and vehicle's condition. Results reported to EPA indicate that the majority of vehicles with these estimates will achieve between 19 and 27 mpg in the city and between 26 and 35 mpg on the highway.



1993 CANARY 2.0 LITER  
L4 ENGINE FUEL INJECTED  
AUTO 3 SPD TRANS CATALYST  
FEEDBACK FUEL SYSTEM

Estimated Annual Fuel Cost:  
**\$850**

HIGHWAY MPG

**30**

For Comparison Shopping, all vehicles classified as **COMPACT** have been issued mileage ratings ranging from 1 to 31 mpg city and 16 to 41 mpg highway.

MY 2008

**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

**Combined Fuel Economy**

This Vehicle  
**21**

10 ——— 31  
All SUVs

HIGHWAY MPG

**25**

Expected range for most drivers  
**21 to 29 MPG**

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](http://www.fueleconomy.gov)

MY 2013

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

**Fuel Economy** Midsize cars range from 13 to 99 MPGe. The best vehicle rates 112 MPGe.

Electricity Charge Time: 4 hours (240V)

**98 MPGe** 34 kW-hrs per 100 miles  
combined city/highway

Gasoline Only

**38 MPG** 2.6 gallons per 100 miles  
combined city/highway

Driving Range: All electric range 30 Gasoline only 410

You save **\$7,100** in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost **\$900**


Fuel Economy & Greenhouse Gas Rating (tailpipe only) **10** Best

Smog Rating (tailpipe only) **8** Best

This vehicle emits 94 grams CO<sub>2</sub> per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel & electricity also create emissions; learn more at [fueleconomy.gov](http://fueleconomy.gov).

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 23 MPG and costs \$11,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.55 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 

# Overview

- New Fuel Economy and Environment Labels are required starting with **MY2013** vehicles (voluntary for MY 2012)
- Significant new content for consumers to process
- Outreach Goal: Help consumers use the new label to identify the cleanest, most fuel efficient vehicle that meets their needs
  - Familiarize consumers with new resources for vehicle comparison shopping (label and website)
  - Educate consumers on why the information is important
  - Encourage consumers to consider fuel economy and emissions during the purchase process
- Outreach underway – NADA annual convention, DC Auto Show, SAE World Congress (soon)

# Label PSA campaign

- Planning national campaign to include print and radio
  - Pro bono placements
  - National reach
  - Mix of targeted media (AARP, auto magazines, Parade, etc.)
- Targeted launch: June 2012
- Draft Concepts:

**Shopping for a NEW CAR?**  
Get more mileage out of our **NEW LABEL.**

**A new generation of labels for a new generation of cars.**  
We know most people want more mileage from their vehicle and more mileage for their dollar. Now when you shop for a new car, you'll have more information in a more usable format. You'll see how far you'll get on a gallon of fuel, how much you'll save, and how easy it can be to help the environment.

EPA fuel economy.gov

**Shopping for a NEW CAR?**  
Get more green out of our **NEW LABEL.**

**A new generation of labels for a new generation of cars.**  
We know most people want more mileage from their vehicle and more mileage for their dollar. Now when you shop for a new car, you'll have more information in a more usable format. You'll see how far you'll get on a gallon of fuel, how much you'll save, and how easy it can be to help the environment.

EPA fuel economy.gov

**Striking new design. More efficient.**  
(And we're just talking about the label.)

For most people the beauty of a car extends to the mileage, the pocket book and the impact on the air they breathe. Now when you shop for a new car you will have a more information in a more usable format.

**A new generation of labels for a new generation of cars.**

EPA fuel economy.gov

# Other Outreach Resources

- Continue to enhance EPA's web content
  - Interactive labels
  - Social media (blogs, tweets, Facebook, etc.)
- Brochure, bookmark, one-page factsheet (all in English and Spanish) for distribution at auto shows, conferences, etc.
- FAQ document for auto dealers
- Web banner and web widget
- High level of integration on [fueleconomy.gov](http://fueleconomy.gov)

# Label Integration Update

## FTC

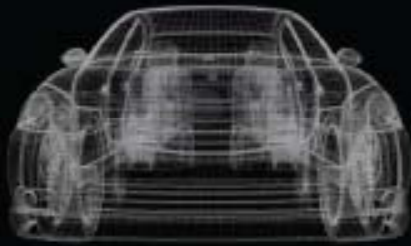
- Dual-Fueled -- Issued a compliance document stating that use of the new FE label for dual-fueled vehicles in lieu of the FTC AVF label is acceptable (interim; final direction pending their review of Alt Fuel Rule)
- EVs -- Enforcement policy stating they will not enforce current FTC labeling requirements for EVs and PHEVs

## CARB – Language in LEV III package (not yet final)

- “Affixing the Federal Fuel Economy and Environment Label . . . is deemed compliant with the Environmental Performance label requirements.”

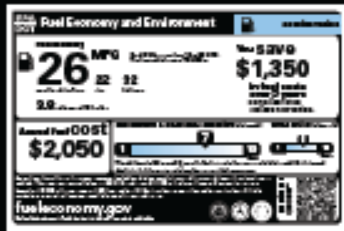
# Future Plans: Market Research

- 1-2 years after label hits market, EPA intends to assess consumer use and understanding of new labels
  - Method TBD (focus groups, surveys, dealer intercepts, etc.)
  - Results will be used to determine
    1. Label components in need of more targeted outreach
    2. Demographic distinctions



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More efficient.

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For more information on label outreach, please contact:

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