



# Consumer Education Fuel Economy Label

Britney J. McCoy
Office of Transportation & Air Quality
November 29, 2023

MSTRS Fall 2023 Meeting

# **Background**

- Fuel economy estimates have been provided to consumers since the 1970s as a tool to help shoppers compare the fuel economy of different vehicles.
- EPA has a <u>statutory requirement</u> to require manufacturers to disclose fuel economy information for light-duty vehicles
- Initially, EPA relied on data from two laboratory tests to determine the city and highway fuel economy estimates.
  - The test methods for calculating these estimates were revised in 1984, when the fuel economy derived from the two tests were adjusted downward 10 percent for city and 22 percent for highway to more accurately reflect driving styles and conditions.

# Background (Continued)

However, since the mid-1990s, EPA's emissions certification program has required the use of three additional tests which capture a much broader range of real-world driving conditions. Now, EPA's new methods bring the miles per gallon (mpg) estimates closer to consumers' actual fuel economy by including factors such as high speeds, quicker accelerations, air conditioning use, and driving in cold temperatures.

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 (MFG) 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

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

Vehicle Test Weight (1bs.)	Range of	Average MPG	Fuel Costs (10,000 ml. and 40c/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
3,000	13-18	15.5	\$260
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,

1974



CITY MPG HIGHWAY MPG 25 Estimated **Annual Fuel Cost** \$2,039 Expected range based on 15,000 miles for most drivers for most drivers at \$2.80 per gallon 15 to 21 MPG 21 to 29 MPG **Combined Fuel Economy** Your actual This Vehicle mileage will vary 21 depending on how you drive and maintain your vehicle. All SUVs See the FREE Fuel Economy Guide at dealers or www.fueleconomy.gov

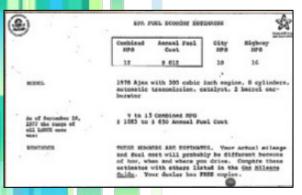
**EPA Fuel Economy Estimates** 

These estimates reflect new EPA methods beginning with 2008 models.

1986

2008

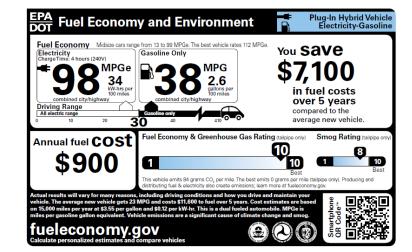
1978



1995

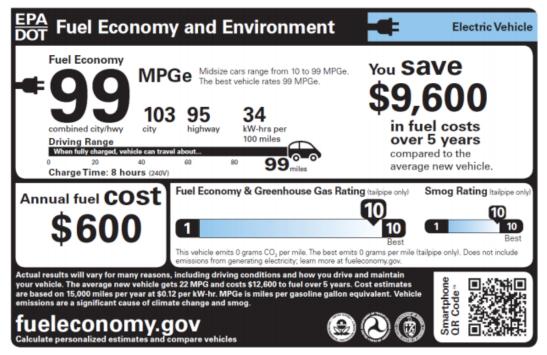


2013





# Consumer Information on Electric Vehicles



Example label for illustrative purposes; does not represent a real automobile



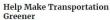
Green Vehicle Guide











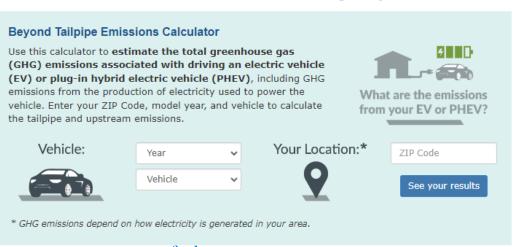


Green Vehicle Guide: www.epa.gov/greenvehicles

Transportation & Climate Change

CONTACT US

#### Greenhouse Gas Emissions from Electric and Plug-In Hybrid Vehicles



www.fueleconomy.gov

# FuelEconomy.gov

- Joint EPA/DOE site
- Fueleconomy.gov is one of the most visited government sites
- Roughly 30 million visits per year



A ......... C. ... C. ... W

----: Gasoline: \$650

Office of Transportation & Air Quality PROTECTION AGENCY

Mobile Español Site Map Links FAQ Videos Contacts

#### www.fueleconomy.gov

the official U.S. government source for fuel economy information Find a Car | Save Money & Fuel | Benefits | My MPG | Advanced Vehicles & Fuels | About EPA Ratings | More... You are here: Find a Car Home > Side-by-Side Select > Compare Side-by-Side f ✓ ≅ ♥ | + Share Compare Side-by-Side Energy and Environment | Safety Specs Fuel Economy 2016 Chevrolet Volt 2016 Chevrolet Cruze 2016 Toyota Prius 2016 Nissan Leaf (24 kW-hr battery pack) Plug-in Hybrid Vehicle Hybrid Vehicle Electric Vehicle Gasoline Vehicle Gasoline-Electricity Gasoline Personalize Edit Vehicles 1.5 L, 4 cvl, Automatic (variable 1.4 L, 4 cvl, Automatic (S6), 1.8 L, 4 cvl, Automatic (variable Automatic (A1) gear ratios) Turbo gear ratios) MSRP: \$33,170 - \$37,520 MSRP: \$16,620 - \$21,120 MSRP: \$24,200 - \$30,000 MSRP: \$29,010 - \$36,790 Plug-in Hybrid Calculator Electricity Regular Gasoline Regular Gasoline Electricity Reg. Gas 35 **4106** MPGe ■ 42 MPG 126 101 30 42 54 50 combined city/highway EPA Fuel Economy combined city highway combined city highway combined city highway city/highway city/highway city/highway city/highway 1 gallon of gasoline=33.7 kWh 31 kWh/100mi 2.4 gal/100mi 2.9 gal/100mi 1.9 gal/100mi 30 kWh/100 mi Show electric charging stations near me Electricity 53 miles 413 miles 588 miles 84 miles Electricity Total Range (i) Total Range Total Range Total Range About Plug-in Hybrid Cars About All-Electric Cars Average based on 1 vehicle **Unofficial MPG Estimates** Average based on 3 vehicles 986.1 MPG from Vehicle Owners **61.3** MPG User MPG estimates are not vet User MPG estimates are not vet Not comparable to EPA available for this vehicle available for this vehicle fuel economy because Learn more about "My MPG" these estimates do not Disclaimer include electricity use. View Individual Estimates You SAVE You SAVE You SAVE You SAVE You save or spend\* \$1,750 \$3,000 \$3,250 \$3,250 Note: The average 2016 vehicle in fuel costs over 5 years gets 25 MPG compared to the compared to the compared to the compared to the average new vehicle average new vehicle average new vehicle average new vehicle

\$900

\$600

\$600

### Green Vehicle Guide

### Comparison: Your Car vs. an **Electric Vehicle**

How does your gasoline vehicle compare to a typical electric vehicle for greenhouse gas emissions?

Input your vehicle's approximate miles per gallon (MPG) and annual mileage below. Results show annual carbon dioxide (CO<sub>2)</sub> emissions in metric tons.

Comparison: Your Car vs. an Electric Vehicle

Your Car's MPG



Your Annual Mileage

#### **EPA's Fuel Economy** & Environment Label

#### **Buying a New Car?**

The label can help you compare vehicles.









Find it on a vehicle's window sticker! Or visit fueleconomy.gov

#### Why Should I Rely on the Label Values?

Label values are based on fuel economy tests that reflect real-world driving conditions for the average driver. These tests take into account:

Cold Weather





High Speed

This testing provides a common yardstick for comparing different cars.

#### Will I Always Get the Label Values?

No, your mileage may vary based on how you drive and the road and weather conditions.

By buying the most efficient vehicle that meets your needs, you can save money and spend less time at the gas station!



Visit fueleconomy.gov for more information.





#### **MPG** and Your Wallet

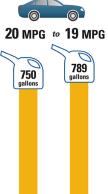
Buying a high MPG vehicle saves you money at the pump

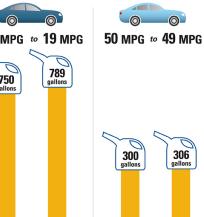


\$1,050 **50 MPG** 

#### What if my MPG varies?

Let's compare how much fuel two cars use over a year





#### A loss of 1 MPG costs:

39 gallons and \$138

Losing 1 MPG on this car costs more...

6 gallons and \$21

...than losing 1 MPG on this car.

Even a loss of 5 MPG at 50 costs you less than 1 at 20.

Though MPG varies,



**Higher MPG always** saves fuel and carbon !!





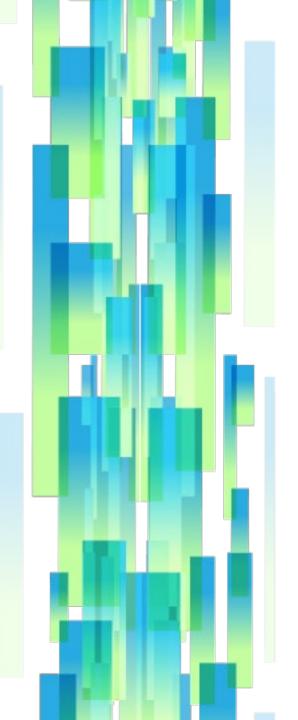
• Testing requirements and provisions for fuel economy labeling associated with advanced technology vehicles (such as electric vehicles and fuel cell vehicles) and vehicle performance data, as characterized on the label, fueleconomy.gov, and other consumerfacing websites

# Ideas/Recommendations

- New electronic version of the labels; QR codes; Equity concerns
  - Car purchasing process has changed; Modernized response
- Give consumers information they can use/understand
  - Range in miles/charge
  - Charging time
  - Cost of fuel/electricity
- EV Testing and Reporting Standards
  - i.e. EV charging curves
  - Additional testing for cold weather, high speeds, etc.?

# Questions for Consideration

- 1. How should EPA think about the future of the fuel economy label?
- 2. Should we pivot from an MPG/MPGe metric that isn't ideal for electricity use? Lean into educating on kWh/mile?
- 3. How should EPA consider different charging types on the label or website?
  - Should charging time be based only on Level 2 charging?
  - Should EPA provide additional charging times for DC fast charging, if so, for which power levels (e.g.,150 kW, 250 kW, 350 kW)?
- 4. Temperature effects on range?
- 5. How much information should be on the label versus the fueleconomy.gov?
- 6. What web information would benefit from being customizable for the user?





# Breakout Discussion

EV Efficiency, Testing, & Labeling

# **Breakout Questions**

• What are the challenges we see in this area?

• What could EPA do in this space within the next 5 years, in terms of potential solutions to this area?

• Are there specific areas of research or additional work needed to complete a recommendation for the MSTRS?

# Questions for Consideration

- 1. How should EPA think about the future of the fuel economy label?
- 2. Should we pivot from an MPG/MPGe metric that isn't ideal for electricity use? Lean into educating on kWh/mile?
- 3. How should EPA consider different charging types on the label or website?
  - Should charging time be based only on Level 2 charging?
  - Should EPA provide additional charging times for DC fast charging, if so, for which power levels (e.g.,150 kW, 250 kW, 350 kW)?
- 4. Temperature effects on range?
- 5. How much information should be on the label versus the fueleconomy.gov?
- 6. What web information would benefit from being customizable for the user?