



U.S. Department of Energy
Energy Efficiency
and Renewable Energy



Fuel Economy Information

Technology, Barriers,
Activities, Plans, Goals

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Fuel Economy - Introduction

- What's the technology?
- What are the barriers?
- What's planned for 2004?
- Where do we go from here?
- How do we measure success?



Fuel Economy Technology

- According to the National Academy of Sciences fuel economy improvements of 15-40% are achievable with a variety of technologies.
 - The value of fuel saved exceeds the cost of technology over the life of the vehicle
 - No loss of performance
 - No reduction in size or weight
- With hybrid technology and clean diesel engines much more is possible.



MPG: Barriers to Implementation

- Consumers undervalue fuel economy /
Manufacturers perceive this
- Oil dependence, GHG emissions are social goods
- “Principal agent problem”: new car buyers choose for used car owners
- Information is imperfect
 - Used car markets
 - Cost of higher MPG
 - Accuracy of EPA estimates



MPG: What's going on in 2004?

- www.fueleconomy.gov
 - Where do the numbers come from?
 - “Your MPG”
 - Hybrid animation, MPG Quiz
 - Website Promotion: web media articles, search engine strategies
- **Fuel Economy Guide**
 - NADA electronic distribution
- **MotorWeek Program**
- **PSAs with “It All Adds Up to Cleaner Air”**
- **Fuel Economy Market Research**
 - Basic
 - Product Evaluation
 - Target Markets (College Students)
- **Clean Cities Coalitions Innovation Grants**



MPG: Where do we go from here?

- **Consumer Education**
- **Vehicle Manufacturer Involvement**
- **Local Dealer Involvement**
- **University Marketing**
- **Used Vehicle Information**
- **CCC Action Plans**
 - FEG & Website links: Libraries, CUs, Dealers, Univ....
 - Articles and Cons. Info.
- **Learn with the East Tennessee CFC**
 - Run for Clean Air
 - Clean Vehicles / Clean Fuels Web Product



How do we measure success?

- **Outputs**
 - FEGs distributed or downloaded
 - Website traffic
 - PSAs, media coverage, interviews, etc.
 - Other activities of Clean Cities Coalitions
- **Intermediate Measures**
 - Consumer awareness
 - New car and light truck MPG: **+1 by 2007**
- **Ultimate Success**
 - Barrels of oil saved: **300,000 bbls/day by 2007**
 - Emissions reduced



Traffic on fueleconomy.gov exceeded 3 million user sessions last year. It has grown most rapidly when actively promoted.

Traffic on www.fueleconomy.gov

