Fuel Economy and the Clean Cities Program

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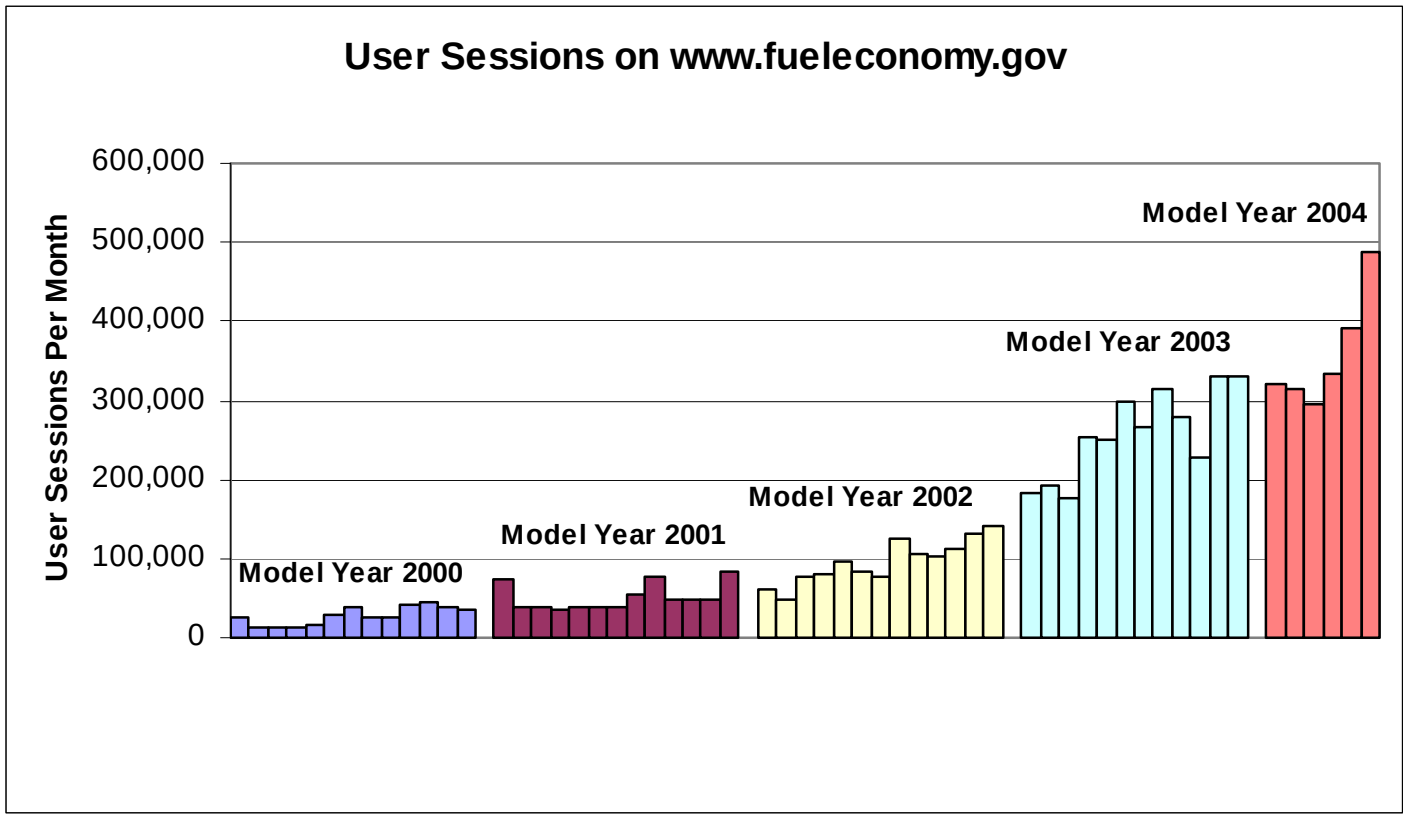
Believe it or not, some people are interested in fuel economy.



But many people still think "small, cheap cars" when they think about fuel economy. (Yes, it's a Yugo)

People would be more interested in fuel economy if they:

- Appreciated its value to them directly, and to our nation and the environment
- Understood that it's more about advanced technology than personal sacrifice

So, we have an opportunity
to educate people:

Fuel Economy = Energy Efficiency

And Energy Efficiency is:

- High tech
- Good for you
- Good for the country
- Good for the environment

High Tech

- National Academy of Sciences: Fuel economy improvements of 15% to 40% are achievable through a variety of technologies.
- Thanks to advanced technologies, we don't have to sacrifice performance or styling and we can choose from energy-efficient vehicles in every class.

High Tech Hybrids

- Honda Insight, Toyota Prius, and Honda Civic Hybrid are all more energy-efficient than other cars in their classes.
- More on the way in Model Year 2005, including an SUV (Ford Escape) and three pickup trucks (Chevy Silverado, GMC Sierra, and Dodge Ram).

High Tech Pickup Trucks

- Chevrolet C1500 Silverado/GMC C1500 Sierra: 8-cyl engine gets the same mpg as some trucks with smaller 6-cyl engines.
- GM's "Displacement on Demand" uses only half of the cylinders during most normal driving conditions.
- GM to introduce 6-cyl version in 2005, allowing for improved energy efficiency in other vehicle classes.

High Tech Compact Sedans

- Honda Civic (35 mpg city/40 mpg hwy) vs. Chevrolet Cavalier (24 mpg city/34 mpg hwy).
- Due to Civic's variable valve timing, lean burn engine technology, and continuously variable transmission.

High Tech Large Sedans

- Chevrolet Malibu Maxx (22 mpg city/30 mpg hwy) vs. Kia Amanti (17 mpg city/25 mpg hwy)
- Malibu Maxx has same horsepower and torque, and more interior and luggage volume.
- Malibu Maxx's efficiency due to improved aerodynamic design and reduced weight.

High Tech Cleaner Diesels

- VW's New Beetle, Golf, and Jetta diesels (manual) get 38 mpg city/46 mpg hwy, behind only hybrids in the small car class.
- VW diesels have significantly improved EPA Air Pollution Scores with improvements in catalytic converter, combustion chamber, fuel injectors, exhaust system, and particulate traps.
- Low sulfur, clean diesel fuel coming in 2006 will help make diesels even cleaner.

Good for You

- Energy efficiency saves money and time because you buy less gasoline and make fewer stops at the gas station.
- Example: Annual gasoline cost for 30 mpg vehicle is $500 less than for 20 mpg vehicle, assuming 15,000 miles and $2.00 per gallon.
- Assuming 15,000 miles and 14-gallon tank, 30 mpg vehicle makes 36 stops per year to fill tank, while 20 mpg vehicle makes 54 stops.
- Over average vehicle life (~15 years), 30 mpg vehicle saves a total of $7,500 and 270 stops.

Good for the Country

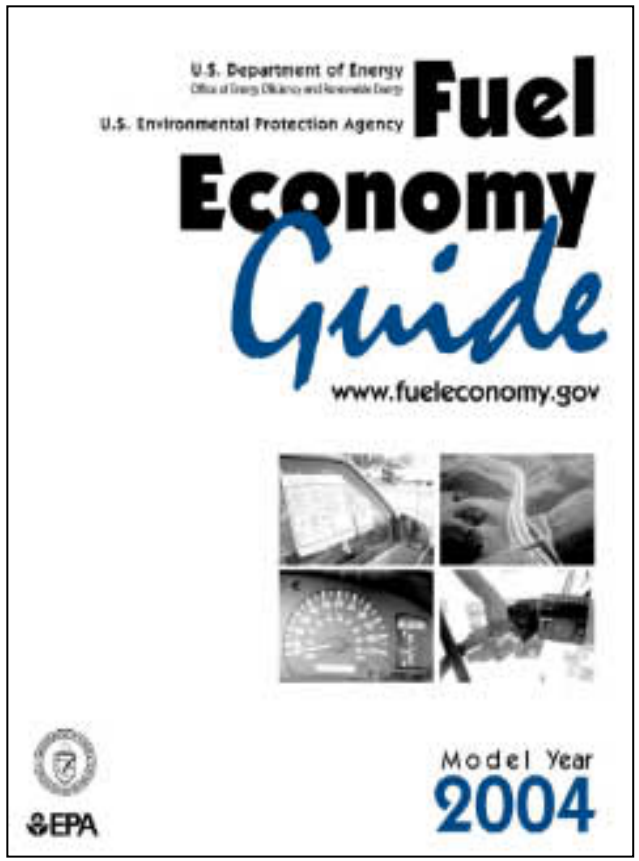
- Energy efficiency reduces our dependence on imported oil.
- More than half of the oil we use in the U.S. is imported, the highest level of dependence in our history.
- Most of the world's oil reserves (65% to 75%) are controlled by OPEC. Oil price shocks and price manipulation by OPEC from 1979 to 2000 cost the U.S. economy about $7 trillion.

Good for the Environment

- Energy efficiency reduces greenhouse gas emissions and their contributions to global warming.
- Example: Ford Escape Hybrid 2WD: 36 mpg city/31 mpg hwy; emits 5.8 tons of ghg per year
- Ford Escape 2WD (4-cyl., manual): 23 mpg city/28 mpg hwy; emits 7.7 tons of ghg per year
- That's a difference of nearly 2 tons per year!

To take advantage of this opportunity, what should we provide in the Fuel Economy Toolkit?

The 2004 Fuel Economy Guide
(2005 edition coming in October)



The web site www.fueleconomy.gov
(Model year 2005 vehicles coming October 1)

2004 *MotorWeek* Segment on Fuel Economy

- Teaser segment shown at National Clean Cities Conference in Ft. Lauderdale in May
- Full segment on PBS in November will emphasize "Fuel Economy = Energy Efficiency" by showing latest high tech, fuel-efficient vehicles
- Full segment will be available on DVD to Clean Cities Coalitions

2004 *It All Adds Up To Cleaner Air* Pooled Fund Program

- ORNL joins DOT/FHWA, EPA, states, and others to pool funds for PSAs and other educational materials.
- First products (expected Winter 2005) will be available to Clean Cities Coalitions.

Fact Sheets and *PowerPoint* Presentations on Various Topics

- Where Do MPG Estimates Come From?
- Why Is My MPG Different From the EPA Estimate?
- Energy-Efficient Driving and Maintenance Tips
- 2005 Most Fuel-Efficient Vehicles

Bumper Stickers

The 2004 Clean Cities/Fuel Economy Partnership Program

- **Purpose:** Provide funds to a limited number of Clean Cities Coalitions for innovative projects to educate the public about the benefits of fuel economy
- **Amount:** A total of $100,000 for up to ten projects, with the goal of at least one project from each of the six Clean Cities Regions
- **Received:** Nine proposals from five of the Clean Cities Regions
- **Funded:** Six proposals from five of the Clean Cities Regions

The Fuel Economy Toolkit

Are there things we haven't mentioned that you'd like to see included?

The Fuel Economy Toolkit

Are there things we've mentioned that you don't think should be included?

Thank You!!!

For welcoming me to the Clean Cities Atlanta/Chicago Joint Regional Meeting!