



## FACT SHEET: EPA Auto Labels

The U.S. Environmental Protection Agency (EPA) is proposing improvements to new car and light truck labels that will give consumers shopping for vehicles the information they need to protect both the environment and their pocket books. For more than 30 years, the federal government has required auto labels on new cars and light trucks that show consumers the miles-per-gallon performance of that particular vehicle. In 2007, through the Energy Independence and Security Act, Congress directed that additional information, including greenhouse gas and other emissions, be included on the labels. EPA has proposed two options for new, more informative labels.

### Both options include:

- Fuel efficiency relative to other vehicles
- Greenhouse gas and tailpipe emissions relative to other vehicles
- Annual costs to fuel the vehicle
- Website link that can give personalized estimates

### Option 1 also includes:

- A letter grade that reflects fuel efficiency and greenhouse gas emissions
- Fuel cost *savings* over five years based on an average vehicle

### Letter grades make car buying easier.

- **Simple:** Focus groups and market experts alike emphasized the need for a simple, easy-to-understand label format. The letter grades achieve this by providing a central focus to the label that gives information on the performance not just of that vehicle but relative to other vehicles.
- **Familiar:** Letter grades for new vehicles, like health and safety grades for restaurants, provide consumers with a single piece of data that is instantly familiar and thus meaningful to them.
- **Informative:** The label with a letter grade contains *more* information not less than the alternative. The letter grade simply provides an easy-to-remember representation of the more detailed information contained in the rest of the label and the website.

## New labels will help consumers and the environment.

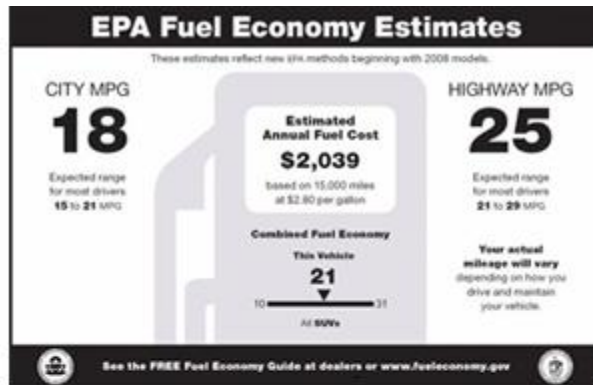
- **First national environmental metric for vehicles:** EPA focus groups show that nine percent of consumers currently consider environmental impacts in their car buying decision. With the information clearly displayed right on the sticker, consumers can now factor the environment in without having to research the issue themselves.
- **Easy comparison between vehicles:** EPA focus groups also show that consumers don't tend to limit themselves to one class or type of vehicle when shopping. Most vehicle manufacturers wanted comparisons made only within a class of vehicle. EPA's new labels give consumers what they need and set fuel efficiency, environmental performance and fuel costs in context among all vehicles.

For more information and to see examples of the new labels go to:

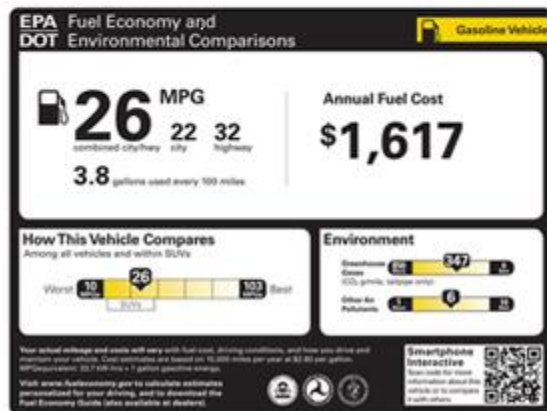
<http://www.epa.gov/fueleconomy/>



Label Option 1



Current Label



Label Option 2