

The Clean Car Campaign is Coordinated by:

- Environmental Defense •
- American Council for an Energy Efficient Economy •
- Ecology Center • Great Lakes United •
- Michigan Environmental Council • Union of Concerned Scientists •

Clean Car Standard

The Clean Car Campaign encourages automakers to produce vehicles meeting these standards:

- 50% more fuel-efficient than other vehicles in its class
- Meets California's stringent tailpipe emission standard (SULEV)
- Cleanly manufactured using non-toxic, recyclable materials

Over 120,000 people have signed this pledge:

“The next time I shop for a new car or truck, I pledge to buy the greenest vehicle available that meets my needs and fits my budget. I challenge the auto industry to give me the choice to purchase a vehicle that meets the Clean Car Standard.”

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Volume 5 • Summer 2003

DRIVING FORWARD

News from the Clean Car Campaign

What Difference Does a Pledge Make?



Samantha's Dream Car

"What will it take to put you behind the wheel of a new car today?" For Samantha Jones* the answer to the salesman's question seemed easy, at least until she began shopping around.

Like many Americans, Samantha is a working mom who spends a significant portion of each day in the car. Whether she's dropping the kids off at school, commuting 45 minutes to the office, or

The Clean Car Campaign encourages automakers to provide drivers with greener vehicle choices.

driving her son's baseball team to the championship game, Samantha's car is an important part of her daily life. So when it came time to buy a new car, she wanted to be absolutely certain she bought the right one for her family.

Although she's definitely not a "tree hugger," Samantha is concerned about foreign oil dependence and air quality for her children. Not long ago she realized that her vehicle purchase could make a difference for the environment and her kids and took the "Clean Car Pledge." Samantha joined more than 120,000 pledgers in promising to make their next car or truck a "greener" one. However, finding a suitable "green" car proved to be a challenge.

Samantha found that most auto dealers pushed her to buy a rugged SUV or a roomy minivan and offered little information on vehicles' environmental performance. On-line research was helpful, but time consuming. The process left Samantha wondering why her dream car – a fuel efficient station wagon that wouldn't break the family's budget – was nearly impossible to come by.

Pledging to Make a Difference

The Clean Car Campaign was formed in 1999 by a unique coalition of national, state and regional organizations, such as the Ecology Center, Environmental Defense, and Michigan Environmental Council. These organizations joined together to promote the development and sale of vehicles that meet the Campaign's "Clean Car Standard" for increased fuel efficiency, reduced tailpipe emissions, and clean production practices.

The Clean Car Campaign launched its "Clean Car Pledge"

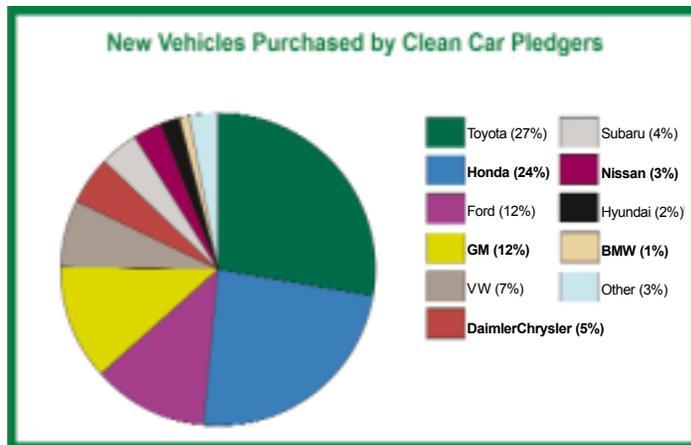
to demonstrate public support for cleaner vehicle choices. With little beyond word of mouth, to date over 120,000 people have signed, demonstrating their interest in purchasing vehicles meeting the campaign's Clean Car Standard. These individuals and many more have pledged to buy the greenest vehicle available that meets their needs and fits their budget when they purchase their next car or truck.

Why Automakers Should Care

Skeptics wonder if these pledges can really make a difference? The answer is yes! In fact, taking the Clean Car Pledge has already mobilized thousands of individuals to seek out and purchase green vehicle options. Don't believe us? To help answer the question "What difference does a pledge make?" we surveyed a sample of our Clean Car pledgers to learn how taking the pledge has affected their actions. Nearly 7,000 people responded to the survey and the results showed that the pledge has made quite an impact.

Here's a summary of what we found:

Clean car pledgers who purchased new cars or trucks sought out green vehicle options. Based on the survey results, an estimated 11,200 pledgers have purchased a new car or truck since signing the Clean Car Pledge and over



20% of these new vehicle owners bought cars or trucks that meet the Campaign's Clean Car Standard, a figure which dwarfs the availability of such cars in the overall market.

Car buyers are rewarding leaders in green vehicle marketing. Over 50% of new vehicles purchased by pledgers were manufactured by Honda or Toyota, far outstripping their combined market share of 22%. The biggest factor explaining this gulf in market share is the tremendous level of hybrid vehicle ownership among pledgers, but also apparent in the results is a substantial "halo effect" for these companies among purchasers as a result of the perception that they are leaders in producing and marketing greener vehicle options.

Car buyers want more information about "green" vehicle choices. Among individuals who purchased a new car, 85% sought out green vehicle information, and about half of them asked for this information from their dealerships. It's no surprise that for most people buying a car is a big decision. As a result car buyers seek out trusted sources of information. As part of our survey, we asked pledgers where they are getting information on green vehicle options and which sources they trust the most—over 90% said environmental groups and 50% said government sources.

It's clear that our Clean Car pledgers and other consumers are seeking out information about green vehicles and have overwhelmingly indicated that they would like to see more information made available. It is likely that customers will increasingly look for more information about green vehicles when they shop for a new car or truck.

The Clean Car Pledge has mobilized future car buyers. Almost all of the survey respondents reaffirmed their commitments to keep their pledge when the time comes to buy their next car or truck.

* Samantha represents a composite of the common characteristics and views expressed by Clean Car Pledgers.

The Customer is Always Right

For Samantha and many others, the road to finding the perfect car is poorly marked and full of potholes. In the end, Samantha found a station wagon to buy, but was forced to compromise on fuel efficiency. Although her family has plenty of room, and the little league team can once again count on her for a ride to the big game, she's disappointed about the car buying experience and the lack of "green" vehicle options.

Samantha is not alone in her search for a practical and fuel efficient vehicle. In fact, our Clean Car pledgers represent more than 120,000 like-minded potential buyers for "green" cars and trucks. Our pledger survey, as well as the pledge itself, gave us the unique opportunity to ask auto buyers directly what they will be looking for in their next car or truck. According to the results there are a growing number of people who really do want the opportunity to purchase greener cars.

It is also clear from our survey results that a pledge does make a difference in influencing customer behavior. Clean Car Pledgers and many others are increasingly concerned about the auto industry's impact on the environment as well as our country's growing dependence on foreign oil. These customers are ready and willing to act on their promise to purchase the greenest vehicle that meets their needs and fits their budget. Luckily for automakers, there's an easy solution: listen to customers like Samantha and give them more opportunities to buy "greener" vehicles in all segments.

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Sources of Green Vehicle Information Trusted by Clean Car Pledgers

Environmental Groups	91%
State/Federal Government	50%
News and Media	26%
Other	16%
Manufacturers	15%
Dealers	5%