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

For more information about the Clean Car Campaign, please contact:

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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 not surprising 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.

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