

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 95,000 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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Driving Forward is distributed free to members of the automotive industry and journalists. If you would like to receive a copy, please send your request to [tmurray@environmentaldefense.org](mailto:tmurray@environmentaldefense.org).

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# DRIVING FORWARD

News from the Clean Car Campaign

## Pick Up the Pace



**Fuel economy for pickup trucks has lagged behind cars for too long.**

**Here are 5 ways to catch up.**



The Clean Car Campaign educates consumers about, and encourages auto makers to provide greener vehicle choices.

Can you name the most common class of vehicle on the road in America today? Contrary to popular belief it is not the recently trendy Sport Utility Vehicle (SUV). Despite the surging popularity of SUVs, the pickup truck remains the most pervasive vehicle in America. In fact, the Ford F-Series has been the top-selling vehicle - car or truck - for 18 years running and the best-selling pickup for 23 years running.

Due to the pickup truck's traditional role as a work vehicle used for hauling, towing, and off-road driving, it has been largely overlooked by auto manufacturers when efforts have been made to improve fuel economy. In fact, the average fuel economy of pickup trucks (18 mpg) is no better now than it was 20 years ago. The result is excess fuel costs and added pollution. But these downsides do not have to be the case, if Detroit picks up the pace of re-engineering its light trucks for higher fuel efficiency.

There are many types of technology improvements that auto manufacturers can make to improve pickup truck fuel efficiency and reduce air pollution, without sacrificing the high-level performance and capabilities that pickup truck owners expect from their vehicles:

#### 1. Mass Reduction -

By replacing current materials with readily available lightweight steel, aluminum, and plastic, auto makers can reduce the weight of a pickup truck by 20 percent, without sacrificing durability and safety.

#### 2. Streamlining -

Aerodynamic streamlining of vehicle bodies coupled with reduced tire friction and rolling resistance can decrease vehicle drag by 15 percent.

#### 3. State-of-the-Art Engine Technology -

Replacing current pickup truck engines with state-of-the-art, lightweight, low-friction, precision-controlled gasoline engines boosts efficiency while preserving horsepower.

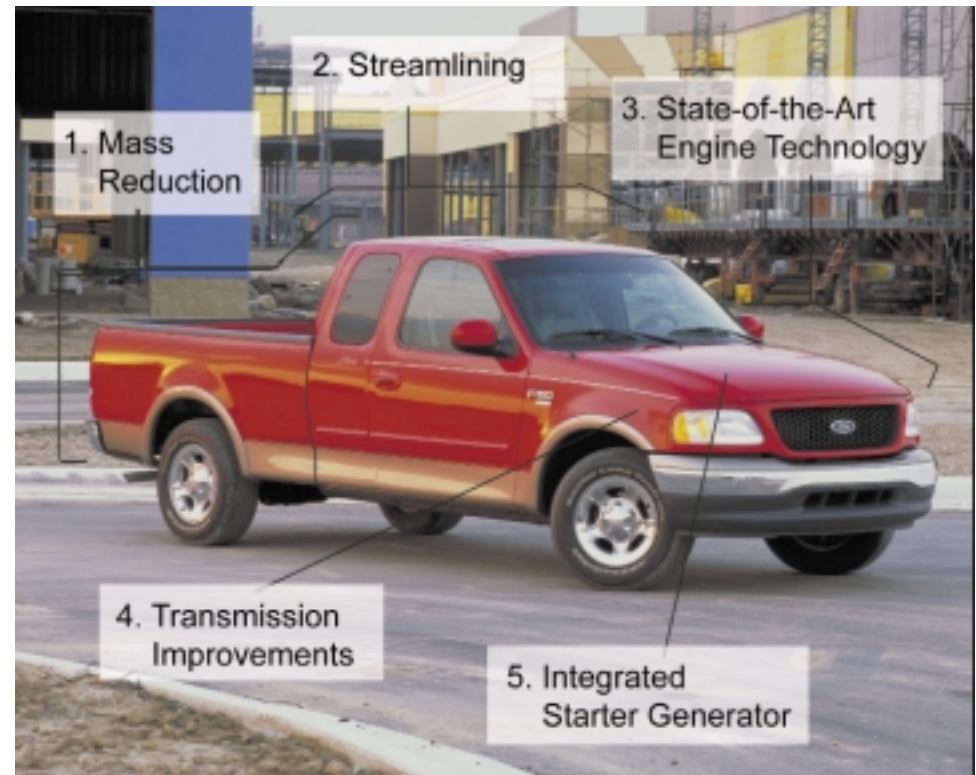
#### 4. Transmission Improvements -

Design improvements to current vehicle transmissions, including additional gears and motor driven shifting can increase fuel efficiency by 12 percent.

#### 5. Integrated Starter Generator -

This new approach combines the functions of the starter and generator into a single, electronically controlled motor/generator that enhances electrical system efficiency, cuts unnecessary idling, and smoothes engine and transmission operation.

The technology to make pickup trucks and all vehicles more fuel-efficient over the next decade exists right now. The five improvements described above would reduce gasoline usage and our dependence on foreign oil, decrease air pollution, curb the causes of global warming, and save drivers money at the gas pump. So why is Detroit hesitant to put American ingenuity to work? Critics argue that cost and safety remain barriers to fuel efficient,



high performance pickup trucks. But automotive engineers are smarter than that.

In reality, technology changes can improve safety and fuel efficiency at the same time. By making these five improvements, pickup truck fuel efficiency could improve an estimated 37 percent (from 18 mpg to 25 mpg). With this type of fuel efficiency improvement, the \$1500 increase in a pickup truck's sticker price for the new technologies would pay for itself twice over the life of the truck.

Despite the recent rise in popularity of SUVs, pickup trucks remain "king of the road." There is no denying that pickup trucks are an American way of life. They

are functional, in-style, and here to stay. But pickup truck design can rise to meet growing environmental challenges. This year the Big Three have committed to improving fuel efficiency in SUVs. Why not pickup trucks, as well?

The next generation of pickup trucks could be as fuel efficient as they are functional. Back in 1936, Ford promoted its line of pickups with the slogan "Proved by the past ... improved for the future." It's time for some new improvements that keep the environment in mind.

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