Drive Clean

A buying guide for clean and efficient vehicles
Brought to you by California Air Resources Board

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- Goals
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- Conclusion
• 2007 Environmental Performance Label approved with reference to www.DriveClean.ca.gov
DRIVE CLEAN GOALS

- Display Environmental Performance Label Scores for all cars certified in California.
- Influence consumers to buy clean cars – cars with higher scores.
- Educate consumers about current and future clean technology vehicles and alternative fuels.
- Show consumers that clean technology vehicles are available in a variety of makes and models that fit their lifestyle.
OLD DRIVE CLEAN SITE

- Conducted focus groups in early 2009
- The purpose of the site was not clear
- The site was not easy to navigate
DriveClean Buying Guide

Looking to reduce your carbon footprint, save money or just contribute less to that nasty smog? Well, this is your buying guide to the cleanest, most efficient cars on the market. Learn more >

Start Your Research

Browse by Make and Model:

Year
Make
Model

Find a Car

By Category:

Sedan
Wagon
Van/Minivan
Coupe
Pickup
Crossover
Sports
SUV
Neighborhood

Technologies & Fuel Types

Hybrid Electric
Battery Electric
Compressed Natural Gas
Ethanol
Gasoline
Diesel

Popular Searches

Find Clean Vehicles

Quick Compare

Vehicle 1
Year
Make
Model

Vehicle 2
Year
Make
Model

Vehicle 3
Year
Make
Model

Environmental Performance

Understand the EP Label
Look for the Environmental Performance Label on all new cars in California. See how cars rate when it comes to air pollution. Learn More >

Find Clean Vehicles

Score of seven or higher are the cleanest.

Global Vehicle Score
DRIVE CLEAN TRAFFIC

• On average, the site receives about 5,000 hits per month.
• Each visit averages approximately 6 pages of information viewed.
• Time spent on the site averages just over 3 minutes.
• 18% of the visitors are direct traffic, 33% from a Google search and 14% from ARB’s web site.
PROMOTING DRIVE CLEAN

- Google Keywords – January 2010
- Clear Channel web advertising
- CBS station web sites
- Social marketing – Facebook and Twitter
- ARB rollout
- Partners
  - CAPCOA
  - Car and Driver
  - Car buying web site
  - OEMs
THINK CLEAN

• Drive Clean is a resource for car buyers to find the cleanest cars on the market
• They will find that there are a variety of makes and models that can fit their lifestyle
• Now with the new EP Label, it is easy to determine the cleanest cars available
• Think clean, buy cars with higher scores!