

DriveClean. ca.gov

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

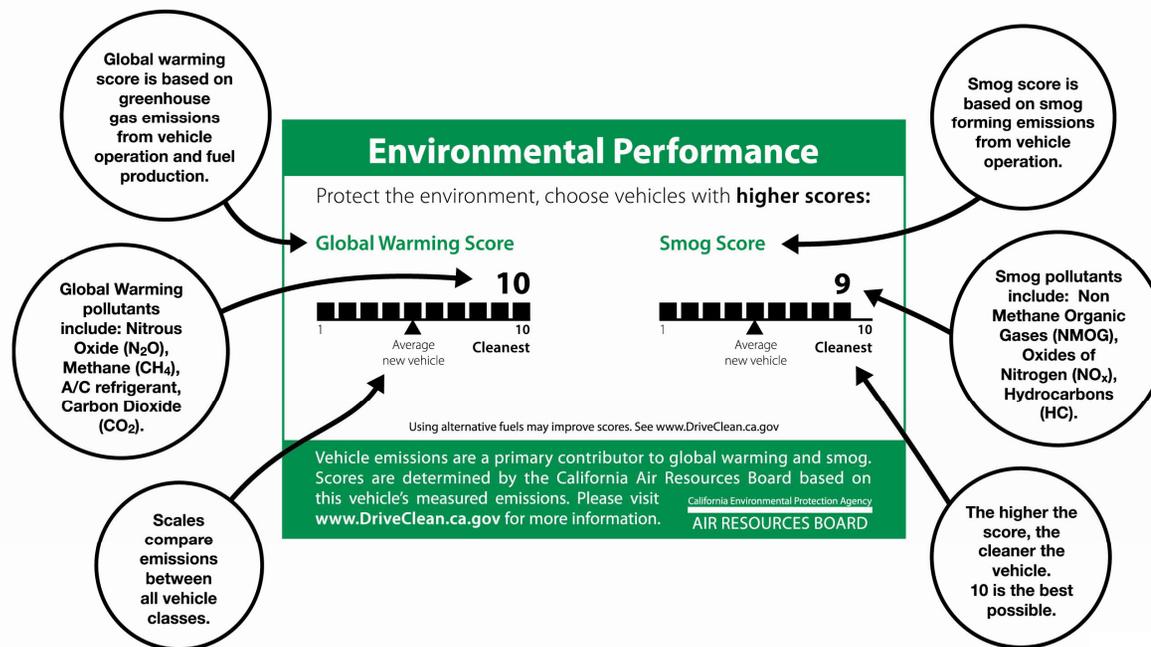
California Air Resources Board
November 19, 2009
Sacramento, California



- Background
- Goals
- Redesigned Drive Clean
- Drive Clean Traffic
- Promoting Drive Clean
- Conclusion

EP LABEL

- 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

DRIVECLEAN.CA.GOV
A GUIDE TO CLEAN AND EFFICIENT VEHICLE TECHNOLOGIES

HOME | CONTACT US [] SEARCH

WELCOME TO DRIVECLEAN.CA.GOV

Less polluting clean technology vehicles are here today, which are as powerful and can be more efficient than traditional vehicles.

VEHICLE SEARCH
▶ INCENTIVES SEARCH
▶ COMPARE YOUR CAR
▶ RATE YOUR CLEAN CAR
▶ CHARGING & FUELING
▶ HOW TO DRIVE CLEAN
▶ ABOUT THIS SITE

RESOURCES
▶ MEDIA
▶ FLEETS
▶ DEALERS
▶ LINKS
▶ ENGINE FAMILY SEARCH
▶ LOGIN

ENVIRONMENTAL PERFORMANCE

SEARCH VEHICLES BY:

MAKE/MODEL CATEGORY TECHNOLOGY TYPE SMOG LEVEL

Recent advances in technology have made it very easy for people to find a clean car that fits their lifestyle. Search here by year, make, or model and compare smog scores of any vehicle. Or, click the "search clean cars only" box to view only vehicles with a smog score of 8 or better.

YEAR MAKE MODEL:

Select Year...
Select Make...
Select Model...

Search clean cars only
 Search all cars

SEARCH

TOP 10 CLEANEST CARS NEWS & EVENTS LATEST REVIEWS

Vehicle	Smog score:	Vehicle	Smog score:
2008 Tesla Roadster (Electric)	10	2009 Toyota Prius (Hybrid)	9
2008 GEMs (Electric)	10	2009 Honda Civic Hybrid	9
2008 ZENN Electric Vehicles	10	2009 Honda Civic GX (CNG)	9
2008 Miles Electric Vehicles	10	2009 Nissan Altima Hybrid	9
2009 Honda FCX Clarity	10	2009 Ford Escape Hybrid	9

DID YOU KNOW?
The California Hydrogen Highway Network now consists of more than 130 hydrogen powered vehicles and more than 30 H2 stations.

CHECK OUT THE NEW EP VEHICLE LABEL

A GUIDE TO CLEAN AND EFFICIENT VEHICLE TECHNOLOGIES
California Environmental Protection Agency | AIR RESOURCES BOARD

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

Search & Explore

Make/Model

Category

Technologies
Fuel Types

Smog Score

Global
Warming Score

Engine Family

Calculate Savings

Incentives

Driving Habits
Fuel Costs

Vehicle
Comparison

Tools &
Calculators

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:



Technologies & Fuel Types

Hybrid Electric	Battery Electric	Compressed Natural Gas	Ethanol	Gasoline	Diesel
Learn More >					
View Vehicles >					

Popular Searches

Quick Compare

Vehicle 1

Year

Make

Model

Vehicle 2

Year

Make

Model

Vehicle 3

Year

Make

Model

[Compare](#)

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

Slide arrows to view vehicles by score. Scores of seven or higher are the cleanest.

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!