

Honda Concerns and Proposal
GHG Emissions Label

California Air Resources Board

Public Meeting

June 21-22, 2007

Los Angeles, California

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07-7-8

Background

- ☐ Most important goal: Strive for greatest customer recognition of new motor vehicle GHG emissions performance information
 - ☐ Honda strongly believes that the best placement of the revised GHG emissions label would be directly on the existing new car price sticker, commonly known as the Monroney Label
 - ☐ The CARB staff proposal inherently prohibits inclusion of the new GHG label on the Monroney Label due to its size
 - ☐ A separate label:
 - is costly to apply (For Honda, ~ \$0.75 / car; over \$1.0M / year);
 - limits visibility during vehicle demonstration drives;
 - could frequently be removed or covered at dealerships;
 - may go unnoticed.
 - ☐ Honda is concerned that the new separate label proposed by staff was chosen based on the results of only two focus groups of a total of 17 people, and these individuals were never shown an actual vehicle with various label applications.
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Honda Proposal for GHG Label Size

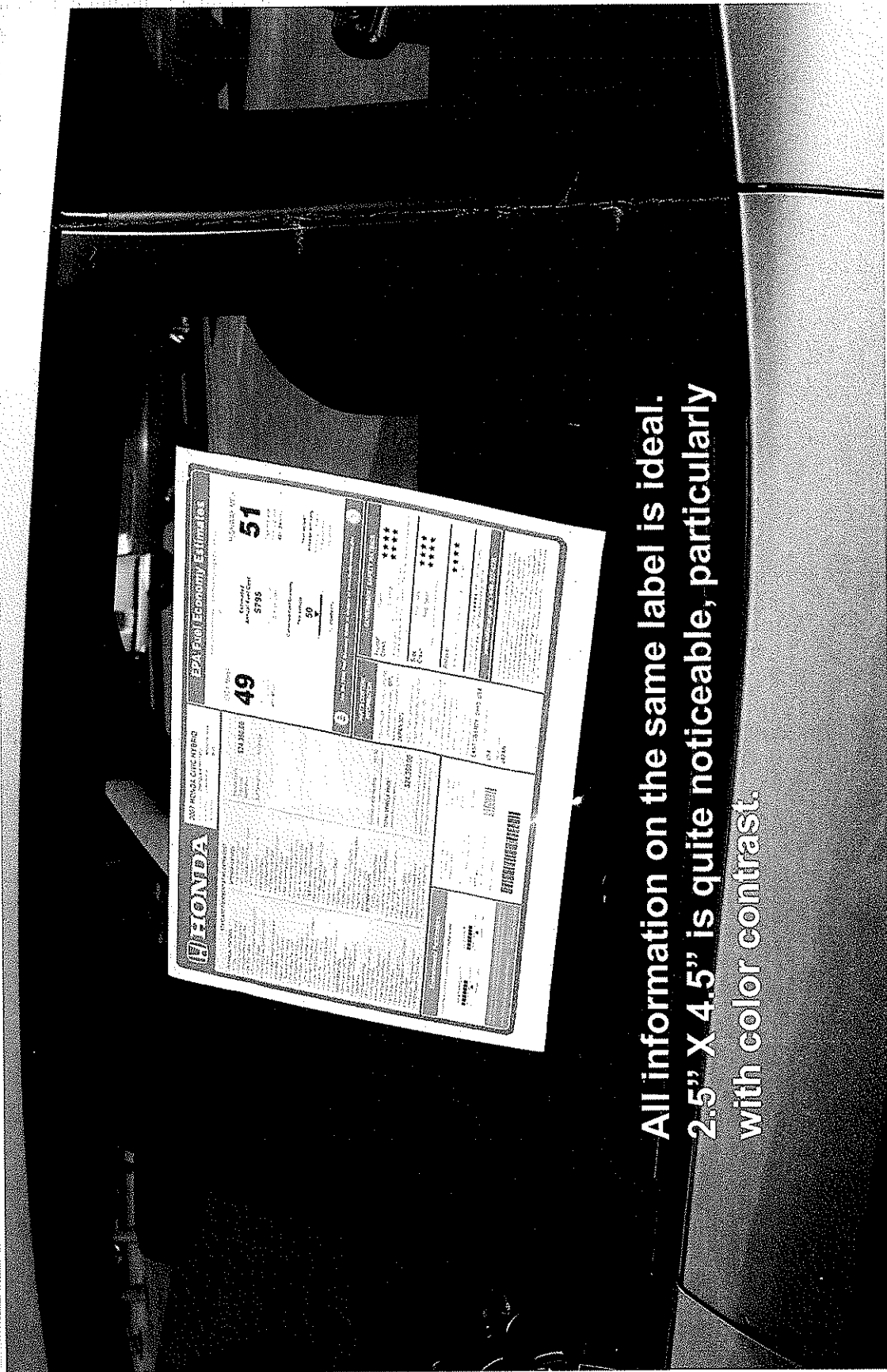
- ☐ Provide path for inclusion of GHG information on Monroney Label
- ☐ Provide Manufacturers Two Alternatives:
 - If separate from Monroney Label, GHG label must be 4" x 6" in size
 - If included on Monroney Label, GHG label must be 2.5" x 4.5" minimum in size

Domestic Parts Content Fixed Font Size – Inherently Fixes Label S



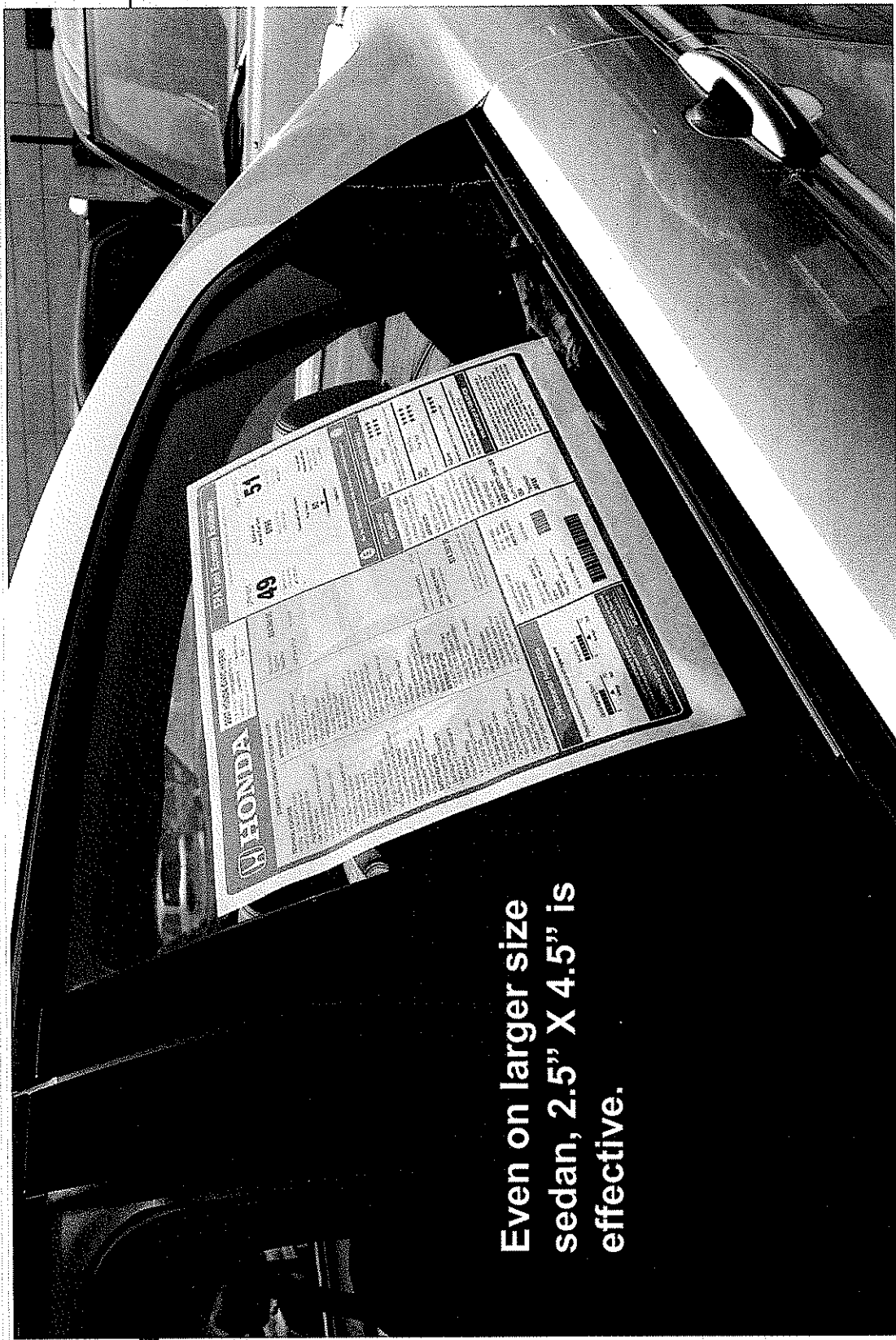
New GHG Label

Fixed Size – Necessary for Vehicle Content



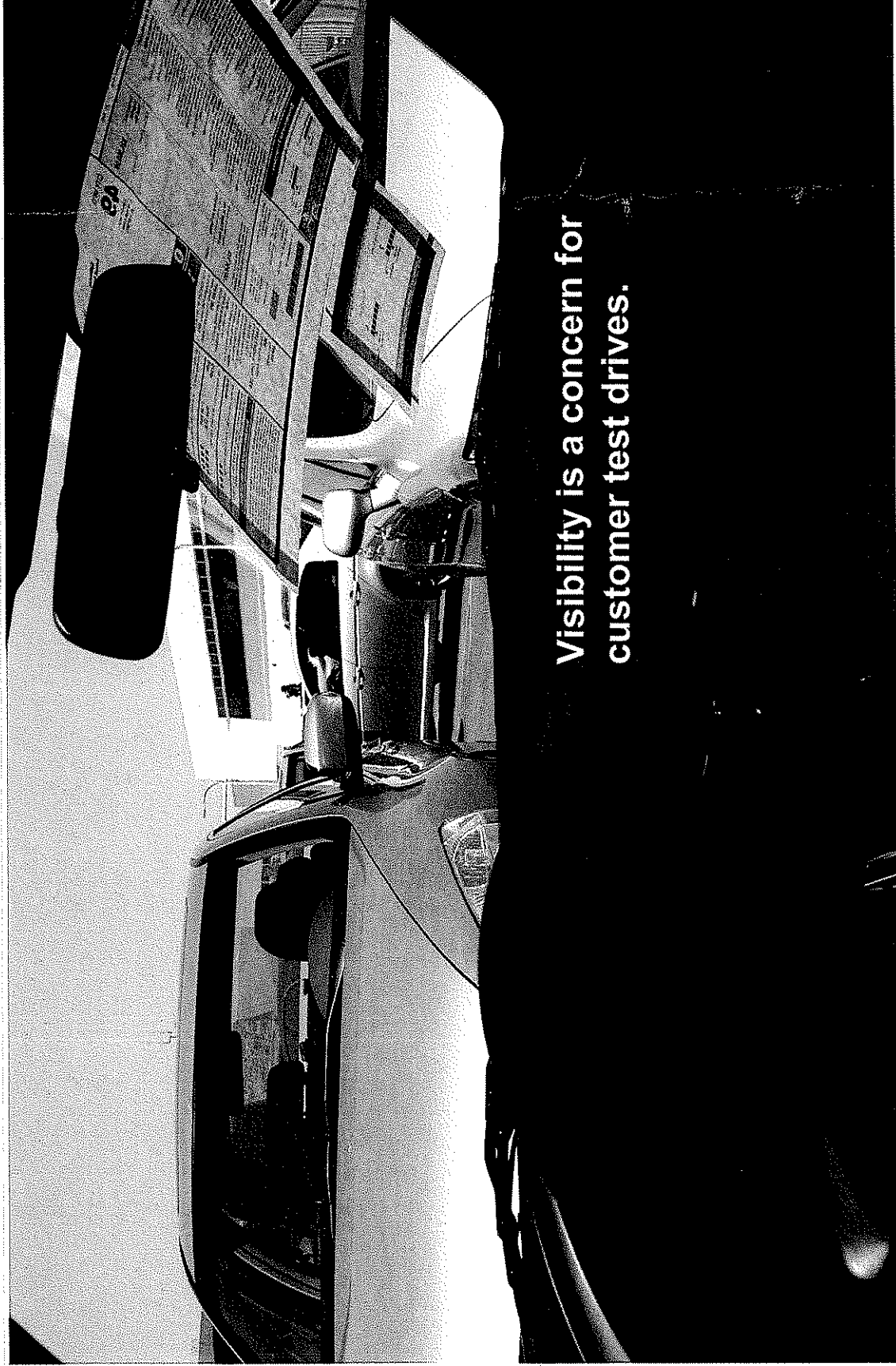
All information on the same label is ideal.
2.5" X 4.5" is quite noticeable, particularly
with color contrast.

Honda Fit



Acura TL

A separate 4" x 6" label cannot easily fit on the same rear window as the Monroney Label.



Visibility is a concern for
customer test drives.

Honda S2000