

consumer action

CARB COMMUNITY MEETING ON CALIFORNIA ADVANCED CLEAN CARS RULEMAKING

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Consumer Action
Pacoima, July 19, 2011**

OVERVIEW

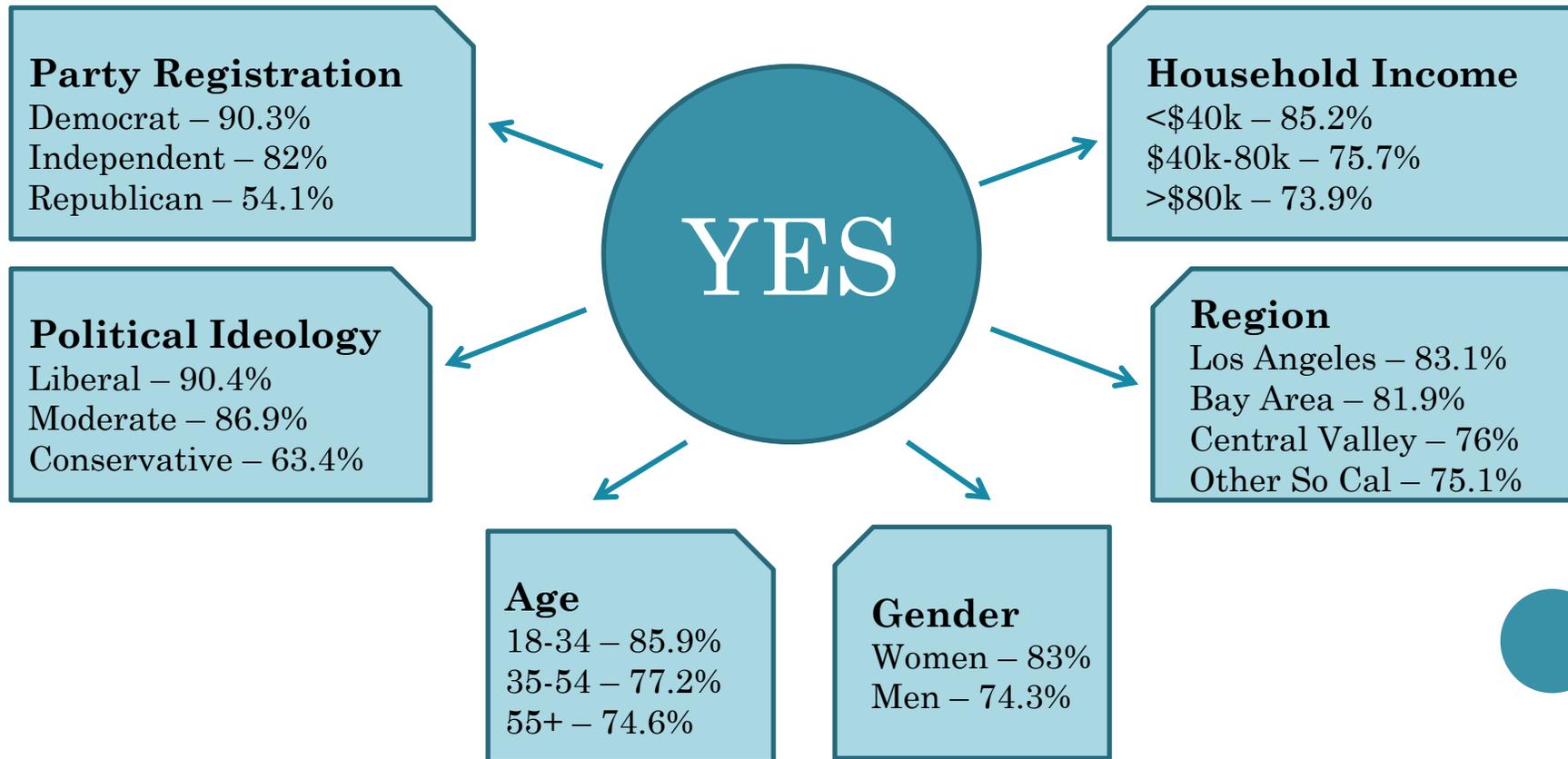
- Consumers want automakers to build cleaner cars that save money and don't compromise on safety and performance
- Advanced clean cars will:
 - Save consumers money
 - Protect consumers from spiking gas prices
 - Provide vehicle choices to satisfy every consumer need
 - Provide societal and health benefits



CONSUMERS WANT CLEAN CARS

Public Policy Institute of California (PPIC) Polling Results for all Adults – July 2010

Do you support requiring all automakers to further reduce greenhouse gas emissions from new cars?



CLEAN CARS WILL SAVE YOU MONEY

- Where does the average American household spend its money
 - After housing and food, gasoline and health care come next in most household budgets
 - Gasoline expenditures are about 50% higher than clothing
 - Gasoline expenditures are twice as high as electricity
 - Gasoline expenditures are four times as high as natural gas



CLEAN CARS WILL SAVE YOU MONEY

- Clean cars are more efficient, so they use less fuel
 - Consumers will save the equivalent of more than \$1 per gallon at the pump
- Consumers who finance their cars over five years will see savings starting within the first month
- Clean cars will protect consumers from price hikes
 - A standard that cuts carbon pollution 60% by 2025 together with a federal fuel economy standard of about 60 mpg will save owners about \$8,900 over the vehicle's lifetime, despite a slightly higher sticker price



YOU WILL HAVE MORE CHOICES

- Advanced technology gasoline cars, hybrids that use even less gasoline, plug-in hybrids that switch between gasoline and electricity, all-electric battery or fuel cell cars that use no gasoline at all
- Advanced clean cars will be high performing and will meet the same safety standards as required of all vehicles



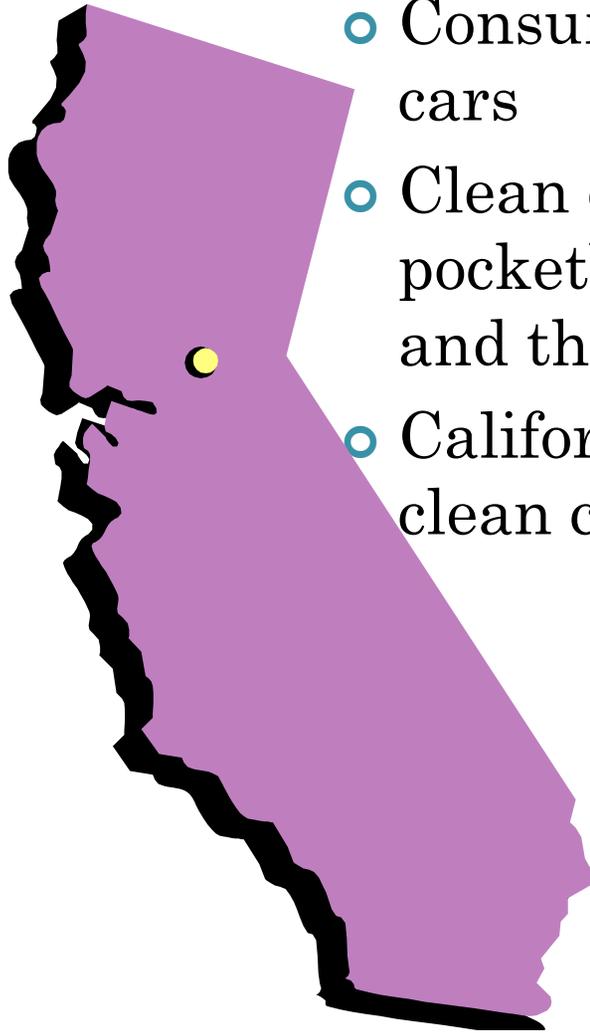
CLEAN CARS PROVIDE HEALTH BENEFITS

○ 2011 ALAC State of the Air Report

- The South Coast Air Basin is home to more than 43% of California's population and represents 28% of its air pollution
- Several counties received an "F" for high ozone and PM levels
 - The Los Angeles-Long Beach-Riverside metropolitan area ranks first again on the list of most ozone-polluted cities in the United States
- Mobile sources are the major contributor to pollution in the South Coast



CONCLUSIONS



- Consumers want advanced clean cars
- Clean cars benefit consumer pocketbooks, their communities, and their health
- California is a leader in promoting clean cars and their technologies.
 - The state must maintain that leadership and demand that automakers provide clean cars to the public

