



60 MPG by 2025 – A Consumer Priority

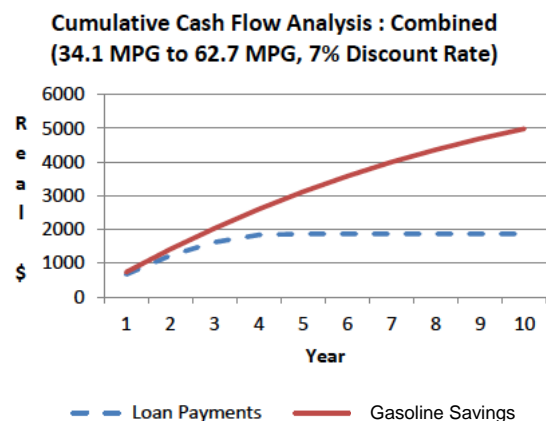
FACT SHEET

Results of CFA September 2010 Poll¹

- A large majority of respondents (73%) have great or somewhat great concern over the future of gasoline prices.
- A large majority (73%) have great or somewhat great concern over America's dependence on Mid-Eastern oil.
- A large majority of consumers (75%) say they would pay more for a new fuel-efficient car if they recouped the added expense within one year, and a majority (62%) would do so with a five-year payback period.
- A substantial majority (59%) support a 60 mpg standard by 2025.
- A substantial majority of Americans (60%) say that U.S. auto companies will be more profitable with a higher fuel economy standard over the long run.
- A large majority (77%) say a higher fuel economy standard will help the U.S in general.
- Almost three times as many respondents (46%) say they support the 60 mpg standard and are willing to accept a five-year payback than those who didn't (16%).

CFA Economic Analysis Findings² -- 60 mpg is in consumers' best interest

- Consumers who use a five-year loan to finance their fuel-efficient vehicle purchase will save more money on gas in the first month than the additional cost of fuel efficiency, making the purchase cash-positive in the first month.
- A 60 mpg vehicle will save the typical car buyer more than \$1,000 in gas costs over and above the increased car cost by the time the auto loan is paid off (typically 5 years) and \$3,000 over the life of the vehicle (roughly ten years), which the consumer could capture in the sale price of the vehicle or by holding on to it.³



CFA and 21 other consumer groups from across the United States called on the Administration to set a standard of at least 60 mpg by 2025⁴ because it will save consumers money and reduce the nation's dependence on oil – a high priority for the American consumer.⁵

- A fleet-wide car and light truck fuel economy standard of 60 mpg by 2025 is critical and necessary for consumer pocketbook protection.⁶

The Administration risks leaving hundreds of billions of dollars of consumer savings on the table by not setting the maximum feasible and economically practicable standard of 60 mpg by 2025.

- The 2016 standard of 34 mpg set earlier this year by the EPA and NHTSA falls far shorter than what would be in the best interest of consumers. A standard of 38 mpg by 2016 would have delivered additional benefits of \$140 billion over the life of the vehicles covered.⁷
- Studies by the National Academy of Sciences and the Massachusetts Institute of Technology show that the technology needed to achieve a 60 mpg fleet-wide average is technically feasible.⁸

The biggest obstacle to achieving the greatest consumer benefits through higher fuel economy is a reluctant auto industry.⁹

- In the past, NHTSA has allowed the ill-informed plans of the auto industry to restrain the levels of standards.
- The automakers have continuously fought standards that were in the best interest of consumers including seatbelts, the catalytic converter and other efforts to increase fuel economy.

¹ September 2010 poll, conducted by Opinion Research Corporation for CFA

http://www.consumerfed.org/pdfs/Cooper_Consumer_Saving092710.pdf

² “SETTING THE NEXT ROUND OF FUEL ECONOMY STANDARDS: CONSUMERS BENEFIT AT 60 MILES PER GALLON (OR MORE),” August 2010:

http://www.consumerfed.org/elements/www.consumerfed.org/file/60mpg_Study090210.pdf

³ ibid

⁴ “Open Letter to the President Obama,” September 22, 2010: <http://www.consumerfed.org/pdfs/60MPG-Obama.pdf>

⁵ CFA Poll September 2010 embargoed until 10PM EST, Tuesday, September 28.

⁶ ibid

⁷ ibid

⁸ “SETTING THE NEXT ROUND OF FUEL ECONOMY STANDARDS: CONSUMERS BENEFIT AT 60 MILES PER GALLON (OR MORE),” August 2010:

http://www.consumerfed.org/elements/www.consumerfed.org/file/60mpg_Study090210.pdf

⁹ “SETTING THE NEXT ROUND OF FUEL ECONOMY STANDARDS: CONSUMERS BENEFIT AT 60 MILES PER GALLON (OR MORE),” August 2010:

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