

Proposed Label Designs for a Range of Vehicle Technologies

The Environmental Protection Agency and the National Highway Traffic Safety Administration are redesigning the fuel economy label consumers see on the window of every new vehicle in dealer showrooms. The agencies are proposing two different designs—on the left side of the following pages a label much like the current label in terms of footprint, style, and the featured information, and on the right a completely new approach to the label.¹ The agencies encourage public feedback on which label design is most informative to them as they make purchasing decisions. Regardless of whether EPA and DOT select one of the two labels proposed today or adopt a modified version following the public comment process, the goal of the new label will be the same: to provide consumers with simple, straightforward comparisons across all vehicle types, including electric vehicles (EV), plug-in hybrid electric vehicles (PHEV), and conventional gasoline vehicles.

Please note that the labels shown on the following pages are examples and do not represent real automobiles.

¹ The agencies are also seeking comment on a third label design. To view all the label designs, please visit our website at: www.epa.gov/fueleconomy/label/label-designs.pdf

Gasoline and Diesel Vehicles

- These vehicles exclusively use gasoline or diesel for fuel and can also be called conventional vehicles. This category also includes hybrid vehicles. Hybrid vehicles have both gasoline engines and electric motors. However, the only fuel a hybrid vehicle uses is gasoline, either to propel the vehicle or charge the battery.
- **Examples:** Most cars on the road today are gasoline vehicles. You can view lists of hybrid vehicles and diesel vehicles at: www.fueleconomy.gov/feg/

EPA Fuel Economy and
DOT Environmental Comparisons
 Gasoline Vehicle

26

MPG
combined city/hwy 22 city 32 highway

3.8 gallons used every 100 miles

Annual Fuel Cost

\$1,617

How This Vehicle Compares
Among all vehicles and within SUVs

Worst 10 26 103 Best

SUVs

Environment

Greenhouse Gases (CO₂ g/mile, tailpipe only) 347

Other Air Pollutants 6

Your actual mileage and costs will vary with fuel cost, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

Visit www.fueleconomy.gov to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

Smartphone Interactive
Scan code for more information about this vehicle or to compare it with others.

Label Option 2
Gasoline and Diesel Vehicles

EPA Fuel Economy and
DOT Environmental Comparison

B

Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

[website.here](#)

Over five years, this vehicle **saves \$1,900** in fuel costs compared to the average vehicle.

Gasoline Vehicle

Gallons/100 Miles	MPG City	MPG Highway	CO ₂ g/mile (tailpipe only)	Annual fuel cost
3.8	22	32	347	\$1,617

10 Worst 26 103 Best

Combined MPGe

850 Worst 347 0 Best

CO₂ g/mile

1 Worst 6 10 Best

Other Air Pollutants

- Fuel economy for all SUVs ranges from 12 to 32 MPG.
- Annual fuel cost based on 15,000 miles per year at \$2.80 per gallon.

Visit [website.here](#) to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

Label Option 1
Gasoline and Diesel Vehicles

Electric Vehicles

- Electric Vehicles (EVs) are powered exclusively by electricity stored in batteries. You charge the battery by plugging your vehicle into an electrical outlet. The vehicle travels until the charge is depleted or you recharge it. EVs cannot be run on gasoline.
- **Examples:** The only EVs on the road today are the BMW Mini E and Tesla Roadster.

EPA DOT Fuel Economy and Environmental Comparisons
Electric Vehicle

98

MPGequivalent

combined city/hwy

102 city

94 highway

34

kW-hrs per 100 miles

Annual Electric Cost

\$618

Charge & Range

Full Battery Charge time: **12** hours

on a fully charged battery, vehicle can travel about... **99** miles

How This Vehicle Compares

Among all vehicles and within midsize cars

Worst **10** MPGe **98** **103** Best

midsize cars

Environment

US EPA SmartWay

Greenhouse Gases (CO₂ g/mile, tailpipe only) **0** Best

Other Air Pollutants **1** Worst **10** Best

Your actual mileage and costs will vary with electricity cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

Visit www.fueleconomy.gov to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

Smartphone Interactive

Scan code for more information about this vehicle or to compare it with others.

**Label Option 2
Electric Vehicles**

EPA DOT
Fuel Economy and Environmental Comparison

Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

[website.here](#)

Over five years, this vehicle **saves \$6,900** in fuel costs compared to the average vehicle.

Electric Vehicle

Range (miles)	kW-hrs/100 Miles	MPGe City	MPGe Highway	CO ₂ g/mile (tailpipe only)	Annual fuel cost
99	34	102	94	0	\$618

10 Worst **98** Best 103 Worst

Combined MPGe

850 Worst **0** Best 10 Worst

CO₂ g/mile

1 Worst **1** Worst 10 Best

Other Air Pollutants

• Fuel economy for all midsize cars ranges from 12 to 103 MPGequivalent. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.
 • Annual fuel cost based on 15,000 miles per year at 12 cents per kW-hr.

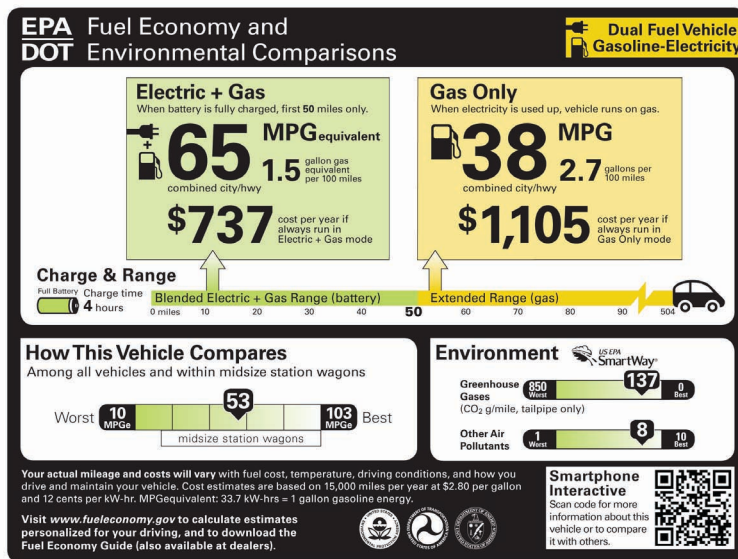
Visit [website.here](#) to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

**Label Option 1
Electric Vehicles**

3

Plug-in Hybrid Electric Vehicles ²

- Plug-in Hybrid Electric Vehicles (PHEVs) are considered dual fuel vehicles because they can be powered by both electricity and gasoline. Like EVs, PHEVs have a battery that you charge by plugging your vehicle into an electric outlet. But unlike EVs, PHEVs also have a gasoline-powered internal combustion engine. Some PHEVs use only electricity to power the vehicle while the battery is charged, and use gasoline once the battery is depleted. This type of PHEV is sometimes called an extended range electric vehicle. Other types of PHEVs use a combination of both electricity and gasoline while the battery is charged, and then use only gasoline.
- **Examples:** There are currently no new commercial PHEVs for sale in the United States.



Label Option 2
Plug-in Hybrid Electric Vehicles



Label Option 1
Plug-in Hybrid Electric Vehicles

² The agencies have developed an alternative representation of the label shown on the right for PHEVs. To view all the label designs, please visit our website at: www.epa.gov/fueleconomy/label/label-designs.pdf

Flexible Fuel Vehicles

- Flexible fuel vehicles (FFVs) (also called flex-fuel, dual-fueled or bi-fueled vehicles) are vehicles that can operate either on gasoline or diesel fuel, or on an alternative fuel such as ethanol or methanol, or on a mixture of conventional and alternative fuels. Essentially all FFVs today are E85 vehicles, which can run on a mixture of up to 85 percent ethanol and gasoline.
- **Examples:** Produced since the 1980s, FFVs are the most numerous of the currently available alternative fuel vehicles, with dozens of 2010 car and truck models available from a variety of manufacturers. You can find more information about FFVs at:
www.fueleconomy.gov/feg/flextech.shtml

EPA DOT Fuel Economy and Environmental Comparisons
Dual Fuel Vehicle: Gasoline-Ethanol (E85)

25 GASOLINE **MPG**
combined city/hwy **22** city **30** highway

4.0 gallons of gasoline used every 100 miles

Annual Fuel Cost

\$1,680

How This Vehicle Compares
Among all vehicles and within midsize cars

Worst **10** **25** **103** Best
MPGe midsize cars

Environment

Greenhouse Gases (CO₂ g/mile, tailpipe only) **355** (Scale: 850 Worst to 0 Best)

Other Air Pollutants **7** (Scale: 1 Worst to 10 Best)

Your actual mileage and costs will vary with fuel cost, driving conditions, and how you drive and maintain your vehicle. Cost estimates based on 15,000 miles per year at \$2.80 per gallon. Ratings are based on gasoline and do not reflect performance and ratings using E-85. See the Fuel Economy Guide for more information.

Visit www.fueleconomy.gov to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

Smartphone Interactive
Scan code for more information about this vehicle or to compare it with others.

**Label Option 2
Flexible Fuel Vehicles**

EPA DOT
Fuel Economy and Environmental Comparison

Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

website.here

Over five years, this vehicle **saves \$1,600** in fuel costs compared to the average vehicle.

Dual Fuel (Gas & E85) Vehicle

Gallons/100 Miles	Gasoline MPG City	Gasoline MPG Highway	CO ₂ g/mile (tailpipe only)	Annual fuel cost
4.0	22	30	355	\$1,680

10 **25** **103** **850** **355** **0** **1** **7** **10**

Worst Best Worst Best Worst Best

Combined MPGe CO₂ g/mile Other Air Pollutants

- Fuel economy for all midsize cars ranges from 12 to 103 MPGe equivalent.
- Ratings are based on gasoline and do not reflect performance and ratings using E-85.
- Annual fuel cost based on 15,000 miles per year at \$2.80 per gallon.
- See the Fuel Economy Guide for more information.

Visit website.here to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

**Label Option 1
Flexible Fuel Vehicles**

Compressed Natural Gas Vehicles

- Compressed Natural Gas Vehicles (CNG) are vehicles that operate on compressed natural gas. You can re-fuel your CNG vehicle at special CNG fueling stations where, like gasoline, compressed natural gas is dispensed, priced and sold by the gallon.
- Examples:** Currently Honda is the only major manufacturer selling a natural gas vehicle. Its Civic CNG is available only in selected markets.

EPA DOT Fuel Economy and Environmental Comparisons
Compressed Natural Gas Vehicle

28 MPGequivalent

combined city/hwy **24** city **36** highway

3.6 equivalent gallons per 100 miles

Annual Fuel Cost

\$777

How This Vehicle Compares
Among all vehicles and within SUVs

Worst 10 MPGe 28 103 MPGe Best

SUVs

Environment

Greenhouse Gases (CO₂ g/mile, tailpipe only)

850 Worst 220 0 Best

Other Air Pollutants

1 Worst 9 10 Best

Your actual mileage and costs will vary with fuel cost, driving conditions, and how you drive and maintain your vehicle. Cost estimates based on 15,000 miles per year at \$1.45 per gasoline gallon equivalent. MPGequivalent: 121.5 cubic feet CNG = 1 gallon of gasoline energy.

Visit www.fueleconomy.gov to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

Smartphone Interactive
Scan code for more information about this vehicle or to compare it with others.

Label Option 2
Compressed Natural Gas Vehicles

EPA DOT
Fuel Economy and Environmental Comparison

Smartphone

The above grade reflects fuel economy and greenhouse gases. Grading system ranges from A+ to D.

[website.here](#)

Over five years, this vehicle **saves \$6,100** in fuel costs compared to the average vehicle.

Compressed Natural Gas Vehicle

Range (miles)	eGallons/100 Miles	MPGe City	MPGe Highway	CO ₂ g/mile (tailpipe only)	Annual fuel cost
170	3.6	24	36	220	\$777

10 Worst 28 103 Best

Combined MPGe

850 Worst 220 0 Best

CO₂ g/mile

1 Worst 9 10 Best

Other Air Pollutants

- Fuel economy for all midsize cars ranges from 12 to 103 MPGequivalent. MPGequivalent: 121.5 cubic feet CNG = 1 gallon of gasoline energy.
- Annual fuel cost based on 15,000 miles per year at \$1.45 per gasoline gallon equivalent.

Visit [website.here](#) to calculate estimates personalized for your driving, and to download the Fuel Economy Guide (also available at dealers).

Label Option 1
Compressed Natural Gas Vehicles

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For More Information

You can access the rule and related documents on EPA's Office of Transportation and Air Quality (OTAQ) website at:

www.epa.gov/fueleconomy/regulations.htm

To view all the proposed label designs, please visit our website at:

www.epa.gov/fueleconomy/label/label-designs.pdf

For more information on this rule, please contact Kristin Kenausis at:

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