Regulatory Announcement

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.

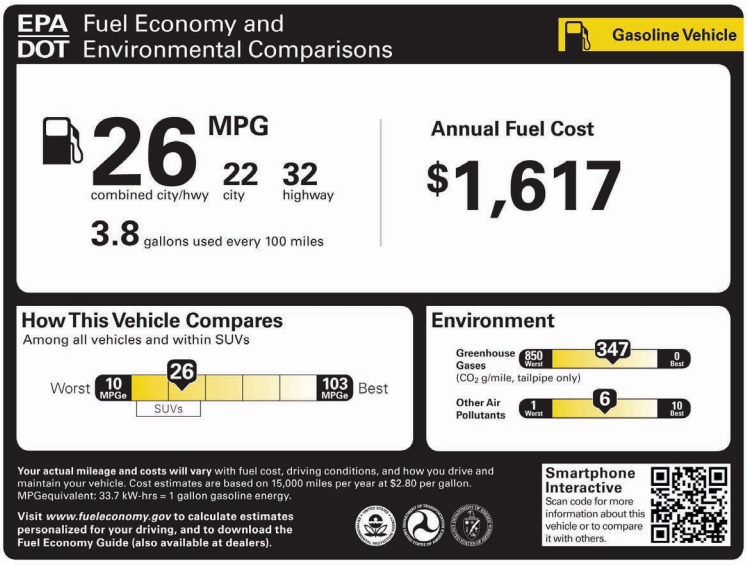
[1] The agencies are also seeking comment on a third label design. To view all the label designs, please visit our website at: www.epa.gov/fueleconomy/label/label-designs.pdf

EPA United States Environmental Protection Agency

Office of Transportation and Air Quality
EPA-420-F-10-049
August 2010

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/

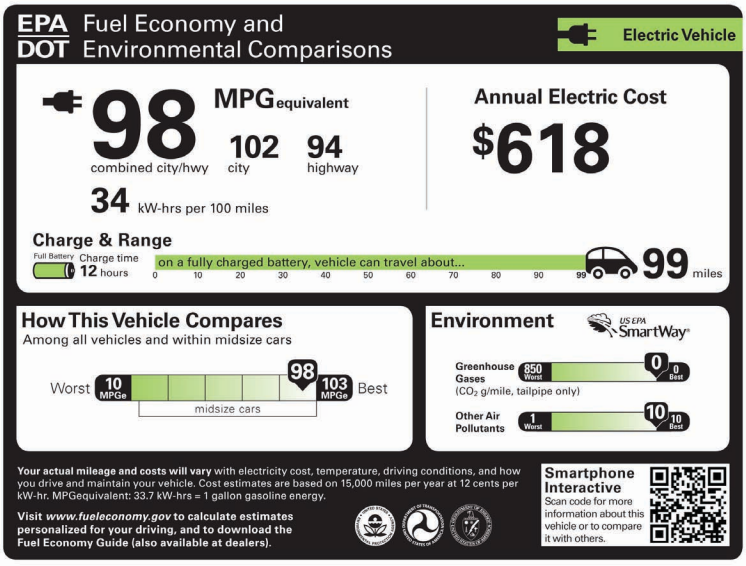


Label Option 2
Gasoline and Diesel Vehicles

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.

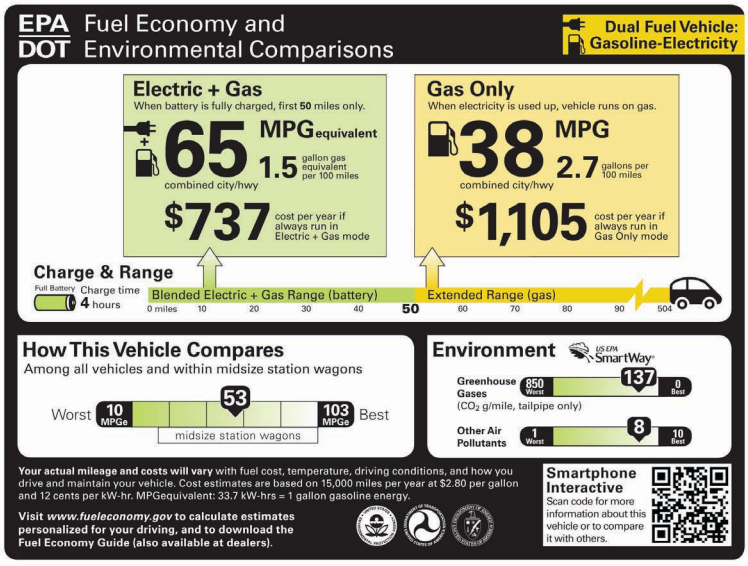


Label Option 2
Electric Vehicles

Label Option 1
Electric Vehicles

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.



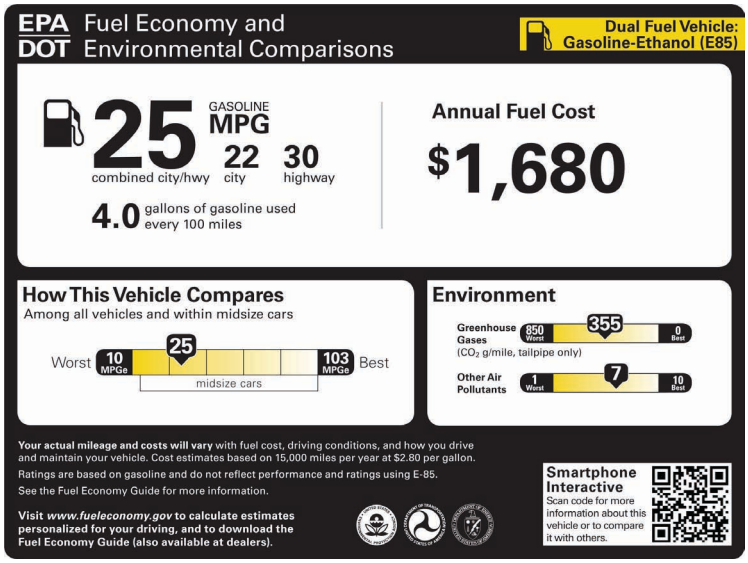
Label Option 2
Plug-in Hybrid Electric Vehicles

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

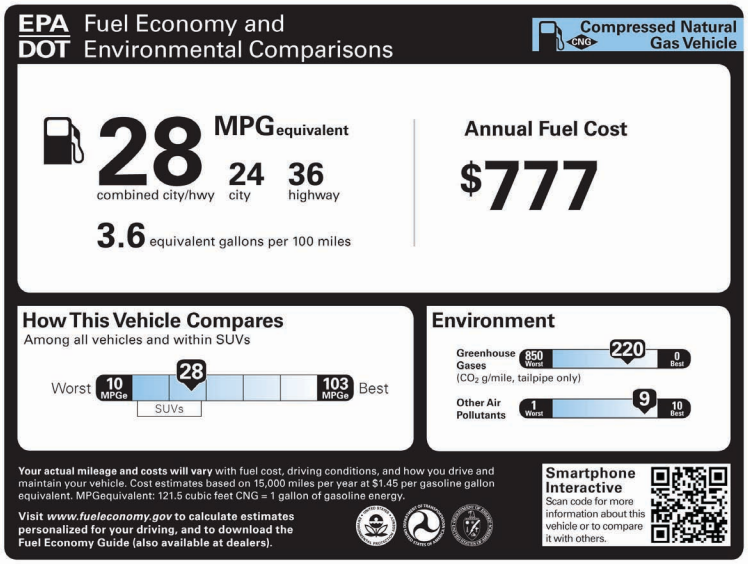


Label Option 2
Flexible Fuel Vehicles

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.



Label Option 2
Compressed Natural Gas Vehicles

Label Option 1
Compressed Natural Gas Vehicles

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

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