

California Clean Cars Campaign

Consumers and Society Benefit from Clean Cars Program

California's Clean Cars Program is set to bring the next generation of clean, low-polluting cars and light trucks into the driveways of California's families. **The California Air Resources Board will vote on important updates to the Clean Cars Program in January 2012.** In addition to contributing to cleaner, more healthful air, clean cars will deliver significant consumer and societal benefits.

Advanced Clean Cars Save Consumers 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 percent higher than clothing, twice as high as electricity, and four times as high as natural gas.ⁱ
- Whether purchasing a new or used car, consumers who finance their cars will save on operating costs each month:
 - New-car buyers in 2025 will save \$12 and used-car buyers in 2035 buying a 10-year-old car will save \$22 each month.ⁱⁱ

Protect Consumers from Spiking Gas Prices

- A typical car that today gets 26 mpg will consume around 7,000 gallons of gasoline over its lifetime.
- The proposed California clean cars standard that cuts carbon pollution 34 percent by 2025 cuts smog by 75 percent from 2016 levels and advances the cleanest zero-emission cars will save owners about \$4,000 over the vehicle's lifetime, despite a higher sticker price. Consumers will recoup their investment in about 2.9 years.ⁱⁱⁱ

More Vehicle Choices to Suit Every Consumer Need

- Consumers will have the same size, style, performance and towing options.
- They'll have even more engine choices, including advanced technology gasoline cars, hybrids that use even less gasoline, plug-in hybrids that switch between gasoline and electricity, and all-electric battery or fuel cell cars that use no gasoline at all.

California Clean Cars Program is Four Different Standards

1. Low Emission Vehicle-Smog (LEV III-Smog): This program will make sure new cars and light trucks produce fewer emissions that contribute to smog and harm public health. (The updated rules will apply to vehicles starting in 2014.)
2. Low Emission Vehicle-Greenhouse Gas (LEV III-GHG): This program will make sure new cars and light trucks produce fewer emissions that contribute to climate change. (The updated rules will apply to vehicles starting in 2017.)
3. Zero Emission Vehicle (ZEV): This program will make sure that the newest, gasoline-free, ultra-clean vehicle technologies – such as electric and hydrogen fuel cell cars – are brought to California. (The updated rules will apply to vehicles starting in 2015.)
4. Clean Fuels Outlet: This program will make sure we have the infrastructure – including hydrogen for fuel cells and public charging for electric vehicles – in place to support clean, alternative fuel cars.

No New Taxes

- The Clean Cars Program is neither a tax nor a mandate. It is a performance standard that sets ambitious emissions reduction targets for new cars sold in California. Automakers choose how they will comply based on their own technology expertise and market offerings.

Societal Benefits

- Add up all those savings over the lifetime of clean cars that meet the most stringent standards nationwide and the numbers are impressive. Clean cars can save a total of 95 billion gallons of gasoline and yield consumer pocketbook savings of over \$140 billion. Cumulative total societal benefits are over \$190 billion while carbon pollution is reduced by more than 42 billion tons.^{iv}
- In California alone, the American Lung Association in California reports that a stringent Clean Cars Program that includes 20 percent zero emission vehicles could annually avoid the following:
 - 400 – 420 premature deaths
 - 8,075 – 8,440 asthma attacks and lower respiratory symptoms
 - 181,000 – 190,000 acute and other respiratory symptoms
 - 390 – 405 heart attacks
 - 420 – 440 respiratory ER visits and cardio/respiratory hospitalizations
 - 28,100 – 29,300 lost work days
 - 8,800 – 9,500 missed school days

All of the above translates into a savings of \$7.2 – \$8.1 billion in healthcare, environmental and societal damages.

ⁱ Bureau of Labor Statistics, Consumer Expenditure Survey 2008, as cited in Consumer Federation of America, *Consumers Benefit at 60 mpg (or more)*, August 2010, http://www.consumerfed.org/pdfs/60mpg_Study090210.pdf

ⁱⁱ California Air Resources Board, December 2011, *Initial Statement of Reasons for Proposed Rulemaking...* [on Advanced Clean Cars], http://www.arb.ca.gov/msprog/clean_cars/clean_cars.htm.

ⁱⁱⁱ Ibid.

^{iv} Consumer Federation of America, August 2010, *Consumers Benefit at 60 mpg (or more)* http://www.consumerfed.org/pdfs/60mpg_Study090210.pdf

^v American Lung Association in California, *Road to Clean Air*, May 2011 <http://www.lungusa.org/associations/states/california/advocacy/fight-for-air-quality/clean-cars-campaign.html>