

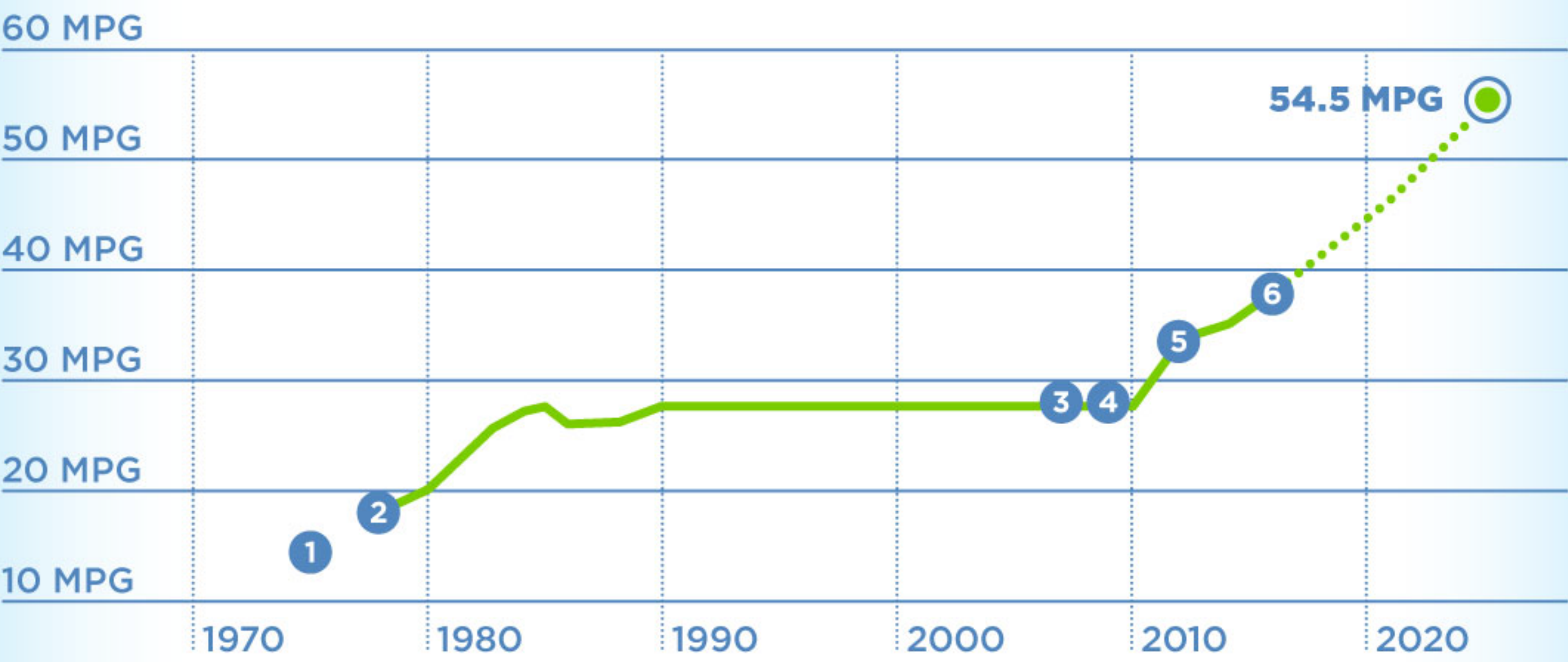
CAFE ALL THE WAY

WHAT ARE THE CAFE STANDARDS?

CAFE, or Corporate Average Fuel Economy, are Standards set to make your car or truck more fuel efficient, increasing miles per gallon, reducing overall fuel cost and reducing emissions.



A QUICK HISTORY OF CAFE



- 1 Congress orders NHTSA to regulate fuel economy in response to Arab Oil Embargo
- 2 CAFE standards ramp up from 18 to 27.5 MPG by 1985
- 3 Congress orders greater fuel economy with Energy Independence and Security Act
- 4 CAFE standards raised to 34.1 MPH by 2016
- 5 CAFE standards raised to 54.5 MPG by 2025
- 6 CAFE goals subject to midterm review

WHAT WILL CAFE DO BY 2025?

WITH A SET TARGET OF 54.5 MPG,
THESE STANDARDS WILL



SAVE 12 BILLION
BARRELS OF OIL



SAVE CONSUMERS
OVER \$8,000 ON THE
COST OF A NEW CAR



ELIMINATE 5.7 BILLION
METRIC TONS OF
GREENHOUSE GASES

CAFE STANDARDS HAVE ALREADY:



INCREASED
FUEL
EFFICIENCY



ADVANCED
ENGINE
TECHNOLOGY



REDUCED OUR
DEPENDENCE
ON FOREIGN OIL

THAT HELPS YOUR POCKETBOOK,
YOUR CAR, AND AMERICA.

FUELFREEDOM™
CHEAPER. CLEANER. AMERICAN-MADE.

SOURCES

<http://www.pewtrusts.org/en/projects/clean-energy-project>
http://www.ucsusa.org/clean-vehicles/fuel-efficiency/fuel-economy-basics.html#.Vt9QI_krJD8