



AMERICAN VOTERS OVERWHELMING SUPPORT 60 MPG

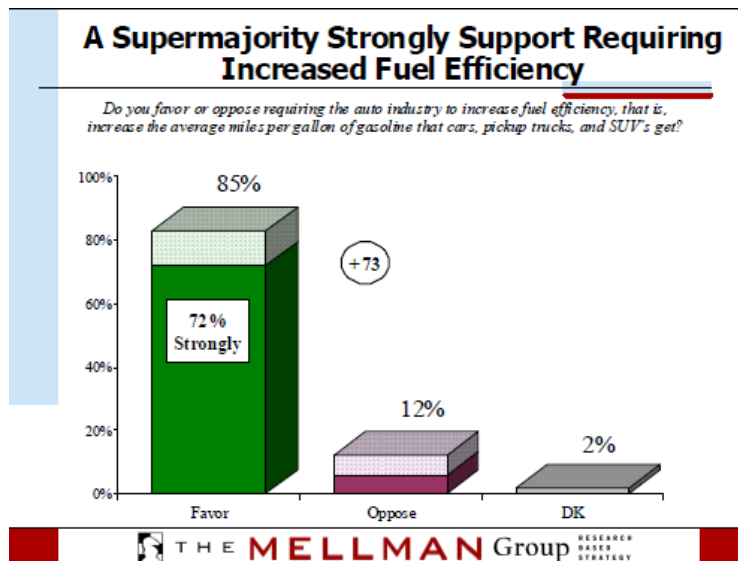
Gasoline prices are edging toward \$4 per gallon, and our nation remains heavily dependent on oil. The U.S. has less than 2% of global oil reserves yet we consume nearly a quarter of total supply. We import about 60% of our oil, and send nearly a billion dollars overseas daily to pay for this expensive addiction.

On March 30th, the President recognized the costs of our addiction to oil and pledged to reduce oil imports by one third in 2025. Improving the fuel efficiency of new cars and trucks to at least 60 mpg in 2025 will ensure the President can deliver on his pledge. Last May President Obama launched the process of setting standards for new vehicles that will be sold in model years 2017-2025. These standards will build on the success of historic fuel efficiency and greenhouse gas standards his Administration set for vehicles through model year 2016.

His Administration has shown that emissions and oil consumption in new vehicles can be cut by 3-6% per year starting in 2017. The technology that will save consumers a *net* of \$7500 at the pump exists today. The strongest possible standard will save 2.5 million barrels per day in 2025, compared to a low standard that will save as little as 1.3 million barrels per day. President Obama should ensure his administration sets the strongest possible standard that will save the most oil and cut our addiction to oil.

Americans strongly support a 60 mpg standard by 2025 and they will pay more for fuel efficient vehicles.

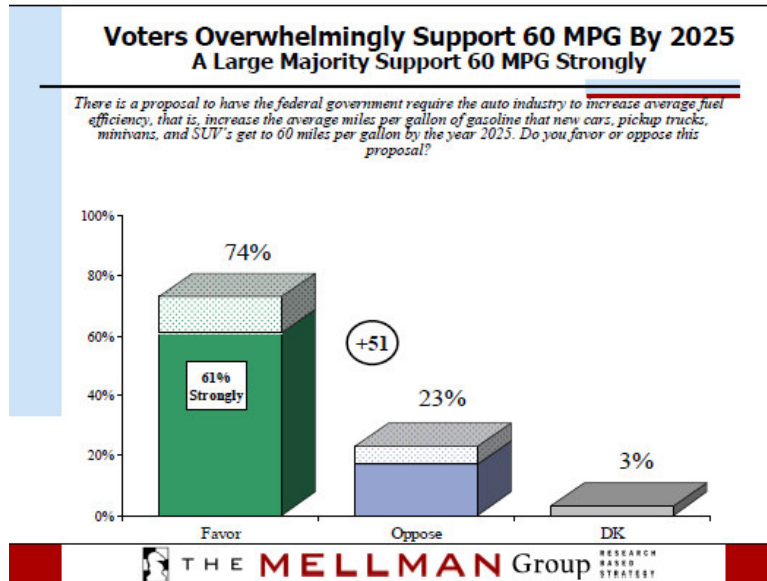
[In a September 2010 Mellman poll](#) released by the Go60 coalition voters showed overwhelming support for setting strong fuel efficiency standards for America's new vehicles¹.



This support was strong across party lines – 96% of Democrats, 81% of Independents and 75% of Republicans. Support for standards remains strong whether voters are in the northeast (85%), Midwest (89%) and South (84%) and West (82%).

¹ <http://www.go60mpg.org/sites/default/themes/go60mpg/pdf/Voters-Support-Fuel-Efficiency.pdf>

Voters specifically support a 60 mpg fuel efficiency standard by 2025. Voter support for 60 mpg crosses party lines: 90% of Democrats, 69% of Independents and 60% of Republicans. This support is strong in households depend on agriculture (67%) and the auto industry (76%) for their livelihoods.



A majority continues to support the proposal even when told it would add \$3,000 to the price of a new car (66% favor, 29% oppose, 5% don't know). When respondents are informed that the added cost of technology will be offset within four years by saving at the pump, support jumps to 83% (67% strongly).

A Consumer Federation Poll released in September of 2010 also showed consumers are willing to pay more for greater fuel efficiency. **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 period².**

Consumer support for 60 mpg by 2025 remains strong.

[According to a Consumer Federation of America survey conducted in March 2011, by a nearly 2-1 margin \(63% to 34 %\).](#) Americans think the federal government should increase the fuel economy standard to 60 mpg by 2025³. This strong support is consistent with 11 CFA surveys dating back to 2005, with 59% to 81% of respondents supporting the various fuel economy increases being considered each year. Americans are confident that with today's technology automakers can make new vehicles that average at least 60 mpg standard in 2025 and emit no more than 143 grams per mile of global warming pollution. The Administration's own analysis shows they are right. President Obama has the historic opportunity to deliver on his commitment to reduce our dependence on imported oil by one-third. Investing in American ingenuity will keep billions of dollars in our economy, failing to do so will cost billions sent overseas for oil. We cannot afford low standards.

² [http://consumerfed.org/pdfs/Consumer Savings Survey Fact Sheet092710.pdf](http://consumerfed.org/pdfs/Consumer_Savings_Survey_Fact_Sheet092710.pdf)

³ <http://www.consumerfed.org/pdfs/Gasoline-Prices-and-Expenditures-Report-3-16-11.pdf>