



# www.epa.gov/greenvehicles

U.S. Environmental Protection Agency's Green Vehicle Guide - Netscape

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United States Environmental Protection Agency **Green Vehicle Guide**

Home What's new on this website Site Search Site Map Contacts

**New! Model Year 2002 vehicles are now available!**

**Use this guide to choose the cleanest and most fuel-efficient vehicle that meets your needs.**

**Low emissions and good fuel economy are both important for the environment.**

[Look Up A Vehicle](#) [This Year's Vehicles Sorted by Rating](#)

This guide rates only environmental performance when the vehicle is in use. It does not account for other environmental factors, such as recyclability of the vehicle, or for any other factors that people may consider when choosing a vehicle, such as safety, cost, or driving performance.

Start | Microsoft PowerPoint - [GV... | U.S. Environmental Protec... | 3:54 PM



## **Goals of the Green Vehicle Guide**

- ◆ **Consumers recognize the link between transportation and the environment**
- ◆ **Consumers become aware of greener choices (demand)**
- ◆ **Automotive Industry highlights their greener products**
- ◆ **Encourage environmental improvement over time (supply)**



# What Rating Information is Provided?

- ◆ **Overall Emissions Score**
- ◆ **Overall Fuel Economy MPG Values**
- ◆ **Within-Class Green Vehicle Rating**

**Green Vehicle Guide - Look Up A Vehicle's Rating - Netscape**

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Go to: [www.epa.gov/greenvehicles/E-TOYOTA-Prius-01.htm](http://www.epa.gov/greenvehicles/E-TOYOTA-Prius-01.htm)

**EPA** United States Environmental Protection Agency

# Green Vehicle Guide

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**Cars** | Trucks

Sm Car | Md Car | Lg Car | Wagon | Pickup | SUV | Minivan | Van | Other

## 2001 TOYOTA: Prius

NOTE: Set the print orientation to 'Landscape' before printing -- this page is too wide for 'Portrait'.

			Overall	Within - Class	
Vehicle Specs.	Sales Area	Underhood Label ID Number	Emissions / Air Pollution	Fuel Economy / Global Warming	Green Vehicle Class Rating
1.5L (4 cyl) Auto-AV 2WD Gasoline		1TYXV01.5LJ1		City 52 mpg Hwy 45 mpg	★★★★★ Among Compact Cars
1.5L (4 cyl) Auto-AV 2WD Gasoline		1TYXV01.5LJ1		City 52 mpg Hwy 45 mpg	★★★★★ Among Compact Cars

View all Small Cars | Look Up Another Vehicle's Rating

Document: Done



# Green Vehicle Guide

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## Cars

## Trucks

Sm Car Md Car Lg Car Wagon Pickup SUV Minivan Van Other

Sort Alphabetically Look Up Another Vehicle's Rating

NOTE: Set the print orientation to 'Landscape' before printing -- this page is too wide for 'Portrait'.

## All Vehicles Sorted by Rating for Model Year 2001

Overall Within - Class

Model	Vehicle Specs.	Sales Area	Underhood Label ID Number	Emissions / Air Pollution	Fuel Economy / Global Warming	Green Vehicle Class Rating
HONDA Insight	1L (3 cyl) Auto-AV 2WD Gasoline		1HNXV01.0HEV		City 57 mpg Hwy 56 mpg	★★★★★ Among Subcompact Cars
TOYOTA Prius	1.5L (4 cyl) Auto-AV 2WD		1TYXV01.5LJ1		City 52 mpg Hwy 45 mpg	★★★★★ Among Compact



# **Success So Far**

- ◆ **GVG named USA Today “Hot Site” (12/6/01)**
- ◆ **Partnership with Consumer Reports - article published in the February issue, CR now including our 0-10 rating system in their vehicle reviews**
- ◆ **GVG Demonstrations at Conferences**
  - Earth Day, STAPPA, NYC Auto Show, many other events
- ◆ **Cleaner Cars module - - GVG and OBD information added to driver’s ed and enviro ed curriculums**



# Outreach Materials - Graphics

Button graphics to provide eye-catching links to GVG:



Business Cards, Poster



Green Vehicle Guide Promotion




# Outreach Materials - Brochure

Front:

Back:

**WWW.EPA.GOV/GREENVEHICLES**

Buying a new car?

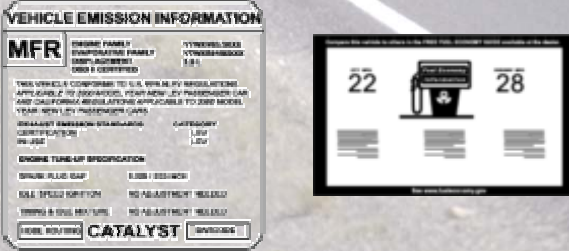


EPA's *Green Vehicle Guide* will help you choose the cleanest and most fuel efficient vehicle that meets your needs.

Low emissions and good fuel economy are both important for the environment.

EPA's *Green Vehicle Guide* rates cars and trucks according to their emission and fuel economy performance.

The *Green Vehicle Guide* also contains other useful information related to emissions and fuel economy.



**VEHICLE EMISSION INFORMATION**

**MFR** (Manufacturer's Name) (EPA Model Name) (EPA Model Year)

THIS LABEL IS COMPLIANT WITH THE FEDERAL REGULATIONS... (Small text describing the label's purpose)

**ENGINE TUNE-UP SPECIFICATION**

ENGINE TUNE-UP: (Specification) (Specification)

**CATALYST** (Specification) (Specification)

Test your environmental knowledge by taking the following short True/False quiz:

1. A vehicle with good fuel economy will have the cleanest emissions.
2. Fuel economy is directly related to global warming.
3. If I need to buy a large vehicle, I won't have any choice to buy something cleaner and more fuel efficient.

ANSWERS:

1. FALSE. Not all vehicles with good fuel economy have the cleanest emissions. For instance, diesel-fueled vehicles may have higher fuel economy, but produce larger amounts of particulate matter, a likely carcinogen, and **oxides of nitrogen, a smog-forming pollutant**, than gasoline vehicles.
2. TRUE. The better the fuel economy, the less production of the greenhouse gas carbon dioxide. Greenhouse gases contribute to global warming.
3. FALSE. You may be surprised at the choices you have, even within a class of vehicles. Check out the *Green Vehicle Guide* at [www.epa.gov/greenvehicles](http://www.epa.gov/greenvehicles).

EPA's Office of Transportation and Air Quality:

*"Moving America Towards Cleaner Air"*



# **Next Steps...**

- ◆ **Integrate additional OBD/Maintenance messages**
- ◆ **Begin pilot program working with local car dealerships to distribute GVG materials**
- ◆ **Leverage marketing departments of colleges and universities for GVG**
- ◆ **Expand upon media relations to consider GVG in enviro/auto articles**
- ◆ **Obtain user feedback to improve upon GVG web site**



# EPA Contacts on Green Vehicle Guide

- ◆ **Rating System/Technical Questions**
  - Linda Hormes (734) 214-4502
  
- ◆ **Promotional Materials**
  - Christine Mikolajczyk (734) 214-4403