



Consumer Federation of America

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CONSUMERS FIGHT BACK; CHALLENGE AUTOMAKERS CAMPAIGN TO DEFEAT FUEL ECONOMY

Consumer Federation of America Launches Ad Campaign

Washington, D.C. – Today, the Consumer Federation of America (CFA) and Consumers Union (CU), publisher of Consumer Reports, launched an ad campaign promoting higher fuel economy standards. Responding to the Alliance of Automobile Manufacturers (AAM) launch of a radio ad campaign in D.C. and the auto states, the two largest consumer organizations in the country have decided to fight back.

“Automakers are running ads against better fuel economy standards so we thought it critical that a consumer voice in favor of higher standards be part of the discussion,” said Ellen Bloom, Senior Director Federal Policy, Consumers Union.

“With gasoline nearly a dollar higher per gallon than this time last year, consumers want and need vehicles that run on less gas,” said Consumer Federation of America’s Research Director Mark Cooper. “It is unconscionable car companies are fighting to keep standards low.”

“A gradual, steady increase to 56 mpg by 2025 will protect consumer pocketbooks, keep the U.S. car companies competitive here and abroad, and dramatically reduce our dependence on foreign oil,” said CFA’s Jack Gillis, author of *The Car Book*. “For the car companies to advertise against a reasonable standard is reminiscent of the ‘old-school, can’t do’ automakers.”

A copy of CFA and CU’s PSA calling for strong fuel economy standards can be found at <http://consumerfed.org/images/CFA-CU-FE-standards-ad-7-21-11.mp3>

Analysis done by the CFA finds:

- Middle- and low-income Americans will spend about \$3,100 on gas in 2011 -- more than the average consumer spends on all of the energy needs for his home.
- CFA surveys show that consumers clearly want more fuel-efficient vehicles and are concerned that gasoline use affects our national security. By a two-to-

one margin, Americans think the fuel economy standard should be increased to 60 mpg by 2025.

- Today's technologies are developing to the point where the automakers are clearly able to achieve dramatic increases in fuel economy in a cost-effective, consumer-friendly manner—not doing so will render the U.S. companies as non-competitive in the world market.
- Without strong standards, this economic imbalance will continue. When compared to vehicles that meet the 2016 standard, a vehicle that meets even a 56 mpg standard by 2025 will save
 - consumers \$6,000 per vehicle in gasoline costs over the vehicle's lifetime,
 - spark increases in auto sector employment by 164,000 to 234,000 jobs by 2025, and
 - reduce imports by 100s of millions of barrels annually, lowering the nations import bill by \$100s of billions a year.

The Consumer Federation of America is a nonprofit association of nearly 300 consumer groups that, since 1968, has sought to advance the consumer interest through research, advocacy, and education.

Consumers Union (CU), publisher of Consumer Reports, is an expert, independent, nonprofit organization, whose mission is to work for a fair, just, and safe marketplace for all consumers.