



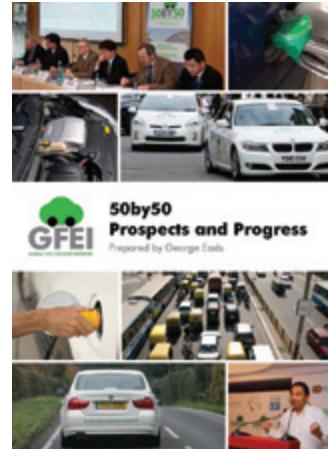
## '50by50 is achievable' says a new report for the GFEI

January 26<sup>th</sup> 2011

The Global Fuel Economy Initiative's targets to improve average fuel economy by 50% for new cars by 2030 and for the entire global light duty vehicle fleet by the same amount by 2050 is achievable using existing cost effective technologies, a new report commissioned by the Global Fuel Economy Initiative (GFEI) has confirmed.

The report by George C. Eads of Charles River Associates, was presented at the Transportation Research Board (TRB) Annual Meeting in Washington DC on 25 January 2011. It was commissioned in order to provide an independent assessment of the 50 by 50 targets. Titled '50 by 50', Prospects and Progress, it examined two key questions. Firstly, is the 50by50 challenge a realistic one? Secondly, are we on target to achieve it? The report confirmed that:

- New car fuel consumption can be cut by 50% by 2030 (a doubling of mpg) compared to 2005 levels. This will be possible at least for OECD countries and possibly worldwide.
- In many OECD countries, by 2030 average new car fuel economy could be improved to close to 4l/100 km (60mpg).
- In terms of carbon emissions, this also corresponds to reducing CO<sub>2</sub> emissions from gasoline vehicles from 186 gCO<sub>2</sub>/km on average to 93 gCO<sub>2</sub>/km.
- This 4l/100 km (60mpg) 2030 target should also be feasible for new car markets such as China and India.



David Ward, FIA Foundation Director General said: "It is clear that the 50% global fuel economy target is achievable on a worldwide basis. But to achieve it we need global action now so that we can see significant cuts in fuel consumption for new cars during this decade and the next."

Robert E Skinner, Jr, TRB Executive Director was on the panel at the report launch. He said: "Greatly improving average fuel economy will be absolutely critical to curtailing transportation's contributions to greenhouse gas emissions and global warming. The Global Fuel Economy Initiative is helping to show the way forward and doing so on a global basis."

Worldwide, the car fleet is set to triple by 2050, with serious implications for the global effort to address climate change unless reducing transport emissions and improving fuel economy become an urgent global priority, warns the GFEI.

The report challenges everyone with an interest in this issue to take the appropriate action to achieve this objective:

- Governments must create the conditions for industry to deliver the maximum from technological innovation, whilst fiscal instruments need to be coherent and consistent with targets;
- Countries which have not done so should launch national fuel economy

initiatives, whilst around the world binding fuel economy targets must be set;

- Manufacturers must set fuel economy as a top priority, and be ambitious in negotiating long term fuel economy targets with government.

According to the report, of key importance is creating a regulatory and fiscal environment that steers manufacturers towards using technology to improve fuel economy rather than enhanced performance and heavier vehicles. It must also steer consumer demand towards more energy efficient vehicles. Countries must start developing national fuel economy initiatives right now and the GFEI is working with regions and countries around the world to move forward in this respect.

The GFEI is supporting countries worldwide to develop the frameworks and policies required to significantly improve automotive fuel economy. The GFEI is also raising awareness and capacity of all stakeholders, including lawmakers and the general public, on the issue of fuel economy. This will be done by supporting national policy development, labelling programs, public information campaigns and continued use of workshops and conferences to share information and the results of recent research.

# Global Fuel Economy gets an airing at COP 16 in Mexico

December 3<sup>rd</sup> 2010



Governments met in Mexico in December 2010 to discuss the urgent challenge of climate change, and to try to chart the way forward to assist countries, communities and businesses to move towards low carbon, climate-resilient growth.

The Global Fuel Economy Initiative is one of the key examples of the solutions to combat Climate Change which are already available, accessible and replicable across the globe. It is featured

as story number 15 - Cars and Climate: Promoting cleaner, more efficient vehicles The Global Fuel Economy Initiative: Clean Tech in Action - in UNEP's 30/30 outreach campaign on [www.unep.org/unite/30ways/](http://www.unep.org/unite/30ways/)

The campaign – which was showcased at COP 16 – highlights 30 very imaginative ways of addressing climate change - from creating mass markets for solar water heaters, to using waste for energy or installing energy-efficient cooking stoves. It highlights the fact that across the globe, in myriad ways, from community-based programmes to large entrepreneurial endeavours, the solutions have much in common. These projects do not represent the status quo, they embody innovation and creativity; they harness benefits for the people they serve as well as help us to take the actions needed to reduce global emissions.

To find out more about these innovative solutions, go to [www.unep.org/unite/30ways/](http://www.unep.org/unite/30ways/) to see all 30 ways in which UNEP is working with governments and communities around the world on projects that could save our climate and help ensure the future well-being of the planet.

Sheila Watson, Executive Secretary of GFEI said 'It is great that the GFEI is being highlighted in this way. We want as many people as possible to hear of our work so that they can learn what is possible right now, in terms of protecting mobility and promoting efficiency.'

# GFEI Consultation meeting

February 10<sup>th</sup> 2011

The GFEI Consultation Meeting brought together a range of stakeholders to discuss GFEI and comment on its progress, plans, and approaches. The attendees kindly agreed to participate and consider joining a standing body, a "GFEI Contact Group" (CG). In the concluding discussion about the CG almost all organizations said that they are keenly interested in the GFEI and being a member of the CG. Some representatives said that they would need to liaise within their organizations and would come back on potential

membership. Some said that as far as they know the GFEI is the only program addressing fuel economy at the global level.

Several organisations indicated they appreciate the offer to be given the opportunity to review key documents before the GFEI publishes them. Others liked the global reporting that the GFEI does – keeping stock of global and national level trends in fuel economy. Some said they would be happy to provide data and figures. Several organizations also expressed an interest in being kept informed about, and possibly be involved in, policy development work at regional and national level.

In general the meeting said the organisations would be keen to know about GFEI events in advance so that they could see within their organizations if there would be an interest to be involved in specific activities/publications/ meetings etc.

# Chilean Government adopts fuel economy label

December 22<sup>nd</sup> 2010



The Chilean Government has made a clear commitment to improving energy efficiency and air pollution. Last week Chilean Ministers of Transport, Environment and Energy presented the new national Fuel Economy labeling system. The information included in the label (below) is similar to the German system. It is reported that next steps will include a further categorization covering local pollution (similar to new EPA/DOT labeling proposal).



# GFEI working with Australian Government

March 9<sup>th</sup> 2011

The GFEI co-hosted a high level seminar in Melbourne last week, to discuss options for the development of an Australian CO2 emissions standard for light vehicles.

Working with the Commonwealth Government, the Federal Chamber of Automotive Industries (FCAI), Royal Automobile Club of Victoria (RACV), and the Low Emission Vehicle Automotive Partnership (LEV), GFEI brought senior international experts together with key Australian stakeholders in this day-long event.



Attendees were able to consider the implications for Australia of global trends and experience, and how this might inform the decisions which the Australian Government needs to take in order to deliver on their commitment to develop a CO2 emissions standard.

The conference was followed by two days of consultation, including meetings with the motoring clubs, NGOs and academia, the car manufacturers and the federal & state government representatives; the second day involved technical

discussions with the expert group who are tasked with developing Australia's emission standards.

Speaking after the event, Sheila Watson, Executive Secretary of GFEI said: 'GFEI exists to offer support to any policymakers and stakeholders seeking to promote fuel economy in their countries. It has been an absolute pleasure to work with the Australian Government and their partners in this way, and we are looking forward to offering further support in the future.'



## Second hand car imports

Imported second hand vehicles make up 50% of annual car purchases in Mexico in an average year. If the country is to make further rapid progress in improving air quality and in reducing CO2 emissions from transport it must find ways of influencing the quality of these vehicles.

The Centro de Transporte Sostenible (CTS Mexico) organised a workshop to assess potential measures with officials from the Ministry of Transport, the Ministry of Environment, the Transport Research Institute and the national Energy Efficiency Agency. International experts joined the discussions with support from the International Council for Clean Transport (ICCT) and the Global Fuel Economy Initiative. Under the initiative the ITF and FIA Foundation are supporting the work of CTS through a study focusing on the potential value of a range of measures in the context of existing taxation and regulatory regimes and external trade agreements.

The main policies under consideration are:

- Inspection and maintenance nationally – starting in cities and scaling out perhaps with a vignette required for country vehicles to use highways (cost of compulsory system for all rural vehicles, using primarily dirt tracks, would be high);
- Differentiated circulation taxes, which is a city/State responsibility (but being scrapped by some mayors);
- Environmental conditions on imported second hand vehicles – min NOx/PM emissions standards, safety standards, max CO2 emissions/weight/power cut-off. There could be challenges under NAFTA to such restrictions but some countries have successfully



defended such measures under the WTO agreement.

- Scrapping scheme differentiation, if such schemes are re-introduced as a stimulus measure.

The 1st draft of the report will be available shortly with a full report scheduled for May 2011. A short summary of the workshop in Spanish is available at [www.ctsmexico.org](http://www.ctsmexico.org)

## Who are the partners?

The Global Fuel Economy Initiative (GFEI) is a partnership of four organizations – IEA, ITF, UNEP and FIA Foundation – which seeks to promote the potential of a substantial but attainable improvement in vehicle fuel economy as a contribution to the debates on how we might address climate change, energy security and more sustainable mobility on a global basis.



FIA Foundation  
60 Trafalgar Square  
London WC2N 5DS  
United Kingdom  
[www.fiafoundation.org](http://www.fiafoundation.org)



International Energy Agency  
9, rue de la Fédération  
Paris 75015  
France  
[www.iea.org](http://www.iea.org)



Centre of the OECD and the  
International Transport Forum  
2 rue André Pascal  
F-75775 PARIS CEDEX 16  
France  
[www.internationaltransportforum.org](http://www.internationaltransportforum.org)



United Nations Environment  
Programme (UNEP)  
P.O.Box 30552  
Nairobi  
Kenya  
[www.unep.org/PCFV](http://www.unep.org/PCFV)

## Who are the secretariat?



Sheila Watson  
Executive Secretary



Beatrice de Techtermann  
Logistics Officer

50by50 Campaign  
Global Fuel Economy Initiative  
60 Trafalgar Square  
London WC2N 5DS  
United Kingdom  
+44 (0)207 930 3882 (t)  
+44 (0)207 930 3883 (f)

## Support our campaign

Global action needed now to promote greater fuel efficiency

We face a massive challenge to address the issue of man-made climate change, and in particular, the role which transport plays within that. With a global car fleet predicted to triple by 2050 - over 80% of that in the developing world - and now, with a global economy facing huge difficulties, we have to find a way to reconcile legitimate aspirations for mobility, an ambitious reduction in CO<sub>2</sub> from cars worldwide, and global economic recovery.

We believe that a move across the global fleet towards far better fuel economy at a scale which is already technically achievable, could save over 6 billion barrels of oil per year by 2050, and close to half of CO<sub>2</sub> emissions from cars, as well as generate significant local air pollution benefits - and all using existing, cost-effective technologies. This is simply too good to ignore.

We want to:

- promote further research, discussion and action to improve fuel economy worldwide
- work with Governments in developing policies to encourage fuel economy improvement for vehicles produced or sold in their countries
- support regional awareness initiatives that provide consumers and decision makers with the information they need to make informed choices.

Join our campaign at [www.50by50campaign.org](http://www.50by50campaign.org)

## Upcoming GFEI events

**May 20th 2011, 14.00-15.15,  
at Challenge Bibendum, Berlin:**

This event will showcase some path-breaking new work on fuel economy trends globally by IEA. Speakers include, David Ward, FIA Foundation; Patrick Oliva, Michelin; Lew Fulton, IEA and KG Duleep.

## Contact us

Email: [info@globalfueleconomy.org](mailto:info@globalfueleconomy.org)

Web: [www.globalfueleconomy.org](http://www.globalfueleconomy.org)

Blog: [50by50campaign.blogspot.com](http://50by50campaign.blogspot.com)

Twitter: [www.twitter.com/50by50campaign](http://www.twitter.com/50by50campaign)