

# Fact Sheet: The 'Un-SAFE Rule' would cost consumers money, and does not improve highway safety.

Automakers agreed to emissions standards that **benefit both car companies and consumers** and are set to continue through 2025.

## BETTER FUEL ECONOMY SAVES MONEY

### TARGETS ARE ACHIEVABLE:

Meeting the 2025 standards will come primarily from improvements to gasoline-powered vehicles, requiring very modest sales of hybrids and electric vehicles (EVs).

#### Average Vehicle

29 mpg  
in 2020



37 mpg  
by 2025

### TARGETS ARE FLEXIBLE:

If consumers buy larger vehicles, automakers have easier fuel efficiency targets:

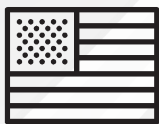


SUVs/trucks  
32 mpg by 2025



Cars  
44 mpg by 2025

**73%** of Americans agree that the federal government should be setting higher standards for vehicle efficiency.



### HOW CONSUMERS BENEFIT FROM FUEL-SAVING TECHNOLOGY:

**\$1 tech investment = \$3 fuel savings**

Fuel-saving innovations provide a terrific 3-to-1 return on investment.

**Rolling back** federal fuel economy and emissions standards would **cost consumers** billions of dollars.

## A ROLLBACK COSTS CONSUMERS

On average **\$3300**  
**MORE**  
per vehicle.



That's least

**\$460 billion**  
in **additional** costs.



**70%** of the cost of weaker fuel economy standards will fall on pickup truck and SUV owners.



## THE ROLLBACK IS LIKE A GAS TAX

The **rollback** is like a gas tax because it increases drivers' fuel costs.

Price per gallon	<b>\$ 3.18</b>
Cost added by rollback	<b>+ \$ 0.63</b>
You pay per gallon	<b>\$ 3.81</b>

\*based on 2025 projections



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# Investing in fuel economy technology not only saves consumers money, but also improves highway safety



**Step 1** Most new vehicle buyers finance their purchase, so consumers start saving money in the very first month of ownership as the **fuel savings are greater than the difference in monthly payment.**



**Step 3** Higher sales of new vehicles means improved highway safety, because new cars are **more likely to have advanced safety features** (like blind-spot warning and automatic emergency braking).



**Step 2** Consumers' net savings from better fuel economy puts money in their pockets and increases consumer spending, resulting in **higher vehicle sales.**



**Step 4** So as consumers replace older vehicles with newer vehicles, **consumers save money and get safer vehicles.**

## USED CAR OWNERS BENEFIT FROM STRONG STANDARDS

Used vehicles make up

# 73%

of all annual car & truck sales in U.S.

The **positive effects** of strong fuel economy standards will be **long lasting**, because fuel-saving technologies installed today eventually make their way to the used car market.

**About half** of the benefits of fuel-saving technology implemented today will be experienced by used car owners.

## A ROLLBACK WOULD HARM USED CAR BUYERS OVER THE LONG-TERM

Used car buyers are choosing among vehicles already on the road. **Rolling back** fuel efficiency standards today restricts used car buyers to **fewer fuel efficient vehicle choices available** far into the future.

Furthermore, low-income consumers spend up to

# 5x

higher a percentage of their income on fuel costs compared to high-income consumers.