

The **Facts** *on*



WHAT ABOUT **Safety and Fuel Economy?**

As Congress considers developing an energy policy, the 13-member Alliance of Automobile Manufacturers is providing a series of fact sheets to promote understanding about consumers and fuel economy.

Key Points to Remember

purchasing decisions



Consumers place a **high value on safety features** in their purchasing decisions.

added weight



Safety and fuel economy are linked in two ways: first, safety features generally add weight to a vehicle and thus reduce the fuel economy performance of the vehicle; second, reducing the weight of a vehicle to improve fuel economy can adversely affect the safety performance of the vehicle.

advanced technology vehicles



Through advanced technology vehicles, automakers can **improve vehicle safety, maintain other valuable vehicle attributes** important to consumers, and improve fuel economy— at the same time.

WHAT ABOUT Safety and Fuel Economy?

Safety First!

“Any government action that may cause significant reductions in vehicle size and weight raises a particularly serious safety issue.”

(National Highway Traffic Safety Administration— Federal Register, February 3, 1993, vol. 58, p.6948)

“Federal ‘corporate average fuel economy (CAFE) standards’ effectively forced people into less-safe smaller cars, and 46,000 have died as a result, according to a USA Today analysis.” *(USA Today editorial, “Are Lives Really an Acceptable Price for Fuel Efficiency?” July 8, 1999)*



Consumers Rank Safety Far Above Fuel Economy

1. Reliability
2. Well Made Vehicle
3. Good Engine/Transmission
4. Value for the Money
5. Durability (Long Lasting)
6. **Safety Features**
7. Lease Terms
8. Price/Deal Offered (Lessees)
9. Price/Deal Offered (Buyers)
10. Ride Comfort
11. Ease of Handling
12. Monthly Payment (Lessees)
13. Manufacturer's Reputation
14. Warranty Coverage
15. Dealer Service
16. Power and Acceleration
17. Interior Roominess
18. Exterior Styling
19. Quietness
20. Future Residual Value
21. Cost of Service/Repairs
22. Interior Styling
23. Trade-In Value (Buyers)
24. Trade-In Value (Lessees)
25. **Fuel Economy**

SAFETY



According to 2000 Consumer Preference Research by MARITZ Marketing Research, consumers rank safety features high when purchasing a vehicle.

Safety + Fuel Economy

Advanced Technology Vehicles

Even as automakers have increased fuel economy 100 percent in a generation, we have continued to enhance safety features. This is in spite of the fact that safety improvements often decrease fuel economy because they add weight to a vehicle. Manufacturers have had to significantly improve fuel efficiency in order to just maintain current fuel economy performance.

Consumers are demanding increased safety performance from their vehicles beyond government requirements. For example, advanced safety equipment, such as side air bags and curtains, traction control, antilock brakes and stability controls, make vehicles even safer for

consumers — but will add weight that must be overcome by additional fuel efficiency technology to maintain the current levels of fuel economy.

Auto companies face the challenge of maintaining vehicle safety, size and other attributes that consumers want while working to improve fuel economy. We can meet these goals by using more alternative fuels and advanced technologies.

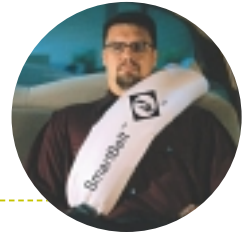
Government can help by providing incentives like consumer tax credits to help make these types of vehicles more affordable for consumers in the near term.



Advanced Technology Vehicles

The Sentra CA is the world's first gasoline-fueled Super Ultra Low Emissions Vehicle that provides zero-equivalent emissions performance. The first to be certified by the California Air Resources Board, the Sentra CA is just like any other gasoline-powered vehicle on the road, but with one key difference—the Sentra CA is cleaner while in motion than any other gasoline-powered car that sits parked.

Auto manufacturers are developing new technologies to make vehicles safer, but these features also add weight to the vehicles. They must constantly improve fuel efficiency to maintain the current levels of fuel economy.



Nissan Sentra





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