Deploying Advanced Technology and Alternative Fuel Vehicles

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SUSTAINABLE MOBILITY
Meeting the Challenge of Sustainable Mobility

- Address climate change and local pollution impacts.
- Reduce reliance on foreign energy imports.
- Enable safe, efficient transport of people and goods.
The Solution Set for achieving Sustainable Mobility

Environment

Energy Security

Mobility

VEHICLE TECHNOLOGY

CONSUMER CHOICES

FUELS
VEHICLE TECHNOLOGY
The New Obama National Standard

“...In the past, an agreement such as this would have been considered impossible...That is why this announcement is so important, for it represents not only a change in policy in Washington, but the harbinger of a change in the way business is done in Washington.”

- President Obama, May 19, 2009
The Obama National Standard will require ambitious technology strategies.

- Reducing oil consumption by 1.8 billion barrels.
- Lowering GHG emissions by over 900 million metric tons.
The passenger vehicle fleet will become much more technological diverse.

EIA: Alternative technology vehicles will dominate light-duty vehicle sales by 2030

EIA Annual Energy Outlook 2009 Reference Case
Reinventing the Automobile requires lead-time and investment: Today’s vehicles are the highest quality, most sophisticated pieces of consumer technology available.

*Based on a similar depiction created by the UC Davis STEP Program*
FUELS
The Alliance supports greater consumer access to clean, low-carbon fuels.

National and state policies should:

- Incentivize investments in alternative fuel infrastructure.
- Support a national low carbon fuel standard.
- Allow appropriate blending of ethanol into the gasoline and diesel pool.
- Accelerate the development of advanced biofuels.
- Promote the generation of electricity and hydrogen from renewable sources.
Alliance National Clean Gasoline (NCG) Proposal

The Alliance-designed standard would:

- Cap gasoline sulfur content at 10 ppm.
- Promote a national standard to eventually replace boutique gasoline blends.
- Help bring fuel-efficient, lean-burn gasoline engines to market.
- Significantly reduce ozone-related emissions, both evaporative and exhaust.*

(*Alliance commissioned study conducted by Air Improvement Resource, Inc.*)
Getting Electric Ready

• Incentives
  • Monetary incentives (state and federal)
  • Non-monetary (HOV access, free or discounted parking)

• Infrastructure
  • Codes and standards
  • Public and private investment

• Education
  • General public
  • First responders
  • Service technicians
CONSUMER ENGAGEMENT
Challenge: Getting our Energy and Climate Policy in Alignment with our Goals.

Our national energy policy as it pertains to fuel economy sends consumers conflicting and contradictory market signals:

- Automakers are mandated to manufacture more fuel-efficient vehicles

- While at the same time, government promotes a policy of “cheap gas” thereby undermining the demand for these more efficient vehicles.

- EPA estimates the Waxman-Markey climate bill would result in very small increases in gas prices ($0.13 in 2020, $0.69 in 2050)*

We need sound public policy to send consumers consistent market signals promoting fuel efficiency and greenhouse gas emissions reductions.
A variable oil security charge sends a steady price signal to consumers, encouraging sales of fuel-efficient autos.

For a price floor of $3.50 per gallon on gasoline:
- The government would impose a variable tax to bring the price up to $3.50.
- If the price goes above $3.50, the tax disappears.
Meeting our shared challenge of sustainable mobility

Our common efforts should:

- Recognize that we need a strong, competitive auto industry to continue to deliver innovative technologies;

- Establish fueling infrastructures to support alternative fuel vehicles; and

- Encourage consumers to adopt new technologies through appropriate price signals.