

California Clean Cars Campaign

California's Clean Cars Program

California's Clean Cars Program is set to bring the next generation of clean, low-polluting cars and light trucks into the driveways of California's families. **The California Air Resources Board will vote on important updates to the Clean Cars Program in January 2012.**

Advanced Clean Cars Will Reduce Dangerous Air Pollutants, Improving California's Air Quality

- Largely due to traffic pollution, California is home to some of the worst air pollution in the nation.ⁱ
- Every year, at least 9,200 premature deaths can be attributed to California's air pollution.ⁱⁱ
- Childrenⁱⁱⁱ and low-income families^{iv} are especially vulnerable to health problems caused by poor air quality.
- Hospital care related to bad air quality cost California nearly \$200 million from 2005 to 2007.^v

Advanced Clean Cars Will Benefit Consumers

- Savings on gasoline are a great side-benefit of cleaner, lower emission cars. Clean cars will cost more to purchase, but with gasoline at about \$4 a gallon, consumers will recoup their investment in about 2.9 years, and save about \$4,000 over the life of the vehicle.^{vi}
- Whether purchasing a new or used car, consumers who finance their cars will save on operating costs each month:
 - New-car buyers in 2025 will save \$12 and used-car buyers in 2035 buying a 10-year-old car will save \$22 each month.^{vii}
- Consumers will have even more engine choices, including advanced technology gasoline cars, hybrids that use even less gasoline, plug-in hybrids that switch between gasoline and electricity, and all-electric battery or fuel cell cars that use no gasoline at all.

California Clean Cars Program is Four Different Standards

1. Low Emission Vehicle-Smog (LEV III-Smog): This program will make sure new cars and light trucks produce fewer emissions that contribute to smog and harm public health. (The updated rules will apply to vehicles starting in 2014.)
2. Low Emission Vehicle-Greenhouse Gas (LEV III-GHG): This program will make sure new cars and light trucks produce fewer emissions that contribute to climate change. (The updated rules will apply to vehicles starting in 2017.)
3. Zero Emission Vehicle (ZEV): This program will make sure that the newest, gasoline-free, ultra-clean vehicle technologies – such as electric and hydrogen fuel cell cars – are brought to California. (The updated rules will apply to vehicles starting in 2015.)
4. Clean Fuels Outlet: This program will make sure we have the infrastructure – including hydrogen for fuel cells and public charging for electric vehicles – in place to support clean, alternative fuel cars.

Strong Advanced Clean Car Standards Will Stimulate the Economy and Bring New Jobs

- California is home to electric vehicle charging service providers; hydrogen fueling station developers; emerging plug-in electric carmakers; advanced automotive designers; electric drive, battery and high efficiency fuel cell systems component suppliers; and developers of software and smart grid solutions.

- California is a global venture capital leader in electric vehicles, attracting 69 percent of the world's VC investment in the first half of 2011.
 - California took in \$467 million in global EV VC investment.
 - California and Michigan are the top patent holders for new EV technology in the United States.^{viii}
- Employment in California's green economy grew 56 percent from 1995 to 2009 while total jobs in California expanded only 13 percent.^{ix}

Advanced Clean Cars Will Reduce Pollution and Help Mitigate the Worst Effects of Climate Change

- Passenger cars and light trucks represent 40 percent of California's carbon pollution.^x
- Climate change is happening now as evident by sea level rise, reduced Sierra snow pack, increasing wildfires and worsening air quality.^{xi}

California is a Pioneer in Bringing Advanced Clean Car Standards to the Nation

- Thirteen other states adopted California's previous Clean Cars Program.
- Our standards formed the basis for the national vehicle program that President Obama announced in May 2009 and that became law in April 2010.
- New advanced clean car standards will establish another rung in the ladder for states and the federal government to reach.

California Must Remain Competitive in the Global Economy and Lead the Nation in the Advanced Clean Car Technology Industry

- China is spending \$12 billion an hour on clean technology investment.^{xii}
- California has attracted more clean technology venture capital than any other state.^{xiii}

ⁱ Los Angeles Times, April 2010, Los Angeles is Still the Smoggiest City, <http://articles.latimes.com/2010/apr/28/local/la-me-air-pollution-20100428>

ⁱⁱ California Air Resources Board: http://www.arb.ca.gov/research/health/pm-mort/pm-report_2010.pdf.

ⁱⁱⁱ The New England Journal of Medicine, September 2004, The Effect of Air Pollution on Lung Development from 10 to 18 Years of Age, <http://content.nejm.org/cgi/content/short/351/11/1057>.

^{iv} American Lung Association in California, State of the Air 2010, www.stateoftheair.org.

^v Rand Corporation, 2010, The Impact of Air Quality on Hospital Spending: http://www.rand.org/pubs/technical_reports/TR777/.

^{vi} California Air Resources Board, December 2011, Initial Statement of Reasons for Proposed Rulemaking... [on Advanced Clean Cars], http://www.arb.ca.gov/msprog/clean_cars/clean_cars.htm

^{vii} Ibid.

^{viii} Next 10, December 2011, Powering Innovation: California is Leading the Shift to Electric Vehicles from R&D to Early Adoption, http://next10.org/next10/publications/powering_innovation.html.

^{ix} Next 10, January 2011, Many Shades of Green: Diversity and Distribution of California's Green Jobs http://www.next10.org/next10/publications/green_jobs/2011.html.

^x Climate Change FAQ: <http://climatechange.ca.gov/publications/faqs.html>.

^{xi} Ibid

^{xii} American Progress, June 2009, The Great Transformation: Climate Change as Cultural Change, http://www.americanprogress.org/issues/2009/06/pdf/podesta_germany1.pdf.

^{xiii} Cleantech Group LLC, October 2011, 3Q 2011 Global Cleantech Venture Investment Up 12 Percent from Previous Quarter, <http://www.cleantech.com/2011/10/05/3q-2011-global-cleantech-venture-investment-up-12-percent-from-previous-quarter/>.