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Canada lags other countries in the availability of fuel efficient vehicles

New Pollution Probe report shows consumers enjoy more choice of fuel efficient vehicles where stringent fuel efficiency standards exist

(Toronto, ON) Pollution Probe released a new report today titled, "*A Global Survey of Highly Fuel Efficient, Low Greenhouse Gas Emitting Vehicles*" that reveals consumers who live in Europe and Japan — jurisdictions that have tough vehicle fuel efficiency standards — enjoy a wider range of choice than consumers who are shopping for new fuel efficient vehicles in Canada. Survey results show that of the more than 200 highly fuel efficient, low greenhouse-gas emitting vehicle models surveyed in this report, only 15 are available in North America — and seven of these are designed to run on non-conventional fuels.

European and Japanese consumers enjoy an abundant choice of vehicles engineered to produce fewer greenhouse gas emissions because they burn less fuel per kilometer driven. Europe and Japan implemented fuel efficiency and greenhouse gas emissions standards years ago to deal with climate change. Consumers in these regions are now enjoying the benefits of fuel savings, while consumers in Canada and the US struggle with rising fuel prices.

"Other countries around the world have introduced strong vehicle standards to curb greenhouse gas emissions that contribute to global climate change and protect their economies from rising fuel prices," said Ken Ogilvie, Executive Director of Pollution Probe. "The question is whether Canada will choose to introduce fuel efficiency standards that are world-class. Canada has a choice — it can either be a leader or a laggard in its efforts to reduce greenhouse gas emissions from transportation," Ogilvie added.

In Canada, approximately 25 per cent of greenhouse gas emissions come from the transportation sector, half of which are from personal vehicles (e.g., passenger cars, minivans, pickup trucks, SUVs). The Government of Canada has committed to implement fuel consumption regulations for new vehicles sold in Canada, beginning with the 2011 model year. Pollution Probe has called for the new standards to be world-class and benchmarked against leading jurisdictions around the world.

“What is frustrating is that European consumers have access to vehicles in all shapes and sizes, incorporating a range of technologies that get better mileage than most vehicles sold in Canada,” said Bob Oliver, Pollution Probe’s Director of Transportation.

The new report examines the state of vehicle fuel efficiency and greenhouse gas emissions performance in major auto jurisdictions around the world. In jurisdictions with stringent standards, automakers compete for consumers’ by providing a wider range of models from which to choose.

To download pdf version of the report, click
www.pollutionprobe.org/Publications/Air.htm

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