



November 2009

SUBJECT: The 2010 Model Year EPA/DOE *Fuel Economy Guide*

Dear Automobile Dealer:

The U.S. Department of Energy (DOE) and U.S. Environmental Protection Agency (EPA) seek your help in providing your customers with information about fuel economy and the benefits of using more fuel-efficient vehicles. As demonstrated by the response to the Car Allowance Rebate System, also known as Cash for Clunkers, fuel economy is an important factor for consumers when looking to purchase a vehicle. EPA regulations require automobile dealers to prominently display the EPA/DOE *Fuel Economy Guide* booklets at each location where new automobiles are offered for sale and to make them available to the public at no charge (40 CFR 600.405-77). The regulations ensure that prospective customers have ready access to fuel economy information for current model year vehicles.

There are a number of options available to aid you in meeting these requirements. First, we will electronically distribute the *Fuel Economy Guide* to you. To meet your regulatory obligations to display a booklet and to provide a booklet to customers upon request, you can print the Guide from either the electronic file which we will be sending you via email or which you have downloaded via the government's fuel economy Web site at [www.fueleconomy.gov](http://www.fueleconomy.gov). Second, if you do not have access to the Internet or are not able to download copies of the Guide, you may also order a printed paper Guide. Orders for the 2010 *Fuel Economy Guide* are currently being accepted and will be mailed, free of charge, by the end of November 2009. The fastest way to place an order and receive your paper Guide is to access <http://www.fueleconomy.gov/feg/contacts.shtml>. Third, you may also request printed copies from DOE's EERE Information Center by calling 1-877-337-3463 between the hours of 9:00 a.m. and 7:00 p.m. Eastern time.

To ensure that you will receive a new model year *Fuel Economy Guide* via email every year, please send your email address to [fueleconomy@ornl.gov](mailto:fueleconomy@ornl.gov) if you have not previously done so.

We thank you for your cooperation and assistance in helping us implement this new way to provide the car-buying public with fuel economy information.

Sincerely,

A handwritten signature in black ink, appearing to read "Karl J. Simon".

Karl J. Simon, Director  
Compliance and Innovative  
Strategies Division  
Office of Transportation and Air Quality  
U.S. Environmental Protection Agency

A handwritten signature in black ink, appearing to read "Patrick B. Davis".

Patrick B. Davis  
Program Manager  
Vehicles Technologies Program  
Energy Efficiency and Renewable Energy  
U.S. Department of Energy