

a **NEW** car is a **GREEN** car



a NEW car is a GREEN car



A New Car is a Green Car p. 2

The Green Checkup p. 4

Green Driving Tips p. 6

Green Dealerships..... p. 8

A Billion-Dollar Makeover p. 9

The Greener Dealership: 10 Case Studies p. 14

Innovation
& Technology..... p. 16

Publicize Your Green Driving
and Green Checkup Events p. 18

Tips for Media Coverage p. 20

Resources p. 22

Case Studies: 3 Successful Events p. 23

Sample Op-ed p. 27

Sample Press Release p. 28

www.nada.org/green

www.greendrivingusa.com



A New Car is a Green Car

the **GREEN** campaign

“The best way to burn less fuel is to buy a car that gets better gas mileage.”

—*Consumer Reports*,
June 2008

This toolkit will help you raise public awareness of how the auto industry is increasing fuel economy through innovation and new technologies. It's designed to highlight how easy it is to be green. For example, any time a consumer buys a vehicle—new or used—that gets better gas mileage than their current one, it's a green move. *Consumer Reports*, in a recent article, makes this same point: “The best way to burn less fuel is to buy a car that gets better gas mileage.” This explains why the theme of our Green Campaign is “A New Car is a Green Car.”

Recognizing, however, that not all consumers want to—or are able to—buy a new vehicle, the toolkit also includes a series of Green Maintenance Tips and Green Driving Tips, simple ways for consumers to save on gas while reducing CO₂ emissions.

It also shows how dealers can serve as a valuable resource for consumers by offering free Green Checkups to their customers. With a green campaign you can:

- Position your dealership as a good corporate citizen and information resource for green driving and maintenance.
- Reach out to people in your community to raise awareness of ways to reduce greenhouse gases from vehicle tailpipe emissions.
- Highlight the green vehicles you already sell, such as fuel-efficient cars, hybrids, diesels and flex-fuel vehicles.
- Increase showroom traffic at your dealership by providing customers with a free Green Check-up and tips for driving green.
- Strengthen relationships with members of Congress and other key policy makers, such as governors and state legislators.
- Raise awareness of the energy-saving business and design practices you've implemented at your dealership, from LEED (Leadership in Energy and Environmental Design) and Energy Star practices to individual efforts, such as energy-efficient lighting, recycling oil and scrap tires and reusing wastewater.
- Generate favorable media coverage of your dealership's green efforts. 🌱

Auto Dealers Support a Single Federal Standard to Improve Fuel Economy

On the legislative and regulatory front, the automotive industry supports the aggressive but reachable national standard set by Congress in 2007 that will raise fuel economy standards to 35 mpg by 2020. It will increase fuel economy by 40% from current levels and reduce CO₂ emissions by 30%.

For more information, see:

- [CO₂ Fact Sheet, back pocket.](#)
- [CAFE Talking Points, back pocket.](#)
- [Op-ed for your local newspaper, p. 27.](#)

These documents are also available at www.nada.org/green.

The Green Checkup

How to Help Your Customers Keep Their Vehicles Running Green

NADA is encouraging every car and truck dealer to offer their customers free Green Checkups to assess their vehicles' fuel economy.

Today's vehicles are the safest, most reliable and most fuel-efficient ever made. Keeping them running that way is the most important step drivers can take to help control transportation fuel costs and greenhouse gas emissions. Each day offers new opportunities to raise awareness of the benefits of green driving and green maintenance. Dealerships, which are located in every major community in the country, are ideally positioned to be at the forefront of this consumer awareness campaign. And this is where Green Checkups come in.

Consider incorporating Green Checkups into routine service lane walkarounds or promotional multi-point inspections. They also can be featured at special Green Day events or in advertised promotions to your existing customers. These Green Checkups can include some or all of the recommended service items listed below. You may want to add other items. Simply put, proper vehicle maintenance benefits customers by enhancing their fuel economy and the environment by reducing greenhouse gas emissions.

A Green Checkup can include some or all of the recommended service items listed below. You may even want to add other items.

- 1. Check motor oil.** Top off and change oil as necessary with manufacturer-recommended grade, "energy conserving" motor oils. Doing so can improve fuel economy by up to 2 percent, according to the U.S. Environmental Protection Agency (EPA). Replacing conventional oils with synthetics may offer even greater fuel economy benefits.
- 2. Check oil and air filters.** Make sure you change your air filter at the end of its recommended lifespan. Replacing a clogged air filter can improve a vehicle's gas mileage by up to 10 percent, according to the U.S. Department of Energy.
- 3. Check engine performance.** Enhance fuel economy performance by having engines tuned and spark plugs replaced according to the manufacturer's recommended schedule. A single misfiring spark plug can cut fuel economy by up to 4 percent, according to the EPA.
- 4. Check brakes.** Improperly maintained brakes can result in unwanted drag. This unnecessary resistance can have the same effect as driving with a foot on the brake pedal: a dramatic drop in fuel economy.
- 5. Pay attention to warning lights** for "Service Engine Soon" or "Check Engine." Ignoring these indicators may result in poor fuel economy performance and require expensive repairs. For example, a warning light may indicate a faulty oxygen sensor is sending more fuel to the engine than necessary, which can result in a 40-percent fuel economy decline. A warning light could also indicate a faulty thermostat, which can prevent a cold engine from reaching its normal operating temperature resulting in the unnecessary injection of fuel.
- 6. Check tires for wear.** Replacing worn tires with a manufacturer-recommended size and style can save hundreds of dollars a year. To improve fuel economy performance, consider low rolling-resistance replacement tires.
- 7. Check tire inflation pressure.** Keeping tires inflated to at least the manufacturer-recommended pressure can improve fuel economy by up to 3 percent, according to the EPA. Under-inflated tires require more energy to roll, meaning more fill-ups.
- 8. Check for unnecessary items that add weight to the vehicle.** Unnecessary weight lowers fuel economy; remove heavy items from your trunk and back seat.
- 9. Check evaporative emission controls.** Poorly operating evaporative emission controls can fail to capture gasoline vapors and recycle them to the fuel tank. Faulty controls waste gas and degrade air quality.
- 10. Check transmission.** Properly operating modern transmissions and drive components are critical to vehicle fuel economy performance. Routinely check proper fluid levels and system operation. 🌿



Green Driving Tips

6 Ways to Save on Gas

1. Avoid quick starts and aggressive driving.

A smooth, steady speed saves gasoline and reduces wear and tear on the engine, tires, transmission and brakes.

2. Slow down!

Fuel economy decreases about 1% for each mph over 55. Driving 65 mph vs. 75 miles mph, for example, increases fuel economy by about 10%.

3. Use overdrive and cruise control.

Overdrive gears slow engine speeds, saving gasoline and reducing wear. By helping to maintain a constant speed, cruise control reduces gasoline consumption. Use both features only when safe and appropriate.

4. Combine trips when possible.

Your engine runs more efficiently once it's warmed up, so avoid making multiple short trips. Stop-and-go driving also burns more gasoline. Avoid driving during rush hour whenever you can.

5. Reduce drag.

Remove roof racks and other items from your vehicle when you're not using them.

6. Avoid unnecessary idling.

In addition to contributing to engine wear and tear and air pollution, consider that when your vehicle is idling, you are getting 0 miles per gallon of gasoline you use. 🌿

First ALL GREEN™
Luxury Dealership
in USA



Green Dealerships

Mercedes-Benz of Arrowhead

Solar Panels - Recycled asphalt, concrete and steel -
Energy Management System to control temperatures
and monitor carbon dioxide - Fresh air induction
system - Low energy lighting - Underground storm
water system - Insulating windows
Water reclamation systems

Part of the Green Campaign is raising public awareness of the trend toward green dealerships. This is one in a series of articles that highlights how going green is good for business.

30% of consumers say a company's environmental practices impact their decision whether or not to do business there, according to a 2007 survey by the Natural Marketing Institute. That's up 10% from 2006.

A Billion-Dollar *Makeover*

When Arkansas dealer Jay Caldwell told some friends he was planning to build a green dealership, he got a surprising reaction. “They were thinking ‘green’ the color,” he recalls with a laugh. “They just didn’t get what we were doing.”

That’s no surprise. Eco-friendly dealerships like Caldwell Toyota, Conway, Ark., are still relatively unusual. But dealers across the country are beginning to catch on to the pluses of going green—such as saving money and drawing increasingly green-minded customers, not to mention ridding the world of tons of greenhouse gas emissions. The trickle of activity a few years ago has become a flood of facility upgrades and new construction totaling nearly \$1 billion. Some stores employ cutting-edge heating and cooling methods and efficient lighting; others are brand-new, state-of-the-art carbon neutral facilities using alternative energies like wind and solar power.

Extreme Makeover: Dealership Edition

Forty-eight percent of the nation's energy—including 70 percent of its electricity—is consumed by buildings, says the U.S. Green Building Council. Dealerships—with their 24/7 security systems and extensive lighting—tend to devour energy. EPA estimates that if all dealerships reduced their energy consumption by just 10 percent, they would save about \$193 million in energy costs and cut more than one million tons of greenhouse gases each year.

Nearly 750 dealerships are now members of Energy Star's Small Business Network and have taken the first step toward reducing their energy use by 10 percent under NADA's Energy Stewardship Initiative. Meanwhile, the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system has two stores (Pat Lobb Toyota, McKinney, Tex., and Toyota of Rockwall, Tex.) already certified and two dozen others—including Caldwell Toyota—well on the way (see also "Ecostore's Growing

Savings," page 10). The LEED program assesses a facility in five areas (site development, water savings, energy efficiency, materials selection, and indoor environmental quality), then assigns points that determine the project's rating (Certified, Silver, Gold, or Platinum).

Seeing long-term economic benefits and swelling customer expectations, automakers have begun to reflect the rising tide of green in their facility initiatives. Under Toyota's Eco-Image USA II initiative, panels on a building's exterior are 90 percent recycled aluminum and entryways have nonlead glass and LED lighting. GM, Chrysler, and Honda are offering dealers voluntary programs that incorporate ecofriendly design. Last month, GM opened its first dealership built according to Gold LEED guidelines: LaFontaine Buick/Pontiac/GMC/Cadillac, Highland Township, Mich. The \$15 million facility has underground pipes for heating and cooling, plus a roof that reflects sunlight.

Michael Bevan, corporate manager of retail market development at Toyota Motor Sales, Inc., credits Pat Lobb—owner of the nation's first LEED-certified dealership—with planting the seed. "I think Pat said it best: 'Hey, I'm not a tree hugger. This is a business investment to me.'"

Seeing Green In Saving Green

Some green dealers have slashed energy expenses by upgrading facilities and monitoring monthly usage. You don't have to spend millions to save a lot, says dealer Jack Fitzgerald, Fitzgerald Auto

Green-Collar Dealership Jobs

There are green-collar aspects to many jobs in a dealership. When Fitzgerald Auto Malls switched its Maryland stores to operate on wind power, director Rob Smith's job changed—again. Smith was already managing Fitzgerald's environmental system, tracking recycling efforts, which keep 75 percent of the dealerships' waste out of landfills.

Examples of other green-oriented jobs:

- Sales. Sales staff at Pohanka Automotive in the Washington, D.C., area drive fuel-efficient demos around so they'll be ready to speak to interested customers.
- Service. Dealers have been recycling used oil and transmission fluid for years. The Fitzgerald stores recycle cardboard packing from parts; the service director, technicians, support staff, and lot attendants must all ensure the materials go in the proper recycling containers. (Fitzgerald also recycles scrap metal, fluorescent tubes, and paper.) At LaFontaine Automotive Group, Highland, Mich., techs use nontoxic composite weights instead of traditional lead weights for wheel balancing. The detailing department shifted to green products to prep cars for customer pickup.
- General. Pohanka's facilities manager oversees the dealer group's recycling and energy-saving programs. "Tackling the environmental stuff folds right into his job," says dealer Jack Pohanka. LaFontaine has four greeters who give tours of the new store, explaining the geothermal heating system, green paint booth in the body shop, and other features of the 63,000-square-foot facility. Every employee has been trained in all of its green aspects; a refresher course will be part of annual evaluations.

Says general manager Ryan LaFontaine, "With many of the aspects of going green, the employees have a pride factor that you can't measure."

USA Today and NADA Honor Dealers for Energy-reducing Initiatives

USA Today and NADA recently celebrated the success of one green dealer by awarding him the 2007 Dealer Innovation Award. Jim Hand, president of Hand Motors in Manchester Center, Vt., was selected from four finalists as the national winner of the annual award. Hand Motors expects to save about \$30,000 a year in energy costs through its "reduce, recycle and carbon-offset" program. The dealership heats its new, 11,200 sq. ft. service shop with 100 percent waste motor oil and vegetable oil—at no cost to the dealership. In fact, the store saves more than \$15,000 a year by not having to buy standard heating oil.

The other finalists were Jack Quirk Jr., Quirk Auto Park, Bangor, Maine, who installed a natural-gas turbine generator to provide a constant supply of electricity; Steve Jackson, Toyota of Rockwall, Texas, who received a LEED (Leadership in Energy and Environmental Design) Gold certification; and Jack Fitzgerald, Fitzgerald Auto Mall, Bethesda, Md., whose 12 stores recycled more than four million pounds of material last year.

Last year's winner, Kim Maxwell, general manager of Hill International Trucks, LLC, Washington, Pennsylvania, built a state-of-the-art new dealership three times larger than his previous store that used 77 percent less energy per square-foot. He achieved these energy savings by equipping the building with high-efficiency systems including dual waste oil furnaces that are used in an ambient floor heating system; a wash recycling system; light-colored roofing material to reflect solar heat; air-locked door systems; dual pane tinted glass; and fluorescent and metal halide lighting schemes.

To see what these and other dealers around the country are doing to make their dealerships greener, visit www.nada.org/green.



Mall, Bethesda, Md., whose 12 stores recycled more than four million pounds of waste last year. Whether by greening up their stores or steering customers toward ecofriendly vehicles, Fitzgerald says, dealers should do what they can to help the environment. "You don't have to do it all, but you ought to do something."

Some dealers say they've begun to see a return on their investment in less than two years. Jerry Lawson, national manager for Energy Star's Small Business Network, says implementing even a few "sure energy savers"—such as placing occupancy sensors on interior lights or using compact fluorescent light bulbs—can bring huge savings over time."

Dealer Dave Kring, Dave Kring Chevrolet/Cadillac, Petoskey, Mich., targeted his heating/cooling and lighting systems. He added a quick-oil-change service that provides enough waste oil to heat the shop all winter. "We save all our oil during the summer, and in the fall we kick on the boiler," says Kring. The store also slashed its wattage by joining the International Dark Sky Association,

which promotes better outdoor lighting that cuts nighttime light pollution. (For a list of Dark Sky-approved fixtures, visit www.darksky.org).

Dealer Caldwell knew he needed more space; the challenge was deciding how best to use it. In the showroom, he had five skylights called Solar Tubes installed to collect natural light. Caldwell says he now wishes he'd bought more. "They outshine any of our other fixtures," he says. When the sun goes down, Caldwell turns on the store's T5 compact fluorescent fixtures to light the 34,000-square-foot store.

Though the facility is nearly three times the size of his previous one, Caldwell says his total energy expenses will rise by only about 30 percent. Caldwell Toyota is also looking to institute a major recycling program.

Courting Green-Minded Shoppers

With gas prices at record highs and still rising, everyone wants to be green these days—especially customers. Trading in SUVs for hybrids and smaller

cars is part of it. But Toyota's Bevan also reports "tremendous" increases in customer satisfaction and retention at the automaker's green dealerships.

Toyota's not alone. At Subaru of Plano (Tex.), for instance, dealer David Thomas says he has gotten raves about his store's water-saving landscaping design, with rocks and drought-resistant plants native to the Southwest. "It's a good fit with the Subaru customer because we have a more environmentally conscious consumer." And when Jim Astuna and Chuck Theisen were designing their Mercedes-Benz of Arrowhead store outside Phoenix using green technology, their thinking, says Astuna, was that "consumers are going to want to buy [new, green] products at a facility that incorporates environmental values. As a retailer, you'd better get on that train."

But for now, what's hot in California may not have caught on in Kentucky. And though customers in Oregon may soon expect their dealers to be green, that might not be so in Pennsylvania. "It has to do with how the people around them see the environmental movement," says Sebastian Blanco, editor of *AutoblogGreen* (www.autobloggreen.com). With dealers investing so much money in energy-saving upgrades, the move toward green dealerships has all the markings of an industry-changing trend.

Dealer Caldwell agrees: "I think that within 10 years this will be the standard way to build a car dealership. And I think the public's going to push this to the point where this is the expectation. Not only is it the right thing to do. It's also the smart thing to do."

Tell Us Your Story

Planning to implement energy-saving improvements, such as efficient lighting or low-flow toilets, at your store? We want to hear from you. Visit www.nada.org/green and click on "Green Dealership Survey" to fill out a short questionnaire. Survey results will be included in future issues of *AutoExec* and featured online. Also, nada.org/green includes case studies and green tips, and you can download your green pictures and videos.

NADA, Energy Star: Honoring Stores

Under NADA's Energy Stewardship Initiative, NADA and EPA's Energy Star program recognize dealerships that have improved energy efficiency by at least 10 percent. These dealers get a certificate, a press release distributed to their local media, and coverage on nada.org, plus special recognition at NADA's annual Washington Conference in September. If you can prove you have cut your energy use by at least 10 percent, e-mail regulatoryaffairs@nada.org. For more on Energy Star, visit www.nada.org/energystar.

Before Upgrading, Check DSIRE

Financial incentives are available from states for energy-efficiency upgrades and use of renewables. There are also rules for installations. Find out about both by clicking on www.dsireusa.org, the Web site of the Database of State Incentives for Renewables & Efficiency (DSIRE).

There are incentives and regulations for energy efficiency and renewables. Incentives include tax incentives, grants, loan programs, and rebates. Highlighted state and local regs include those for building codes, net metering laws, and contractor licensing.

Using the color-coded U.S. maps, click on your own state to see what's available. The database also offers summary tables of state programs, with links to state Web sites and contact info. Plus, you can search by sector, such as "commercial," and then by category, such as "air conditioner."

The Greener Dealership: 10 Case Studies

These dealerships are glowing examples of how any business can slash energy use and boost the bottom line with cutting-edge technology and innovative thinking. To find out more about these dealerships (and others), visit www.nada.org/green.

1. Caldwell Toyota, Conway, Ark., collects rainwater and condensation from air conditioners in an 11,000-gallon cistern to run its car wash and irrigation system.
2. Dave Mungenast Lexus of St. Louis (Mo.) will be one of the first Lexus stores built to U.S. Green Building Council's LEED certification standards. The \$16 million facility will have bike racks and showers to promote biking to work.
3. Fitzgerald Auto Mall, Bethesda, Md., runs on power generated by wind turbines. (President Jack Fitzgerald is a member of the Clean Energy Partnership in Maryland.)
4. Hand Motors, Manchester Center, Vt., expects to save about \$30,000 a year through initiatives such as heating body shops with vegetable oil and used motor oil. (President Jim Hand was the national winner of the 2007 *USA Today* Dealer Innovation Award.)

5. JN Automotive Group, Honolulu, uses sunlight to heat and light its Audi/Harley-Davidson store.
6. LaFontaine Automotive Group, Highland, Mich., is Michigan's first green dealership and GM's first store built to LEED standards. It features waterless urinals and a \$600,000 geothermal heating and cooling system.
7. Mercedes-Benz of Arrowhead, Peoria, Ariz., has installed solar panels on the roof to generate power and reflect heat off the building. (The store now earns credits for power it pumps back into the electricity grid.)
8. Pat Lobb Toyota, McKinney, Texas, was the first U.S. dealership to earn LEED certification. It has multiple layers of decking, concrete, and Styrofoam to reflect heat.
9. Quirk Auto Park, Bangor, Maine, features a natural-gas turbine generator that has sliced the store's demand for electricity and heating by 15 percent.
10. Toyota of Rockwall (Texas) has a roofing system that reflects 90 percent of the sun's heat. It was also the first U.S. dealership to snag Gold LEED certification. 🌿



Caldwell Toyota



Dave Kring Chevrolet Cadillac



Caldwell Toyota



Mercedes-Benz of Arrowhead



Mercedes-Benz of Arrowhead



Innovation + Technology

Today, consumers can choose from more than 100 models with EPA-estimated highway ratings of 30 miles per gallon or more.

Recent advances in technology have made it easy for consumers to drive green. Every new model is available with some kind of fuel-saving technology, such as fuel injection, advanced four-cylinder engines, variable valve timing, continuously variable transmissions and cylinder deactivation.

And consumer choices continue to grow. Seventy models of hybrids, clean diesel and ethanol-powered autos are on sale now—more than five times the number available in 2000. More than 12 million alternative fuel autos are on U.S. roads today.

Showcase these green vehicles with an event at your dealership or an auto show, highlighting current options available to consumers and the auto industry's achievements in improving fuel economy. It's also a good opportunity to tell the public that automakers are spending tens of billions of dollars on research and development, which is leading to innovative products.

To raise awareness of the auto industry's accomplishments, invite the media and local, state and federal legislators to your event.

Check with your manufacturers for additional support and information on these new products. 🌱



Publicize Your Green Driving and Green Checkup Events

When deciding what kind of event to host, refer to the three case studies (p. 23) as a “greenprint” for success. Whether you host a Green Checkup Day, green driving event, a display of green vehicles or some other kind of event, use your advertising, promotional and media contacts for maximum exposure.

- Promote your green events in your print and electronic advertising, using the Green Checkup artwork illustrated on p. 21. You can download the electronic files at www.nada.org/green
- Distribute NADA's *Green Checkup* brochure to all of your customers and post it on your Web site.
- Post the “We Provide Free Green Checkups Here” window decal (back pocket) at your service entrance. If you'd like additional decals to post in other locations, you can download the artwork from www.nada.org/green and have them produced locally, or order them directly from NADA.
- Incorporate the campaign logo into your service and maintenance reminders.
- Order outdoor signage and include event information on your Web site and in your other advertisements in the weeks leading up to your event.
- Invite local celebrities to attend your event, including city and county officials and state and federal lawmakers.
- Distribute press kits to the media. Kits should include a press release (see sample on p. 28), a copy of the CO₂ fact sheet, CAFE Talking Points, and the *Green Checkup* brochure (see samples in back pocket and download from www.nada.org/green). Be sure to include a list of dealership contact names and numbers.
- After the event, send a press release (sample, p. 28, and download from www.nada.org/green) with your key messages to your local print and broadcast outlets.

Important: In all of your promotional materials, event handouts and follow-up messages, be careful to avoid “greenwashing,” or overstating your green achievements. All of your good green efforts might backfire with the negative publicity that could result.

How to Get Media Coverage

Regardless of the type of green event you choose to host, here are some basic tips for getting media coverage.

- Plan an event worthy of a news headline.
- Be aware of lead times. Contact magazines two months in advance of the event date; television and radio stations one month in advance; and newspapers two weeks in advance. Make periodic follow-up calls until the day of the event. If the media outlet's deadline has passed, ask them to do a story and interview on green trends in the automotive industry.
- Identify and target reporters on different news beats, such as Metro, Lifestyle, Environment, Energy, Automotive and Business.
- Before responding to media inquiries, review the CAFE Talking Points and CO₂ Fact Sheet (back pocket) provided by NADA.
- Plan activities with a photo or video opportunity in mind. Hire a professional to take pictures and/or video of the event, and include interviews with key figures. Send the best digital photos and video clips to the media and NADA as soon as the event is over.
- Incorporate recent news stories—especially those about recent studies or surveys—and tie them in with your event. *NADA Headlines* is a great resource for this type of information.
- Alert the local media of opportunities to interview key spokespersons and cover vehicle demonstrations.
- List your event on media daybooks. The Associated Press, for example, has a daybook for each state. Most newspapers, television and radio stations have a daybook or community events section.
- Leverage your advertising dollars. Media outlets offer “added value” as an incentive to obtain your advertising dollars. Suggestions include public service announcements, interviews on radio or television talk shows and posting your press release, the campaign logo and the *Green Checkup* brochure on the media outlet's Web site. 🌿

Let us know ...

if you are participating in the Green Checkup program. Your dealership will be featured on NADA's Green Checkup Locator on nada.org, so you will be recognized as part of the national Green Campaign. It will help your customers—and potential customers—find your Green Checkups and will let local reporters know that you are a “green leader” in your community. Go to www.nada.org/green and fill out the simple form. It only takes a minute.

Green Campaign Artwork

Download these files from www.nada.org/green to use in your advertising and promotional materials.



Window Decal



Print or online ad



Print or online ad



Online ad



Resources

Case Studies 3 Successful Events

1 Auto Dealer Hosts “Maryland Alternative Fuel Vehicle Expo”

Fitzgerald Auto Mall, Gaithersburg, Md.

In April 2008, Jack Fitzgerald, president of Fitzgerald Auto Malls in Gaithersburg, Md., hosted the “Maryland Alternative Fuel Vehicle Expo,” showcasing 18 innovative vehicle designs.

More than 50 journalists, industry officials and state policymakers attended the four-hour event, which featured the industry’s greenest vehicles, from hybrids, flex-fuel, alternative fuel and fuel cell vehicles to plug-ins. Manufacturer representatives and auto industry experts were available onsite to discuss new fuel-saving technologies.

“Our expo educated state legislators, regulators and news organizations about today’s green vehicles, and enhanced our dealer association relations with the manufacturers,” said Gerard N. Murphy, president & CEO of the Washington Area New Automobile Dealers Association (WANADA). “There are more than 70 models of alternative fuel vehicles on America’s roads today, accounting for 12 million vehicles.”



Participating automakers included Toyota, Lexus, General Motors, Ford, Chrysler, Mercedes-Benz, Volkswagen, Subaru and Hyundai; also on display was a conversion prototype vehicle from A123 Systems that gets 150 miles per gallon.

The event, which included a catered lunch, was sponsored by the Maryland Automobile Dealers Association and WANADA, in partnership with NADA, the Alliance of Automobile Manufacturers, the American International Automobile Dealers Association and the Association of International Automobile Manufacturers. 🌿

Photo courtesy of Joe McCary, Photo Response

2 Colorado Auto Dealers Launch “A New Car is a Clean Car” Campaign at Denver Auto Show

Metro Denver Automobile Dealers Association and Colorado Automobile Dealers Association, Denver, Colo.

In Colorado, air quality, global warming and local ozone issues remain at the forefront of debate as the state’s policymakers and regulators determine workable solutions to reduce vehicle emissions.

Activists have urged the state’s governor to adopt the California-Low Emission Vehicle (Cal-LEV) standard, which would place the state under tighter limits.

“Cal-LEV is not a practical solution for Colorado,” said Tim Jackson, president of the Colorado Automobile Dealers Association. “We knew we must get off the sidelines and propose our own ideas to create more workable and effective solutions. The public is generally uninformed about the emissions cleanliness of the new cars available in dealer showrooms today.”

CADA and the Metro Denver Automobile Dealers Association took a proactive stance, launching several green initiatives aimed at positioning their members as active proponents to assist in the reduction of greenhouse gases that produce ozone.

A few days before the 2008 Denver International Auto Show opened, the associations produced a Green Car Parade featuring alternative-fuel ve-

hicles and hybrids out of current dealer inventory. The parade began at the state capitol and progressed through the city to the Colorado Convention Center, the site of the auto show.

Each vehicle was labeled by make, model and type of technology and displayed the name of the dealership that loaned it for the parade. U.S. Rep. Ed Perlmutter attended the parade, and all five of Denver’s television network affiliates covered the event.



MDADA sponsored a Green Car Summit at the convention center the following day. The summit featured industry spokespeople (including one from the Alliance of Automobile Manufacturers) and environmental activists. The debate focused on product development, technology and policy issues affecting new cars. The summit, which was open to the general public, allowed visitors to learn about the new cars, trucks and technologies displayed at the Denver auto show.

A “Green Tie” Charity Preview Event held at the Denver auto show benefited the “Clear the Air Foundation,” founded by MDADA and CADA to provide dealers with tax incentives to remove and

recycle high-emitting vehicles from Colorado’s roadways. Green ties were given to the men and women wore green beads at the event.

“By targeting and removing those cars from the street, we will maximize the reduction of ozone-creating emissions and bring cleaner air to Colorado and our citizens,” Jackson said.

During auto show week the NADA chairman delivered the keynote speech to an AutoVenture luncheon hosted by a local chamber of commerce; other speakers included U.S. Sen. Ken Salazar and Douglas Lawson, principal scientist at National Renewable Energy Laboratory in Golden, Colo.

“New cars are so clean that they are not contributing significantly to emissions problems,” said Lawson, an expert on reducing ozone and greenhouse gases by targeting high-emitting cars. “Five percent of the vehicles on the road today create about 75 percent of the air quality problems.”

A few newspaper headlines promoting the Denver



International Auto Show read, “‘Green’ fuels car expo” (*The Denver Post*) and “Going green at Denver International Auto Show” (*Rocky Mountain News*).

“The media activity that surrounded the 2008 Denver International Auto Show and in particular the green theme has helped to turn key leader’s opinions around in our industry,” said Jeff Carlson, NADA director from Colorado, who sells Ford-Lincoln-Mercury and Chrysler-Dodge brand vehicles.

The 2008 Denver auto show set an attendance record. 🌿

Photos courtesy of the Colorado Automobile Dealers Association

Beltway International Trucks, Baltimore, Md.

In May 2008, Beltway International Trucks in Catonsville, Md., hosted a dealership open house and dinner and launched its new campaign, “A New Truck is a Green Truck.”

More than 75 people attended the three-hour event, which included federal and state lawmakers, manufacturers, environmental groups, dealership

3 Baltimore Truck Dealer Launches “A New Truck is a Green Truck” Campaign

customers and the media.

“As government regulations on the trucking industry become stricter, it is increasingly important to keep up with the advances in technology and discuss the positive social impact these changes have brought,” says Jack Saum Sr., president of the Maryland-based Beltway Companies.

“Since 2002, the commercial trucking industry has made tremendous strides in engine development and clean diesel technology,” Saum says. “We decided it was time to start blowing the horn on the accomplishments the truck industry has made for the benefit of the social good.”

A new diesel engine emits 90 percent less particulate matter and 50 percent fewer nitrogen oxides than an engine made 20 years ago, according to the American Trucking Associations. And new regulations will eventually achieve a 90 percent reduction in nitrogen oxides, which are major smog contributors, ATA reported.

Improvements in truck fuels are also having a positive impact on the industry. Government regulations require that at least 80 percent of all diesel fuel be ultra-low sulfur, and 94 percent of the fuel trucks burn today is ultra-low sulfur. Sulfur is a major cause of acid rain and poor air quality.

Biodiesel, which is not made from petroleum, is becoming more common. Biodiesel generates a lot less carbon dioxide, both when it is produced and combusted in diesel engines.

Maryland Delegate Jim Malone, vice chair of the House Environmental Matters Committee, praised Saum for his efforts. “Your industry can be proud of the many recent advances in truck and engine design.”

And Malone encouraged dealers to keep reinforcing the fact that new trucks are far “greener” than those manufactured just three years ago because they have greatly reduced emissions and improved fuel efficiency.

During the dinner, the speaker lineup highlighted four technologies—new truck, hybrid, auxiliary power units and retro-fitting—all designed to reduce the carbon footprint of diesel engines.

Doug Greenhaus, director of environment, health and safety for NADA and ATD, discussed the availability of state and federal grant and low-interest loan programs to help fund truck retrofits designed to improve fuel efficiency.



“Beltway International Trucks put on an event that brought customers and community leaders up to speed on the latest environmental improvements of new commercial vehicles,” Greenhaus said. “Nothing beats hearing from experts and touching, seeing and feeling the new technologies.”

As part of the campaign, the dealership will offer customers a complimentary green truck inspection. The slogan “A New Truck is a Green Truck” now appears on the company’s trailers, bumper stickers and sales agreements. 🌱

Op-ed Sample

A New Car Is a Green Car

With gas prices at record highs and still rising, everyone’s making an effort to “go green” these days, including motorists shifting to more fuel-efficient vehicles. That’s good news for our nation’s effort to curb fuel use and reduce greenhouse gases from vehicle tailpipe emissions.

One of the best things Americans can do to reduce emissions and improve air quality is to replace their older vehicles with newer, more fuel-efficient passenger cars and light trucks.

After all, any time you trade in or purchase a vehicle that gets higher gas mileage than your current vehicle, you cut emissions of carbon dioxide.

About 5 percent of the cars on U.S. roads today produces 75 percent of smog-forming pollution, such as carbon monoxide, hydrocarbons and nitrogen oxides, says Douglas R. Lawson, a scientist at the National Renewable Energy Laboratory in Golden, Colo.

Today’s new cars and trucks are more fuel-efficient than ever. The nation’s auto dealers share the goal of improving fuel economy standards while reducing vehicle emissions as part of an overall response to energy security and global climate change.

In December, Congress passed a historic piece of legislation, the Energy Independence and Security Act of 2007, which set a national fuel economy standard of 35 miles per gallon to be achieved by 2020. This law is aggressive and will increase fuel economy by 40 percent over today’s standards while reducing vehicle tailpipe emissions.

It should be given a chance to succeed.

A national approach to improving fuel economy stands in stark contrast to the “California approach,” which is untested, fails to look at the impact on the national economy, limits vehicle choice and neglects to even consider passenger safety.

It’s important to note that all cars and trucks—regardless of age—emit carbon dioxide proportional to the amount of fuel that is burned. Increased fuel economy standards that require consumers to fill their gas tanks fewer times also reduce carbon dioxide emissions. Simply put, less gasoline burned produces less carbon dioxide.

Today, consumers can choose from more than 100 models that get 30 or more mpg. These vehicles are available now in dealer showrooms.

Recent advances in technology are making it even easier for consumers to drive green. Every new model that comes off the assembly line offers some kind of fuel-saving technology, such as fuel injection, advanced four-cylinder engines, variable valve timing, continuously variable transmissions and cylinder deactivation.

And consumer choices continue to grow. Auto dealers are selling hybrids, alternative and clean-diesel-powered and flex-fuel vehicles and, soon, combinations of these technologies will be available.

There are more than 70 models of alternative-fuel vehicles available in dealer showrooms today, up from 12 in 2000. They all offer innovative ways to reduce greenhouse gases.

But that’s not all. Automakers are investing billions of dollars in research and development to provide consumers with more fuel-efficient vehicles without sacrificing safety, affordability and reliability.

Global efforts to mass-produce eco-friendly cars and trucks—from plug-in hybrids to lithium batteries to hydrogen fuel cells with zero emissions—are on a fast pace to reach dealer showrooms.

Fierce competition will result in a new frontier of global transportation and mobility.

This is nothing less than a “green” automotive revolution. 🌱

Press Release **Sample**

To announce your Green Checkup, send out a press release to your print, radio and broadcast media and post it on your dealership Web site. You can download this press release as a Word document from www.nada.org/green.

Press Release

[Month, day and year]

Contact: [Name]
Phone: [Contact's phone/cell number]
Email: [Contact's email]

[Dealership] Offers Free Green Checkup to Help Reduce Fuel Costs and Lower Greenhouse Gas Emissions

[CITY, State] – To help consumers save money at the pump and reduce greenhouse gas emissions, [dealership name] will provide a free Green Checkup *[at routine service appointments or during a promotional multi-point inspection.]*

This is part of a national campaign launched by the National Automobile Dealers Association (NADA) designed to help consumers keep their vehicles running green by improving fuel economy and reducing tailpipe emissions.

"Today's vehicles are the safest, most reliable and most fuel-efficient ever made," said [dealer name,] owner of [dealership name] in [City, State.] "Keeping cars and trucks running that way through effective vehicle maintenance is one of the most important steps motorists can take to help control their fuel costs and lower greenhouse gas emissions."

Consumers can save money and energy—and wear and tear on their vehicles—with proper care and maintenance. Dealerships can help make sure your vehicle stays in top condition. Here are the items that most affect fuel economy.

- **Motor oil.** Top off and change oil as necessary with manufacturer-recommended grade, "energy conserving" motor oils. Doing so can improve fuel economy by up to 2 percent, according to the U.S. Environmental Protection Agency (EPA). Replacing conventional oils with synthetics may offer even greater fuel economy benefits.
- **Air filters.** Replacing a clogged air filter can improve a vehicle's gas mileage by up to 10 percent, according to the U.S. Department of Energy. Make sure you change your air filter at the end of its recommended lifespan.
- **Engine performance.** Enhance fuel economy performance by having engines tuned and spark plugs replaced according to the manufacturer's recommended schedule. A single misfiring spark plug can cut fuel economy by up to 4 percent, according to the EPA.
- **Brakes.** Improperly maintained brakes can result in unwanted drag. This unnecessary resistance can have the same effect as driving with a foot on the brake pedal: a dramatic drop in fuel economy.
- **Warning lights for "Service Engine Soon" or "Check Engine."** Ignoring these indicators may result in poor fuel economy performance and require expensive repairs. For example, a warning light may indicate a faulty oxygen sensor is sending more fuel to the engine than necessary, which can result in a 40 percent fuel economy decline. A warning light could also indicate a faulty thermostat, which can prevent a cold engine from reaching its normal operating temperature resulting in the unnecessary injection of fuel.
- **Tire wear.** Replacing worn tires with a manufacturer-recommended size and style can save hundreds of dollars a year. To improve fuel economy performance, consider low rolling-resistance replacement tires.
- **Tire inflation pressure.** Keeping tires inflated to at least the manufacturer-recommended pressure can improve fuel economy by up to 3 percent, according to the EPA. Under-inflated tires require more energy to roll, meaning more fill-ups.
- **Unnecessary items that add weight to the vehicle.** Unnecessary weight lowers fuel economy; remove heavy items from your trunk and back seat.
- **Evaporative emission controls.** Poorly operating evaporative emission controls can fail to capture gasoline vapors and recycle them to the fuel tank. Faulty controls waste gas and degrade air quality.
- **Transmission.** Properly operating modern transmissions and drive components are critical to vehicle fuel economy performance. Routinely check proper fluid levels and system operation.

For more information, visit www.GreenDrivingUSA.com.



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