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Our Global Road Transport Priority:
Reducing CO_2 Emissions Through an Integrated Approach

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OUR SHARED GOAL

Sustainable **Mobility**

- Delivering safe, energy-efficient products that meet customers' needs.
- Using the earth's resources responsibly, minimizing environmental impacts, relying on renewable energy and responding to differing community needs for transportation.
- Fulfilling our fundamental role in driving world economies.

Our Starting Point for Discussions

- Energy and transportation face growing global demand.
- Mobility is linked with economic growth.
- Mobility needs vary, but consumers everywhere seek affordable transportation and need to be engaged.
- There is no single solution, so automakers are developing diverse technologies that run on diverse fuels.
- Industry needs consistent, long-range regulations.
- Ambitious results are only possible with a partnership of many contributors, both countries and sectors.

A Framework for Success

1. Technology neutral, performance-based policies.
2. A range of low-carbon fuels and their infrastructure.
3. Transparent costs of carbon-reduction measures, with predictable price signals and incentives.
4. Consistency and adequate lead-time.
5. Share best practices and innovative measures.
6. An Integrated Approach for auto technology, fuels, infrastructure and roadways, and consumers.

The Integrated Approach

Automakers: Produce innovative, energy-efficient vehicles that run on alternative fuels and meet consumers needs.

Energy Providers: Offer more low-carbon fuels in more places.

Consumers: Buy new auto technologies and low-carbon fuels in large numbers, as well as practice "green driving."

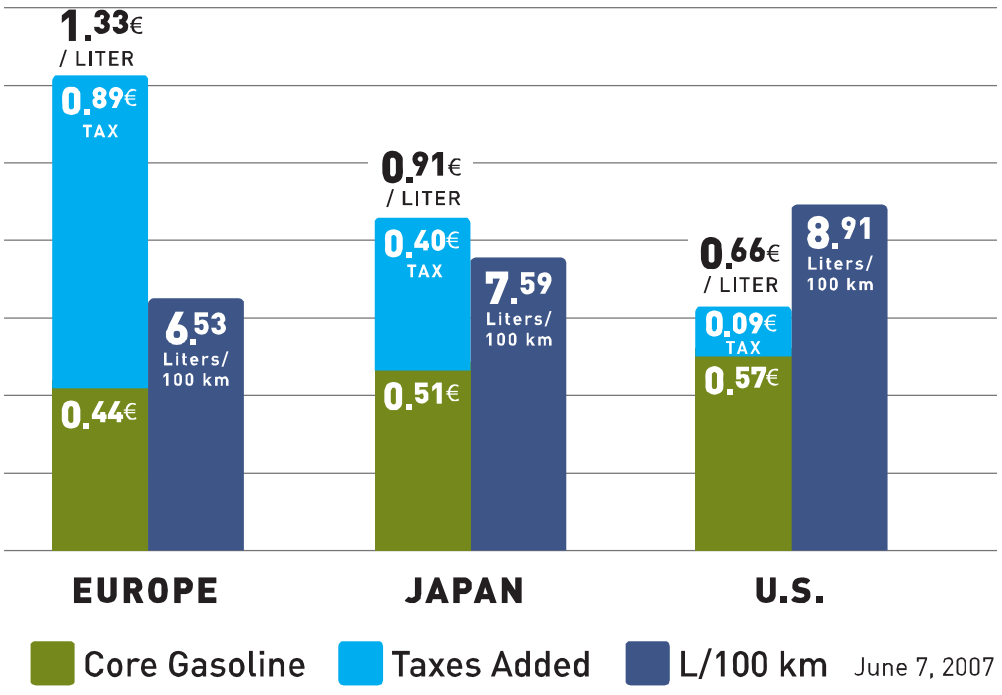
Infrastructure Planners: Provide roads and traffic management systems for facilitating safe, efficient vehicle travel.

The Role of Automakers: Innovation

- Since no one can predict the future, automakers are developing diverse technologies that run on a range of alternative fuels.
- Emission-free journeys are a powerful long-term vision, and advanced technology will move us closer.
- Still, we must acknowledge that continued improvements to gasoline and diesel engines will pay a significant role in future mobility.

CASE STUDY: The Integrated Approach

Energy prices and taxes drive consumer buying decisions, which affect carbon emissions.



Converted with values of June 15, 2010

Percentage of fuel price made up by taxes

EUROPE	U.S.
60-75%	15%

Concrete Data on Carbon Reduction

In June 2010, OICA released "*Sustainable Mobility, CO_2 in the Road Transport Sector, the Integrated Approach.***"**

This report:

- Reviews policies around the world.
- Highlights best practices.
- Documents carbon reduction benefits through case studies.

Roadway Policies Reduce CO_2

- Roadway policies bring immediate results, reducing CO_2 from all cars on the road today—not just new cars.
- Infrastructure improvements can include new roads, bypasses that route traffic around congested urban centers, added traffic lanes and more.
- Intelligent Transportation Systems include timed traffic lights, electronic tolling systems and navigational aids that help drivers find the most efficient route.

CASE STUDIES: Infrastructure and Roads

Japan:

- Elevating 150 downtown Tokyo railway crossings reduced CO_2 emissions by 800,000 tons/year.

- Completion of Tokyo's three major ring roads reduced CO_2 emissions by 700,000 tons/year.

- Even small savings added up. Eliminating 10 railroad crossings in Sendai City cut CO_2 by 500 tons/year, while adding a right turn lane in Joetsu City reduced CO_2 by 230 tons/year.

CASE STUDIES: Infrastructure and Roads

South Korea:

- Electronic toll collection systems in Seoul reduced CO_2 emissions by 100,000 tons over 10 years.

United States:

- With even "modest improvements" to just 230 severe "bottlenecks," a recent survey estimated 150+ billion liters of fuel would be saved over 20 years.

Germany:

- Comparisons of travel in Stuttgart under best and worst traffic conditions demonstrated that CO_2 was reduced by 25% without major congestion.

CASE STUDIES: EcoDriving

Worldwide:

- The International Energy Agency and International Transport Forum reported that Ecodriving can reduce CO_2 emissions by up to 50%, depending on the individual driver.

Italy:

- “eco:Drive” software was applied to 33,000 autos, eliminating 3,000 tons of CO_2 emissions over one year.

Switzerland:

- 36,000+ people trained in Ecodriving reduced 46,000 tons of CO_2 emissions in 2007.

CASE STUDIES: Consumer Programs

France:

- A Paris car-sharing plan involving 1,500 subscribers and 50 vehicles saved 1,290 tons of CO_2 a year.

United States:

- A 2009 fleet renewal program reduced fuel use by 34% and reduced CO_2 by 320,000 tons/year.

Austria:

- Fleet renewal was estimated to save 34,000 tons of CO_2/year.

Learn more by visiting

www.OICA.net

The Integrated Approach: Next Steps

Broad measures involving all stakeholders can magnify the transport sector's CO_2 reductions.

- Government can help create the right conditions with consistent, long-term, harmonized policies.

- Government can incentivize consumer adoption of low-carbon autos and fuels.

- Government plays a critical role in the energy infrastructure.

- Automakers look forward to working together.