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USA NEW VEHICLE CO₂ PICTURE REMAINS UN-CLEAR

- **JATO examines official 2008-2009 EPA CO₂ figures**
- **Overall market reduction of 2.8%; Ford is most improved brand (-6.3%)**

The detailed CO₂ performance of US vehicles remains unclear, but a generally improving trend can be detected, according to the world's leading provider of automotive data and intelligence, JATO Dynamics.

JATO has analysed Environmental Protection Agency (EPA) CO₂ data for 2008-2009, summarising volume-weighted average CO₂ by make, model and segment. The EPA's figures record CO₂ in tons per year, based on an average mileage of 15,000 miles per year.

Under this methodology, JATO has identified an overall CO₂ improvement of 2.8%, across all US cars and trucks, within the period 2008-2009.

"There is clearly some general improvement here in CO₂ performance of the US vehicle parc," says David Mitchell, President Americas.

"Partly, this is down to shifts in buying habits, rather than improvements in model performance. We know from our own sales volumes data that US customers have bought more small cars and import brands over the past year, moving away from traditional makes and models."

"The fractional increase in CO₂ volume in the small car segment, for example, is the result of more cars of that type being sold, rather than a decline in their performance" he explained.

Historical comparisons are complicated following changes in the EPA's methodology for 2008 which suggests an increase in CO₂, versus previous years, although this was nothing to do with manufacturer or consumer action.

Even so, JATO has clarified some key performance indicators for brands, models and segments.

Brand Performance

Ford is the most improved brand, in EPA terms, improving CO₂ performance by 6.3% over the period.

Small-car brands, Smart and MINI, head the table for lowest CO₂, followed by Scion, Hyundai, Honda and Toyota – the lowest CO₂ domestic brand is Pontiac, in eighth place.

Top 10 Brands

Version type	Make	Average CO ₂ 2008	Average CO ₂ 2009	% Improvement
Cars	BUICK	9.00	8.30	-7.7%
	LAMBORGHINI	15.23	14.30	-6.1%
	MERCURY	8.37	7.90	-5.6%
	MERCEDES	9.60	9.15	-4.7%
	AUDI	8.60	8.24	-4.2%
	SATURN	7.80	7.49	-4.0%
	VOLKSWAGEN	7.64	7.37	-3.6%
	FORD	7.94	7.67	-3.3%
	VOLVO	9.02	8.73	-3.3%
	SUZUKI	7.71	7.47	-3.1%
Light Trucks	CADILLAC	12.17	10.11	-16.9%
	AUDI	11.70	9.92	-15.2%
	VOLVO	11.47	10.28	-10.4%
	LEXUS	9.76	8.97	-8.1%
	FORD	10.80	9.95	-7.8%
	MERCURY	9.61	8.90	-7.4%
	SUZUKI	9.33	8.82	-5.4%
	TOYOTA	10.03	9.51	-5.2%
	LINCOLN	10.57	10.03	-5.2%
	VOLKSWAGEN	10.05	9.64	-4.0%
Cars & Trucks combined	FORD	9.66	9.05	-6.3%
	MERCURY	8.81	8.27	-6.2%
	LAMBORGHINI	15.23	14.30	-6.1%
	CADILLAC	10.51	9.86	-6.1%
	LEXUS	8.99	8.59	-4.5%
	AUDI	9.07	8.67	-4.4%
	VOLVO	9.66	9.23	-4.4%
	NISSAN	8.19	7.87	-3.9%
	BUICK	9.28	8.95	-3.6%
	MERCEDES	10.15	9.81	-3.4%

Model Performance

It is no surprise to find a US low-CO₂ table headed by Toyota's Prius and Honda's Insight electric hybrids – the favoured models of keen-to-be-green Hollywood celebrities.

No other models come close, with the next best being Smart's tiny ForTwo. The nation's best-selling car, the Toyota Camry, is in 36th place, with the greatest improver being the Chevrolet HHR (-15.9%).

Top 10 Models

Version type	Make	Average CO ₂ 2008	Average CO ₂ 2009	% Improvement
Cars	Toyota Prius	4.00	3.81	-4.7%
	Honda Insight	-	4.50	-
	Smart Fortwo	5.10	5.10	+0.0%
	Lexus HS	-	5.30	-
	Scion XA	5.34	5.34	+0.0%
	Toyota Yaris	5.86	5.87	+0.2%
	Mini	6.07	6.01	-1.0%
	Chevrolet HHR	7.23	6.08	-15.9%
	Pontiac G3	-	6.10	-
	Honda Fit	6.13	6.10	-0.5%
Light Trucks	GMC Terrain	-	7.20	-
	Lexus RX400h	7.26	7.27	+0.1%
	Jeep Patriot	7.44	7.31	-1.7%
	Jeep Compass	7.46	7.35	-1.4%
	Suzuki SX4	7.72	7.75	+0.4%
	Nissan Rogue	7.89	7.89	+0.0%
	Toyota RAV4	8.16	7.96	-2.4%
	Mazda5	7.97	7.98	+0.2%
	Ford Transit Connect	-	8.00	-
	Chevrolet Uplander	9.13	8.12	-11.1%

Segment Trends

The reduction in average CO₂ emissions from cars has been driven partly by improvements in Mid-size cars, such as the hybrid versions of the Ford Fusion and Mercury Milan. This change has been accelerated by a small but noticeable shift in customer choice from the Upper-Mid and Mid-size segments to Mid, Lower-Mid and Small segments.

However, the overall 1.8% improvement across car segments is still beaten by the combined performance of truck segments, where CO₂ output fell by 3.9%.

The introduction of the Ford Transit Connect has helped the small commercial vehicles to be the best performing truck segment, down 10.2%.

However the greatest contributor to the improvement of average CO₂ emissions in Trucks was the reduction of CO₂ emissions from many 2009 versions of the best-selling Ford F150.

Segments

Version type	Make	Average CO ₂ 2008	Average CO ₂ 2009	% Improvement
Cars	NA Budget	6.11	6.04	-1.1%
	NA Small	6.72	6.74	+0.3%
	NA Lower Mid	6.31	5.89	-6.7%
	NA Mid	7.59	7.48	-1.4%
	NA Upper Mid	8.83	8.52	-3.5%
	NA Near Luxury	8.76	8.55	-2.4%
	NA Luxury	9.89	9.73	-1.6%
	NA Sporty	7.59	7.31	-3.7%
	NA Sports	9.27	9.17	-1.0%
	NA Mini Van	8.12	7.25	-10.6%
Cars Total		7.54	7.40	-1.8%
Light Trucks	NA Mini Van	9.51	9.58	+0.8%
	NA Small SUV	8.73	8.58	-1.7%
	NA Compact SUV	10.31	9.80	-4.9%
	NA Full Size SUV	11.06	10.39	-6.1%
	NA Compact Pickup	10.02	9.96	-0.6%
	NA Full Size Pickup	11.76	11.33	-3.7%
	NA Small Commercial	11.10	9.98	-10.2%
	NA Full Size Van	13.10	12.73	-2.8%
Light Trucks Total		10.27	9.87	-3.9%
Grand Total		8.75	8.50	-2.8%

The above data is provided by JATO Consult, the company's bespoke consulting service which offers customers access to its unique data and provides solutions and advice to meet a wide range of automotive business challenges. The average CO₂ emissions quoted have been volume weighted, by multiplying the emissions of each version of each vehicle sold by the sales volume of that version, summing this for all versions sold, and dividing by the total number of vehicles. All dates refer to the calendar year unless stated otherwise. For more information visit www.jato.com or email consult@jato.com.

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Editorial note: JATO Dynamics background

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date intelligence on vehicle specifications and pricing, sales and registrations, news and incentives. The company has representation in over 45 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers, giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs. JATO's data has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other while major leasing companies use JATO data to drive the vehicle quotation process. Visit JATO at www.jato.com.

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