Future of Vehicle Fuel Economy and Greenhouse Gas Standards

John Viera
Director
Sustainable Business Strategies and Policy
Ford Motor Company

12th Biennial Conference on Transportation Energy and Policy
Asilomar Conference Grounds
Pacific Grove, California – July 30, 2009
Addressing climate change and energy security issues will require the involvement of all stakeholders.
Stabilizing Atmospheric CO₂ Levels

- **450 ppm**: 1.7 - 2.8 °C
- **550 ppm**: 2.0 – 3.4 °C

Target for Sustainability Strategy Framework
Two Approaches to Climate Change and Energy Security: Efficiency and Alternatives

- **Efficiency**: Introducing vehicles that use available energy more efficiently.

- **Alternatives**: Introducing vehicles that are capable of using new and multiple sources of energy (biofuels, electricity).

Vehicle focused policies can’t affect:
- fuel availability or refueling infrastructure
- market conditions (technology costs, fuel prices, consumer behavior)
Climate Change / Energy Security
Policy Principles

• Should achieve the most economically efficient CO2 reductions possible – comprehensive economy-wide cap and trade policy framework.

• Transportation sector must be an integral component of a national program.

“We are committed to a pathway that will slow, stop and reverse the growth of U.S. emissions while expanding the U.S. economy.”