

July 25, 2011

Federal Trade Commission
Office of the Secretary
Room H-113 (Annex N)
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Regulatory Review for Alternative Fuels Rule, Matter No. R311002, Program Code M04

Dear Sir or Madam:

The Association of Global Automakers, formerly known as the Association of International Automobile Manufacturers (AIAM), represents international motor vehicle manufacturers, original equipment suppliers, and other automotive-related trade associations. Our members' market share of both U.S. sales and production is 40 percent and growing.¹

Global Automakers is pleased to provide comments in response to the FTC's advance notice of proposed rulemaking (ANPRM) of June 1, 2011 (76 FR 31513) requesting public comments on the Labeling Requirements for Alternative Fueled Vehicles (AFVs), pursuant to the Energy Policy Act of 1992 (EPA). As noted in the ANPRM, EPA established the alternative fuels labeling requirements to provide consumers with "appropriate information with respect to costs and benefits [of alternative fuels and AFVs], so as to reasonably enable the consumer to make choices and comparisons." In addition, EPA requires labels to be "where appropriate, consolidated with other labels providing information to the consumer" (emphasis added).

One question raised by the FTC in the ANPRM is whether there is a continuing need for separate FTC AFVs labeling rules in light of the recently promulgated joint Environmental Protection Agency (EPA) and National Highway Traffic Safety Administration (NHTSA) rules updating the fuel economy and greenhouse gas (GHG) emissions labeling requirements for new light duty motor vehicles, including those powered by alternative fuels. See 76 FR 39478; July 6, 2011. The EPA and NHTSA rules provide a comprehensive source of information for consumers on the fuel economy and emissions from all new light-duty vehicles, including those fueled with alternative fuels. Sensibly, EPA and NHTSA concluded that the most important and relevant information needed to be displayed on a vehicle label but provided that many details and background information were better placed on the Internet in the government's www.fueleconomy.gov website, which provides consumers with in-depth information on a variety of related topics, including information on legacy vehicles.

¹ Global Automakers' member companies have invested \$43 billion in U.S.-based production facilities, have a combined domestic production capacity of 4.2 million vehicles, directly employ more than 80,000 Americans, and create nearly 500,000 jobs for Americans through dealers and suppliers. Global Automakers works with industry leaders, legislators, regulators, and other stakeholders in the United States to create public policies that improve motor vehicle safety, encourage technological innovation and protect our planet. Our goal is to foster an open and competitive automotive marketplace that encourages investment, job growth, and development of vehicles that can enhance Americans' quality of life. For more information, visit www.globalautomakers.org.



As we noted to EPA and NHTSA in regard to their rulemaking, Global Automakers believes it is imperative for vehicles to have only one label containing information pertaining to fuel economy and emissions. Having multiple labels for the same purpose creates unnecessary confusion for consumers. Therefore, in the joint EPA/NHTSA rulemaking, we supported one nationwide label for this purpose, and we encouraged EPA and NHTSA to work with other federal agencies and those states and/or local jurisdictions with vehicle labeling requirements (such as California) to harmonize on one nationwide label. As a result, EPA and NHTSA were successful in working with California and other authorities to design one harmonized national label that met all agencies legal requirements and needs. This result maximizes the benefit for consumers and keeps the burden on industry to a reasonable level.

We continue to support one national label for fuel economy and emissions, and we believe that for all intents and purposes the EPA requirements for labeling AFVs have been addressed by the EPA and NHTSA rule. Therefore, we conclude that there is no compelling, continuing need for the FTC to have separate AFV labeling requirements. If the FTC determines that some aspect of the EPA requirements is not being adequately addressed in the EPA and NHTSA rules, then we would urge the FTC to work with EPA and NHTSA on a future rulemaking to address any deficiencies.

As noted above and discussed in the ANPRM, the www.fueleconomy.gov website is a valuable resource for consumers for a wide range of information on vehicle fuel economy and emissions. Now more than ever consumers rely on the Internet to research practically every subject and to do comparison shopping. This applies to vehicles as well as other products. We would urge the FTC to work with EPA, NHTSA, the Department of Energy, and other federal agencies in maintaining the most accurate and comprehensive information at this Internet portal for the benefit of consumers. While Global Automakers does not have any specific comments on the FTC's labeling requirements for used vehicles, we would note that the www.fueleconomy.gov website includes information for legacy vehicles as well as current new model vehicles.

Finally, Global Automakers does not believe a separate FTC label is consistent with the goal of creating **one** national program to address fuel economy and GHG emissions. Auto manufacturers, EPA, NHTSA and California have been working long and hard over the past few years to prevent a patchwork of federal and state programs and standards, and we believe the FTC should join with all of these stakeholders by supporting the labeling rules for AFVs recently promulgated by EPA and NHTSA. This approach is further supported by the President's E.O. 13563, January 18, 2011, in regard to Improving Regulation and Regulatory Review by minimizing regulatory burdens and eliminating duplication.

Thank you for the opportunity to comment. If you have any questions, please feel free to contact John Cabaniss, our Director for Environment and Energy, at (202) 650-5562 or jcabaniss@globalautomakers.org.

Sincerely,

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Michael J. Stanton
President and CEO