



## HONDA, TOYOTA AND GENERAL MOTORS EARN “CLEAN CAR SALUTE”

*Clean Car Campaign Praises Environmental Progress and Challenges  
Auto Makers to Combine Innovations into Cleaner Vehicle Choices*

### Coordinating Organizations

American Council for an  
Energy Efficient Economy  
Ecology Center  
Environmental Defense Fund  
Great Lakes United  
Michigan Environmental Council  
Union of Concerned Scientists

(Detroit, Mich.—January 13, 2000) ... This week at the North American International Auto Show, Honda and Toyota were honored with the **Clean Car Salute**. The **Clean Car Campaign** praised automakers for their progress in manufacturing vehicles which promote a more sustainable future for the planet.

The **Clean Car Campaign** is a group comprised of state, regional and national environmental organizations promoting a clean revolution in the motor vehicle industry. The **Clean Car Salute** was developed as a way to applaud the substantial positive environmental efforts of the recognized automakers, and to encourage more environmentally friendly vehicle choices by all auto makers.

The **Clean Car Salute** gives recognition to manufacturers' actions that meet and/or exceed the coalition's Clean Car Standard criteria of: 50 percent higher fuel efficiency, California's stringent SULEV tailpipe emissions standard, and cleanly manufactured using nontoxic, recyclable materials.

The Clean Car Campaign recognized Honda, Toyota and General Motors for the following vehicles and manufacturing practices:

**Honda's Insight**—the first U.S.-marketed hybrid-electric vehicle, exceeds the Clean Car Standard for improved fuel efficiency and has made excellent progress toward meeting the campaign's tough tailpipe emissions standard. Insight currently meets California's ULEV standard.

“Honda is the first to make the transition from a concept car to actually marketing a car we can drive off the showroom floor,” enthused Lana Pollack, President of the Michigan Environmental Council.

**Toyota's Prius**—the first mass-produced hybrid vehicle (in Japan since 1997) with U.S. market introduction planned for summer 2000, meeting both the fuel efficiency and tailpipe emissions criteria set forth by the Clean Car Standard.

“Toyota will be the first automaker to meet the combined goal of fuel efficiency and super low emissions in an attractive, affordable family vehicle. We look forward to Prius' introduction in the U.S. later this year,” stated Charles Griffith, Director of the Auto Project at the Ecology Center.

**General Motor's PVC Ban**—the first automaker to mandate to its suppliers the elimination of Polyvinyl Chloride (PVC), a toxic and difficult-to-recycle plastic, from auto interior panels.

“The Clean Car Campaign is encouraged by the significant steps forward these automakers have made toward bringing cleaner vehicles to market,” states Kevin Mills, Director of the Environmental Defense Fund's Pollution Prevention Alliance. “The challenge for all automakers remains to offer consumers vehicle choices which meet all aspects of our Clean Car Standard.”

Recent automotive innovations—from fuel-efficient, hybrid-electric vehicles already on the market to cleaner materials for future vehicle designs—show American consumers that cleaner vehicles are within reach. The **Clean Car Campaign** challenges auto companies to combine these innovations into mainstream vehicles that are many times cleaner than today's in terms of production, use and disposal. The **Clean Car Campaign** is also collecting pledges. The “Clean Car Pledge,” when signed by consumers, asks auto companies to

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- More -

give them a choice to buy cars manufactured, operated and recycled without the amount of pollution currently emitted.

Coordinating organizations of the Clean Car Campaign are: Michigan Environmental Council, Environmental Defense Fund, American Council for an Energy Efficient Economy, Ecology Center, Great Lakes United and Union of Concerned Scientists.

**Media Note: For more information or to arrange an interview with Lana Pollack, Charles Griffith or Kevin Mills, contact Marcy Hayes of C&B Scene at 248.557.2510. To read the Clean Car Campaign's Pledge, log-on to [www.cleancarcampaign.org/pledge](http://www.cleancarcampaign.org/pledge).**