

Cleaner Transportation

CarbonFreeDC, Jan. 25, 2010

Agenda

- Introductions
- Transportation is dirty
- Inefficiencies and alternatives
- Choosing a new car
- Choosing between hybrids
- Beyond your machine: your behavior
- Perspectives on mobility

Introduction

- Benoit Colin 
- Car Industry experience   
- Plug-in vehicles experience 
- Electric vehicles experience 
- Great supporter of car-sharing, bike-sharing...



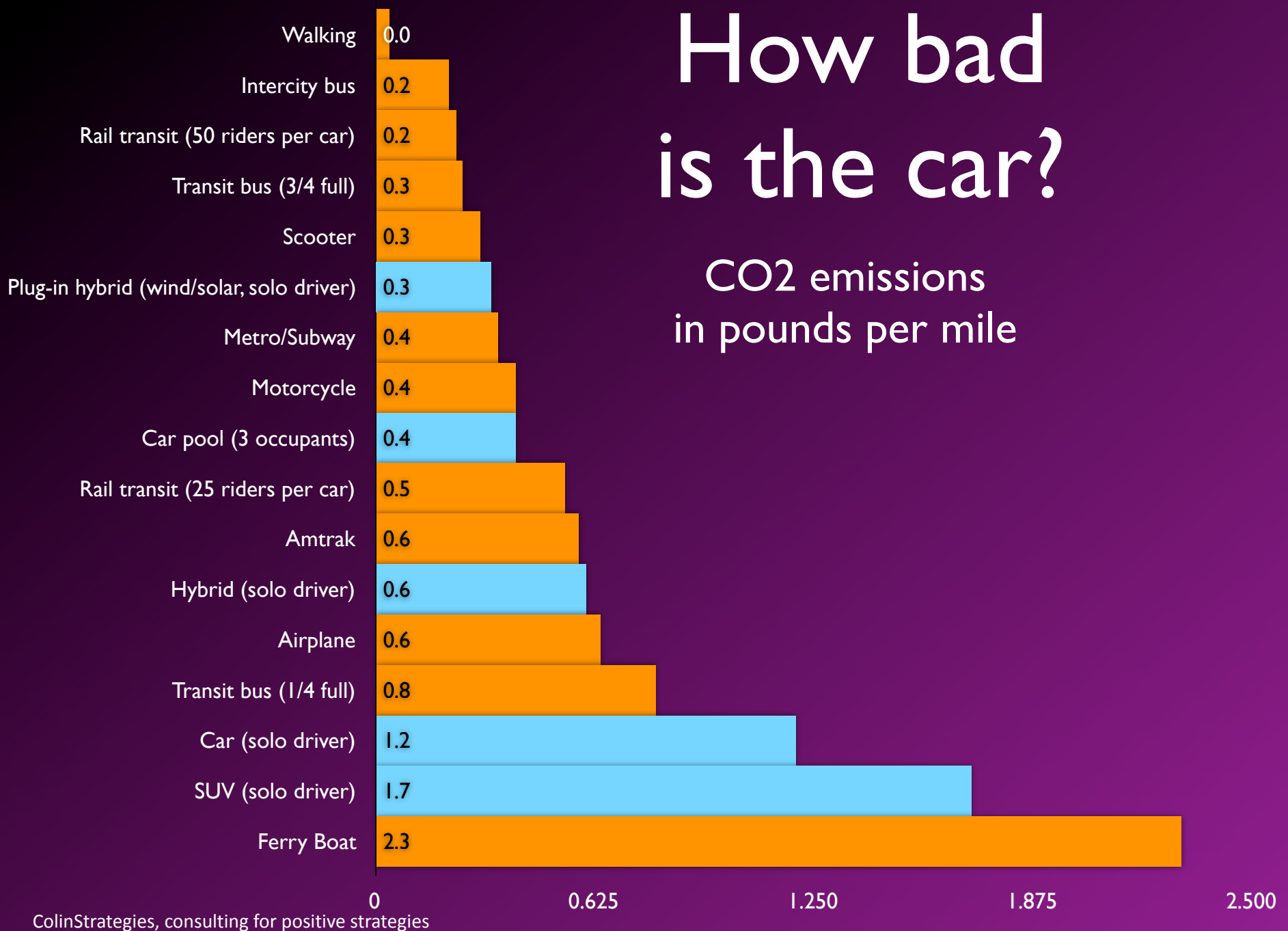
Dirty



- We burn oil. No kidding.
- Less than 20% of your gas go to the wheels

How bad is the car?

CO2 emissions
in pounds per mile

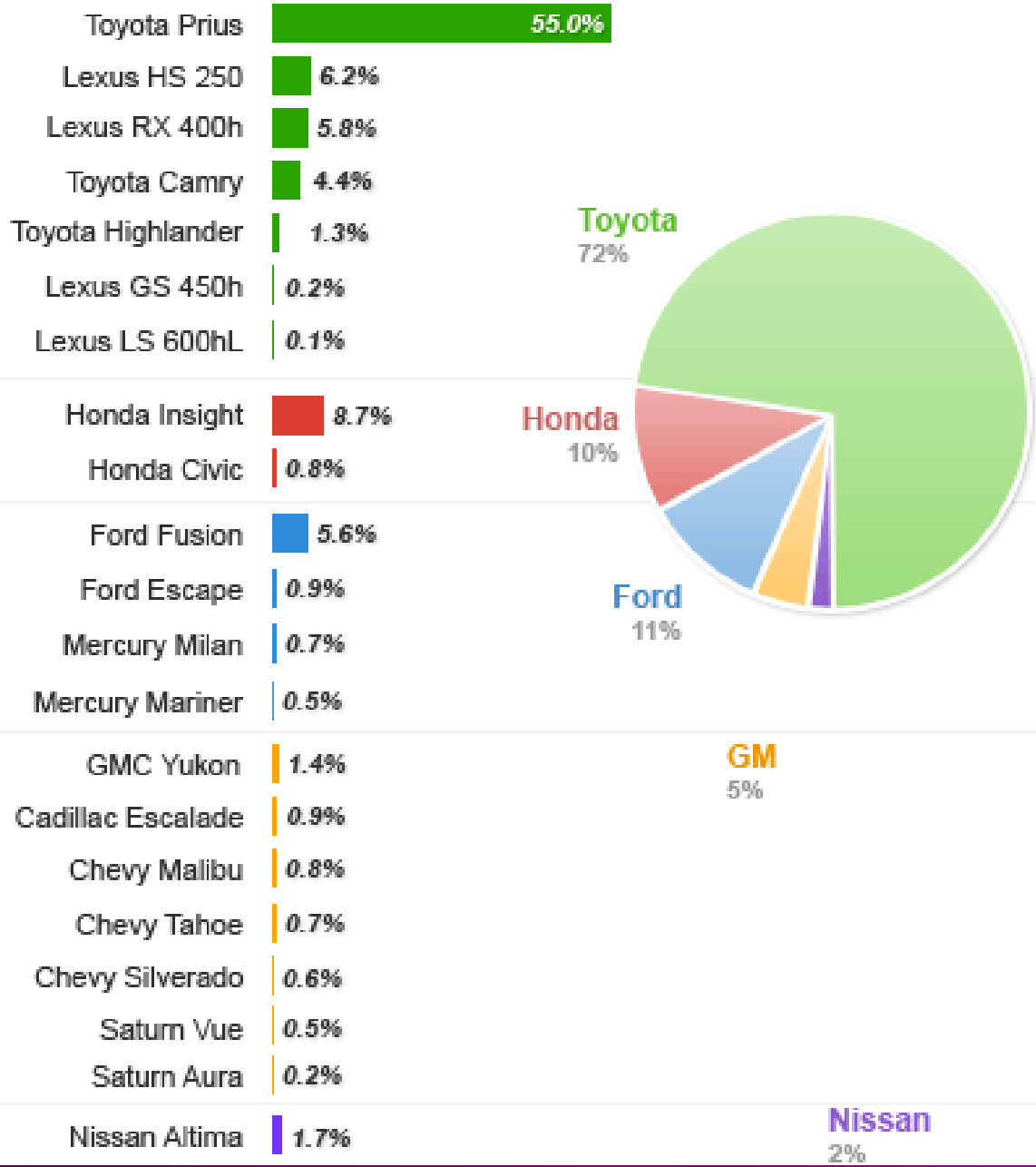


So what to do?

- Do not use a car
- Same car: use less, share
- But maybe your lose convenience. So what about a different car?

What other car?

- 1. Analyze Your Needs
- 2. Choose a Right-Sized Vehicle/Engine
- 3. Consider a Hybrid, consider Diesel
- 4. Avoid Gas-Guzzling Vehicle Options (all-wheels drive, rooftop luggage racks...)



Hybrids
sales
by model

3 models
=
70%

Metropolitan areas where hybrids are most popular

Rank	Metropolitan Area	New Hybrids per 1,000 Households
1	Portland, OR	4.95
2	San Francisco, CA	3.99
3	Helena, MT	3.6
4	Seattle, WA	3.36
5	Washington, DC	3.32
6	Los Angeles, CA	2.9
7	Santa Barbara, CA	2.7
8	San Diego, CA	2.64
9	Monterey, CA	2.62
10	Charlottesville, VA	2.38
11	Austin, TX	2.34
12	Boston, MA	2.24
13	Lafayette, IN	2.12
14	Baltimore, MD	2.09
15	Burlington, VT	2.08
	US Metro Area Average	1.07



- Starting \$22,000
- 48/45 est. mpg
- Total cost to own (5 years): \$33,539

- Starting \$19,800
- 40/43/41 mpg (City/Highway/Combined)
- Total cost to own (5 years): \$31,912





- Starting \$27,625
- 41/36 mpg (City/Highway)
- Total cost to own (5 years): \$41,281

Behavior

Perspectives

- Electric vehicles
- Car sharing
- Bike sharing
- Intermodality

Q&A session

ColinStrategies

Bringing clean transportation to the people

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