



## The Key to Lower Gas Prices: Efficiency, not oil shale, can reduce the price at the pump now

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As gas prices continue to climb, Americans are looking for ways to lower prices at the pump. Proven energy efficiency measures for cars and trucks can provide immediate relief from the rising prices. Moreover, the oil savings from these clean energy solutions are available right now, and are more certain, affordable, and immediate than potential development from oil shale. The real opportunity for consumers hit hard by gas prices is clean energy, not destructive oil shale production.

### Oil Shale Production Will Not Lead to Lower Gas Prices

Oil shale is rock found in Wyoming, Utah, and Colorado that produces oil when heated to extreme temperatures. Numerous proposals aim to rush development of commercial oil shale production in western states. But oil shale development will not provide relief for consumers: Not only will it take almost a decade or more before essential research on potential technologies is completed and potential impacts are assessed, but it will be even longer before significant production of oil shale could occur. What's more,

because oil shale will be much more costly to produce than conventional fuel, commercial oil shale development is not likely to reduce gas prices.

### Clean Energy Offers More Oil Savings

As shown in the figure on page 2, the potential savings from several automotive efficiency measures are readily attainable, proven effective, and offer immediate relief. Not only do savings from efficiency begin to accrue immediately, but they remain high and grow fast.



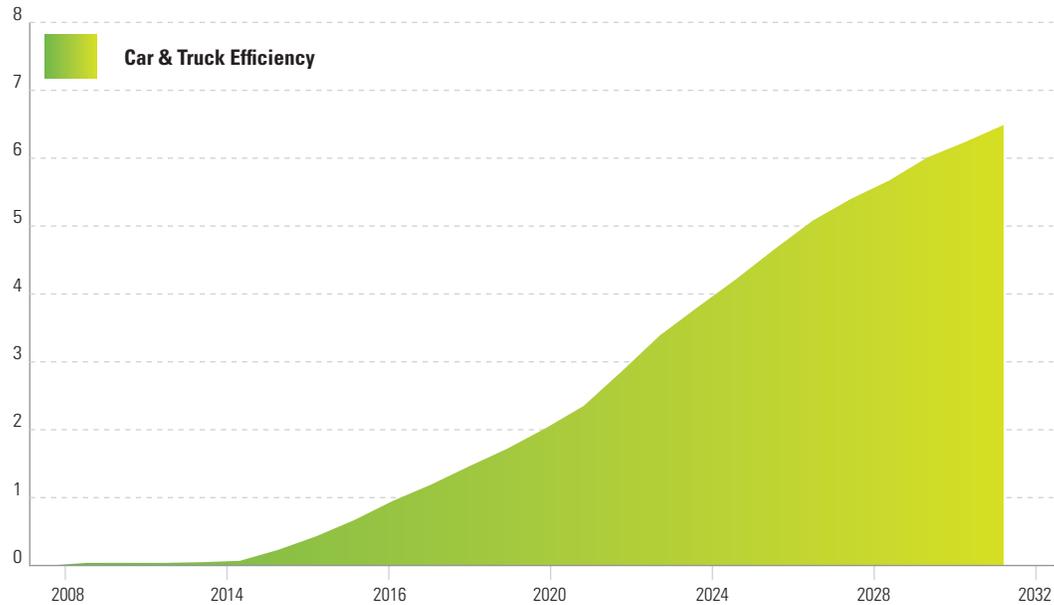
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**Potential Savings from Efficiency**  
(Million Barrels of Oil per Day)



**Start Saving Money on Gas Right Now**

Keeping your car engine in top shape and your tires properly inflated is the fastest, easiest way to make your car run farther on less gas. Not only does this yield significant savings over the long term, but it is by far the simplest and fastest way to begin saving money at the pump right now. Drivers can save hundreds of dollars each year through easy steps such as avoiding high-speed driving, unnecessary idling, rapid acceleration, and premium fuel in vehicles that do not require it; keeping vehicles properly maintained and tires properly inflated; using the correct engine oil; and removing unnecessary heavy items from trunks and unused roof racks.

These automotive efficiencies can provide oil savings benefits now, long before oil would even begin to flow from oil shale production—while simultaneously creating jobs and decreasing environmental damage. And these oil savings are just the beginning. Other clean energy solutions, such as increased investment in public transportation and plug-in electric drive vehicles connected to a cleaner electric grid, would achieve even greater savings. Clean energy solutions are simply the best way to provide lasting relief to American consumers.

**Recommendations for Lowering Prices at the Pump**

The following efficiency measures that comprise the substantial savings seen above are not only readily attainable, but are also proven to work.

- Adopting aggressive fuel economy standards for heavy-duty trucks and light-duty vehicles; light-duty vehicles standards should be 35 miles per gallon (mpg) by 2015 and 50 mpg by 2030. Together these could save a cumulative 18.4 billion barrels of oil by 2030.
- Enacting federal standards requiring replacement automotive tires to be at least as efficient as the original tires on new vehicles.
- Providing incentives for Americans to take voluntary measures to reduce fuel usage.