

# Clean Car Standards Digital Toolkit



Suggested social media messaging and graphics for use to discuss our lawsuit challenging the Trump Administration's rollback of Federal clean car standards

## Hashtag

#SaveCleanCars

## Save The Date: Clean Cars Tweetstorm

Wednesday, May 27 10:30AM PST

## Suggested Messaging

The Trump Administration's "SAFE rule" fails to live up to its name: it risks lives, costs consumers and kills jobs. #SaveCleanCars

---

#BREAKING: We're suing the Trump Administration over its so-called SAFE rule.

We have

Facts,

Science,

And the law on our side. #SaveCleanCars

---

#BREAKING: 23 states, 4 cities, and DC are suing the Trump administration over its roll back of federal #cleancarstandards.

We're not giving up the fight against the #climatecrisis. #SaveCleanCars

---

While we all band together to fight a public health and economic crisis, the Trump Admin is working to roll back Clean Car Standards that reduce asthma-causing air pollution AND save consumers at the pump.

We're suing. [#SaveCleanCars](#)

---

The Trump Admin itself admits that its so-called SAFE rule will increase fossil fuel use, greenhouse gas emissions, AND air pollution.

While the Trump Admin bows to the fossil fuel industry, we're ready to fight to [#SaveCleanCars](#)

---

Millions of American children suffer from asthma. I'm fighting to #SaveCleanCars because they deserve clean air to breathe.

---

The Trump Admin's dangerous and misguided decision to roll back federal clean car standards threatens to reverse the progress we've made in the fight against climate change.  
#SaveCleanCars

---

Instead of doing everything they can to combat the #COVID19 crisis, the Trump Administration is pushing a #CleanCarStandards rollback that means more air pollution and increased risk of respiratory illnesses.

We're fighting back. #SaveCleanCars

---

Respiratory illnesses like asthma make you more susceptible to #COVID19. @RealDonaldTrump is pushing a #CleanCarStandards rollback that means 300K more respiratory illnesses a year.

The so-called SAFE rule is a public health disaster #SaveCleanCars

---

We're already seeing the impact of the #climatecrisis, and now @RealDonaldTrump's decision to roll back #CleanCarStandards threatens to make a dire situation worse.

We need forward progress in the fight against climate change, not a return to obsolete technologies.

## Helpful Resources

Our [Clean Car Standards webpage](#) has the latest on our fight against the Trump Administration's rollback. There you can find a helpful timeline of events, all of the previous legal filings, and media resources.

## Helpful Statistics

- [The SAFE rule will not reduce pollution](#). The plain text of the rule says "these final standards are estimated to result in **1.9 to 2.0 additional billion barrels** of fuel

consumed and **877 to 923 additional million metric tons of CO2**” as compared to current standards.

- **The SAFE rule will not increase fuel economy.** From 2004 to 2018, fuel economy has increased 30%, or 5.8 mpg. The Trump Administration projects that the auto industry would achieve a 2% increase in fuel efficiency even if they weren’t required to improve fuel economy. This makes the 1.5% increase in the rule meaningless. See [EPA Highlights of the Automotive Trends Report](#) (Last accessed March 31, 2019); 85 Fed. Reg. 24259, Table V-6.
- **The SAFE rule will not make new vehicles more affordable.** -the CAFE standards rollback increases total consumer costs by \$110 - \$499, and the CO2 standards rollback increases total consumer costs by \$280 - \$678. See Tables VII-80 through -87 on pages 1412 - 1422. Both rules increase consumer costs.
- **The SAFE rule is not a significant benefit to the American economy, it’s a job killer.** Job losses (person years) totaling 13,474. See Table VIII-10, page 1721.

**EPA staff warned that mileage rollbacks had flaws. Trump officials ignored them.**

The rule finalized this spring estimates there will be fewer accident-related deaths over the lifetime of vehicles sold between 2021 and 2029 as more people trade older cars for newer, safer ones. The government’s own estimates, however, say more Americans will die as a result of increased air pollution during that period than if the existing standards remained in place.

[https://www.washingtonpost.com/climate-environment/epa-staff-warned-that-mileage-rollbacks-had-flaws-trump-officials-ignored-them/2020/05/19/242056ba-960f-11ea-91d7-cf4423d47683\\_story.html](https://www.washingtonpost.com/climate-environment/epa-staff-warned-that-mileage-rollbacks-had-flaws-trump-officials-ignored-them/2020/05/19/242056ba-960f-11ea-91d7-cf4423d47683_story.html)

## Graphics

#SaveCleanCars → [Download](#)

Clean Cars Drive Nation Forward → [Download](#)

“SAFE” is a job killer → [Download](#)

13k Jobs Lost in Auto Industry → [Download](#)

Additional 2 Billion Barrels Consumed → [Download](#)

923 Million Tons of CO2 → [Download](#)

250k Asthma Attacks → [Download](#)