**Core Digital Message Guidance: Clean Car Standards**

**Core Message:**  America’s clean car standards help ensure that cars, pickup trucks, and SUVs continue to get more fuel-efficient, saving drivers money every trip to the gas station. Cleaner, more efficient vehicles also reduce air pollution and combat climate change – helping to prevent harmful health impacts like asthma attacks. Rolling back America’s clean car standards, as the Trump administration and Congress want to do, would make it harder to reduce pollution and would force Americans to fork over billions of dollars to oil companies instead of spending that money on their families. Instead of lining the pockets of Big Oil, strong fuel economy and pollution standards clean up our air and save us money.

**Gas is a big part of a family’s budget. By boosting fuel efficiency, America’s clean cars standards save families money.**

*Note: State-specific numbers can be found* [*HERE*](http://www.ucsusa.org/state-benefits-vehicle-efficiency-standards#.Wjg4Y9-nGUl)*. (Union of Concerned Scientists)*

**TWITTER:**

* We’re already seeing the benefits of #CleanerCars – Americans have saved more than $50 billion at the pump already thanks to these standards. [LINK]
* By 2030, [STATE] families could save $[XX] at the gas pump because of #CleanerCars standards. [LINK]
* Gas is a huge part of a family’s budget. #CleanerCars standards save us money at the pump – that’s why so many Americans support them. [LINK]

**FACEBOOK:**

* We’re already seeing the benefits of #CleanerCars – Americans have saved more than $50 billion at the pump already thanks to these standards. [LINK]
* By 2030, [STATE] families could save $[XX] at the gas pump EVERY YEAR because of America’s current #CleanerCars standards. [LINK]

**Americans deserve clean air. Rolling back fuel efficiency standards will allow automakers to make dirtier cars that pollute the air and harm our health.**

**TWITTER:**

* 25 million Americans – including more than 6 million children – suffer from asthma. #CleanerCars standards keep them healthier.
* More than 6 million American kids suffer from asthma – we can’t afford to roll back the #CleanerCars standards that help them breathe easier.
* #CleanerCars standards don’t just put more money in our pockets – they reduce pollution that harms our health.
* Dirty air affects all Americans’ health – especially the most vulnerable among us. #CleanerCars standards keep us healthier – we can’t afford to roll back progress.
* No one voted for dirtier air – but that’s exactly what @EPAScottPruitt’s plans to roll back #CleanerCars standards will give us.

**FACEBOOK:**

* 25 million Americans – including more than 6 million children – suffer from asthma. We can’t afford to roll back the #CleanerCars standards that help them breathe a little easier.
* Air pollution harms Americans’ health – especially the most vulnerable among us. #CleanerCars standards keep us healthier – we can’t afford to roll back progress. No one voted for dirtier air, but that’s exactly what [TAG] Donald J. Trump and [TAG] Scott Pruitt want to give us.

**Our clean car standards are achievable and working. We should keep moving forward, and stop politicians and lobbyists from taking us backwards.**

**TWITTER:**

* Rolling back #CleanerCars standards means rolling back progress. Period. <http://consumersunion.org/news/2017-fuel-economy-survey/>
* The overwhelmingly majority of Americans support cleaner, more efficient cars. We can’t let @EPAScottPruitt reverse progress. #CleanerCars <http://consumersunion.org/news/2017-fuel-economy-survey/>
* People across the nation have made their desire for cleaner, more efficient cars perfectly clear. It’s time for [TAG TARGET] to listen. #CleanerCars <http://consumersunion.org/news/2017-fuel-economy-survey/>
* Nearly 9 in 10 Americans support automakers building cleaner, more efficient vehicles. Looks like @EPAScottPruitt missed the memo. #CleanerCars <http://consumersunion.org/news/2017-fuel-economy-survey/>

**FACEBOOK:**

* 87% of Americans support automakers building cleaner, more efficient vehicles. Rolling back #CleanerCars standards means rolling back progress. Period. <http://consumersunion.org/news/2017-fuel-economy-survey/>
* People across the nation have made their desire for cleaner, more efficient cars perfectly clear. It’s time for [TAG TARGET] to listen. #CleanerCars <http://consumersunion.org/news/2017-fuel-economy-survey/>

**Clean car standards help us reduce tailpipe carbon pollution that contributes to climate change.**

**TWITTER:**

* UNACCEPTABLE: @realDonaldTrump and @EPAScottPruitt are rolling back #CleanerCars standards that protect our health and save families money at the pump. <http://bit.ly/2Cs70AW>
* The overwhelming majority of Americans support #CleanerCars standards and the benefits they have for our health and our wallets. <http://bit.ly/2Cs70AW>
* #CleanerCars standards help protect our health and our economy. It’s time @EPAScottPruitt started doing his job and worked to defend health, not his polluting pals. <http://bit.ly/2Cs70AW>
* America’s #CleanerCars standards are the best policy we have on the books to address climate change. @EPAScottPruitt wants to destroy them. 🤔 🤔 <http://bit.ly/2Cs70AW>
* For the first time in 40 years, pollution from transportation is the largest contributor to climate change– but @EPAScottPruitt wants to roll back #CleanerCars standards, which cut tailpipe pollution. <http://bit.ly/2Cs70AW>

**FACEBOOK:**

* UNACCEPTABLE: [TAG] President Donald J. Trump and [TAG] Administrator Scott Pruitt are rolling back #CleanerCars standards that protect our health and save drivers money at the pump. These rollbacks threaten the 25 million Americans who suffer from asthma. <http://bit.ly/2Cs70AW>
* The overwhelming majority of Americans support #CleanerCars standards that protect our health and our economy. It’s time [TAG] Administrator Scott Pruitt started doing his job and worked to defend health, not his polluting pals. <http://bit.ly/2Cs70AW>
* America’s #CleanerCars standards are the best policy we have on the books to address climate change. [TAG] Scott Pruitt wants to dismantle these vital standards. 🤔 🤔 <http://bit.ly/2Cs70AW>
* For the first time in 40 years, pollution from transportation is the largest contributor to climate change– but [TAG] Scott Pruitt wants to roll back #CleanerCars standards, which cut tailpipe pollution. <http://bit.ly/2Cs70AW>

*For national security messengers:*

**Improving fuel efficiency and building cleaner cars will cut our dependence on foreign oil – an important step in protecting our national security.**

**TWITTER:**

* By 2025, #CleanerCars standards will have reduced oil consumption by 12 BILLION barrels. Not only is this good news for consumers, but it also benefits our national security by reducing our dependence on foreign oil.
* The CNA Military Advisory Board reports that a 30 percent reduction in our petroleum use would significantly improve national security. #CleanerCars standards help us get there.
* Military officials know that climate change is a threat to our national security. We must continue to reduce carbon pollution with #CleanerCars standards to protect our country.
* #CleanerCars standards help protect our country. By reducing carbon pollution and our dependence on foreign oil, these protections can significantly improve our national security.

**FACEBOOK:**

* By 2025, #CleanerCars standards will have reduced oil consumption by 12 BILLION barrels. Reducing our dependence on foreign oil is yet another reason why we need [TAG] Scott Pruitt to keep strong vehicle efficiency standards in place.
* The CNA Military Advisory Board reports that a 30% reduction in our petroleum use would significantly improve our national security.
* Military officials know that climate change is a threat to our country, and #CleanerCars standards can help protect us.
* #CleanerCars standards help protect our country by reducing carbon pollution and our dependence on foreign oil. #ClimateSecurity is national security.