**Message Guidance: EPA Final Determination**

In January 2017, the EPA concluded that America’s clean car standards are working, achievable, and should not be rolled back. Yet, without any change in the facts, EPA administrator Scott Pruitt is expected to reverse that decision this spring, ignoring the thousands of pages of research and analysis that support keeping the standards in place. Pruitt’s move to roll back the clean car standards will hurt American families—forcing them to spend more money on gas, increasing oil consumption, and boosting the pollution driving climate change.

**The EPA’s decision to roll back clean car standards will cost American families money at the pump and allow automakers to make dirtier cars that pollute our air and harm our health.**

**TWITTER:**

* No one voted for more pollution and dirtier air, but that’s what we’ll get if @realDonaldTrump and @EPAScottPruitt succeed in rolling back #CleanerCars standards.
* Rolling back #CleanerCars standards forces us to spend more money on gas, increases our oil consumption and boosts pollution that endangers our health and drives climate change.
* Unacceptable: @EPAScottPruitt’s crusade against #CleanerCars will cost us money at the pump and could cost our children their health.
* American families can’t afford to pay more at the pump or breathe dirtier air – that’s why we need cleaner, more efficient cars. #CleanerCars

**FACEBOOK:**

* No one voted for more pollution and dirtier air, but that’s what we’ll get if [TAG] Donald J. Trump and [TAG] Scott Pruitt succeed in rolling back #CleanerCars standards.
* Rolling back #CleanerCars standards forces us to spend more money on gas, increases our oil consumption and boosts pollution that endangers our health and drives climate change.

**In his zeal to roll back America’s clean car standards, Scott Pruitt has yet again defied his agency’s own experts and sound science.**

**TWITTER:**

* .@EPAScottPruitt should base decisions on sound science and what’s best for the majority of Americans, not take the advice of corporate polluters and roll back #CleanerCars standards we rely on.
* In his zeal to please polluters by rolling back America's #CleanerCars standards, @EPAScottPruitt defied his own agency's experts.
* .@EPAScottPruitt's reckless decision to ignore science and roll back #CleanerCars standards is just pandering to auto execs and their Washington lobbyists, plain and simple.

**FACEBOOK:**

* [TAG] Scott Pruitt should base decisions on sound science and what’s best for the American people. Instead, he’s taking the advice of corporate donors and industry insiders as he rolls back the #CleanerCars standards we rely on.
* In his zeal to please polluters by rolling back America's #CleanerCars standards, [TAG] Scott Pruitt defied his own agency's experts.

**The clean car standards are achievable. We should keep moving forward with these money-saving standards.**

**TWITTER:**

* #CleanerCars standards are moving us forward, saving us money and reducing pollution. We can’t let @EPAScottPruitt and his lobbyist pals put us in reverse. [COMMENT LINK]
* Automakers have added hundreds of thousands of manufacturing jobs, set sales records, and saved consumers money at the pump – thanks to #CleanerCars standards. We can't let @EPAScottPruitt roll back progress. [COMMENT LINK]

**FACEBOOK:**

* #CleanerCars standards are moving us forward, saving us money and reducing pollution. We can’t let [TAG] Scott Pruitt and his lobbyist pals put us in reverse. [COMMENT LINK]
* Automakers have added hundreds of thousands of manufacturing jobs, set sales records, and saved consumers money at the pump – all because of #CleanerCars standards. We can't let [TAG] Scott Pruitt roll back progress. [COMMENT LINK]