

Global Automakers of Canada (GAC) Supports the Provision of More Accurate Fuel Consumption Data to Consumers

TORONTO (February 21, 2014) - The members of the Global Automakers of Canada (GAC) support the Federal Government's announcement today to introduce a new 5 cycle test methodology to measure the fuel consumption of a vehicle, and the introduction of 5 cycle fuel consumption values to the EnerGuide labels that appear on motor vehicles beginning with the 2015 Model Year.

"We commend the government for moving to this change in test methodology, which simply means that the fuel consumption values shown on the label of 2015 model year vehicles will be a more accurate reflection of the amount of fuel that the vehicle actually consumes. This change typically means that 2015 Model Year vehicles will have labels that show greater fuel consumption than a similar 2014 Model Year vehicle," said David Adams, President of the Global Automakers of Canada. "Employing a test methodology that provides the car buying public with a more accurate picture of the estimated fuel consumption of all vehicles is important in ensuring that customers have all of the relevant information in hand when the time comes to purchase a new vehicle – especially those consumers for whom fuel efficiency is one of the key factors influencing the type of vehicle they end up purchasing," added Adams

Some Model Year 2015 vehicles are entering the marketplace beginning this month and it is extremely important for consumers to understand the difference between 2014 label values that reflect the old 2 cycle test methodology, and the new 5 cycle testing methodology reflected on the label value of a 2015 Model Year vehicle. We look forward to a robust communications and education campaign from the federal government to ensure that consumers understand the implications of these changes when comparing 2014 vehicles and 2015 vehicles, including how fuel consumption values are advertised. More information in this regard can be found by accessing the Natural Resources Canada website at www.vehicles.nrcan.gc.ca. Further, the GAC and its members continue to work with the Federal Government towards finalizing new labels that will provide additional helpful information for consumers beginning with the 2016 Model Year

The Minister of Natural Resources, Joe Oliver also announced the most fuel efficient vehicles for 2014 at the Canadian International Auto Show today. GAC member companies had the most fuel efficient vehicles in 11 of 15 categories or sub-categories, demonstrating continued leadership in the provision of fuel efficient vehicles to Canadian consumers.

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About the Global Automakers of Canada (GAC)

Formerly the Association of International Automobile Manufacturers of Canada (AIAMC), the association was rebranded in May 2013 as the Global Automakers of Canada (GAC). The GAC advocates for sound public policy to support a competitive and sustainable automotive market in Canada. Our members are committed to meeting the mobility needs of Canadians by providing greater consumer choice, offering leading edge safety and environmental technologies and eliminating unnecessary regulatory and trade barriers. The members of the GAC were responsible for 55.4% of overall vehicle sales in 2013. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada's 3,331 dealers across Canada.