

IT'S EASY TO FIND THE MOST ENVIRONMENTALLY FRIENDLY VEHICLES.

Participating dealers place a Cleaner Cars label in the window of qualifying new vehicles.

The label indicates the vehicle:

- has a highway fuel economy rating of 30 miles per gallon or better; and
- is classified as a low emission vehicle.

There are currently over 170 makes and models of new cars, station wagons and SUVs eligible for a Cleaner Cars for Maine label. Look for the label and ask your dealer for more details.



Visit www.LEVforME.com



The Maine Automobile Dealers Association, the Natural Resources Council of Maine, and the Maine Department of Environmental Protection have teamed up to inform the public about cleaner, more fuel-efficient vehicles. Our goal is to make it easier for car and truck buyers to identify cleaner vehicles sold at dealerships throughout Maine.



Cover photos: hazecam.net, courtesy of NESCAUM

Printed on recycled paper,
100% postconsumer waste, process chlorine-free.

WHEN YOU BUY A NEW CAR, SEE IF IT COMES IN GREEN.

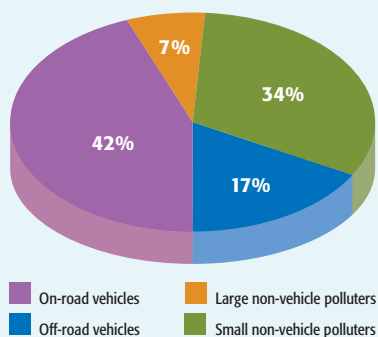


Low emission vehicles pollute less... and save you money.



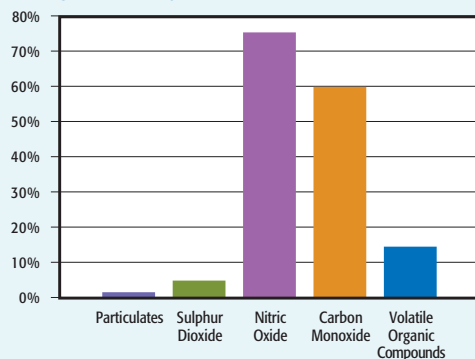
Car emissions can take air quality from good to bad to worse.

Sources of Maine-made air pollution



Source: 2002 MANE-VU inventory

Maine air emissions generated by on-road vehicles



Source: 2002 MANE-VU inventory

Cars and trucks are the largest source of air pollution in Maine.

Vehicle emissions contribute to ozone pollution, acid rain, toxic emissions and global warming, and all are serious threats to the health of Maine families and the environment.

Driving your car probably causes more pollution than anything else you do.

Motor vehicles produce:

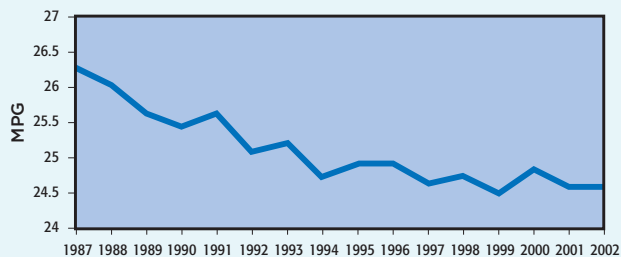
- Nitrogen oxides and volatile organic compounds that react together on hot sunny days to form ground-level ozone, or “smog”, a respiratory irritant and public health threat.
- Carbon monoxide, a poisonous gas that reduces the delivery of oxygen to tissues and organs.
- Air toxins that pose potential long-term health risks, including cancer.
- Large amounts of carbon dioxide, a greenhouse gas which is the major contributor to global climate change.

Buying a cleaner car or truck gives you real benefits.

With better fuel economy and low emissions, you:

- protect the health of Maine’s citizens.
- protect Maine’s environment.
- reduce emissions of greenhouse gases such as carbon dioxide.
- save money on fuel costs over the life of the vehicle.
- reduce demand for gasoline and dependence on imported oil.

The average fuel economy of U.S. vehicles is on the decline.



Source: Automotive Fuel Economy Program – 2002 Update, U.S. Department of Transportation

What you can do.

Some cars and trucks cause more pollution than others. Many new vehicles are designed for improved fuel economy and low emissions. Even within the same class of vehicle (e.g. midsize cars), there is a range of fuel economy ratings and emissions.

You can help reduce air pollution and save money by shopping carefully for a new vehicle. Look for the Cleaner Cars label to help you make the best choice.



Look for the Cleaner Cars label.

This label helps you buy low emission, fuel-efficient vehicles. By buying a vehicle displaying this label, you’ll be doing your share to cut down on harmful pollution in Maine. You’ll save money at the fuel pump, too!

Learn more online.

Visit www.LEVforME.com for more detailed information.