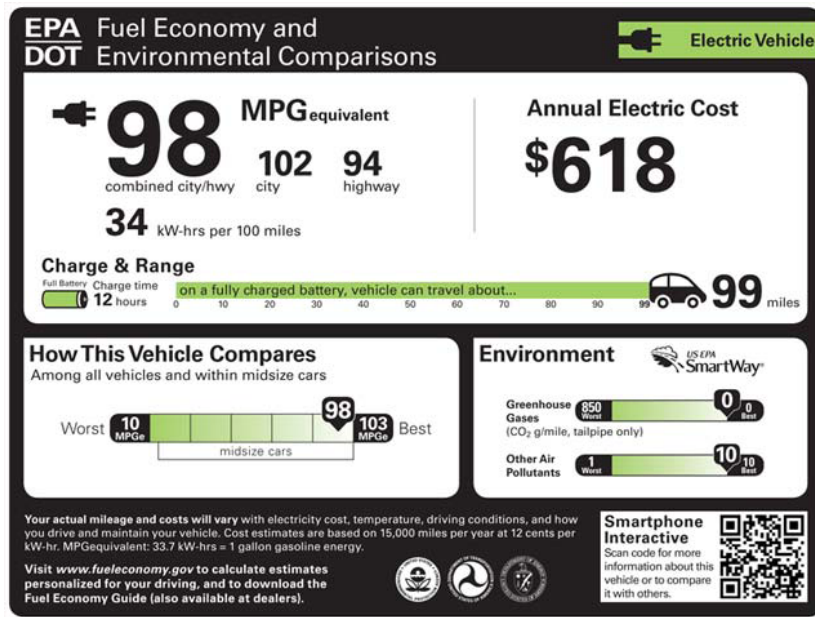


Anatomy of the SAFE/MSDS Fuel Label

Using NPRM Label #2 as a starting point, SAFE and MSDS developed the following label to create more useful organization and presentation of critical metrics to help the end consumer make a more informed vehicle choice.

PROPOSED NPRM LABEL # 2



Significant amount of space dedicated to illustration of range and charge capacity, but little additional information on fuel costs. This becomes particularly problematic in dual fuel vehicles.

Utilizes the MPG metric, which has been recognized as misleading in relation to annual costs and consumption.

A lot of space dedicated to notes, seals, and a smartphone interactive code.

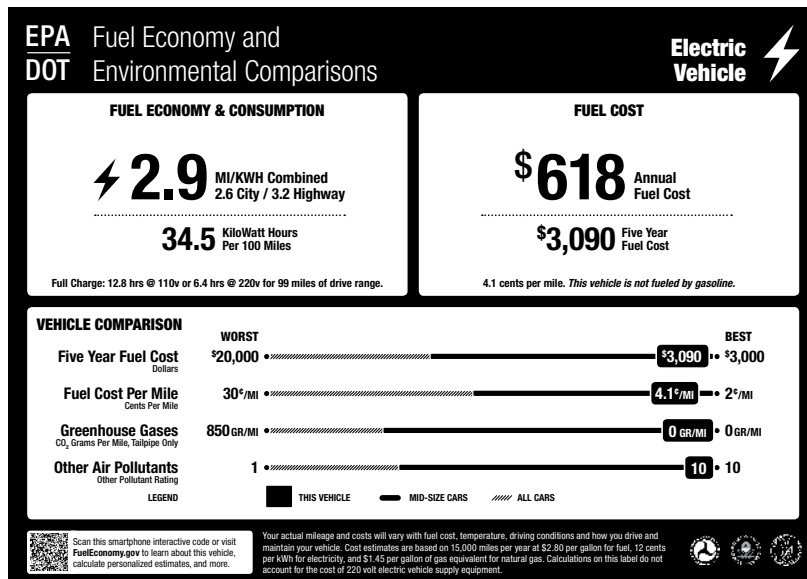
Very small icon and type, difficult to read; color-coding only useful in context of a familiar color system.

Small horizontal scales undermine the environmental impact of vehicle choices; sliders do not compare this vehicle to others in its class. Color gradients can be difficult to reproduce and connote environmental meaning on vehicle fuel choices.

SAFE / MSDS LABEL

Helvetica Condensed font provides better legibility and conservation of space in these layouts.

Extra-bold font and denser, more universal icons for better fuel source recognition



Fuel economy and consumption are consolidated to a single module expressed in units that are meaningful to the fuel type.

Vehicle comparison is organized into a single module, presenting a clear comparison on metrics common to all vehicle choices.

This version highlights fuel cost over both one and five year horizons, so consumers can see how fuel choices affect their operating costs over the long term.

By using a wider range, the reader can more easily identify the nuances in cost and emissions that have significant implications over the life of the car. In addition to comparisons to other vehicles in and outside the vehicle class, this chart style also facilitates a range-based visualization of the cost and emissions impact of operating dual fuel vehicles in separate modes.

Information linking to FuelEconomy.gov site is now consolidated to save space.

Estimating assumptions & notes consolidated at bottom to reduce clutter in the overall presentation.

Department seals consolidated.