

E&E NEWS

Green groups push Biden on SUV emissions with new ads

A pricey full-page ad in *The New York Times* is meant to catch the president's attention.

By Mike Lee
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CLIMATEWIRE | Environmental groups are pressuring the Biden administration to crack down on car and truck emissions when it takes up fuel economy standards next month.

The Center for Biological Diversity and GreenLatinos are calling on EPA to reduce pollution 75 percent from cars, SUVs and light trucks by 2030, in the next round of standards. That's a more aggressive target than President Joe Biden set in his 2021 executive order on clean vehicles, which called for 50 percent of vehicles sold to be emissions-free by 2030.

The groups are planning a full-page ad in *The New York Times* Washington edition on Tuesday, along with banner ads in POLITICO and a Spanish-language YouTube ad. POLITICO is the parent company of E&E News.

The ads, which cost more than \$200,000, are aimed at policymakers in Washington, including at EPA and the White House, said Dan Becker, director of the safe climate transport program at the Center for Biological Diversity.

“The thing they take away from it, this being a political town, is — these guys care enough to spend this money to get this message across,” he said. “I don't think the president is going to read our testimony and he's certainly not going to read the docket at the EPA, but he will read the ad in tomorrow's *New York Times*.”

The *Times* ad shows an illustration of a Toyota Tundra pickup sinking into a patch of melting tundra, to underscore the link between vehicle emissions and climate change.

Cutting three-fourths of emissions from the automotive sector would require about 67 percent of new vehicles to be electric by 2030, along with changes in fuel efficiency for the remaining

gasoline- and diesel-powered cars and trucks, Becker said.

The industry could achieve similar reductions using a variety of existing technology, including better engines and transmissions and wider adoption of hybrid gasoline-electric vehicles, he said. EPA's next round of fuel efficiency standards will cover vehicles made in model year 2027 and later.

The agency is scheduled to release a proposed rule in March and a final rule next year.

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