



## Clean Diesel eNewsletter

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## Welcome to Clean Diesel Delivers

This is your source for the latest news and emerging trends in [advanced clean diesel technology](#) for passenger vehicles in the United States. Amid growing consumer enthusiasm for “green” cars, clean diesel has stood out as the only solution to reduce your impact on the environment and improve fuel efficiency, while still maintaining the power and torque that drivers expect in their vehicles. By receiving this newsletter, you are taking part in a larger conversation about the benefits of this exciting technology.

This newsletter is provided by the [U.S. Coalition for Advanced Diesel Cars](#). To opt-out, simply click below to unsubscribe and we'll remove you.

## Clean Diesel Wins Green Car of the Year...Again



At the Los Angeles Auto Show in December, Ron Cogan, editor and publisher of *Green Car Journal* named the Audi A3 TDI the [2010 Green Car of the Year](#). This marks the second year in a row a clean diesel car won this prestigious honor, following in the tracks of the 2009 winner, the [Volkswagen Jetta TDI](#). The Audi A3 impressed a diverse jury of experts – including Dr. Alan Lloyd, president of the International Council on Clean Transportation and Carl Pope, executive director of the Sierra Club, among others – for its “rakish

styling, upscale appointments, and 42 mpg highway fuel efficiency.” The recognition helps underscore that clean diesel is available to consumers today, providing long term economy by offering fuel efficiency advantages, high resale value and [tax incentives](#). You can learn more about the Audi A3 TDI by [clicking here](#).



## Clean Diesel Makes a Splash at 2010 Washington Auto Show

Along the “[Advanced Technology Superhighway](#)” at the Washington Auto Show last month, you’d find just about every clean automotive technology on display. But only one solution – advanced clean diesel – offers 30 percent better fuel economy and 50 percent better torque over comparable gasoline engines, with up to 25 percent lower CO2 emissions. Members of Congress, like

Rep. Steny Hoyer (pictured here), stopped by the booth to learn about today's diesel technology, while journalists and bloggers participated in a series of "ride-and-drives" in clean diesel vehicles. This allowed them to experience first-hand the performance of new 2010 models, like the [2010 Volkswagen Golf TDI](#), [2010 Volkswagen Jetta Sportwagen TDI](#) and the [2010 BMW 335d](#). This helped spur [media](#) and [blogger](#) coverage of diesel's presence at the Auto Show, which only added to the buzz about alternative vehicles in Washington during the week.

## U.S. Coalition for Advanced Diesel Cars Expands Membership



As the only advocacy group exclusively dedicated to clean diesel passenger vehicles, our Coalition is actively recruiting new partners that share a common objective – more clean diesel cars on U.S. roads. To this end, the Coalition recently welcomed four new members: [Tenneco Inc.](#), [Dow Automotive](#), [Umicore](#) and [SinterCast](#). By working alongside founding members Robert Bosch, LLC and

BorgWarner, these companies will help advocate for technology-neutral policies and regulations that reward innovation, so that all clean technologies can compete equally. This is how we'll meet our societal and political objectives of protecting the environment and advancing energy independence, while providing solutions that consumers want. After all, [according to the EPA](#), American drivers spend about 57% of their miles at speeds of 45 mph and above, speeds at which clean diesel offers the best efficiency and performance. We think policies and regulations should encourage development of technologies that accurately reflect real-world driving behavior, and that are best suited to meet the demands of today's consumer.