



# U.S. COALITION FOR ADVANCED DIESEL CARS

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## **U.S. Coalition for Advanced Diesel Cars Honors Senator Lisa Murkowski as the Inaugural *Champion for Technology Neutrality***

Washington, DC (January 26, 2012) –the U.S. Coalition for Advanced Diesel Cars will honor Sen. Lisa Murkowski (R-Alaska) as the first annual *Champion for Technology Neutrality* on Thursday, January 26. The award recognizes leaders who support outcome-based federal automotive policy that fosters innovation and achieves real-world results. Following the announcement of the recently released Corporate Average Fuel Economy Standards, Sen. Murkowski advocated allowing all advanced vehicle technologies to compete impartially to ensure a robust set of options to drive innovation. Jeff Breneman, Executive Director of the coalition released the following statement:

“The U.S. Coalition for Advanced Diesel Cars is proud to recognize Sen. Murkowski as the first-ever *Champion for Technology Neutrality* in appreciation of her firm commitment to government objectivity. Increasing fuel efficiency is an important goal, and it will best be answered by performance-based policies that allow all technologies the equal opportunity to compete. It is with great honor we present Sen. Murkowski with today’s award, and we look forward to continuing to work with her on this important issue.”

In response to the distinction, Sen. Murkowski released the following statement:

“I’m honored to receive this award. Improving fuel efficiency is an important cause, and I strongly believe we must remain open to explore all of the options available to achieve heightened standards. It’s unrealistic to assume that there is a single technology capable of achieving our goals and meeting the diverse needs of drivers across the country. Instead, we must draw on all of our resources to stimulate innovation without strong-arming the American people into a one-size fits all solution.”

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The U.S. Coalition of Advanced Diesel Cars is a supplier-led partnership committed to promoting the energy efficiency and environmental benefits of advanced clean diesel technology for passenger vehicles in the U.S. marketplace. Based in Washington, DC, the coalition advocates for technology-neutral public policies and regulations rewarding innovation and providing equal market opportunities for advanced technology passenger vehicles.