



The Global Fuel Economy Initiative (GFEI)

- Launched on 4 March 2009 in Geneva by IEA, ITF, UNEP, and the FIA Foundation



- **GOAL:** reduction in fuel consumption per km of 50% by 2050 (for the vehicle stock) compared to 2005
- Roughly equivalent to an implementation of a 50% improvement by 2030 for new sales, worldwide
- Four main activity areas:
 - Analysis of global fuel economy trends and potential
 - Outreach to governments, assistance in policy development
 - Outreach to stakeholders, dialogue to improve coordination
 - Information campaigns