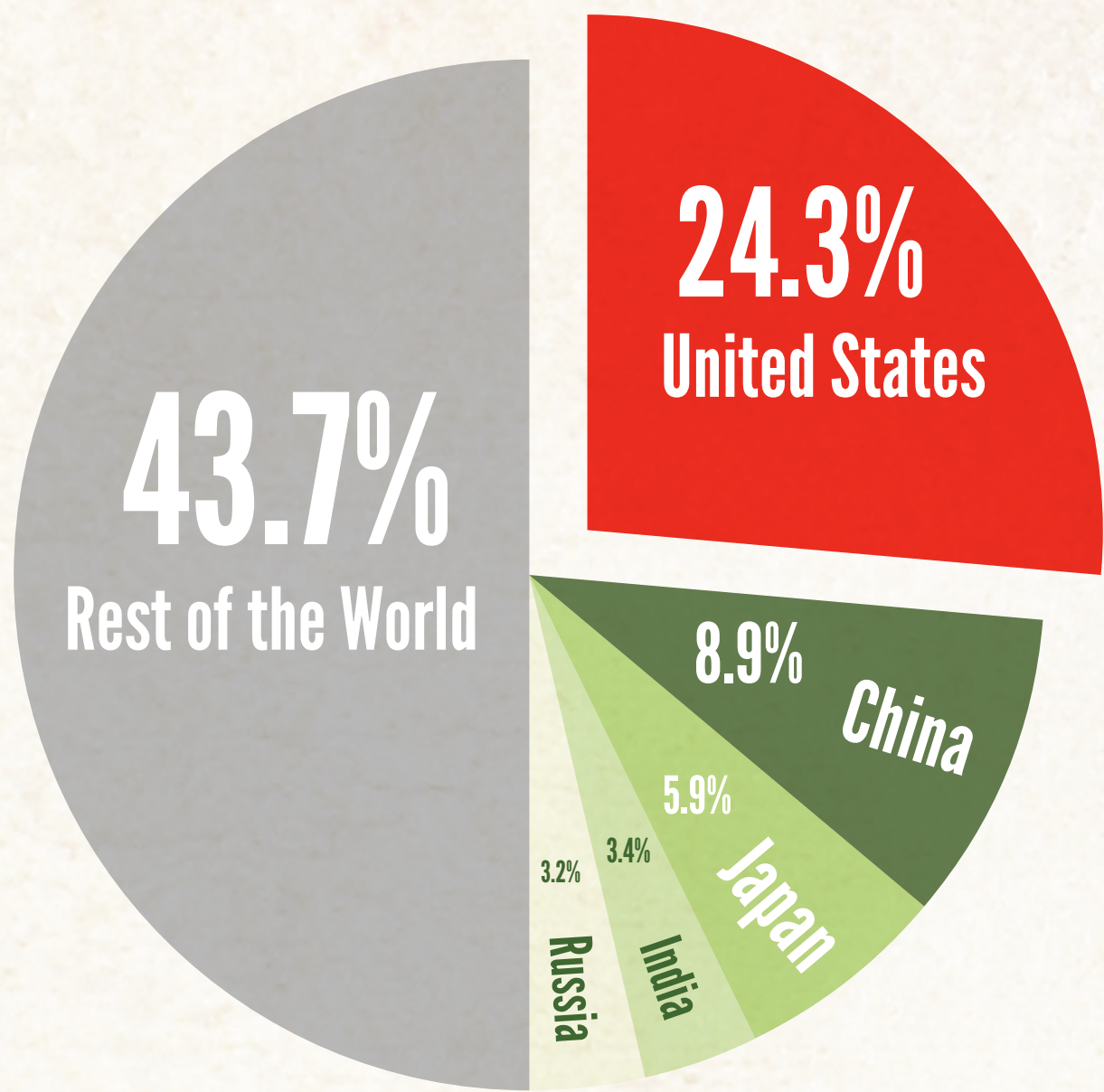


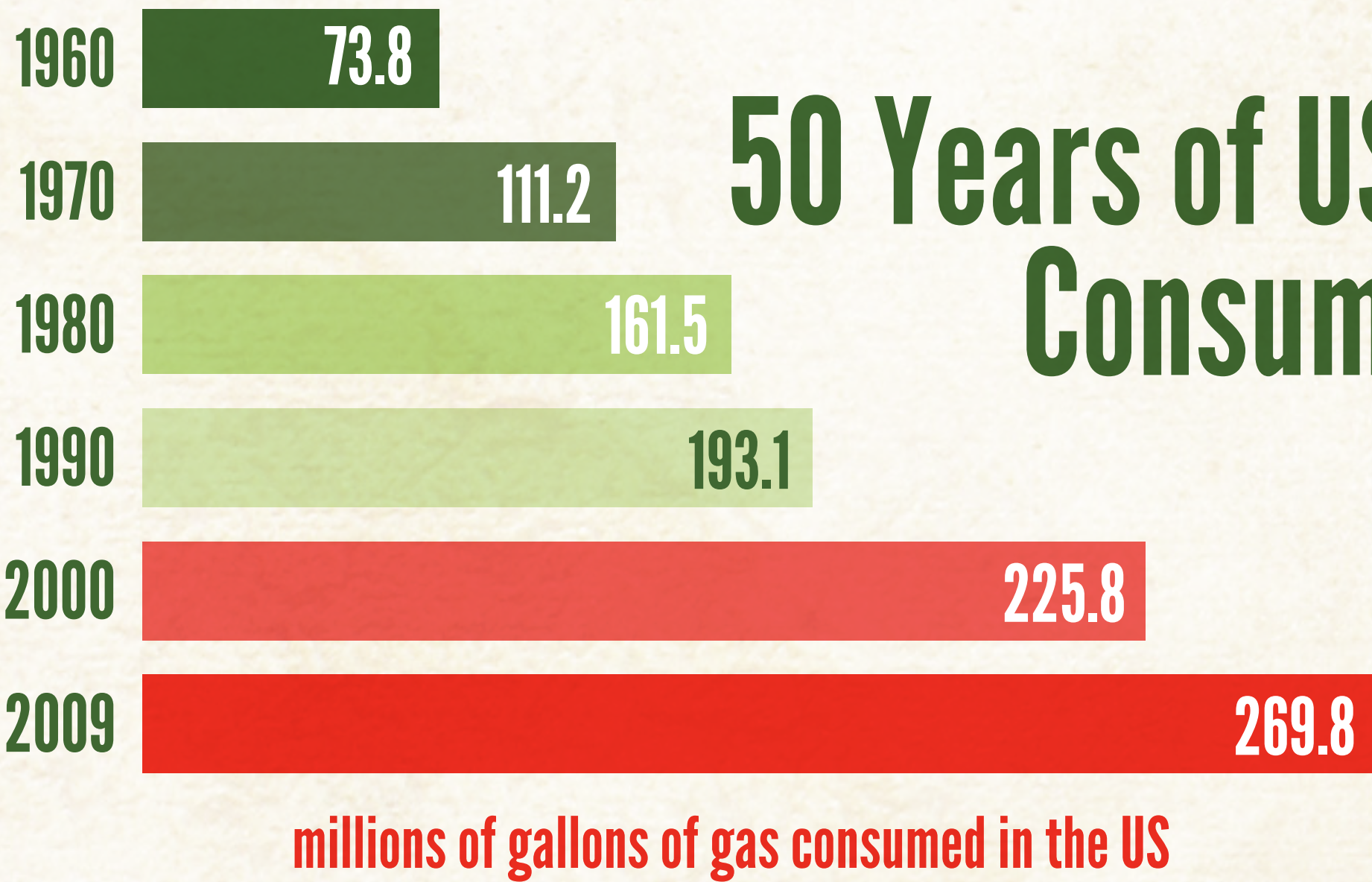
Fuel Usage and Efficiency in America

It has been estimated that the world could deplete it's fossil fuel reserves in as soon as 65 years. Though currently, it is unfeasible for people to discontinue fossil fuel consumption, we can make a joint effort to keep gasoline around long enough for us to develop a new renewable energy source.



International Fuel Consumption

Of all fuel consumption in the entire world, the United States alone uses nearly a quarter of the world's fuel.



50 Years of US Fuel Consumption

That's 19.5 million barrels a day



x 1 Million

Information provided by
Data.gov
EPA.gov
Dot.gov

Best of the Best

Manufacturers with the best fuel efficiency overall*



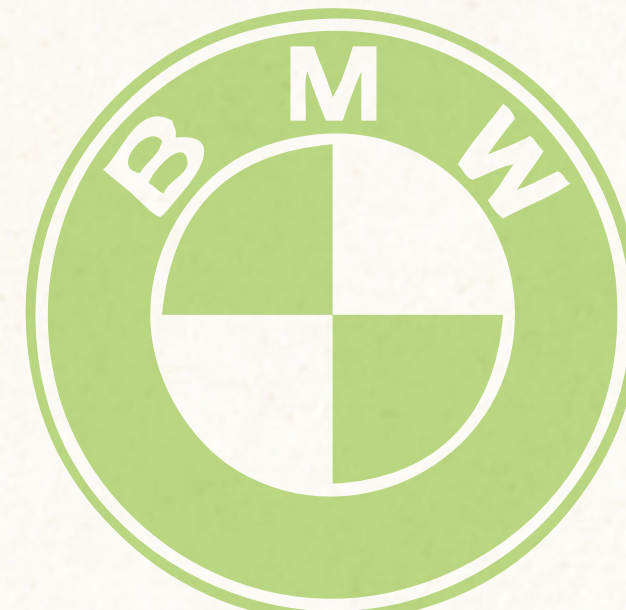
25.9



25.5

Worst of the Worst

Manufacturers with the worst fuel efficiency overall*



19.1

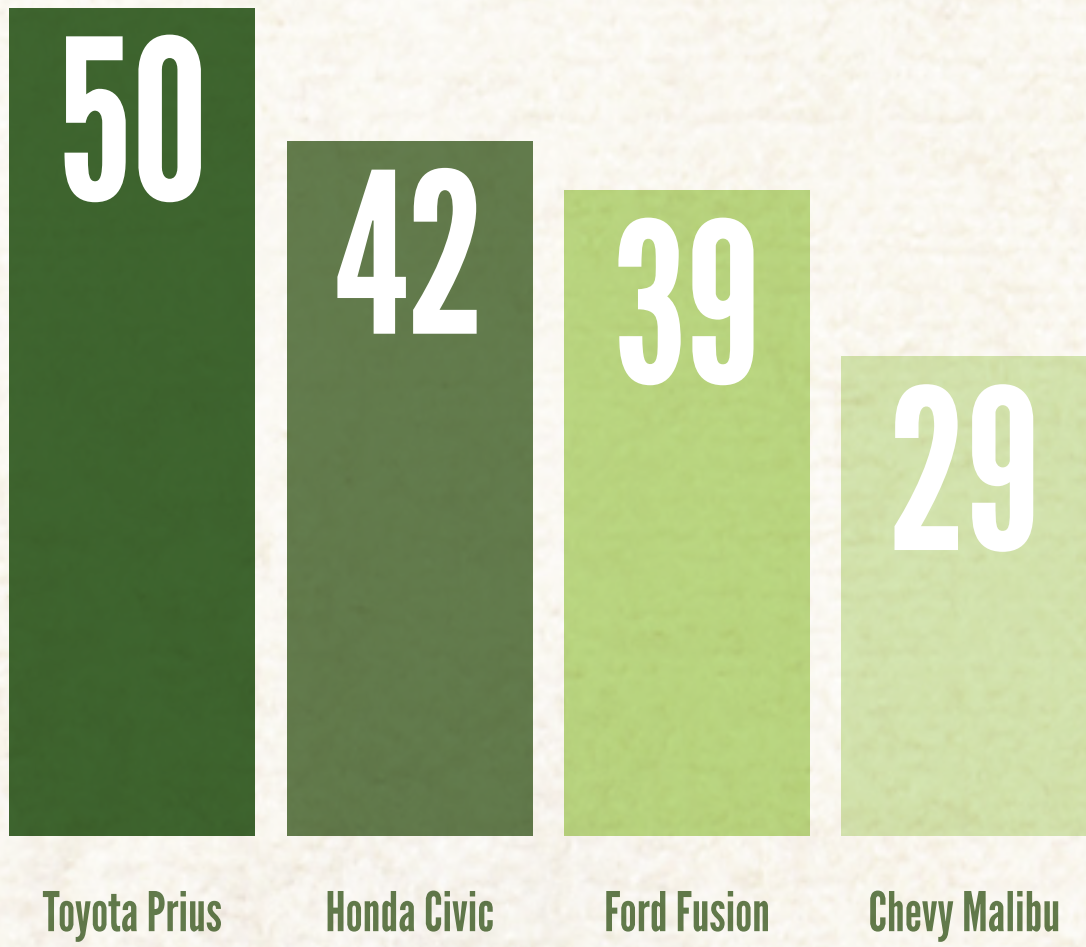


16.9

*Manufacturers that produce more than 15 vehicles

Vehicles with the Best Average MPG

Hybrids



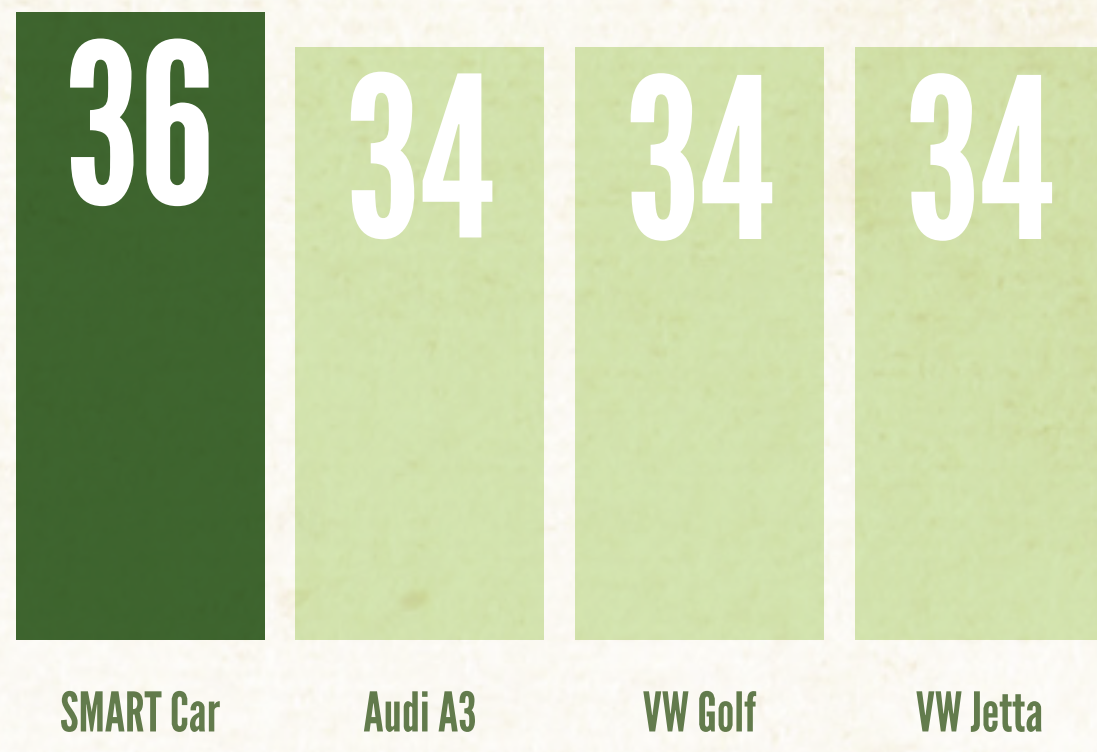
Midsize Cars



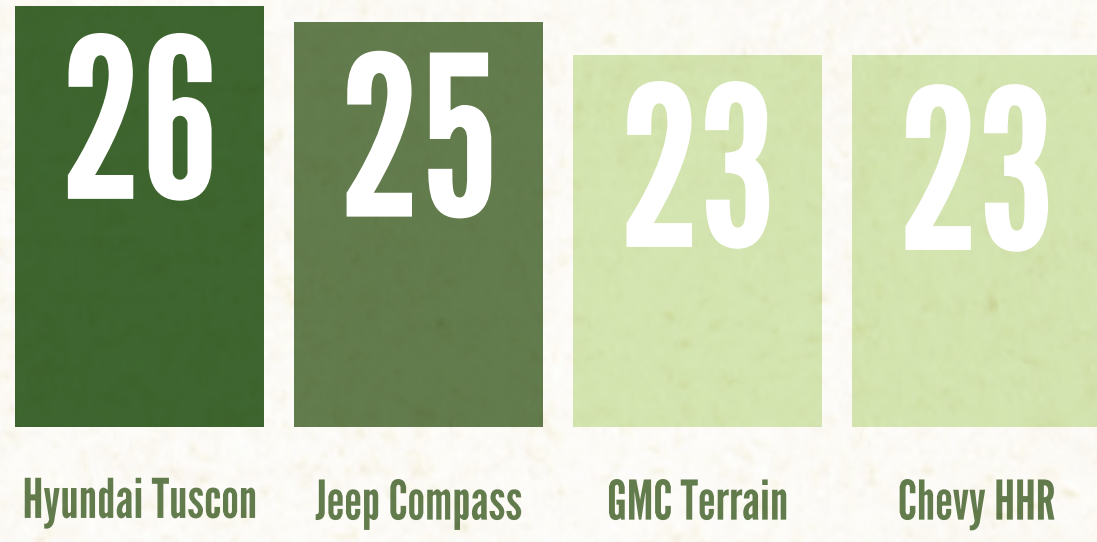
Pickups



Small Cars



SUV's



Minivans



Vehicles with the Lowest Average MPG

Avoid these at all costs!



Fuel Usage and Efficiency in America

A breakdown of US and International fuel consumption and fuel economy of vehicles sold in the United States.

PRIUS

Invest in a Hybrid Vehicle

As seen above, hybrid vehicles can often get double the mileage of other vehicles.



Carpool

Ride-sharing will drastically reduce the miles per person traveled.



Walk, run, or ride a bike

These activities require no fuel consumption at all!



Never leave your house

DAI 523 Information Design I
Instructor: Pino Trogu
Design and Industry Department
College of Creative Arts
San Francisco State University
California, USA - December 2010

Case Study No.17
Designed by Jeff Masomari

The 34x44 poster can be folded down to 8.5x11 as shown on the grid.