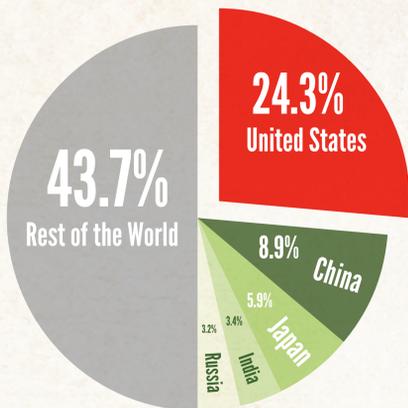


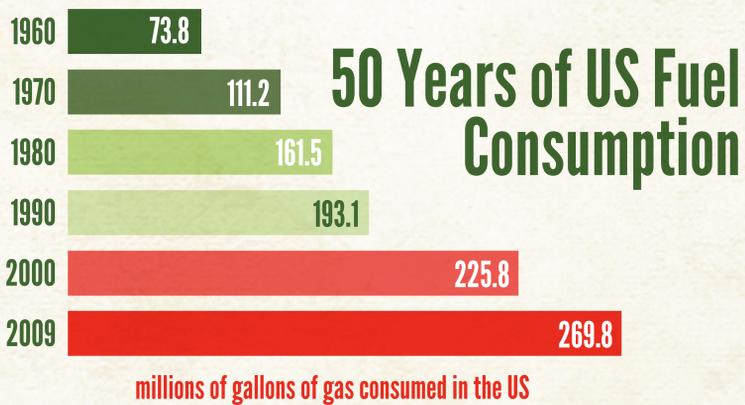
Fuel Usage and Efficiency in America

It has been estimated that the world could deplete its 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.

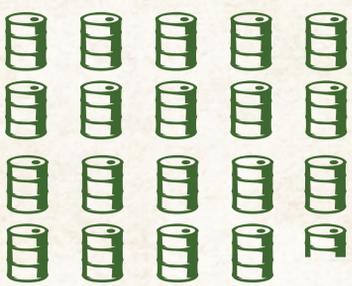


International Fuel Consumption

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



That's 19.5 million barrels a day



x 1 Million

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



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

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*



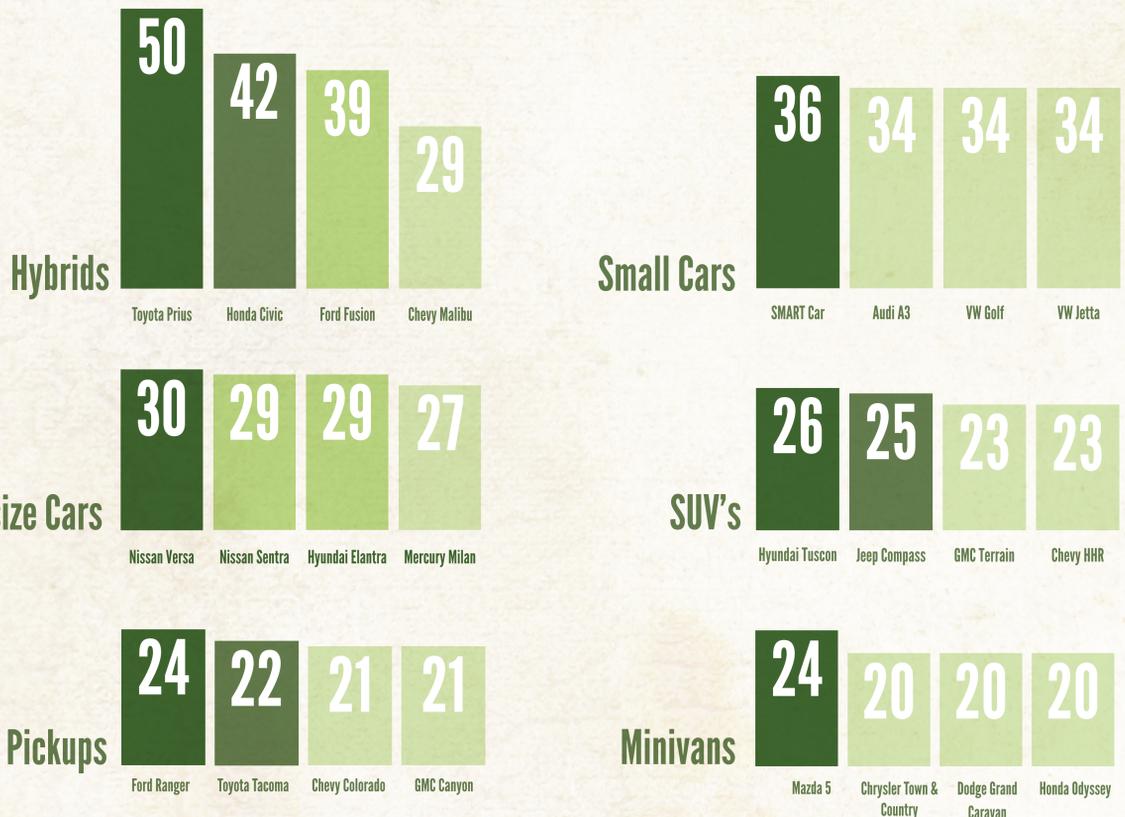
19.1



16.9

*Manufacturers that produce more than 15 vehicles

Vehicles with the Best Average MPG



Vehicles with the Lowest Average MPG



Avoid these at all costs!

Ways that everyone can reduce everyday fuel consumption



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 Trogo
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.