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At a Crossroads: General Motors and the Trump Administration's Fuel Economy Standards

"By working together, we can solve these challenges and deliver safer, better and more sustainable transportation solutions for all of our customers."

– Mary Barra, CEO of General Motors¹

Chris Murphyⁱ sat at his desk reading over the newly announced Safer Affordable Fuel-Efficient (SAFE) Vehicles Rule² proposed in 2018 by the National Highway Traffic Safety Administration (NHTSA) and the U.S. Environmental Protection Agency (EPA) to replace the existing fuel-economy standards for the automotive industry. As a decade-long employee at General Motors (GM) and current manager for energy, environment, and electrification policy, Murphy was very proud of the progress GM had made in its commitment to driving a more sustainable tomorrow.

In 2017 alone, GM had committed to bringing 20 electric vehicles to market by 2023, operated 142 landfill-free facilities around the world, and became the first automaker to set a sustainable rubber commitment.³ Sustainability was something the company took seriously through investment not only in its vehicles, but also technology, infrastructure, and the shared vehicle economy.⁴ With sustainable practices so integral to GM's business strategy, it was no surprise that it was the only automaker ranked on the *Forbes* "Just 100" company list.⁵

As Murphy continued reading the proposed SAFE rule, he knew that these changes would be important for GM, as well as have large implications for the auto industry and its progress toward sustainability. GM and other automakers had the opportunity to enter comments to influence the rulemaking.

ⁱ Chris Murphy is a fictional character.

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