



**Asia-Pacific
Economic Cooperation**

2011/SOM1/EWG/WKSP3/019

Agenda Item: VII.2

**First Proposal on the Next Steps to Develop Energy-
Efficient Transportation Policies and Systems in
Mexico**

Submitted by: Mexico



**APEC Cooperative Energy Efficiency
Design for Sustainability - Energy Efficient
Urban Passenger Transportation
San Francisco, United States
14–16 September 2011**




ESTADOS UNIDOS MEXICANOS

SECRETARÍA DE ENERGÍA

SENER

CONUEE
Comisión Nacional para el Uso Eficiente de la Energía

First proposal on the next steps to develop Energy-Efficient Transportation Policies and Systems in Mexico

National Commission for the Efficient Use of Energy

San Francisco, USA
September 2011



Vivir Mejor

Proposal for an integrated approach

IMPROVE:

1. Efficiency vehicle fleet by:
 - a) Implementing fuel economy or GHG emissions standards for the new light-duty and heavy-duty vehicles, which have to be updated periodically.
 - b) Establishing a new taxes scheme that considers the vehicle performance on fuel economy and/or GHG emissions taking as reference the criteria of the new vehicle standards.
 - c) Providing financial incentives to the vehicles that have overachieved the target of fuel economy and/or GHG emissions for new vehicles (between 10% to 15%) with the objective to increase the amount of vehicles with innovative technologies such as hybrid, plug-in hybrid, electric, fuel cell, etc.
 - d) Accelerating the replacement of vehicles that have a poor fuel economy and/or GHG emission performance with new vehicles that comply at least with the minimum target
 - ✓ Give a purchase subsidy to the people that meet this requirement.
 - ✓ Assure the destruction of those vehicles with poor performance

| 2

Proposal for an integrated approach

IMPROVE:

- e) Adopting a contra-measure for the imported used vehicles, in which it is a requirement to make a registration of the vehicle considering the co-benefits such as security, revenue, environmental, fuel reductions, lower health cost, etc. This quality vehicle information can be use to help the consumers to choose carefully.
2. Fuel quality by:
- a) Implementing standards for gasoline and diesel that will allow to the OEM apply the best technology that is available in the international market to obtain a high performance on fuel economy and/or GHG emissions.
 - b) Investing the enough resources to modernize PEMEX (Mexican Oil Company) with the objective to assure the compliance of these standards.
3. Energy diversity by:
- a) Analyzing the feasibility to introduce low carbon fuels or energies such as ethanol, biodiesel methane or electric power with renewable energy.
 - b) Increasing the offer of Natural Gas and LP Gas to be used by public transportation such as buses.

| 3

Proposal for an integrated approach

IMPROVE:

2. Driving behavior by:
- a) Promoting with innovative campaigns (web site) the best practices such as:
 - Keep steady speed
 - Check your tire pressure periodically
 - Follow the maintenance recommendations of OEMs
 - Accelerate gently
 - Limit the use of air conditioner
 - Reduce the load of the vehicle
 - b) Adopting new technologies (GPS monitoring system) to evaluate the driver of a cargo vehicle.
 - c) Promoting on freight companies the commercial benefits that these practices can generate.

| 4

Proposal for an integrated approach

SHIFT:

1. Fuel Price policy by:
 1. Reducing or eliminating the as much as the Government subsidy to give a right perception to the population about the real cost of fuels.
2. Policies to promote non-motorized and more efficient transport: Take advantage of Mexico City experience to expand the adoption in other cities
 - a) non-motorized:
 - Bicycles sharing systems
 - Walk-ability projects
 - b) more efficient transport:
 - Bus Rapid Transit
 - Subway
 - Rail train

| 5

First proposal on the next steps to develop Energy-Efficient Transportation Policies and Systems in Mexico

National Commission
for the Efficient Use of Energy

San Francisco, USA
September 2011



SECRETARÍA
DE ENERGÍA

SENER

CONUEE
Comisión Nacional para el Uso Eficiente de la Energía



Vivir Mejor