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# STWA's ELEKTRA™ and MagChargR™ Cost-Effectively Address Proposed New Fuel and Emission Standards

## President Obama Proposes First-Ever National Emissions Limits for Vehicles

SANTA BARBARA, CA--(Marketwire - May 19, 2009) -[Save the World Air, Inc.](#) (OTCBB: ZERO), an innovative pioneer in the clean technology industry focused on energy efficiency and air quality issues, responded to today's sweeping changes in [mileage and emissions standards](#) for vehicles.

The administration's proposed new fuel economy plan requires passenger cars and light trucks to get an overall average of 35.5 miles per gallon by 2016. The current fuel economy standards are 27.5 mpg for cars and 23.1 mpg for trucks. So, by the year 2016, cars will be expected to average about 39 mpg and trucks would be required to get a minimum of 30 mpg. The plan will begin to be rolled out in 2012 and continue through 2016.

Cecil Bond Kyte, Chairman and CEO of Save The World Air, Inc. commented, "President Obama's new plan accelerates the new fuel economy standards passed by Congress at the end of 2007 by four years. What is significant about the program is that it seems to be a win-win. The States, namely California, have gotten what they wanted as far as mileage and emissions standards; and, the auto manufacturers finally have one set mileage standard they must meet, it's no longer a moving target."

According to Eric Fedewa, head of powertrain forecasting at CSM worldwide, "Automakers will take relatively easy steps right away to increase fuel economy as much possible."

Fedewa added, "What the new CAFE rules will increase is the penetration of traditional, lower cost technologies."

Kyte continued, "With technologies like our MagChargR and ELEKTRA, automakers could quickly raise fuel economy without having to design new vehicles or exhaust systems. The Obama administration estimates their new plan will add about \$600 to the cost of a new car. Our MagChargR is being sold right now through our retail distribution partner, [Magnumforce Racing](#), for \$225.00. The product can be bolted on in less than 15 minutes using common household tools."

More information about the MagChargR and how to purchase is available at:  
<http://www.magnumforce.com/store/detail.asp?ProductID=3940>

About Save The World Air, Inc.

Save The World Air, Inc. develops and licenses patented and patent pending flux field

pollution control and performance improvement technologies, including the ELEKTRA, ZEFS and MKIV, which have been scientifically tested and proven to significantly reduce harmful exhaust emissions, improve performance and enhance fuel economy. The products have been engineered to serve as either stand alone pollution control systems or can be used (in conjunction with catalytic converters) to create a more effective total pollution control system that not only reduces harmful emissions, but also decreases greenhouse gases, improves fuel efficiency and boosts performance.

More information including a company Fact Sheet, logos and media articles are available at: [http://www.irthcommunications.com/clients\\_ZERO.php](http://www.irthcommunications.com/clients_ZERO.php), and at: <http://www.magchargr.com>.

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