

UNCATEGORIZED

HOW TO LIE WITH STATISTICS

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The current Greenpeace campaign attacks German car manufacturer Porsche as building climate killer machines. Porsche responds with large posters - [see the online figures](#) - that they

1. contribute less than 0.1% of traffic related CO₂ emission
2. have the lowest CO₂ emission per KW engine power
3. will reduce CO₂ emission until 2012 by 20%

Responses seem to be more a fake, but nicely illustrate how environmental science often works - simply distorted relationships on the macro- and microlevel followed by some vague forward looking statements. BTW the 20% reduction may not be related to the current emissions - honi soit qui mal y pense - it may even relate to some projected output in 2012 that is 100% higher than today. Numbers even do not matter as nobody will remember that in 2012 - and even then you will be narrow minded meticulous if you remember this day, yea, yea.

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