JESSICA SHEA CHOSKEY: Fall is not only the traditional new car season, it's also when the U.S. Environmental Protection Agency and the U.S. Department of Energy release the annual Fuel Economy Guide, and their latest list of MPG winners and losers.

Supporting the growing availability of hybrid gasoline-electric vehicles, for the 2010 model year, 9 of the top ten fuel economy champions are hybrids. The top spot goes to the third-generation Toyota Prius with its ratings of 51 miles per gallon City 48 miles per gallon Highway. The rest of the top five are the Ford Fusion/Mercury Milan Hybrid at 41 City 36 Highway, followed by the Honda Civic Hybrid, Honda Insight Hybrid, and the Lexus HS 250h. All but the Civic Hybrid are new to the market for 2010.

The Nissan Altima Hybrid at 35 City, 33 Highway, the front-wheel drive Ford Escape, Mazda Tribute and Mercury Mariner hybrids, Toyota’s Camry Hybrid, and the front-drive Lexus RX 450h are also in the top ten. The only non-hybrid in the group is the tiny smart fortwo at 33 City, 41 Highway.

With no surprise, worst fuel economy dishonors go mostly to exotic and ultra-luxury vehicles with the Lamborghini Murcielago at 8 City and 13 Highway as the tops in motoring inefficiency.

The Guide covers all light-duty vehicle segments with many top segment choices being hybrids. The most efficient mid-size car is the Toyota Prius, the top SUV is the Ford Escape Hybrid and its clones, and the top Standard Pickup is the rear-drive Chevrolet Silverado Hybrid.

Notable non-hybrids taking segment honors include the Mini Cooper in the Minicompact Car class, Hyundai Sonata for the Large Car, Mazda5 as top Minivan, and Ford Ranger as the most fuel efficient Small Pickup Truck.

Diesels are also beginning to make their fuel efficient point with the Audi A3 TDI and Volkswagen Jetta TDI sharing the Small Station Wagon Honor. The 2010 Fuel Economy Guide is available in print and online now.

With even higher mileage extended range hybrids like the Chevrolet Volt, and pure-electrics like the Nissan Leaf, just around the corner, the value of the Fuel Economy Guide as a valuable consumer resource can only continue to grow. And that’s it for this week’s MotorNews.