

Low Carbon Vehicle Partnership

Energy Label Audits 2014

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Methodology and Sample

Methodology

There were two parts to the visits that took place at the dealerships:

- **Covert audit** to determine whether there was a plug-in vehicle present in the showroom and accompanied by the correct energy rating label
- **Overt interview** with a member of staff within the dealership to understand their opinions on the effectiveness and usage of the label

Sample

29 dealerships across the following brands and regions:

Manufacturer (Model)
BMW (i3)
Nissan (Leaf)
Renault (Zoe)*
Toyota (Prius)
Vauxhall (Ampera)

Regions
East of England
London
Midlands
Milton Keynes
North East England

*There was one dealership that refused to undertake the interview (Sutton Park Coventry (Renault))

Headlines

Audit:

- Of the vehicles that were present in the showroom, 86.4% of dealerships had a vehicle rating energy label present. All labels that were on display were correct for the cars

Interviews:

- 31% of staff refer to the label 'Most of the time' when discussing the plug-in vehicles with customers, with 41.4% finding the label 'Very helpful' in the sales process
- 79.3% find the label useful to compare performance of plug-in vehicles with each other and/or with conventional cars, with 89.7% of staff finding the level of information on the label 'Just right'
- 51.7% of dealerships had a VCA booklet or CD-ROM (dated August 2013) available in the showroom for customers to take away, although 58.6% of staff stated that customers never ask for this
- 69% of customers proactively refer to the label
- The 'Running Costs' section is used the most by all dealerships as part of the sales process (79.3%). At the other end of the scale, The 'Environmental Information' section is used the least across all dealerships (27.6%) as part of the sales process

Low Carbon Vehicle Partnership:

“The Audit”



'Audit' Key Findings

Key Findings:

- Of the vehicles that were present in the showrooms, the Zoe, Prius and Ampera all had an energy label visible compared with the i3 where only 66.7% of vehicles had the label present
- All labels that were on display for the vehicles were accurate to that car, with the most common label used being the 'Pure Electric' version (63.2%). There were no 'New Custom or Used' labels present for any of the vehicles
- 69% of dealerships displayed a poster/electronic screen about fuel consumption and CO2 emissions in the showroom. Toyota (83.3%) and Vauxhall dealerships (83.3%) displayed the highest levels of compliance for this measure

'Audit' Table

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
1. Was there a Plug-in vehicle present in the showroom?	75.9	100.0	100.0	80.0	33.3	66.7
2. Did the Plug-in have a vehicle energy rating label present?	86.4	66.7	83.3	100.0	100.0	100.0
3. Was the energy label correct for that car?	100.0	100.0	100.0	100.0	100.0	100.0
4. Which version of the label was being used:	-	-	-	-	-	-
• New Standard	21.1	50.0	0.0	0.0	0.0	50.0
• New Custom or Used label	0.0	0.0	0.0	0.0	0.0	0.0
• Pure Electric	63.2	50.0	100.0	100.0	50.0	0.0
• Hybrid Electric	15.8	0.0	0.0	0.0	50.0	50.0
5. Is there a poster/electronic screen about fuel consumption and CO2 emissions present in the showroom?	69.0	66.7	66.7	40.0	83.3	83.3

- 75.9% of all dealerships had the relevant plug-in vehicle present in the showroom. All BMW i3 and Nissan Leaf models were present in the showroom

Low Carbon Vehicle Partnership:

Interviews:
“General Staff”



'General Staff' Key Findings

Key Findings:

- Staff tend to refer to the label 'Most of the time' (31%), however 40% of staff at Renault that refer to the label 'Not a lot' of the time.
- 10.3% of staff overall do not refer to the label at all when discussing the plug-in vehicles with customers
- 41.4% of staff find it 'Very helpful' overall as part of the sales process
- The majority of dealerships find the label helpful for helping customers compare performance of plug in vehicles with each other and/or with conventional cars (79.3%). 100% of staff at Toyota stated this.
- With regards the level of information on the label, 89.7% of staff across all dealerships think that the level of information is 'Just right'
- 51.7% of dealerships display the VCA New Car Fuel Consumption & Emission Figures booklet or CD-ROM in the showroom for customers to take away
- However 96.5% of staff are asked for them either 'Not a lot' of the time or 'Not at all'. Across all dealerships, only Vauxhall staff stated that they are asked about the booklet or CD-ROM 'Some of the time' (16.7%)

'General Staff' Table

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
6. In discussing the plug-in vehicles with customers, how often on average do you refer to the label:	-	-	-	-	-	-
• All of the time	13.8	16.7	16.7	0.0	0.0	33.3
• Most of the time	31.0	66.7	33.3	0.0	33.3	16.7
• Some of the time	24.1	16.7	16.7	40.0	33.3	16.7
• Not a lot	20.7	0.0	33.3	40.0	0.0	33.3
• None	10.3	0.0	0.0	20.0	33.3	0.0
9. How helpful is the label in the sales process:	-	-	-	-	-	-
• Very helpful	41.4	50.0	66.7	0.0	33.3	50.0
• Quite helpful	17.2	33.3	16.7	0.0	33.3	0.0
• A little helpful	31.0	16.7	16.7	60.0	16.7	50.0
• Not at all helpful	10.3	0.0	0.0	40.0	16.7	0.0
12. Is the label useful for helping customers compare performance of plug in vehicles with each other and/or with conventional cars?	79.3	83.3	66.7	60.0	100.0	83.3

- BMW staff are more likely to refer to the label on average when discussing the plug-in vehicle, with all responses falling in the categories; 'All', 'Most', and 'Some' of the time
- 50% of BMW staff find the label 'Very helpful' in the sales process, although this is less than Nissan staff (66.7%)

'General Staff' Table cont.

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
13. Do you think that the level of information on the label is enough:	-	-	-	-	-	-
• Too Much	3.4	0.0	0.0	20.0	0.0	0.0
• Just Right	89.7	100.0	83.3	80.0	83.3	100.0
• Not Enough	6.9	0.0	16.7	0.0	16.7	0.0
15. Is there a VCA New Car Fuel Consumption & Emission Figures booklet or CD-ROM, dated August 2013 available in the showroom for customers to take away?	51.7	50.0	33.3	40.0	66.7	66.7
17. How often are sales staff asked for them:	-	-	-	-	-	-
• All of the time	0.0	0.0	0.0	0.0	0.0	0.0
• Most of the time	0.0	0.0	0.0	0.0	0.0	0.0
• Some of the time	3.4	0.0	0.0	0.0	0.0	16.7
• Not a lot	37.9	33.3	16.7	40.0	50.0	50.0
• None	58.6	66.7	83.3	60.0	50.0	33.3

- It is encouraging that the majority of dealerships (89.7%) find the level of information on the label to be 'Just Right'. Only 1 dealership (Renault) found the level of information to be 'Too Much'

'General Staff' Verbatims

Verbatims:

- 7. What pieces of info do you need to sell a plug in vehicle?

*We use a **brochure**, the **label** and a **video** to sell the plug in vehicle.*

*We need **labelling**, a **video**, the **brochure** and **online information** to sell the plug in vehicles.*

*I usually use **websites** and the **brochure** when selling a plug in vehicle.*

- 8. Where do you get this information from?

*The information is gathered from the **label**.*

*We can get most of this information **on-line** and from the **brochures**.*

*Our customers obtain information **online**, **BMW portals** and **brochure details**.*

- 10. What are the useful parts of the plug-in label for you as part of your discussions with customers?

*The **benefit of having no road tax** and **cheaper costs** is useful during discussions with the customers.*

*The **CO2 emissions** and **range information** is particularly useful during discussions with customers.*

*The **overall costs per annum** and the **running costs**.*

'General Staff' Verbatims cont.

Verbatims:

- 14. What additional information may be useful on the label?

Realistic fuel consumption, tested against normal driving.

The label could benefit from better diagrams.

The addition of more user friendly diagrams would be useful on the label.

- 16. How else can customers get one? (VCA New Car Fuel Consumption & Emission Figures booklet or CD-ROM)

Customers can look online or can contact the store directly.

The information is available online.

The VCA New Car Fuel Consumption & Emission Figures booklet or CD-ROM information is available online.

Low Carbon Vehicle Partnership:

Interviews:
“General Customer”



'General Customer' Key Findings

Key Findings:

- A very small percentage of customers would refer to the label 'All of the time' (6.9%). Interestingly, this percentage is made up of Vauxhall customers only
- The sections of the label that customers would use predominantly are to do with costs and tax, with the most frequent questions that customers ask relate to charging the car and real figures
- The vast majority of customers overall (86.2%) ask about fuel consumption in MPG measure. All Toyota and Vauxhall customers always ask about fuel consumption in MPG compared with only 60% Renault customers
- Other measures would include; miles per charge, overall range and electric range

'General Customer' Table

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	%	%	%	%	%	%
18. In discussing plug-in vehicles with customers, how often do the customers refer to the label on average:	-	-	-	-	-	-
• All of the time	6.9	0.0	0.0	0.0	0.0	33.3
• Most of the time	13.8	33.3	16.7	0.0	16.7	0.0
• Some of the time	13.8	33.3	0.0	20.0	16.7	0.0
• Not a lot	41.4	33.3	33.3	40.0	33.3	66.7
• None	24.1	0.0	50.0	40.0	33.3	0.0
19. Do customers proactively refer to the label?	69.0	50.0	83.3	60.0	83.3	66.7
23. Do you find consumers ask about fuel consumption in terms of 'mpg (miles per gallon)' or do they use another measure:	-	-	-	-	-	-
• MPG	86.2	83.3	83.3	60.0	100.0	100.0
• Other Measure	13.8	16.7	16.7	40.0	0.0	0.0

- The majority of customers tend to refer to the label on average 'Not a lot' of the time (41.4%), however 69% of customers proactively refer to the label

'General Customer' Verbatims

Verbatims:

- Q20. Which parts of the label do they refer to predominantly?

*Customers predominantly refer to the **costing section** of the label.*

*The customers predominantly refer to the **fuel use**.*

*Customers usually refer to the **tax costs**.*

- Q21. Do customers ask any other questions about plug in vehicles which aren't covered by the label?

*The customers ask where the **charging points** are located.*

*Yes. As it is a very **optimistic range**, they ask for **real figures**.*

- Q22. Where do customers get their information from before speaking to a dealership?

*Customers usually get their information **online** or have a **hard copy**.*

*Customers generally obtain information from the **BMW Website**.*

*Customers will get their information **online** mostly.*

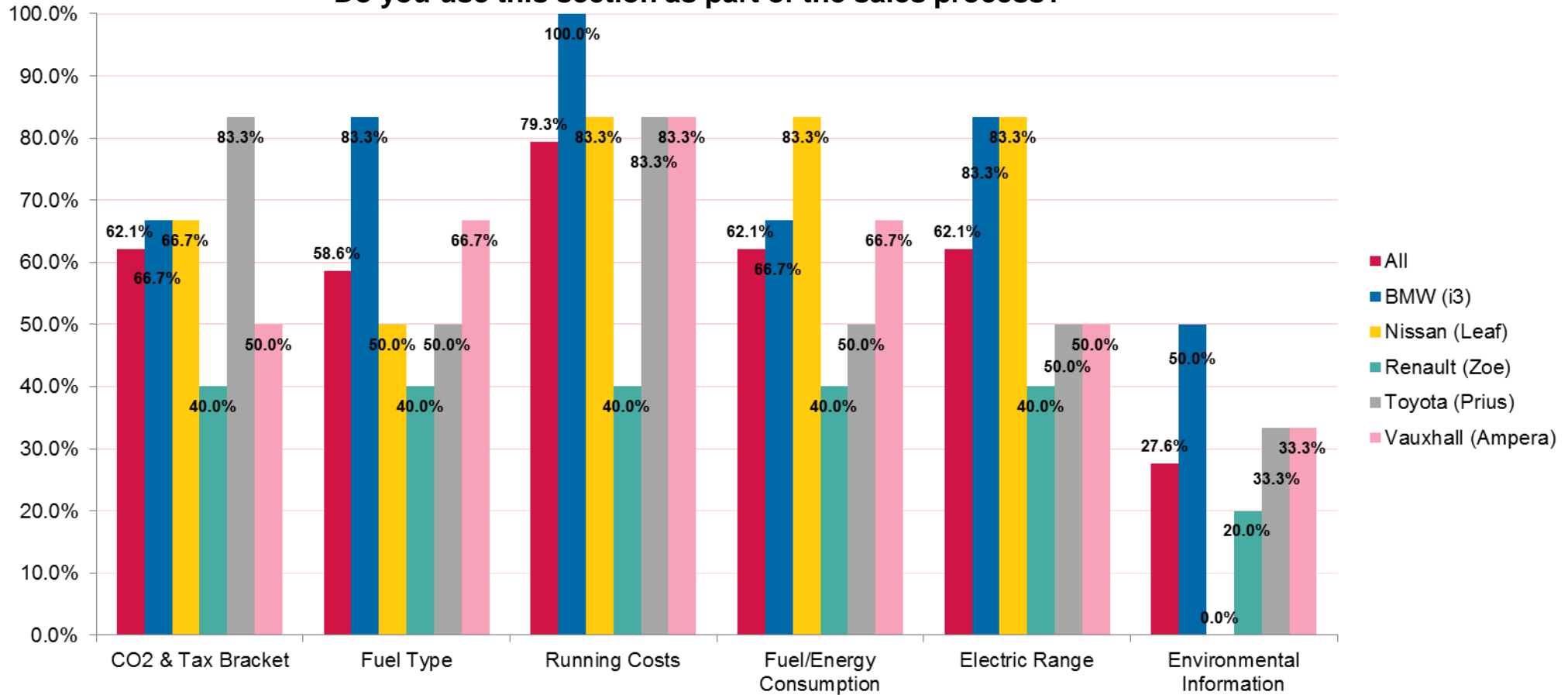
Low Carbon Vehicle Partnership:

Interviews:
“The Label”



The Energy Label

Do you use this section as part of the sales process?



- The section of the label that is used the most across all dealerships is 'Running Costs', whereby 79.3% of dealerships use this section as part of the sales process. The usage at BMW dealerships has driven the high percentage for this section of the label with all of their staff using this section
- Renault dealerships is reasonably consistent across all sections of the label and use the label the least as part of the sales process at 5 of the 6 sections

'CO2 & Tax Bracket' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
Question	%	%	%	%	%	%
25. Do you use this section as part of the sales process?	62.1	66.7	66.7	40.0	83.3	50.0
26. Is this section helpful as part of the sales process?	72.4	66.7	100.0	40.0	83.3	66.7

Key Findings:

- Across all dealerships, 62.1% refer to the CO2 and Tax Bracket and 72.4% of dealerships find this section of the label helpful as part of the sales process
- Of all dealerships, Renault are least likely to use this part of the label (40%) and find it least helpful as part of the sales process (40%)
- 83.3% of Toyota dealerships use this section and find it helpful as part of the sales process
- All Nissan dealerships find this section helpful as part of the sales process

Positive Staff Comments:

- *"HELPS CUSTOMERS TO UNDERSTAND THE SAVINGS"*
- *"THIS SECTION MAKES A GOOD TALKING POINT"*
- *"USED TO INFORM CUSTOMERS ABOUT THE EMISSIONS LEVELS"*

Negative Staff Comments:

- *"THE INFORMATION ABOUT CO2 AND TAX IS FILTERED INTO THE CONTRACT"*
- *"THIS SECTION IS NOT HELPFUL AS THE CUSTOMER IS ALREADY AWARE OF THESE FIGURES"*

'CO2 & Tax Bracket' Verbatims

Verbatims:

- Q27. What are the typical questions that customer ask with regards this section of the label?

They ask us to explain the information in more detail.

Customers often ask how much it costs to run.

The question customers typically ask about the CO2 and Tax bracket section of the label is about how much a year does it cost to run.

- Q28. What works well about this section?

The CO2 section explains the costs involved well.

The CO2 and Tax bracket information is easy to explain to customers.

This section helps explain emissions.

- Q29. What would you change/improve about this section?

The addition of simpler diagrams would be useful.

The label could always be simplified with diagrams, and the label should be bigger, A3 Size.

Simpler language and breaking down the content could be used to make it easier to understand.

'Fuel Type (Electric/Petrol)' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
30. Do you use this section as part of the sales process?	58.6	83.3	50.0	40.0	50.0	66.7
31. Is this section helpful as part of the sales process?	62.1	83.3	66.7	40.0	50.0	66.7

Key Findings:

- 58.6% of all dealerships use the Fuel Type section as part of the sales process, this figure is supported by BMW dealerships where they use this section the most (83.3%)
- Renault use this section of the label the least, whereby 40% of dealerships use it as part of the sales process and find this section helpful

Positive Staff Comments:

- *"THIS SECTION IS USEFUL TO DETERMINE A DIFFERENCE FROM PETROL ENGINES"*
- *"THIS SECTION ALLOWS YOU TO COMPARE ELECTRICAL VERSUS PETROL SAVINGS"*
- *"IT ALLOWS US TO DOUBLE CHECK THAT THE CORRECT INFORMATION IS BEING PROVIDED AND LETS US KNOW THE FUEL TYPE, ENGINE TYPE AND TRANSMISSION TYPE"*

Negative Staff Comments:

- *"THIS INFORMATION IS EITHER KNOWN OR PROVIDED BEFORE HAND"*
- *"THIS SECTION IS NOT HELPFUL AS CUSTOMERS DO NOT UNDERSTAND IT"*
- *"CUSTOMERS ARE AWARE OF THE BENEFITS AND COST SAVINGS ALREADY"*

'Fuel Type (Electric/Petrol)' Verbatims

Verbatims:

- Q32. What are the typical questions that customer ask with regards this section of the label?

We get asked if the cars run without using fuel or we get asked for running cost quotes.

The customers usually ask for the details on the costs.

The customers just ask about the costs.

- Q33. What works well about this section?

The Fuel Type section gives a detailed account of range and costs involved.

This section gives details on costs and distance.

The Fuel Type section works well as it is straight forward and clear. It allows people to see the fuel information for themselves.

- Q34. What would you change/improve about this section?

Diagrams comparing and outlining the fuel types would be more useful.

This section should have diagrams.

The Fuel Type section could be made easier to understand for customers.

'Running Costs' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
Question	%	%	%	%	%	%
35. Do you use this section as part of the sales process?	79.3	100.0	83.3	40.0	83.3	83.3
36. Is this section helpful as part of the sales process?	82.8	100.0	83.3	80.0	83.3	66.7

Key Findings:

- Of all sections on the label, Running Costs is the most commonly used section across all dealerships
- The usage of this section as part of the sales process is reasonably consistent across 4 of the 5 manufacturers
- Interestingly, only 40% of Renault dealerships use this section as part of the sales process whereas 80% find this section helpful

Positive Staff Comments:

- *"THIS SECTION IS USEFUL TO COMPARE MOST EVERYDAY COSTS"*
- *"THIS INFORMATION REALLY HELPS MY CUSTOMERS WHEN COMPARING DIFFERENT CARS"*
- *"THIS TOPIC IS ALWAYS ASKED BY CUSTOMERS. THIS SECTION ALWAYS HELPS TO ADDRESS KEY POINTS"*

Negative Staff Comments:

- *"WE DO NOT USE THIS SECTION OF THE LABEL AS THE RUNNING COSTS ARE STATED IN OUR BROCHURES"*
- *"THIS SECTION IS NOT USED AS PART OF THE SALES PROCESS BECAUSE CUSTOMERS NORMALLY KNOW THIS"*

'Running Costs' Verbatims

Verbatims:

- Q37. What are the typical questions that customer ask with regards this section of the label?

Customers ask how often they need to charge up, and whether there will be any charges for charging points in the future.

Customer ask what company's electric tariff is that with and how realistic are the figures.

Customers ask what are the running costs and these costs are compared with its competitors.

- Q38. What works well about this section?

It is easy to understand and clear.

We are able to provide information that is linked to costs and it allows us to explain the financial benefits to the customers.

All of the Running Cost information is well laid out and clear.

- Q39. What would you change/improve about this section?

The font for this section of the label needs to be larger.

The running costs section needs a breakdown of charging costs.

The section rather small and it would be better if it was larger and more obvious.

'Fuel/Energy Consumption' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
40. Do you use this section as part of the sales process?	62.1	66.7	83.3	40.0	50.0	66.7
41. Is this section helpful as part of the sales process?	58.6	66.7	83.3	20.0	50.0	66.7

Key Findings:

- The usage across all dealerships varies with regards using this section as part of the sales process. Nissan use this section the most, with 5 out of the 6 dealerships using this section as part of the sales process and finding this section helpful also
- Renault find this section of the label the least helpful, with only 20% of their dealerships finding this section helpful

Positive Staff Comments:

- *"WE USE THIS SECTION TO EXPLAIN THE SPECIFIC FUEL OR ENERGY CONSUMPTION OF THE CAR"*
- *"THIS SECTION ALLOWS ME TO COMPARE ELECTRIC VERSUS PETROL SAVINGS"*
- *"THIS SECTION SHOWS HOW ECONOMICAL THE CAR IS"*

Negative Staff Comments:

- *"THE ENERGY CONSUMPTION SECTION IS DIFFICULT TO UNDERSTAND. THE ENERGY INFORMATION IS LISTED IN KW, AND I DO NOT KNOW HOW IT RELATES TO DRIVING"*
- *"NO ONE'S EYES ARE REALLY DRAWN TO THE ENERGY CONSUMPTION SECTION, AS THEY ARE MORE INTERESTED IN THE RUNNING COSTS"*
- *"THE ENERGY CONSUMPTION SECTION IS CONFUSING"*

'Fuel/Energy Consumption' Verbatims

Verbatims:

- Q42. What are the typical questions that customer ask with regards this section of the label?

We do not get many questions, but sometimes do get asked how accurate the label actually is.

We typically get asked what the costs are.

Customers ask what the charges are and who the suppliers are.

- Q43. What works well about this section?

This section works well because the information is very clear.

The design is clear and well laid out.

The energy consumption on the label tells you the information in a straight forward way.

- Q44. What would you change/improve about this section?

Use of diagrams in the fuel/energy consumption section would be useful.

It could provide more realistic figures.

The section could include the kw per mile figure.

'Electric Range' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	%	%	%	%	%	%
45. Do you use this section as part of the sales process?	62.1	83.3	83.3	40.0	50.0	50.0
46. Is this section helpful as part of the sales process?	65.5	83.3	83.3	60.0	50.0	50.0

Key Findings:

- 62.1% of dealerships use this section of the label as part of the sales process. BMW and Nissan are most likely to use this section and find it helpful also (83.3%)
- Half of Toyota and Vauxhall dealerships find this section to be helpful as part of the sales process, which is less than Renault staff (60%)
- Renault use this section of the label the least with regards to using this section as part of the sales process (40%)

Positive Staff Comments:

- *"THE LABEL PROVIDES A CERTIFIED AND BELIEVABLE WAY TO INFORM THE CUSTOMER"*
- *"THIS SECTION ALLOWS ME TO DEMONSTRATE HOW FAR YOU CAN DRIVE WITHOUT CHARGING"*
- *"THIS SECTION HAS A GOOD LAYOUT TO AID SALES PROCESS"*

Negative Staff Comments:

- *"THIS SECTION IS USED AS PART OF THE SALES PROCESS AS IT SHOWS THE ELECTRIC RANGE WHEN IT IS FULLY CHARGED. HOWEVER, THE LEFT HAND BOX IS TOO SCIENTIFIC AND IS NOT REFERRED TO"*
- *"THIS SECTION IS NOT HELPFUL AS THE INFORMATION ON THIS IS NOT ALWAYS ACCURATE"*
- *"THE ELECTRIC RANGE INFORMATION IS CONFUSING"*

'Electric Range' Verbatims

Verbatims:

- Q47. What are the typical questions that customer ask with regards this section of the label?

The customers often ask if this is a true reflection of how far you can go before charging.

Customers ask how far the car will travel on a charge and how long it takes to charge.

We typically get asked "how far the car goes?", "how long it will last on a charge?" and "how many charges are needed for a specified time period?".

- Q48. What works well about this section?

The real time comparison source works really well in the electric range section.

The electric range explains the distance in relation to a person's daily use and lifestyle.

The section makes it easier for customers to understand the estimated range for each vehicle.

- Q49. What would you change/improve about this section?

Some visual improvements would be helpful, such as diagrams and images.

The section should show more realistic mileage/figures.

More information about how different driving styles can affect range would be useful.

'Environmental Information' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
<u>Question</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
50. Do you use this section as part of the sales process?	27.6	50.0	0.0	20.0	33.3	33.3
51. Is this section helpful as part of the sales process?	41.4	50.0	33.3	40.0	50.0	33.3

Key Findings:

- The majority of dealerships do not use this section of the label as part of the sales process. BMW use this section the most (50%), whereas none of the Nissan dealerships do use it at all
- Only 41.4% of dealerships find this section helpful, with 50% BMW and Toyota dealerships finding this section to be helpful compared with 33.3% of Nissan and Vauxhall dealerships

Positive Staff Comments:

- *"THE ENVIRONMENTAL INFORMATION IS USED AS PART OF THE SALES PROCESS AS IT EXPLAINS THE FIGURATIVE SIDE OF THE CAR"*
- *"THE ENVIRONMENTAL INFORMATION HELPS EXPLAIN THE KEY ASPECTS OF GOING GREEN TO MY CUSTOMERS"*
- *"THE ENVIRONMENTAL INFORMATION ON THE LABEL EXPLAINS WEATHERING, WHICH IS WHY IT IS USED AS PART OF THE SALES PROCESS"*

Negative Staff Comments:

- *"CUSTOMERS ARE NOT NORMALLY INTERESTED IN THIS SECTION OF THE LABEL"*
- *"THE ENVIRONMENTAL INFORMATION SECTION IS CONFUSING"*
- *"THERE ARE NOT ENOUGH DETAILS ABOUT THE ENVIRONMENT FOR IT TO BE USEFUL"*
- *"THIS SECTION IS NOT USEFUL AS THE CUSTOMERS KNOW IT IS 100% EFFICIENT AND ZERO PERCENT EMISSIONS"*

'Environmental Information' Verbatims

Verbatims:

- Q52. What are the typical questions that customer ask with regards this section of the label?

Customers tend to ask: "how green is this car?" and "who are the suppliers?"

Customer usually ask about the cost of running car and the environmental effects.

The customers ask how these cars are in comparison to petrol cars.

- Q53. What works well about this section?

The environmental information explains the "green issues".

The information provided is clear and states the obvious benefits.

This section covers everything the customers need or want to know.

- Q54. What would you change/improve about this section?

More diagrams could be added to the label.

The only thing that could be improved about the environmental information would be to add additional colours to make other information stand out.

This section of the label needs to be made larger.

'Go Ultra Low Campaign' Table & Key Findings

	Overall	BMW (i3)	Nissan (Leaf)	Renault (Zoe)	Toyota (Prius)	Vauxhall (Ampera)
Question	%	%	%	%	%	%
55. Do you use the "Go Ultra Low" campaign during your conversations with customers?	44.8	33.3	33.3	40.0	66.7	50.0
56. Are consumers aware of the "Go Ultra Low" campaign?	48.3	33.3	33.3	100.0	66.7	16.7

Key Findings:

- 44.8% of dealerships do not use the "Go Ultra Low" campaign during conversations with customers. Toyota use the campaign the most (66.7%)
- On average, less than half of consumers are not aware of the campaign overall. All Renault consumers aware of the campaign, yet only 40% of Renault dealerships use the campaign during conversations with customers

Positive Staff Comments:

- *"I SHOW THE GO ULTRA LOW CAMPAIGN TO CUSTOMERS IF THEY SHOW INTEREST IN GOING LOW DURING THE SALES PROCESS, WHILST I AM TALKING TO THEM"*
- *"THE CAMPAIGN IS VERY NEW AND AN ADDITION TO THE ALREADY SAVINGS A CUSTOMER COULD MAKE"*

Negative Staff Comments:

- *"I HAVE NOT SEEN THE "GO ULTRA LOW" CAMPAIGN BEFORE AND DO NOT HAVE A POSTER. I DO KNOW ABOUT SAVING £5000"*
- *"I ONLY KNOW ABOUT THE £5,000 GRANT, NOT THE "GO ULTRA LOW" CAMPAIGN"*

Low Carbon Vehicle Partnership:

Interviews:
“Summary and
Conclusion”



Summary & Conclusion

Summary

- It is encouraging that the majority of dealerships had a vehicle energy rating label present, even more so that the labels on display were correct for the vehicles
- The section that is used the most across all dealerships is 'Running Costs' (79.3%) and is also the most helpful part of the sales process (82.8%)
- The 'Environmental Information' section is used the least, with only 27.6% of dealerships overall using this section as part of the sales process
- Staff suggestions for improvement:
 - Diagrams and language to be simplified (**CO2 & Tax Bracket**)
 - Inclusion of diagrams and the section to be made easier to understand (**Fuel Type**)
 - Include a breakdown of charging costs (**Running Costs**)
 - Aesthetical appearance; adding colours to make the information stand out and to make the section larger (**Environmental Information**)