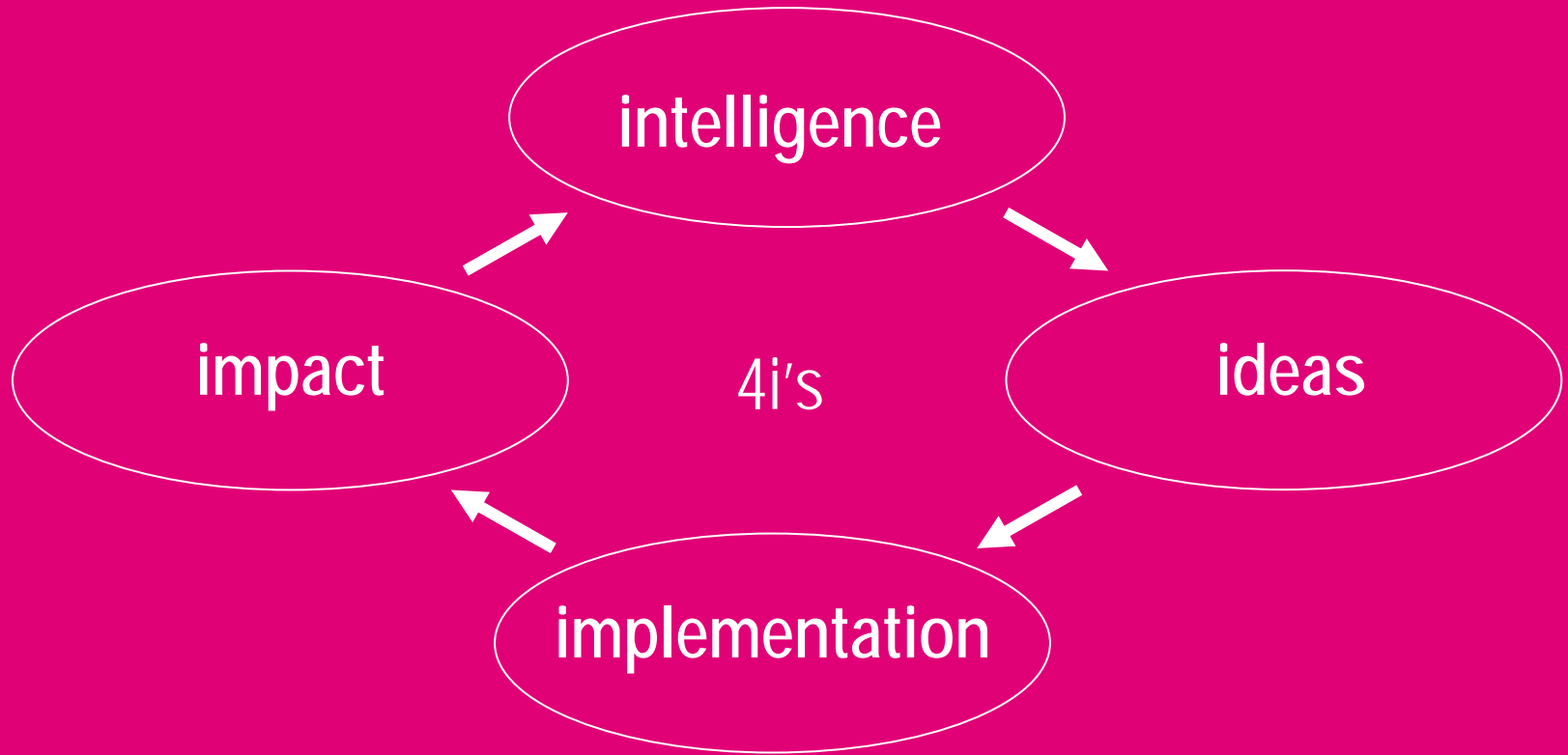


intelligent marketing creates impact



intelligent marketing

Intelligent marketing © 2007



Low Carbon Passenger Cars

'Know Your Carbon'

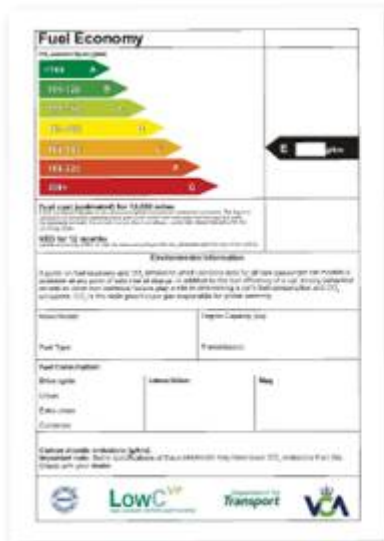


- Unaware, uninterested & unwilling to change
- Private individuals v commercial fleets
- Will change if it saves money

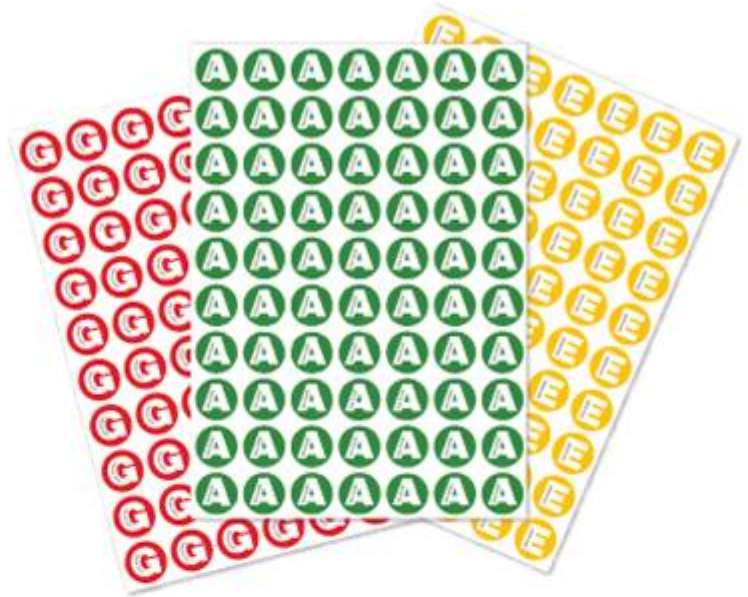


- Lower CO₂ = lower costs (tax, fuel, parking etc)
- Minimise personal action - maximise global impact
- Target everyone - segment audience



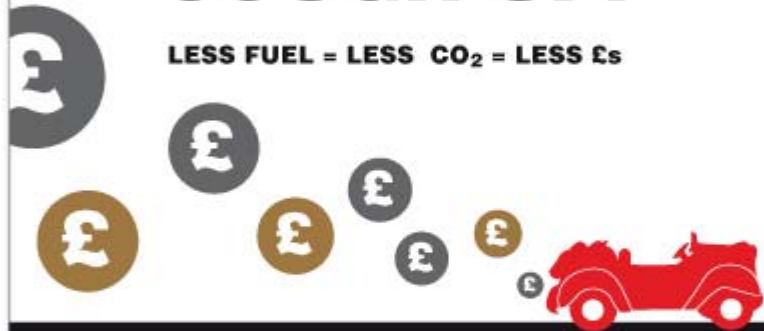


CO2 g/km	TAX BAND	12 month's Tax Petrol/Diesel (Alternative fuel)	Typical mpg Diesel / Petrol	Typical Fuel Costs per 12,000 miles
<100	A	£0 (£0)	Electric	£120
101 - 120	B	£35 (£15)	62.7	£788
121 - 150	C	£115 (95)	54.3	£910
151 - 165	D	£140 (£120)	47.9	£1059
166 - 185	E	£165 (£145)	41.2	£1202
185 - 225	F	£205 (£195)	34.7	£1452
225+	G	£300 (£285)	20.1	£2034



THE LESS YOU COUGH OUT, THE LESS YOU COUGH UP!

LESS FUEL = LESS CO₂ = LESS £s



Reducing your Tax Band will reduce your motoring costs

CO2 g/km	TAX BAND	12 month's Tax Petrol/Diesel / Alternative fuel	Typical mpg Diesel / Petrol	Typical Fuel Costs per 10,000 miles
<100	A	£0 (£0)	electric	£120
101 - 120	B	£35 (£19)	62.7	£780
121 - 150	C	£115 (95)	54.3	£910
151 - 180	D	£140 (£120)	47.9	£1059
180 - 195	E	£165 (£145)	41.2	£1202
195 - 225	F	£205 (£195)	34.7	£1462
225+	G	£300 (£285)	29.1	£2034



GET AN



IN YOUR TAX BAND



A = less fuel = less CO₂ = less tax





- Rolling programme – 2.4M new registrations/year*
- Minimise cost and training
- Integrated & targeted 'Tax Renewal' campaign



- 32M vehicles display CO₂ emissions*
- Awareness & understanding
- Informed choice for purchase (new & used)
- CRM to encourage continued reductions



intelligent marketing

intelligent marketing creates impact



intelligent marketing