

*The Low Carbon Vehicle Partnership -
Accelerating the shift to low carbon vehicles and
fuels in the UK*

Efficiency: Tomorrow's Energy Source, Prague
12 October 2008

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Low Carbon Vehicle Partnership (UK)

Low Carbon Vehicle Partnership (LowCVP)

- Action and advisory group set-up in 2003
- 290+ stakeholder members: motor & fuel co's, government, academics, road-user groups, environment orgs & others
- To speed the shift to low carbon vehicles & fuels in the UK



LowCVP 'Low Carbon Road Transport Challenge'

Proposals to reduce road transport CO₂ emissions in the UK to help mitigate climate change
June 2006

Fuel Economy

CO₂ emissions (g/km) (cycle)

<100	A
101-120	B
121-150	C
151-180	D
181-210	E
211-240	F
241+	G

Low Carbon Car
B 117 g/km

Fuel cost (estimated) for 12,000 miles
£662

VED for 12 months
£50

Environmental Information

A guide on fuel economy and CO₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO₂ emissions. CO₂ is the main greenhouse gas responsible for global warming.

Make/Model: Low Carbon Car		Engine Capacity (cc): 1209	
Fuel Type: Diesel		Transmission: 5 speed manual	
Fuel Consumption:			
Drive cycle	Litres/100km	Mpg	
Urban	5.4	52.3	
Extra-urban	3.8	74.2	
Combined	4.4	64.2	

Carbon dioxide emissions (g/km): 117 g/km
Important note: Some specifications of this model may have lower CO₂ emissions than this. Check with your dealer.

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Event outline

Winners to be announced at the **LowCVP Annual Conference 20th June 2007**
DTI Conference Centre, Westminster

Accelerating the shift to low carbon vehicles and fuels

Accompanying

- energy saving trust
- campaign for cleaner transport
- Mediatech
- GREEN REPUBLIC
- greentv
- UNEP

cenex

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marketing challenge

CARS NOT CARBON

A competition to promote greener motoring marketing

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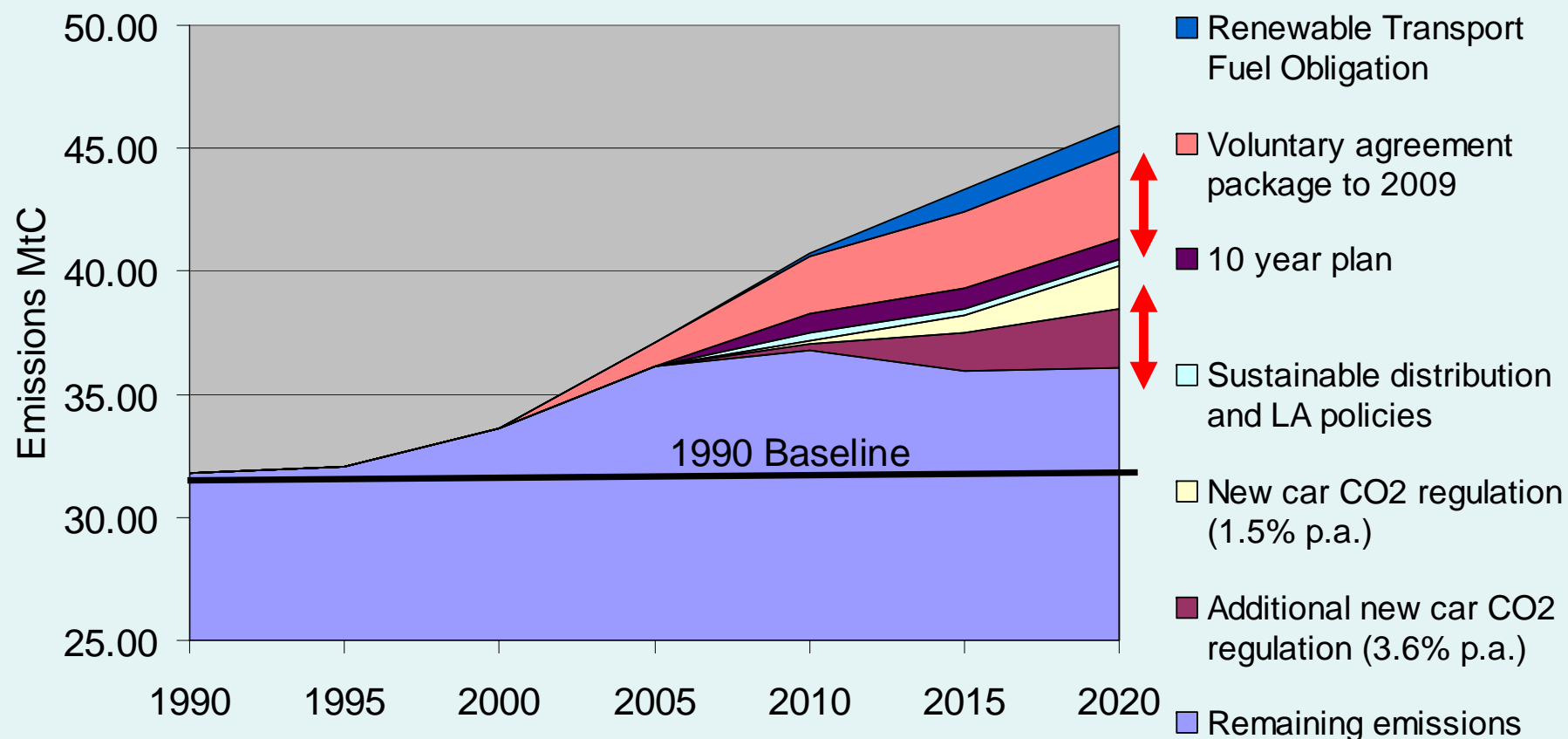
Low Carbon Vehicle Partnership

Accelerating the shift to Low Carbon Vehicles and Fuels

'3 Pillars' of European passenger cars CO2 strategy

- ❑ Voluntary agreements  New car CO2 regulation
 - 2008/9 target of 140g CO2/km negotiated in 1999/2000 with the European, Japanese and Korean Car manufacturers (ACEA, JAMA, KAMA)
 - Proposed regulatory target of 130g/km by 2012...95g/km by 2020.
- ❑ Consumer Information
 - Fuel economy labelling
 - Advertising protocol?
- ❑ Fiscal measures
 - Council Directive for member states to have CO2-based taxes

UK policies are projected to stabilise transport emissions at 2005 levels by 2020



The LowCVP – recent areas of activity

- ❑ Consumer information
 - New car fuel economy labelling
 - Car buyer attitude surveys
 - Advertising protocol
- ❑ Lower carbon road transport fuels
 - Biofuels sustainability accreditation
- ❑ Innovation
 - Support low carbon technology developments
 - Establishment of low carbon technology Centre of Excellence
- ❑ Buses and commercial vehicles
 - Impact of bus operators' subsidies
 - Baseline methodology on CO2 data for vans







Car fuel economy label: over 91% of UK dealers now display the label

Voluntary automotive industry initiative

- Brokered by the LowCVP
- Launched in July 2005
- Extend to second-hand dealers?
- Comparative fuel cost information

	2006	2007	2008
Dealers displaying labels	74%	86%	91%
Cars labelled	55%	65%	82%

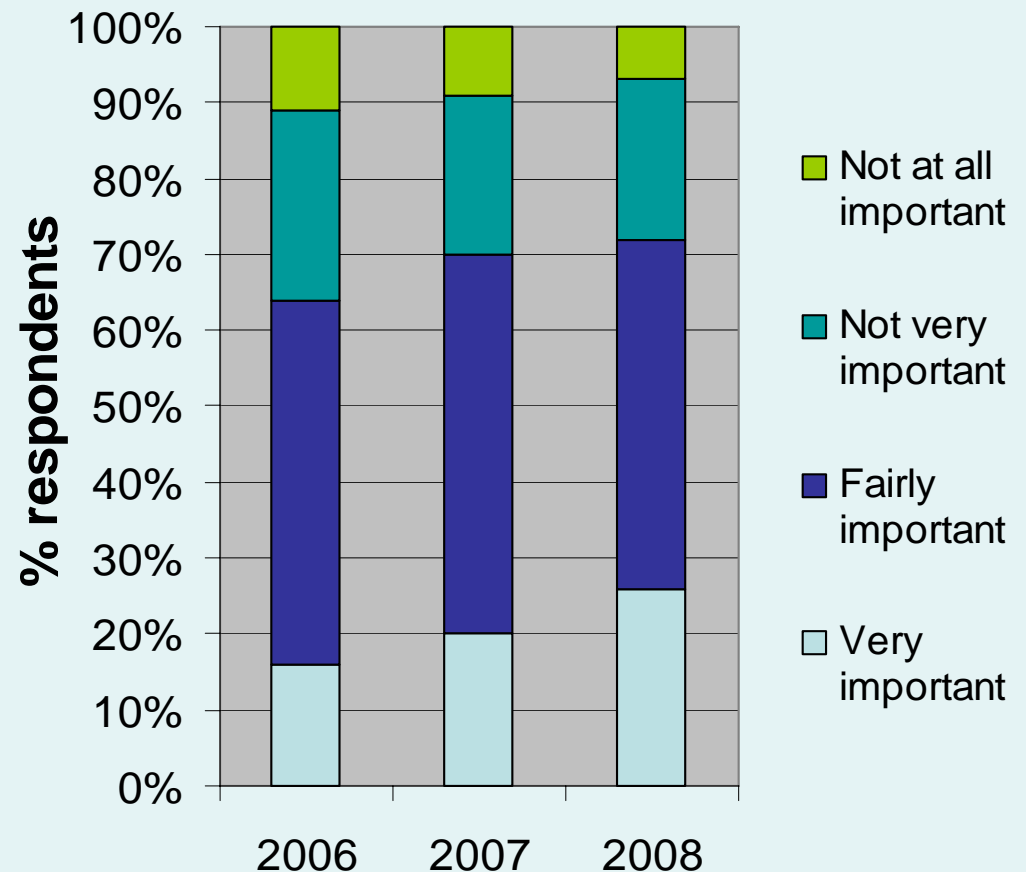
Fuel Economy		Low Carbon Car												
<p>CO₂ emission figure (g/km)</p> <p><100 A</p> <p>101–120 B</p> <p>121–150 C</p> <p>151–165 D</p> <p>166–185 E</p> <p>186–225 F</p> <p>226+ G</p>		<p>B 117 g/km</p>												
<p>Fuel cost (estimated) for 12,000 miles</p> <p><small>A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows – petrol 80p, diesel 94p and LPG 39p. (VCA May 2005).</small></p>		<p>£662</p>												
<p>VED for 12 months</p> <p><small>Vehicle excise duty (VED) or road tax varies according to the CO₂ emissions and fuel type of the vehicle.</small></p>		<p>£50</p>												
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49% of car buyers are aware of the new car fuel economy label

□ 72% of the aware car buyers said the information on the environmental label is important

□ More than 66% said it was important in helping them to choose the make and model of their car.

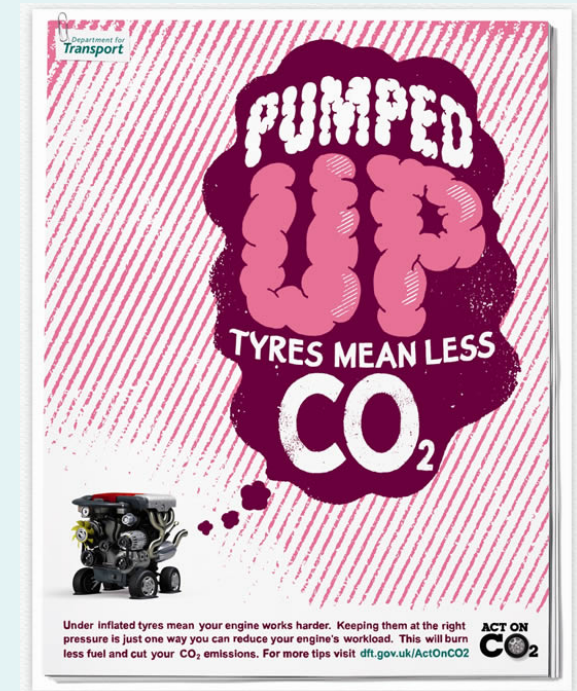
How important, if at all, was the car label in helping you to choose the make or model of your car?



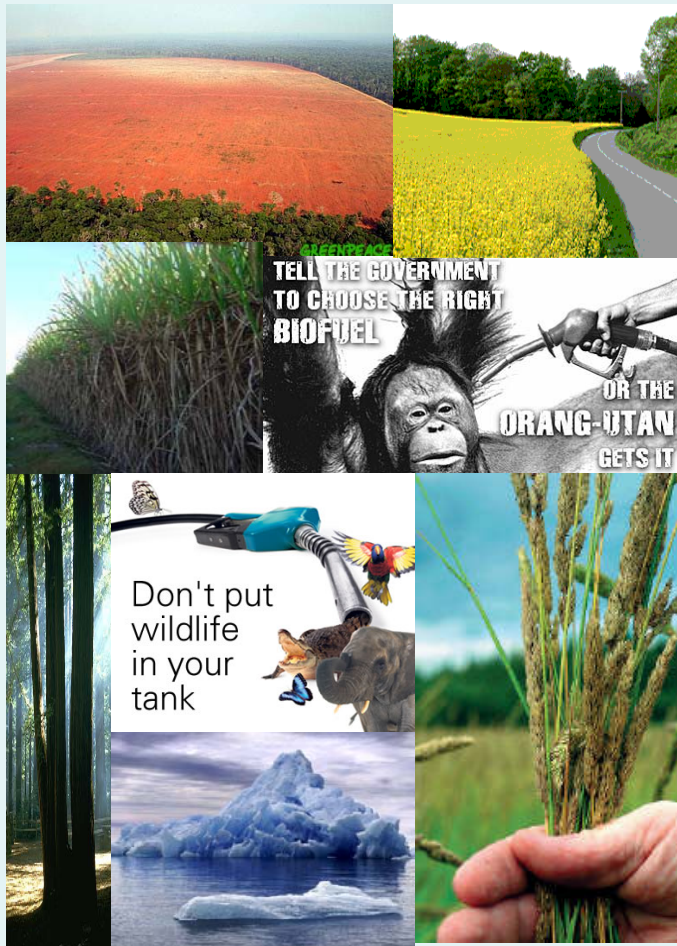
Source: LowCVP 2008, Car Buyer Survey

LowCVP: Changing consumer behaviour

- ❑ Research into car buyer attitudes
 - The ‘attitude-action gap’
 - The ‘fuel economy paradox’
- ❑ Promoting consumer awareness
 - ‘Act on CO2’ campaign
 - Engaging stakeholders and potential partners
- ❑ Developing advertising protocol
 - Baseline survey
 - Best practice guide to car advertising



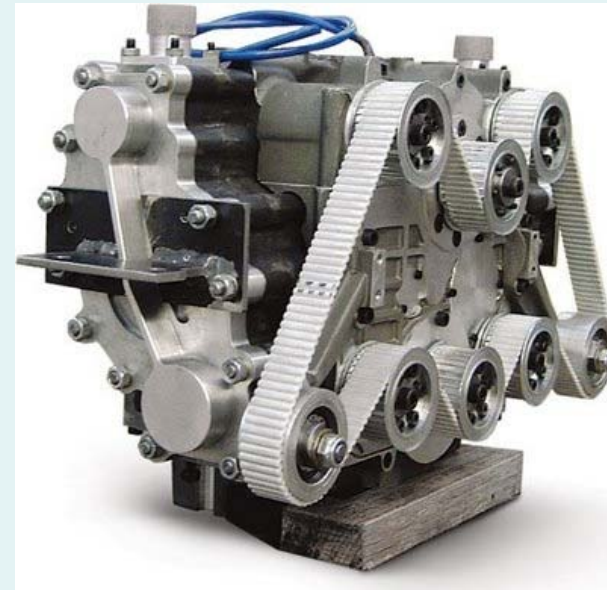
LowCVP has taken an international lead in developing a system to improve biofuels sustainability



- ❑ Delivery of carbon & sustainability reporting requirements to UK Gov't
- ❑ International consensus building:
 - European Parliament hearing
 - International workshop – Global Bioenergy Partnership
 - EU/South America international workshop
 - California Fuel Quality Standard Workshop
- ❑ Support to the Gallagher Review
- ❑ Awareness raising in UK and EU
 - World Biofuels Congress

LowCVP: active in promoting innovation

- ❑ Facilitated introduction of UK's CENEX – Centre of Excellence for Fuel Cell and Low Carbon Technologies
- ❑ Support for UK businesses developing low carbon technologies to engage with investors



LowCVP: buses, vans and commercial vehicles

☐ Low carbon buses

- Advice on reform of bus subsidies system (BSOG)
- Establish specifications
- Procurement feasibility study



☐ Low carbon vans

- Establish specifications and definitions for use in public procurement and in policy formation



LowCVP: Working in partnership with stakeholders - conclusions

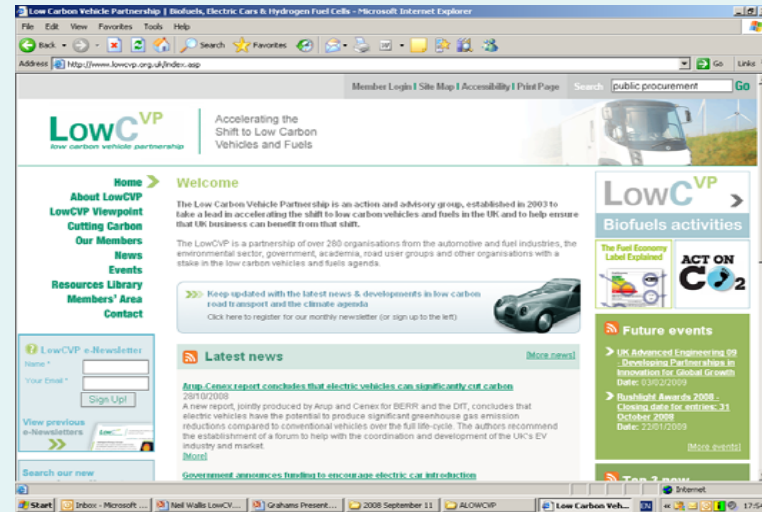
- ❑ Faster-track and improved policy making
- ❑ Improved evidence-base
- ❑ Stakeholder engagement promotes awareness and can stimulate action
- ❑ 'Networking' opportunities for business
- ❑ But: beware 'lowest common denominator'
- ❑ Active support from Government required



Contacts and information

*Accelerating the
shift to low carbon
vehicles and fuels*

*Stimulating
opportunities for
UK businesses*



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