



Car Advertising Seminar

ACT ON CO₂ campaign update

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Current priorities

Save
Money
Save
Fuel



Switching appliances off standby means lower carbon emissions. And lower financial ones too.

We could all do with reducing the amount we spend on energy. And it's also nice to know that this reduces the cost to the environment. Simple actions like switching appliances off standby and even unplugging un-used phone chargers all add up. Along with other actions, such as fitting loft insulation and installing energy saving devices, these measures make your home more energy efficient and could save you over £300 a year. Even the way you pay for energy can save money. Settling bills by Direct Debit could save you an additional £100 per year.

For more information, visit direct.gov.uk/ActOnCO2

HM Government

Save Money Save Energy



Decc

- In home energy consumption
- Recycling and Reusing

DfT

- Buying lower CO2 emitting new cars
- Driving in a CO2 friendly way
- Car sharing
- Business travel plans

New ACT ON CO2 car online search & comparison tool

Save Money
Save Fuel



Launched 5th January:
enables Make/ Model
search of all new cars

Compares current years
CO2 emissions, current
year's VED and fuel costs

Signposts the potential
£££ savings if 'best in
class' model chosen

ACT ON CO2 | New car CO2 emissions: Model search - Windows Internet Explorer

http://campaigns.direct.gov.uk/actonco2/home/on-the-move/new-car-co2-emissions-model-search.html

Postcode [] Go

ACT ON CO2 PEOPLE POWER CHALLENGE

New car CO₂ emissions: model search

[Back to search results](#) [Start a new search](#)

Results for: FORD Model: Focus C-Max, 2008% Model Year Onwards

Edition	What Car? Category	Gear box	Fuel	Tax band/ Cost P/A	Fuel cost P/A	Total cost P/A	CO ₂ (g/km)	More Details
1.6 Duratorq TDCi (90PS)	MPV	M	Diesel	C / £120	£1026	£1146	124	More Details
1.6 Duratorq TDCi (109PS)	MPV	M	Diesel	C / £120	£1047	£1167	126	More Details
2.0 Duratorq TDCi (110PS) (+DPF)	MPV	A	Diesel	D / £145	£1287	£1432	159	More Details
2.0 Duratorq TDCi (136PS) (+DPF)	MPV	A	Diesel	D / £145	£1287	£1432	159	More Details
1.8 Duratec (125PS)	MPV	M	Petrol	E / £170	£1453	£1623	169	More Details
2.0 Duratec (145PS)	MPV	A	Petrol	F / £210	£1638	£1848	189	More Details

Done Internet 100%

Car Purchasing activity: Jan-March 09

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TV, press, online & sponsorship activity running

Proposition “A fuel efficient car reduces CO₂ emissions and saves up to 3 months’ worth of fuel a year.”

TV ad - substantiation note reviewed by Clearcast

A photograph of a man and a young girl in a car dealership. The girl is pointing at a digital display showing a fuel efficiency chart. The man stands beside her, looking at the display. A red car is visible in the background.

A fuel efficient car reduces CO₂ emissions and saves up to 3 months’ worth of fuel a year.

The more fuel efficient your car is, the less costly it is to both you and the environment.

And because more efficient engines can now be found in every size and type of new car, you get both the car you want and the saving.

To compare the fuel costs and CO₂ emissions of all new cars and to find out how much you can save, search online for **ACT ON CO₂**.

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**ACT ON
CO₂**

HM Government

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Fuel



Average savings on total price of new car (registration etc.)

Campaign partners



- Continue to actively recruiting partners to run campaign messages
- Email: alice.muir@iris-london.co.uk
Tel: 0207 654 7628