

Car advertising in Europe

Jos Dings, Director, T&E

28 June 2007

T&E membership

Austria, Belgium, Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, UK

49 Members – 21 Countries



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Context


Even informed consumers
don't always do the right thing

Information is NO substitute
for regulation



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Australia pulls plug on old bulbs

Australia has announced plans to ban incandescent light bulbs and replace them with more energy efficient fluorescent bulbs.

The environment minister said the move could cut the country's greenhouse gas emissions by 4 million tonnes by 2012.

"It's a little thing but it's a massive change," Malcolm Turnbull said.

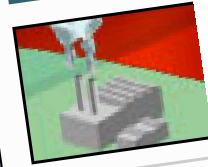
The decision will make Australia the first country to ban the light bulbs, although the idea has also been proposed in the US state of California.

Fluorescent first



Ban the bulb? Australia plans to switch to fluorescent light by 2010

CLIMATE C



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- ▶ EU agrees

News Front Page
World



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CO2 debate: car industry blames the consumer...

“The European car industry considers consumer demand for fuel efficiency to be the missing link in current efforts to reduce CO₂.”

ACEA website

...and is repeating
that message...

“The industry’s efforts have been hindered...by the persistent lack of consumer demand for fuel-efficiency.”

ACEA press release 26/01/07

...again and again.

“Highly CO₂-efficient cars, brought into the market in line with the 1998 Commitment, have met with very low demand.”

Speech by ACEA president, 15/05/07

Consumer information
and car ads need to change.

Ford India ad campaign

Launched:
June 2007

(Crushing icebergs
and terrorising
polar bears?)



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CO₂ information in car ads



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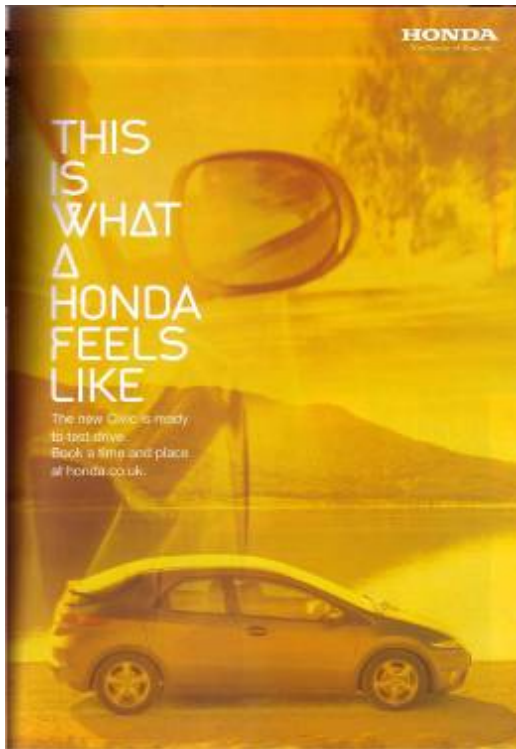
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Many ads break the rules



- Ford Ranger ad
- BBC Top Gear Magazine
- June 2007
- - No CO₂ or fuel efficiency info

Many ads break the rules



- Honda Civic ad
- 'Car' magazine
- April 2006
- - No CO₂ or fuel efficiency info

Same across Europe

C.N.

GRAB LIFE BY THE REINS



**KOM MAAR OP, ALS JE DURFT!
DE NIEUWE DODGE NITRO IS ER.**

Met 2,7 litere, boostende versnoring is de nieuwe Dodge Nitro een meer dan bijzondere verschijning. Overhaal snel met 3,7 liter 221 pk, met andere auto's bereikt 200 pk de snelheid of met een sterke, snelle versnoring 2,8 liter 200 pk. Het enige auto's die passen over het maximaal in een vijfde van andere bijlage in een vierde in andere. Comfortabel draait het rond uit andere versnoring met geringe uitdaging over alle passagiers, die gemiddelde tussen gemiddelde van 700 kilometer per uur met DVD navigatie systeem. Dit is een auto die voortvarend is meten, kan ik me de om te laten. Als je durft!

NONSTOP DODGE

SPRINKELDORP - 1000 LAMBERT

CAR PLAN B.V.
Hochendael 4, Aartschouwen Oosterschelde, Utrecht
Telefoon 030 - 262 48 20. Internet: www.carplan.nl
Openingstijden: maandag t/m vrijdag 9:00 - 18:00 uur. Zaterdag 9:30 - 15:30 uur. Dinsdag gesloten tot 21:00 uur.

De Belgische en Nederlandse markt is de enige markt in België en Nederland waar de prijs van een auto lager is dan in België en Nederland. Dit is mogelijk door de hoge Belgische en Nederlandse BTW. De Belgische en Nederlandse markt is de enige markt in België en Nederland waar de prijs van een auto lager is dan in België en Nederland. Dit is mogelijk door de hoge Belgische en Nederlandse BTW.

Netherlands

RENAULT
DE EXPERTS IN TOEGANG

Verrückte Tage bei Renault!



De meest kindvriendelijke auto met 1,2 liter 55 kW (75 PS) 1160 cc. 160 km/h. 1700 cc. 110 km/h. 1700 cc. 110 km/h. 1700 cc. 110 km/h.

Model	Motor	Wattage	Wattage
Twingo	1,2	55 kW	75 PS

Barpreis
12.450,- EUR



Renault Clio 1,7 140 kW (190 PS) 1700 cc. 170 km/h. 1700 cc. 110 km/h. 1700 cc. 110 km/h.

Model	Motor	Wattage	Wattage
Clio	1,7	140 kW	190 PS

Barpreis
12.950,- EUR



Renault Clio 1,4 102 kW (138 PS) 1396 cc. 170 km/h. 1700 cc. 110 km/h. 1700 cc. 110 km/h.

Model	Motor	Wattage	Wattage
Clio	1,4	102 kW	138 PS

Barpreis
10.000,- EUR

JETZT BESTELLEN!

Dieses Angebot erhalten Sie bei allen teilnehmenden Partnern!

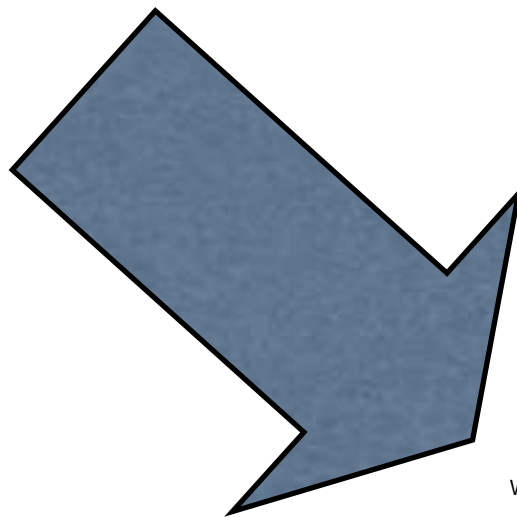
CarUnion, Vahrenwalder Straße 205, Hannover, Tel. 0511 42 97 93 0
Henze, Wulferstraße 15, Hannover, Tel. 0511 9 84 73 0
Frye, Müller-Wendemannstraße 14, Bielefeld, Tel. 051 3088 72 10
Arens, Thuner Str. 53-55, Göttingen, Tel. 051 317 05 98

Bartels Mäger, Welfen Str. 71, Hannover, Tel. 0511 58 05 28
Bennigsen, Königstraße 22, Springe/Helmstedt, Tel. 0510 45 83 23
Vollenderf, Am Ostfeller 14, Bielefeld, Tel. 0511 73 34 40
Mevius, Schulhof-Platz 41, Wunstorf, Tel. 051 30 31 07 14 44

Germany

When you see a car ad

- The CO2 information is supposed to be this big
- The EU CO2 labelling directive says: *“This information should, as a minimum, be easy to read and no less prominent than the main part of the information provided in the promotional literature”*

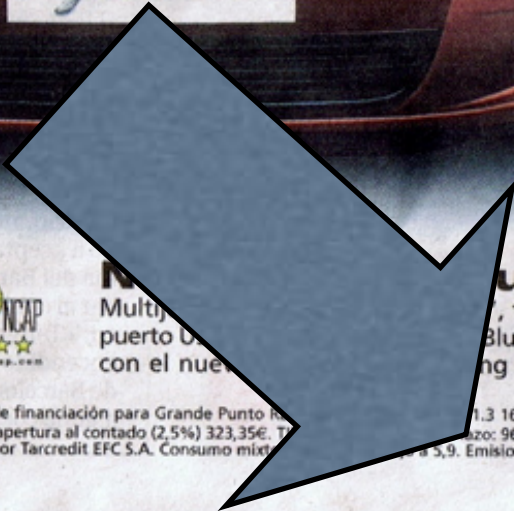




Despierta.
Nuevo Fiat Grande Punto Racing
 Diesel *Multijet* 16v

90cv por
90€ al mes.

Los dos primeros años, sin entrada.
 Más 72 cuotas de 215€. TAE: 7,96%.
 Plan Prever incluido.



Grande Punto Racing. Aprovecha la oportunidad de sentir la deportividad de sus motores Diesel Multijet 16v, faldones y spoiler trasero. Además, disfrutarás de la última tecnología Blue&Me™ de Microsoft, con Bluetooth® para conectar tu móvil, con mandos de audio en el volante y radio CD. Vive toda la deportividad y la confianza del mayor reconocimiento en seguridad con 5 estrellas Euro NCAP. www.fiat.es



Ejemplo de financiación para Grande Punto Racing Diesel Multijet 16v 90cv. P.V.P. 12.934€. (IVA, Transporte e Impuesto de Matriculación, Plan Prever y descuento promocional incluidos). Sin Entrada. Comisión de estudio y apertura al contado (2,5%) 323,35€. Total a pagar: 13.257,35€. Plazo: 96 meses. 24 cuotas de 90€. 72 cuotas de 215€. Precio total a plazos 17.963,35€. Oferta válida hasta 31/05/2007 en Península y Baleares. Financiación ofrecida por Tarcredit EFC S.A. Consumo mixto 12,9 l/100km. Emisiones de CO₂ (g/km) de 122 a 154. RBE N° 1942 / 07.

Consumers aren't getting the information from car companies

- 97% of ads in Sweden failed to give adequate CO2 information (Swedish Road Administration, 2004)
- Especially in ads: widespread problems of no, or incomplete information or printed in too small letters (ADAC for EC, 2004)

The directive

- *“... **all promotional literature** (...) should contain data on the relevant fuel consumption and CO₂ emissions (...)”*
- *“‘promotional literature’ means **all printed matter** used in the marketing, advertising and promotion of vehicles to the general public. It includes (...) posters ...”*



... and how it's implemented

“We do not consider [the law] to cover material which is primarily graphical, where the only textual content is the model name and an advertising slogan.”

UK DfT guidance note on CO2 information

The Internet



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New car buyers do their research on the Net

80% of consumers in France, Germany and the UK used the Internet during the car buying process, four times more than in the same survey in 2002.

CapGemini 2006



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New car buyers do their research on the Net

The Internet has become the primary source of research for the car-buying consumer. 'Just looking' visits to showrooms have been cut to one or two from as many as six traditionally.

Adrian Joseph, Head of the Automotive Practice



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UK has not extended the labelling law
to the Internet.

The EU recommended this in 2003.
(2003/217/EC)

Carmaker websites

- Majority of sites have no way of comparing CO₂ emissions of full model range
- Several 'clicks' to find CO₂ information
- CO₂ buried in 'technical specifications', 'performance', 'technical datasheet'
- Not easy to find



Websites: good practice

The screenshot displays the Toyota website's 'Compare the range' tool. At the top right, the Toyota logo is accompanied by the slogan 'TODAY TOMORROW TOYOTA'. A navigation bar lists various car models: Special editions, AYGO, Yaris, Auris, Verso, Prius, Avensis, RAV4, Land Cruiser, Amazon, Hilux, Hiace, and Dyna. The main content area is titled 'Compare the range' and features a horizontal bar chart comparing CO2 emissions (g/km) for different car categories: Small Family, Large, MPV, and 4x4. The x-axis represents CO2 emissions from 150 to 400 g/km. A callout box highlights the 'Avensis' model, stating 'Grades: T2 through to T180' and 'CO2 Emissions: From 171g/km'. To the right, a 'Your Filters' panel allows users to select models based on fuel type (Petrol, Diesel, Hybrid), transmission options (Manual, Automatic), and bodystyle options (Saloon, Hatchback, Estate, Convertible, Coupé).

Special editions | AYGO | Yaris | Auris | Verso | Prius | Avensis | RAV4 | Land Cruiser | Amazon | Hilux | Hiace | Dyna

> Home

Compare the range

Price | MPG | Acceleration | Top Speed | Seats | **CO₂ Emissions** | Insurance Group | Power | Torque | VED

Model Info | Your Filters

g/km 150 200 250 300 350 400

Small Family

Large

MPV

4x4

Avensis
Grades: T2 through to T180
CO₂ Emissions: From 171g/km

Show models with the following fuel type(s):

- Petrol
- Diesel
- Hybrid

Show models with the following transmission options:

- Manual
- Automatic

Show models with the following bodystyle options:

- Saloon
- Hatchback
- Estate
- Convertible
- Coupé

Green Claims



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UK Green Claims Code

- DEFRA guidelines, approved by the CBI (SMMT is a member)
- *“Claims should always avoid the vague use of terms such as ‘sustainable’, ‘green’, ‘non-polluting’ and so on. Likewise, they should avoid linking vague descriptions, such as ‘friendly’ or ‘kind’, with words like ‘earth’, ‘nature’, ‘environment’, ‘eco’ and ‘ozone’.”*

Green Claims



HIGH PERFORMANCE.
LOW EMISSIONS. ZERO GUILT.
V8-LIKE POWER WITH CLASS-LEADING CO₂ EMISSIONS.
THE RX 400h. LEXUS HYBRID DRIVE - PUSHING BOUNDARIES.

LEXUS POOLE
Patrick House, West Quay Road
Tel 01202 667575
www.lexus.co.uk/poole

 **LEXUS**
The pursuit of perfection

Model shown RX 400h with metallic paint £36,953 OTR. RX range prices start from £32,023 to £45,818 OTR. Prices correct at time of going to press and include VAT, delivery charges, number plates, full tank of fuel, one year's road fund licence and first registration fee. RX 400h fuel economy figures: extra-urban 37.2mpg (7.6L/100km), urban 31.0mpg (9.1L/100km) combined 34.9mpg (8.1L/100km). CO₂ emissions 192g/km.

The ASA banned this (in UK).

Green Claims

Hop over the
Channel!

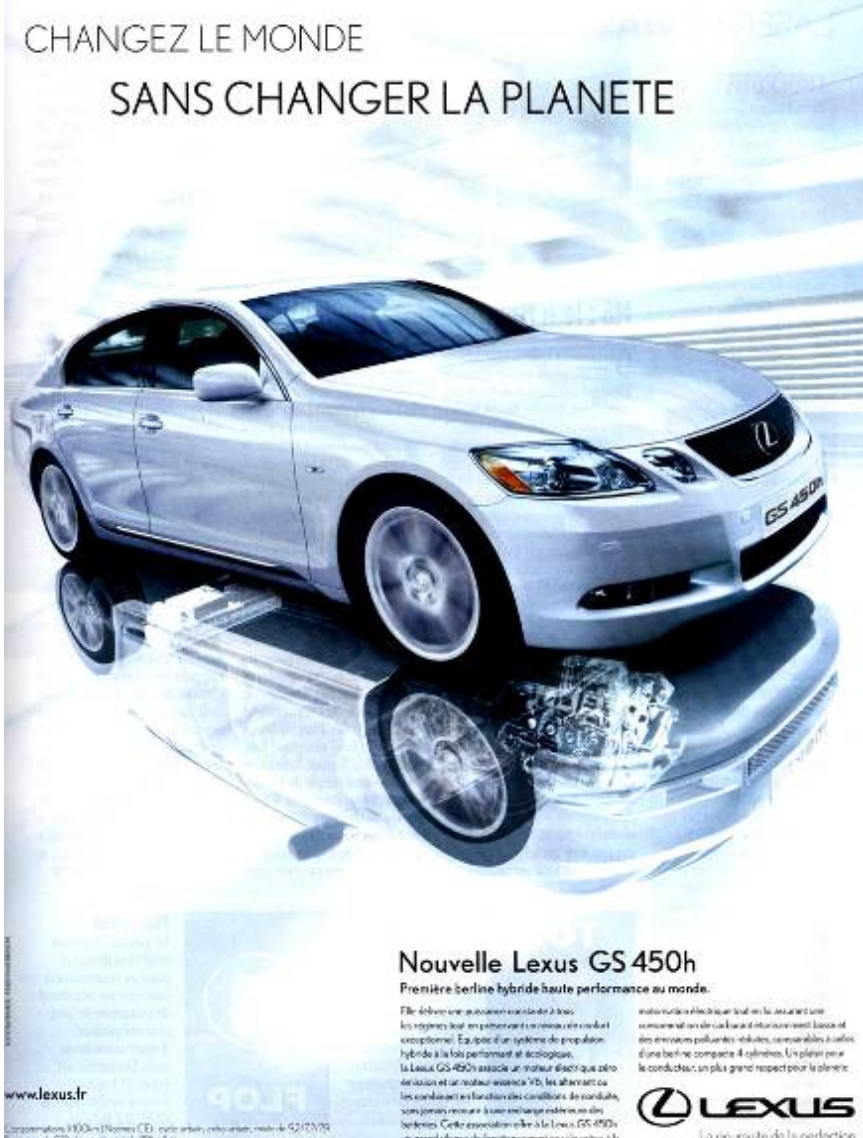
*"Change the world,
without changing
the planet."*

186g CO₂/km



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CHANGEZ LE MONDE
SANS CHANGER LA PLANÈTE

An advertisement for the Lexus GS 450h. The top part features the slogan 'CHANGEZ LE MONDE SANS CHANGER LA PLANÈTE' in a clean, sans-serif font. Below this is a high-angle photograph of a silver Lexus GS 450h sedan, shown from a three-quarter front view. The car is positioned on a reflective surface that shows its underside and engine components. The background is a bright, blurred architectural space with large windows. At the bottom of the advertisement, there is a section titled 'Nouvelle Lexus GS 450h' followed by the text 'Première berline hybride haute performance au monde.' and several lines of smaller text describing the car's features and performance. The Lexus logo is visible in the bottom right corner.

Nouvelle Lexus GS 450h
Première berline hybride haute performance au monde.

Elle délivre une puissance exceptionnelle à tous les régimes tout en permettant un niveau de silence exceptionnel. Équipée d'un système de propulsion hybride à la fois performant et écologique, la Lexus GS 450h associe un moteur électro qui zéro émission et un moteur essence V8. Les avantages se combinent en fonction des conditions de conduite, sans jamais nuire à une expérience de conduite raffinée. Cette association offre à la Lexus GS 450h un grand silence de fonctionnement en ville grâce à la motorisation électrique tout en la faisant fonctionner silencieusement à l'usage d'un moteur essence à hauts régimes. Les émissions polluantes réduites, sont le résultat d'une berline compacte à cylindres. Un plaisir pour le conducteur, un plus grand respect pour la planète.

LEXUS
La poursuite de la perfection

www.lexus.fr

Consommations 18,00 l/100 km (Norme CEE) cycle urbain, extra-urbain, mixte de 52/17/25
Émissions de CO₂ (en cycle mixte) : 186 g/km.

Green Claims

“Saab created BioPower technology for drivers who want it all: turbo-charged performance plus the satisfaction of helping the environment.”

>200g CO₂/km

Go Green
and release the power of nature



move your mind™



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Green Claims

“Ecological”

Nature imagery



RENAULT Cars

[Home](#) | [Renault cars](#) | [Renault vans](#) | [Renault fleet](#) | [Used Cars](#) | [Owner services](#) | [About Renault](#)

Welcome to Renault Cars UK



The advertisement features a black Renault Clio Extreme car on a light green background. To the right of the car, there is a green speech bubble containing the word 'Ecological' written in a cursive font. Below the car, the text reads 'Model shown may not be actual version'.

Clio Extreme
1.2 16V 3DR
£149 per month
NO deposit

Find out more →
Book a test drive →



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Green Claims

“Environmentally friendly”

Honda Ireland website

HONDA
The Power of Dreams

Environmentally friendly

The designers in our Tochigi development Centres have been busy. Busy that is, thinking about grass, trees, air and small furry animals.

The result: the new Civic Hybrid. A very special car that uses revolutionary IMA technology (Integrated Motor Assist), so you use less petrol and produce fewer emissions.

That's not just good news for the environment. It's good news for your pocket. Because not only is our new hybrid petrol-electric car fuel efficient, in Ireland it's incredibly tax efficient too, paying just 50% of the VRT rate (please ask your local Honda dealer for more specific information).

- ▶ But is it fun to drive?
- ▶ What about performance?

Driver friendly ▶

Home | Performance | How it works | History | Links

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Voluntary codes aren't working



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EU action?

- EU has asked carmakers to come forward with a voluntary code for car advertising by 7 August 2007.
- The EU CO₂ labelling directive is up for review

Better CO₂ / fuel labelling

- Much better implementation and enforcement of current law
- A-G colour codes, linked to taxation
- Extend scope to internet, TV, radio, cinema, digital carriers
- Visibility: min. 25% of space for CO₂ / fuel info
- extra or saved lifetime fuel costs and car taxes - compared with average D-label



Responsible advertising

- Green claims should be specific – no ‘environmentally friendly’ ‘green’ ‘sustainable’ to describe cars
- no ads for cars that emit more than 50% over fleet average, and for off-roaders in urban areas
- no associations of cars with nature, wildlife



But remember the context

Even informed consumers
don't always do the right
thing

Information is NO substitute
for regulation.

