



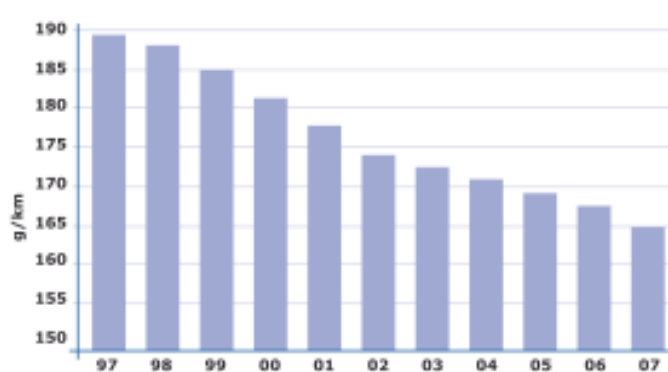
The informed consumer – lower carbon choices in the new car market

Paul Everitt – Chief Executive, SMMT
LowCVP 23 July 2008

New car market moves towards lower carbon



Chart 1 – UK average new car CO₂ emissions



Mass market restructures



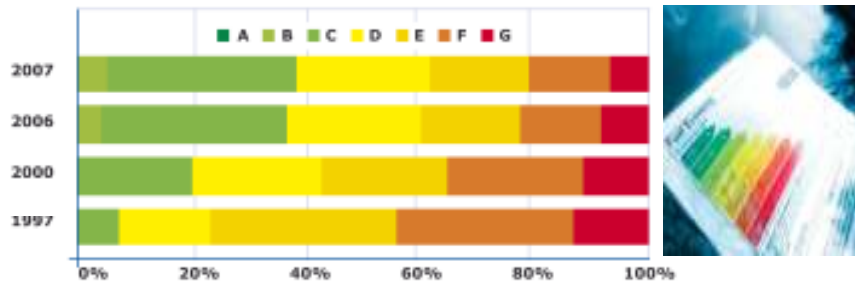
Chart 3 – Distribution of the new car market by CO₂ performance



UK new car market - shift



Chart 4 – New car market split by VED bands
(see Annex 4 for VED details. Chart colour-coded in line with the new car label*)

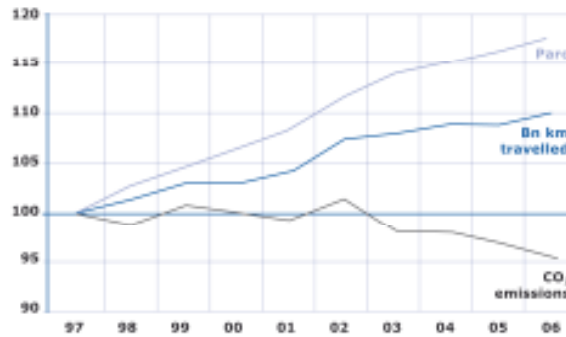


* <http://www.smmr.co.uk/articles/article.cfm?articleid=10744>

Overall car emissions down



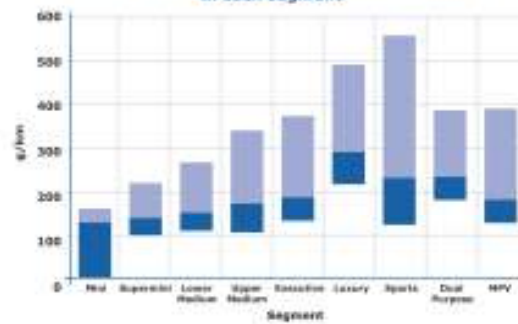
Chart 2 – Trends in car CO₂ emissions, parc size and distance travelled. 1997 as a base year



Lower carbon choices in all vehicle segments



Chart 17 – range of CO₂ emissions and average in each segment





EU CO2 strategy – 3 pillars

Vehicle technology



Taxation



Labelling



Informing the consumer



Labelling Directive 99/94/EC

- Requirements on consumer information on fuel economy and CO₂ emissions
- To enable consumers to make an informed choice
- UK regulation & VCA guidance notes
- Directive currently under review

Informing the consumer



- Colour coded fuel efficiency label
- Act on CO₂ campaign
- Green Pavilion at Motor Show
- CO₂ information on promotional material



Car advertising



- Labelling Directive
 - CO₂ and fuel consumption information
- Advertising Standards Authority (ASA)
 - Content & claims
 - UK has a strong self-regulatory framework
 - Current review of green claims
- ACEA proposes code of conduct
 - Information on CO₂ emissions
 - Environmental claims
 - Driver behaviour



Integrated approach to CO2 needs informed consumer



- Vehicle & fuel choices
- Use of vehicle - eco-driving
- Infrastructure



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