

The Role of the Low Carbon Vehicle Partnership

Embedding Low Carbon into the UK Growth Agenda

May 2012

Andy Eastlake

Managing Director



Our first 10 years, 2002 – 2012, Creating Supply Opportunities

- ❑ Working with industry and government to encourage and support the supply of Low Carbon vehicles and fuels
- ❑ Building relationships with new stakeholders
- ❑ Incentives
- ❑ Demonstration
- ❑ Taxation
- ❑ Information
- ❑ Innovation
- ❑ Advice



Best Practice Principles for environmental claims in automotive marketing to consumers



Jointly endorsed by LowCVP, SMMT and ISBA

Background and scope

These Best Practice Principles (the Principles) have been developed as a framework and a starting reference point for consumers, the automotive industry and its members in the sphere of marketing communications for passenger cars and light commercial vehicles (up to 3.5 tonnes). The Principles are not intended to supersede existing legislation, the mandatory Advertising Codes and government guidance which shall still be the key sources for ensuring that advertising and marketing are fully compliant in respect of environmental claims.

These Principles shall apply to all areas of marketing covered by the rules and guidance listed below. In addition, they will extend to its disclosure, advertising, marketing, editorial content, press releases, corporate reports and marketing information on corporate websites (e.g. a vehicle manufacturer's website) and other non-paid-for space under the advertiser's control (e.g. social networking sites).

It is believed that these Principles will contribute to the 'Incentive Approach' by increasing consumer understanding of the environmental performance of vehicles. Consumers will benefit from the receipt of information which industry openly certifies as being based on genuine environmental benefits. The automotive industry, in adopting these Principles, will observe the spirit of these and support implementation in good faith.

The key sources governing the communication of environmental claims are in the 'legislative and guidance listed below and further reference should be made to these for their detailed provisions.

* Transportable vehicle type approval.



Rewarding innovation in low carbon urban mobility... Enter the LowCVP Technology Challenge 2012...

Fuel Economy	VED band and CO ₂
CO ₂ emission figures (g/km)	
< 100	
101-110	
111-120	
121-130	
131-140	
141-150	
151-160	
161-170	
171-180	
181-190	
191-200	
201-210	
211-220	
221-230	
231-240	
241-250	
251-260	
261-270	
271-280	
281-290	
291-300	
301-310	
311-320	
321-330	
331-340	
341-350	
351-360	
361-370	
371-380	
381-390	
391-400	
401-410	
411-420	
421-430	
431-440	
441-450	
451-460	
461-470	
471-480	
481-490	
491-500	
501-510	
511-520	
521-530	
531-540	
541-550	
551-560	
561-570	
571-580	
581-590	
591-600	
601-610	
611-620	
621-630	
631-640	
641-650	
651-660	
661-670	
671-680	
681-690	
691-700	
701-710	
711-720	
721-730	
731-740	
741-750	
751-760	
761-770	
771-780	
781-790	
791-800	
801-810	
811-820	
821-830	
831-840	
841-850	
851-860	
861-870	
871-880	
881-890	
891-900	
901-910	
911-920	
921-930	
931-940	
941-950	
951-960	
961-970	
971-980	
981-990	
991-1000	
Fuel cost (estimated) for 12,000 miles	
£0.00	
£0.01	
£0.02	
£0.03	
£0.04	
£0.05	
£0.06	
£0.07	
£0.08	
£0.09	
£0.10	
£0.11	
£0.12	
£0.13	
£0.14	
£0.15	
£0.16	
£0.17	
£0.18	
£0.19	
£0.20	
£0.21	
£0.22	
£0.23	
£0.24	
£0.25	
£0.26	
£0.27	
£0.28	
£0.29	
£0.30	
£0.31	
£0.32	
£0.33	
£0.34	
£0.35	
£0.36	
£0.37	
£0.38	
£0.39	
£0.40	
£0.41	
£0.42	
£0.43	
£0.44	
£0.45	
£0.46	
£0.47	
£0.48	
£0.49	
£0.50	
£0.51	
£0.52	
£0.53	
£0.54	
£0.55	
£0.56	
£0.57	
£0.58	
£0.59	
£0.60	
£0.61	
£0.62	
£0.63	
£0.64	
£0.65	
£0.66	
£0.67	
£0.68	
£0.69	
£0.70	
£0.71	
£0.72	
£0.73	
£0.74	
£0.75	
£0.76	
£0.77	
£0.78	
£0.79	
£0.80	
£0.81	
£0.82	
£0.83	
£0.84	
£0.85	
£0.86	
£0.87	
£0.88	
£0.89	
£0.90	
£0.91	
£0.92	
£0.93	
£0.94	
£0.95	
£0.96	
£0.97	
£0.98	
£0.99	
£1.00	
£1.01	
£1.02	
£1.03	
£1.04	
£1.05	
£1.06	
£1.07	
£1.08	
£1.09	
£1.10	
£1.11	
£1.12	
£1.13	
£1.14	
£1.15	
£1.16	
£1.17	
£1.18	
£1.19	
£1.20	
£1.21	
£1.22	
£1.23	
£1.24	
£1.25	
£1.26	
£1.27	
£1.28	
£1.29	
£1.30	
£1.31	
£1.32	
£1.33	
£1.34	
£1.35	
£1.36	
£1.37	
£1.38	
£1.39	
£1.40	
£1.41	
£1.42	
£1.43	
£1.44	
£1.45	
£1.46	
£1.47	
£1.48	
£1.49	
£1.50	
£1.51	
£1.52	
£1.53	
£1.54	
£1.55	
£1.56	
£1.57	
£1.58	
£1.59	
£1.60	
£1.61	
£1.62	
£1.63	
£1.64	
£1.65	
£1.66	
£1.67	
£1.68	
£1.69	
£1.70	
£1.71	
£1.72	
£1.73	
£1.74	
£1.75	
£1.76	
£1.77	
£1.78	
£1.79	
£1.80	
£1.81	
£1.82	
£1.83	
£1.84	
£1.85	
£1.86	
£1.87	
£1.88	
£1.89	
£1.90	
£1.91	
£1.92	
£1.93	
£1.94	
£1.95	
£1.96	
£1.97	
£1.98	
£1.99	
£2.00	
£2.01	
£2.02	
£2.03	
£2.04	
£2.05	
£2.06	
£2.07	
£2.08	
£2.09	
£2.10	
£2.11	
£2.12	
£2.13	
£2.14	
£2.15	
£2.16	
£2.17	
£2.18	
£2.19	
£2.20	
£2.21	
£2.22	
£2.23	
£2.24	
£2.25	
£2.26	
£2.27	
£2.28	
£2.29	
£2.30	
£2.31	
£2.32	
£2.33	
£2.34	
£2.35	
£2.36	
£2.37	
£2.38	
£2.39	
£2.40	
£2.41	
£2.42	
£2.43	
£2.44	
£2.45	
£2.46	
£2.47	
£2.48	
£2.49	
£2.50	
£2.51	
£2.52	
£2.53	
£2.54	
£2.55	
£2.56	
£2.57	
£2.58	
£2.59	
£2.60	
£2.61	
£2.62	
£2.63	
£2.64	
£2.65	
£2.66	
£2.67	
£2.68	
£2.69	
£2.70	
£2.71	
£2.72	
£2.73	
£2.74	
£2.75	
£2.76	
£2.77	
£2.78	
£2.79	
£2.80	
£2.81	
£2.82	
£2.83	
£2.84	
£2.85	
£2.86	
£2.87	
£2.88	
£2.89	
£2.90	
£2.91	
£2.92	
£2.93	
£2.94	
£2.95	
£2.96	
£2.97	
£2.98	
£2.99	
£3.00	
£3.01	
£3.02	
£3.03	
£3.04	
£3.05	
£3.06	
£3.07	
£3.08	
£3.09	
£3.10	
£3.11	
£3.12	
£3.13	
£3.14	
£3.15	
£3.16	
£3.17	
£3.18	
£3.19	
£3.20	
£3.21	
£3.22	
£3.23	
£3.24	
£3.25	
£3.26	
£3.27	
£3.28	
£3.29	
£3.30	
£3.31	
£3.32	
£3.33	
£3.34	
£3.35	
£3.36	
£3.37	
£3.38	
£3.39	
£3.40	
£3.41	
£3.42	
£3.43	
£3.44	
£3.45	
£3.46	
£3.47	
£3.48	
£3.49	
£3.50	
£3.51	
£3.52	
£3.53	
£3.54	
£3.55	
£3.56	
£3.57	
£3.58	
£3.59	
£3.60	
£3.61	
£3.62	
£3.63	
£3.64	
£3.65	
£3.66	
£3.67	
£3.68	
£3.69	
£3.70	
£3.71	
£3.72	
£3.73	
£3.74	
£3.75	
£3.76	
£3.77	
£3.78	
£3.79	
£3.80	
£3.81	
£3.82	
£3.83	
£3.84	
£3.85	
£3.86	
£3.87	
£3.88	
£3.89</	

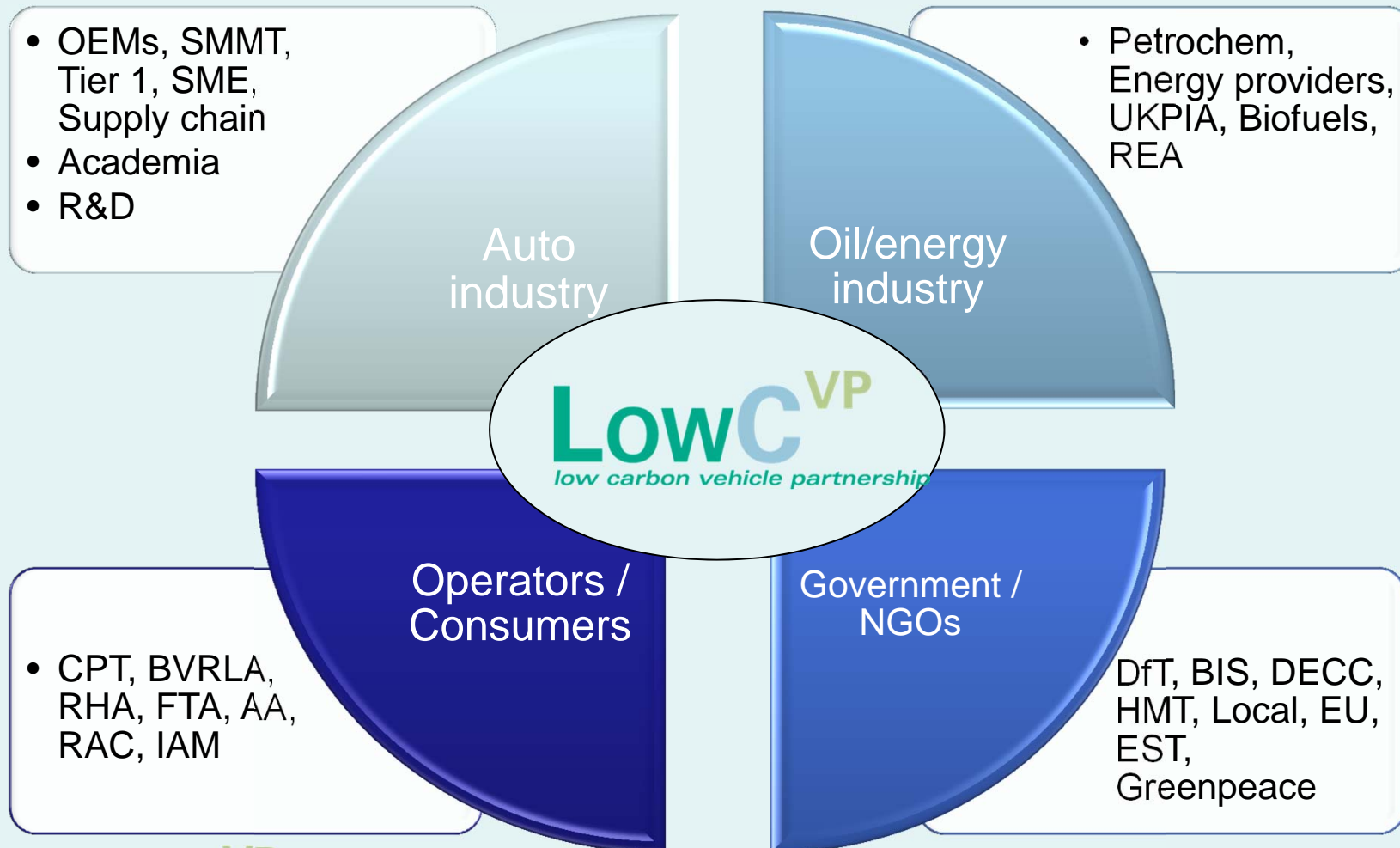
Mobility – The ‘Oil’ in the engine of the economy

- ❑ Mobility is critical to economic success
- ❑ Low Carbon Mobility is our joint imperative

- ❑ The HM Government Carbon Plan provides the challenge
- ❑ Road Transport needs to be virtually zero carbon by 2050
- ❑ The fourth carbon budget 2023-28 is a critical period
- ❑ LowCVP is **the** cross-industry and stakeholder partnership established to lead the policy development in this area

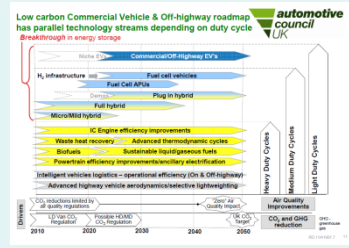
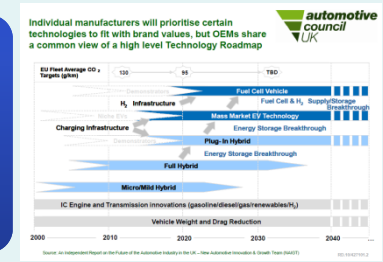
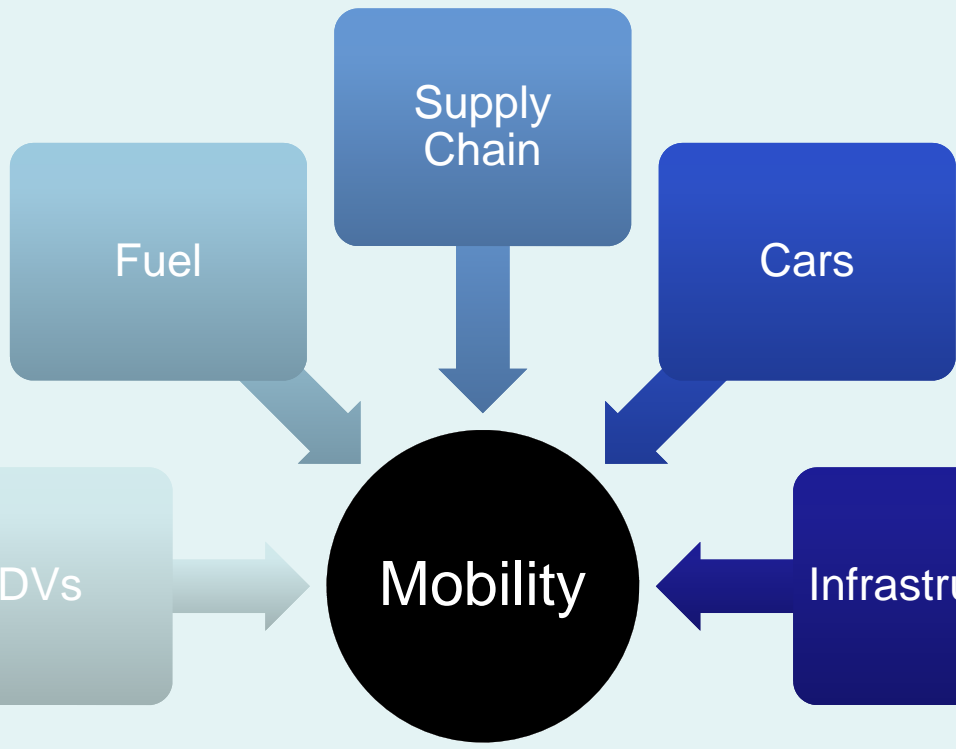
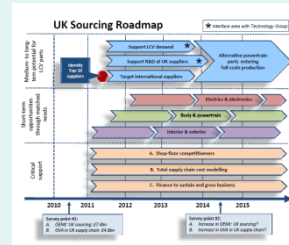


The LowCVP membership - Building Bridges & Creating Consensus



The Mobility Roadmaps

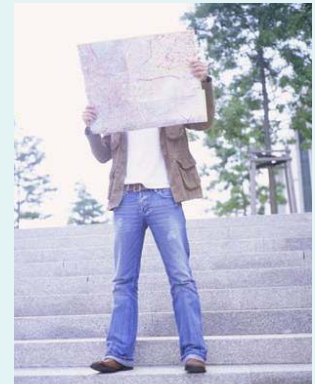
Industry Consensus



Intelligent transport starts with intelligent user choices

Our next decade, 2013 –2023, Supporting Sustainable Growth

- ❑ Core themes of 'communication' and 'commitment'
- ❑ Consistent objectives but changing environment
- ❑ Increasing user understanding to make the right choice
- ❑ Reviewing and demystifying future fuel options
- ❑ Building the Low Carbon HDV market
- ❑ Supporting UK SMEs into the Automotive supply chain
- ❑ Developing the road map for low carbon fuels and the infrastructure to deliver them.
- ❑ Creating a long term view on how to assess CO2 impacts in the future



LowC^{VP}
low carbon vehicle partnership



The LowCVP Moving to Maturity - the new vernacular

- ❑ Today's conference highlights the challenges ahead but also celebrate the successes secured
- ❑ The Carbon Plan gives a long term vision of the future
- ❑ Our task is to develop clear policy and support frameworks
- ❑ To promote intelligent technology choices based on solid information, all delivered through members' collaboration and partnership



LowC^{VP}
low carbon vehicle partnership

**THE LOWCVP
CONFERENCE 2012**

Thursday 10 May ExCeL London

