



Fuel Consumption and CO₂ Enforcement role

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About VCA...

Formed more than 30 years ago, VCA is part of the Department for Transport and is the UK's designated National Approval for most new vehicle types.

VCA has been collecting and publishing fuel consumption data on behalf of the Dft since 1978.

VCA has had a role to play in enforcement of advertising standards since the early 1980s with the introduction of the Fuel Consumption Order 1983, which required fuel consumption figures to be published where claims about fuel economy were made.

Interest in environmental information grew significantly during the 1990s and in 1998 VCA started to publish CO₂ data to support initiatives such as GradVED and Company Car Tax.

In 2000 VCA launched a web-based version of the database to improve the availability of information. The site continues to be popular, with a significant level of traffic.



Fuel Consumption Enforcement role...

- **Legislation requirements:**

In 2001 the Passenger Car Order was replaced by The Passenger Car (Fuel Consumption and CO₂ Emissions Information) Regulations 2001. Again, VCA was asked to play a role in enforcing requirements on advertising in promotional literature.

This UK legislation is drawn from European Directive 1999/94/EC (as last amended by 2003/73), which relates to the availability of consumer information on fuel economy and CO₂ emissions in respect of the marketing of new passenger cars.



Fuel Consumption Enforcement role...

- **Legislation requirements:**

The legislation requires that fuel consumption and CO₂ data should be included in all printed promotional material, for example.

- Magazines / Newspaper advertisements.
- Flyers / showroom handouts.
- Posters / Billboards (guidance amended June 2008).

The legislation also requires that where the data is shown, it must be easy to read, easily understandable and no less prominent than the main part of the information provided in the promotional literature.



Fuel Consumption Enforcement role...

- **Exceptions:**

The legislation does not apply to:

- Cars that have not been tested to EC Whole Vehicle type Approval, e.g. SVA approved cars.
- Motorcycles and Goods Vehicles.
- Advertisements on TV, Radio or any other electronic media.
- Advertisements that are not model specific, i.e. are solely advertising the brand.



Fuel Consumption Enforcement role...

- **Enforcement process:**

VCA monitor a range of promotional literature and trade publications to ensure compliance with the Regulations.

Material is also submitted by members of the public, other stakeholder groups and Trading Standards.

Apparent cases of non-compliance are thoroughly investigated to establish root cause and intended solution.

By far the most common compliance issue relates to the prominence of the fuel consumption and CO₂ information. Failure to supply information at all is now a very rare occurrence.

Many choose to have VCA provide a view on compliance before publication.



Fuel Consumption Enforcement role...

- **Guidance Notes:**

A guidance note has been developed to support the practical application of the provisions outlined in The Passenger Car (Fuel Consumption and CO₂ Emissions Information) Regulations 2001

Whilst the guidance is not intended to be exhaustive it should provide a useful overview for those trying to understand the legislation for the first time. The note can be found on the VCA website: www.vca.gov.uk

The guidance was revised in June 2008 to change the previously held view about largely graphical material such as billboards etc. The view had been taken that this material would be outside of the scope of legislation. However, the Dft was asked to reconsider this view by stakeholders and the guidance was subsequently changed to include this kind of material.



Fuel Consumption Enforcement role...

- **Guidance Notes:**

Since June further discussions have taken place around the application of the standards to largely graphical material and how this might work in practice.

As a result a further amended version of the guidance note was published on the 16th January 2009.

In terms of compliance for material of this kind, the policy team responsible for this within Dft has issued guidance in this area.

