

LOWCVP NEWS

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The simple way to choose a new car - new car environmental label now on display at dealerships

As the nation’s car dealers reopen their doors, many prospective customers are now thinking differently about how they travel. There’s the immediate effect of being asked to avoid public transport, together with a desire to ‘do our bit’ to maintain the cleaner air we’re all currently enjoying (a survey by the AA found that a resounding 8 out of 10 say they will take action to maintain the cleaner air post lockdown*). For some, walking or cycling more may be the answer; for others, not travelling at all and working from home is their preference.

However, these options are not available for everyone. For many, the car still remains the best choice. But the cars we are choosing are also changing – with over a third of drivers saying they would now purchase an electric or hybrid car to maintain air quality*.

Whilst this is positive news for the environment, it leaves some potential car buyers confused about exactly which new low or zero-emissions car is right for them.

The new car environmental label – the surprisingly simple solution to choosing the right car

Help, however, comes from a surprisingly simple source: the **new car environmental label**, which enables drivers visiting a car showroom to instantly see which new cars have the lowest emissions, running costs and longest electric range, making it easier to compare and find the new car most suitable for them.

The **new car environmental label** has now been redesigned by the Low Carbon Vehicle Partnership (working with the Department for Transport and Vehicle Certification Agency) to include additional valuable information that’s clearer, easier to follow and actively encourages motorists to consider low or zero-emissions cars.

Compare monthly running costs

A new ‘running costs’ section allows motorists to instantly see how their monthly costs can vary between vehicles, emphasising the big savings possible from electric and the most fuel-efficient cars.

Fuel economy, emissions and running costs

Running costs

Estimated monthly fuel cost: £27 | Estimated monthly electricity cost: £20 | Total monthly energy cost*: £56

VED (road tax) for 12 months: Year 1: £0 | Year 2 onwards: £140

Equivalent all-electric range

30 miles

Tailpipe Emissions

CO₂ is the main greenhouse gas responsible for climate change. Emission standards: ULEV (Ultra Low Emission Vehicle ULEV), Euro Standard Euro 6A-TEMP, Air quality emission zone compliance (ULEZ, Ultra Low Emission Zone (London) ULEZ).

Fuel economy

Environmental Information: A guide to fuel economy and CO₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO₂ emissions. CO₂ is the main greenhouse gas responsible for climate change.

Make/model:	Engine capacity (cc):	1969
Fuel type:	Transmission:	8A AWD
Fuel consumption:		
Drive cycle	Litres/100km	Mpg
Low (city)	6.5	43.0
Medium (town)	7.5	36.9
High (rural)	6.1	46.3
Extra High (motorway)	7.8	36.0
Combined average (weighted)	7.7	36.4
Electricity consumption (weighted):	3.5 miles/kWh	
Carbon dioxide emissions (weighted):	42 g/km	

HM Government | Find out more about ultra low emission vehicles at GoUltraLow.com

And because costs are a key motivator, this is one of the best ways to persuade buyers to adopt the very cleanest vehicles.

Which has the lowest emissions?

There's more detail on a car's tailpipe emissions, including being able to drive in Clean Air Zones (which all new cars can) and if the car qualifies as a 'ULEV' (Ultra Low Emission Vehicle). The level of CO₂ emissions is very clearly shown too, making it obvious which cars produce the least greenhouse gas.

The best electric range

For plug-in hybrids and pure electric cars, the electric range has been detailed, helping motorists understand just how capable today's electric cars are – and their suitability for almost every journey.

All the information on these labels uses the latest more reliable and robust WLTP figures, which should be specific to the car on display.

The **new car environmental label** is found next to every new car on display in car showrooms or at events. There are three versions – one for petrol and diesel cars, one for plug-in hybrids (shown above) and a third for pure electric.

"The technologies used to achieve ultra-low or zero-emission motoring are becoming ever more sophisticated by the day" said **Andy Eastlake**, MD of the Low Carbon Vehicle Partnership; "But some drivers are now unsure of the differences and which is best for them. It's our job to therefore provide the robust facts they need to quickly and easily make an informed decision. This is exactly what the redesigned new car environmental label does."

* AA Populus survey of 18,129 drivers conducted 12-19 May 2020, which asked the following question: *During the COVID-19 crisis, all forms of transport have reduced which has resulted in a marked improvement in air quality in our towns and cities. Which, if any, of the following would you do to maintain the cleaner air?*

NOTES TO EDITORS

The **LowCVP** (www.lowcvp.org.uk), established in 2003, is a public-private partnership that exists to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK businesses. Nearly 200 organisations are engaged from diverse backgrounds, including automotive and fuel supply chains, government, vehicle users, academics, environment groups and others.

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