

NEWS RELEASE

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Best Practice Principles for auto industry marketing relaunched

In a continued effort to provide new car buyers with clear and transparent information, the Low Carbon Vehicle Partnership (LowCVP), the Society of Motor Manufacturers and Traders (SMMT), and ISBA (the voice of British advertisers) have joined forces to launch revised *Best Practice Principles* for environmental claims in consumer marketing.

The principles, outlined today during a webinar attended by industry representatives and stakeholders, provide a framework and reference point for automotive companies and their marketing teams when developing environmental messages used in advertising and other promotional materials including news releases, reports and websites.

Following changes to the digital media remit of the Advertising Standards Authority (ASA), and government's publication of the Green Claims Guidance earlier this year, the *Best Practice Principles* have been updated and enhanced to include advice relating to the use of social networking sites and new digital media platforms as well as clear definitions of appropriate use of vehicle comparisons within marketing campaigns.

Commenting on today's launch, Paul Everitt, SMMT Chief Executive said, "The UK motor industry is delivering an increasing range of low and ultra-low carbon vehicles to market, and recognises its responsibility to ensure consumers understand the environmental benefits of these technologies.

"The enhanced *Best Practice Principles* set out clear and concise guidelines for companies promoting products within the sector, maintaining transparency and integrity throughout all of their communication streams."

Greg Archer, Managing Director of the Low Carbon Vehicle Partnership said, "Consumers need to believe in marketing messages if they are to accept and adopt lower carbon options.

"With the increasing number of media channels through which we communicate it is vitally important that these principles adapt to remain relevant in order to continue to give car buyers confidence that the environmental benefits they see described are real."

Ian Twinn, Director of Public Affairs for ISBA said, “Advertisers welcome good advice that helps consumers see the benefits of environmental advances and helps business market vehicles in a sustainable and responsible way.

“ISBA values working with the SMMT and the LowCVP to bring the experience of the CAP code and the AA adjudications to the wider marketing arena. The updated *Best Practice Principles* comes with our strong recommendation.”

Follow the link to download the enhanced *Best Practice Principles* for environmental claims in automotive marketing to consumers.

About LowCVP

The LowCVP (www.lowcvc.org.uk) was established in 2003 to take a lead in accelerating the shift to low carbon vehicles and fuels in the UK and to help ensure that UK business can benefit from that shift. It is a partnership of around 200 organisations from the automotive and fuel industries, the environmental sector, government, academia, road user groups and other organisations with a stake in the low carbon vehicles and fuels agenda.

About SMMT

The Society of Motor Manufacturers and Traders (SMMT) is one of the largest and most influential trade associations in the UK. It supports the interests of the UK automotive industry at home and abroad, promoting a united position to government, stakeholders and the media.

The automotive industry is a vital part of the UK economy accounting for £40 billion turnover and £8.5 billion value added. With over 700,000 jobs dependent on the industry, it accounts for more than 10% of total UK exports and invests £1.5 billion each year in R&D. In the last 10 years, huge strides have been made to reduce the environmental impact of its products throughout the life cycle. Since 2000, improvements in production processes mean energy used to produce vehicles is down 28%, water use is has been cut by 34% and 73% less waste enters landfill sites. Average new car tailpipe CO₂ emissions have also been slashed and are down 17% compared to 10 years ago. For more details, see SMMT’s 12th Annual Sustainability Report and Motor Industry Facts at www.smm.co.uk/publications. **Note to broadcasters: SMMT has its own ISDN studio**

About ISBA

ISBA (the voice of advertisers) is the only UK-based body that represents advertisers. With over 400 companies and organisations in membership, representing around £10 billion annual spend, ISBA works to protect the freedom to advertise responsibly, and to enhance the effectiveness of our members by delivering substantial and tangible commercial benefits including cost savings, guidance and skills training (www.isba.org.uk) .

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