

## Response statistics for Public consultation on the revision of the CO2 /cars "labelling" Directive 1999/94/EC

Status : Closed

Date open : 2008-06-02

End date : 2008-07-28

There are 517 responses matching your criteria of a total of 517 records in the current set of data.

### Background information about you

#### My role in answering this questionnaire

	Number of requested records	% Requested records	% of total number records
I am responding as a private individual	445	(86.1%)	(86.1%)
I represent an organisation	72	(13.9%)	(13.9%)

#### Size of the organisation (number of employees)

	Number of requested records	% Requested records	% of total number records
11 - 100	22	(30.6%)	(4.3%)
101-1000	22	(30.6%)	(4.3%)
up to 10	15	(20.8%)	(2.9%)
more than 1000	13	(18.1%)	(2.5%)

#### Country of residence

	Number of requested records	% Requested records	% of total number records
Germany	15	(20.8%)	(2.9%)
Austria	14	(19.4%)	(2.7%)
United Kingdom	12	(16.7%)	(2.3%)
Belgium	9	(12.5%)	(1.7%)
Sweden	4	(5.6%)	(0.8%)
Czech Republic	3	(4.2%)	(0.6%)
Greece	3	(4.2%)	(0.6%)
Denmark	2	(2.8%)	(0.4%)
Non-EU country	2	(2.8%)	(0.4%)
Finland	1	(1.4%)	(0.2%)
Italy	1	(1.4%)	(0.2%)
Netherlands	1	(1.4%)	(0.2%)
Poland	1	(1.4%)	(0.2%)
Portugal	1	(1.4%)	(0.2%)
Romania	1	(1.4%)	(0.2%)
Slovenia	1	(1.4%)	(0.2%)
Spain	1	(1.4%)	(0.2%)
Bulgaria	0	(0%)	(0%)
Cyprus	0	(0%)	(0%)
Estonia	0	(0%)	(0%)
France	0	(0%)	(0%)
Hungary	0	(0%)	(0%)
Ireland	0	(0%)	(0%)
Latvia	0	(0%)	(0%)
Lithuania	0	(0%)	(0%)
Luxembourg	0	(0%)	(0%)
Malta	0	(0%)	(0%)
Slovakia	0	(0%)	(0%)

#### Type of the organisation

	Number of requested records	% Requested records	% of total number records
Individual company	23	(31.9%)	(4.4%)
Industry association	18	(25%)	(3.5%)
Other NGO	10	(13.9%)	(1.9%)
Environmental NGO	9	(12.5%)	(1.7%)
Other	7	(9.7%)	(1.4%)
Public authority	4	(5.6%)	(0.8%)
University or independent research organisation	1	(1.4%)	(0.2%)

#### Does your organisation have its own cars?

	Number of requested records	% Requested records	% of total number records
Yes	35	(48.6%)	(6.8%)
No	28	(38.9%)	(5.4%)

#### If so, how many?

	Number of requested records	% Requested records	% of total number records
1-5	13	(37.1%)	(18.1%)
more than 50	10	(28.6%)	(13.9%)
11-50	7	(20%)	(9.7%)

6-10	5	(14.3%)	(6.9%)
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#### Has your organisation been looking to buy a car recently?

	Number of requested records	% Requested records	% of total number records
No	38	(52.8%)	(7.4%)
Yes	19	(26.4%)	(3.7%)

#### Does your organisation have any other specific interest in this subject?

	Number of requested records	% Requested records	% of total number records
Yes	47	(65.3%)	(9.1%)
No	12	(16.7%)	(2.3%)

#### Gender

	Number of requested records	% Requested records	% of total number records
Male	316	(71%)	(61.1%)
Female	129	(29%)	(25%)

#### Age

	Number of requested records	% Requested records	% of total number records
30-39	145	(32.6%)	(28%)
18-29	125	(28.1%)	(24.2%)
40-49	98	(22%)	(19%)
50-59	47	(10.6%)	(9.1%)
60-69	25	(5.6%)	(4.8%)
70 or above	5	(1.1%)	(1%)

#### Country of residence

	Number of requested records	% Requested records	% of total number records
Belgium	130	(29.2%)	(25.1%)
Germany	82	(18.4%)	(15.9%)
United Kingdom	72	(16.2%)	(13.9%)
France	42	(9.4%)	(8.1%)
Austria	36	(8.1%)	(7%)
Netherlands	12	(2.7%)	(2.3%)
Spain	11	(2.5%)	(2.1%)
Italy	10	(2.2%)	(1.9%)
Sweden	8	(1.8%)	(1.5%)
Czech Republic	5	(1.1%)	(1%)
Poland	5	(1.1%)	(1%)
Bulgaria	4	(0.9%)	(0.8%)
Portugal	4	(0.9%)	(0.8%)
Cyprus	3	(0.7%)	(0.6%)
Ireland	3	(0.7%)	(0.6%)
Malta	3	(0.7%)	(0.6%)
Slovakia	3	(0.7%)	(0.6%)
Non-EU country	3	(0.7%)	(0.6%)
Finland	2	(0.4%)	(0.4%)
Greece	2	(0.4%)	(0.4%)
Luxembourg	2	(0.4%)	(0.4%)
Denmark	1	(0.2%)	(0.2%)
Hungary	1	(0.2%)	(0.2%)
Slovenia	1	(0.2%)	(0.2%)
Estonia	0	(0%)	(0%)
Latvia	0	(0%)	(0%)
Lithuania	0	(0%)	(0%)
Romania	0	(0%)	(0%)

#### Do you have a driving licence?

	Number of requested records	% Requested records	% of total number records
Yes	423	(95.1%)	(81.8%)
No	22	(4.9%)	(4.3%)

### Awareness of the legislation currently in force

#### Did you know that at each point of sale of new cars, there has to be a label on the fuel economy and CO2 emissions near each car model?

	Number of requested records	% Requested records	% of total number records
Yes	380	(73.5%)	(73.5%)
No	137	(26.5%)	(26.5%)

#### Did you know that at each point of sale of new cars, there has to be a poster or screen that displays information on the fuel economy and CO2 emissions of all the car models offered for sale?

	Number of requested records	% Requested records	% of total number records
Yes	294	(56.9%)	(56.9%)
No	223	(43.1%)	(43.1%)

Did you know that in each EU Member State there has to be a guide on the fuel economy and CO2 emissions of all cars that are on sale in this Member State?

	Number of requested records	% Requested records	% of total number records
No	302	(58.4%)	(58.4%)
Yes	215	(41.6%)	(41.6%)

Did you know that all printed promotional literature, including advertising, must display the fuel consumption and the CO2 emissions of the cars to which it refers?

	Number of requested records	% Requested records	% of total number records
Yes	384	(74.3%)	(74.3%)
No	133	(25.7%)	(25.7%)

### Your own experience

Have you been looking to buy a car recently?

	Number of requested records	% Requested records	% of total number records
No	277	(53.6%)	(53.6%)
Yes	222	(42.9%)	(42.9%)

Did you make use of the information on CO2 emissions and fuel consumption that was provided on the labels in the showrooms?

	Number of requested records	% Requested records	% of total number records
Yes	137	(61.7%)	(26.5%)
No – for another reason	51	(23%)	(9.9%)
No – I intended to but the label was not available	31	(14%)	(6%)

Did you make use of the poster or screen on the CO2 emissions and fuel consumption of the cars in the showrooms?

	Number of requested records	% Requested records	% of total number records
Yes	80	(36%)	(15.5%)
No – for another reason	76	(34.2%)	(14.7%)
No – I intended to but the poster/screen was not available	61	(27.5%)	(11.8%)

Did you make use of the guide on the fuel economy and CO2 emissions in your country?

	Number of requested records	% Requested records	% of total number records
No – for another reason	91	(41%)	(17.6%)
Yes	69	(31.1%)	(13.3%)
No – I intended to but the guide was not available	57	(25.7%)	(11%)

Did you make use of the information on the fuel consumption and the CO2 emissions of cars in printed promotional literature, including advertisements?

	Number of requested records	% Requested records	% of total number records
Yes	117	(52.7%)	(22.6%)
No – for another reason	73	(32.9%)	(14.1%)
No – I intended to but the information was not available	30	(13.5%)	(5.8%)

### Consumer information on fuel consumption and CO2 emissions

In car showrooms, do you think that customers get sufficient information on the fuel consumption and CO2 emissions of the new cars offered for sale?

	Number of requested records	% Requested records	% of total number records
Insufficient	293	(56.7%)	(56.7%)
About right	141	(27.3%)	(27.3%)
Don't know	50	(9.7%)	(9.7%)
Too much	25	(4.8%)	(4.8%)

In car showrooms, do you think the labels that display information on CO2 emissions and fuel consumption next to the cars are adequate to inform consumers?

	Number of requested records	% Requested records	% of total number records
No	266	(51.5%)	(51.5%)
Yes	165	(31.9%)	(31.9%)
Don't know	71	(13.7%)	(13.7%)

How could the labels be improved?

	Number of requested records	% Requested records	% of total number records
Labels with coloured bars that look like the labels on washing machines or fridges	103	(38.7%)	(19.9%)
Labels that classify cars according to their CO2 emissions	37	(13.9%)	(7.2%)
Labels that classify cars by comparing their CO2 emissions with those of similar cars	37	(13.9%)	(7.2%)
Bigger labels	30	(11.3%)	(5.8%)
Labels that contain more information than at present	28	(10.5%)	(5.4%)
Other	14	(5.3%)	(2.7%)
Labels that are more simple than at present	6	(2.3%)	(1.2%)

In car showrooms, do you think the poster or screen that displays information on the fuel economy and CO2 emissions of all car models is adequate to inform consumers?

	Number of requested records	% Requested records	% of total number records
No	255	(49.3%)	(49.3%)
Yes	155	(30%)	(30%)
Don't know	92	(17.8%)	(17.8%)

How could the poster or screen be improved?

	Number of requested records	% Requested records	% of total number records
I didn't see a poster/screen – make sure they are visible	131	(51.4%)	(25.3%)
Make the poster/screen bigger	59	(23.1%)	(11.4%)
Other	33	(12.9%)	(6.4%)
Abolish the poster/screen, they don't work	18	(7.1%)	(3.5%)

Do you think that the guide on CO2 emissions and fuel economy in each Member State is adequate to inform consumers?

	Number of requested records	% Requested records	% of total number records
No	228	(44.1%)	(44.1%)
Yes	142	(27.5%)	(27.5%)
Don't know	133	(25.7%)	(25.7%)

How could the guide on CO2 emissions and fuel economy in each Member State be improved?

	Number of requested records	% Requested records	% of total number records
Make people aware that the guide exists, and where to find it	135	(59.2%)	(26.1%)
Make the guide available online	26	(11.4%)	(5%)
Make the guide more powerful, with better search functions etc.	24	(10.5%)	(4.6%)
Make the guide easier to use	16	(7%)	(3.1%)
Other	16	(7%)	(3.1%)

## Information on fuel consumption and CO2 emissions in car advertising

Liberty in car advertising is more important than displaying information on CO2 emissions and fuel consumption of cars in the advertisement.

	Number of requested records	% Requested records	% of total number records
Disagree	314	(60.7%)	(60.7%)
Agree	86	(16.6%)	(16.6%)
Partly agree	66	(12.8%)	(12.8%)
Partly disagree	36	(7%)	(7%)
Undecided	9	(1.7%)	(1.7%)

It should be left to voluntary self-regulation how much information on CO2 emissions and fuel consumption of cars to include in car advertisements.

	Number of requested records	% Requested records	% of total number records
Disagree	333	(64.4%)	(64.4%)
Agree	91	(17.6%)	(17.6%)
Partly agree	54	(10.4%)	(10.4%)
Partly disagree	24	(4.6%)	(4.6%)
Undecided	7	(1.4%)	(1.4%)

Do you think that in general, car advertisements today contain sufficient information about the CO2 emissions and fuel consumption of the cars that they show?

	Number of requested records	% Requested records	% of total number records
Insufficient	322	(62.3%)	(62.3%)
About right	138	(26.7%)	(26.7%)
Too much	31	(6%)	(6%)
Don't know	20	(3.9%)	(3.9%)

Some advertisements show a car but without exactly identifying what specific model or variant it is. In that case, do you think that the CO2 emissions and fuel consumption of the car should be included in the advertisement (for instance by indicating the range of emissions of the various models or variants)?

	Number of requested records	% Requested records	% of total number records
Yes	341	(66%)	(66%)
No	132	(25.5%)	(25.5%)
Don't know	30	(5.8%)	(5.8%)

Do you think that car advertisements should show a ranking on CO2 or fuel efficiency for the cars that they advertise (such as "A" for best, "B" for second-best ... and "G" for worst)?

	Number of requested records	% Requested records	% of total number records
Yes	346	(66.9%)	(66.9%)
No	136	(26.3%)	(26.3%)
Don't know	21	(4.1%)	(4.1%)

How do you think car advertisements should display the information on the CO2 emissions and fuel consumption of the cars that they advertise?

	Number of requested records	% Requested records	% of total number records
Display a graphical label like those used for washing machines or fridges	279	(54%)	(54%)
Display a text specifying this information	74	(14.3%)	(14.3%)
Display a simplified graphical label	69	(13.3%)	(13.3%)
Don't display this information at all	58	(11.2%)	(11.2%)
Don't know	6	(1.2%)	(1.2%)

How much space should the information on CO2 emissions and fuel consumption of the cars take?

	Number of requested records	% Requested records	% of total number records
It should only be readable for those observers who are really interested in this information	33	(44.6%)	(6.4%)
It should be easily readable for anyone looking at the advertisement.	21	(28.4%)	(4.1%)
It should be prominent enough to catch the eye of casual observers.	19	(25.7%)	(3.7%)
Don't know	1	(1.4%)	(0.2%)

How much space should the information on CO2 emissions and fuel consumption of the cars take?

	Number of requested records	% Requested records	% of total number records
It should be easily readable for anyone looking at the advertisement.	26	(37.7%)	(5%)
It should only be readable for those observers who are really interested in this information	19	(27.5%)	(3.7%)
It should be prominent enough to catch the eye of casual observers.	18	(26.1%)	(3.5%)
Don't know	2	(2.9%)	(0.4%)

How much space should the information on CO2 emissions and fuel consumption of the cars take?

	Number of requested records	% Requested records	% of total number records
It should be prominent enough to catch the eye of casual observers.	146	(52.3%)	(28.2%)
It should be easily readable for anyone looking at the advertisement.	107	(38.4%)	(20.7%)
It should only be readable for those observers who are really interested in this information	18	(6.5%)	(3.5%)
Don't know	5	(1.8%)	(1%)

How much space should the information on CO2 emissions and fuel consumption of the cars take?

	Number of requested records	% Requested records	% of total number records
It should be prominent enough to catch the eye of casual observers.	3	(50%)	(0.6%)
It should be easily readable for anyone looking at the advertisement.	1	(16.7%)	(0.2%)
It should only be readable for those observers who are really interested in this information	0	(0%)	(0%)
Don't know	0	(0%)	(0%)

Information on fuel consumption and CO2 emissions in car advertising in non-print media

Television: car advertisements should also display information on the CO2 emissions and fuel consumption of the cars shown.

	Number of requested records	% Requested records	% of total number records
Yes	363	(70.2%)	(70.2%)
No	138	(26.7%)	(26.7%)
Don't know	9	(1.7%)	(1.7%)

Internet: car advertisements should also display information on the CO2 emissions and fuel consumption of the cars shown.

	Number of requested records	% Requested records	% of total number records
Yes	393	(76%)	(76%)
No	103	(19.9%)	(19.9%)
Don't know	9	(1.7%)	(1.7%)

Radio: car advertisements should also include information on the CO2 emissions and fuel consumption of the cars shown.

	Number of requested records	% Requested records	% of total number records
Yes	316	(61.1%)	(61.1%)
No	167	(32.3%)	(32.3%)
Don't know	26	(5%)	(5%)

Cinema: car advertisements should also display information on the CO2 emissions and fuel consumption of the cars shown.

	Number of requested records	% Requested records	% of total number records
Yes	351	(67.9%)	(67.9%)
No	143	(27.7%)	(27.7%)
Don't know	14	(2.7%)	(2.7%)

Other issues / additional comments

The car labeling Directive should offer information based on realistic driving conditions, including emissions from mobile air conditioning. The label should thus take into account both direct and indirect emissions from A/C systems, and integrate the measure in the overall label.

Additional JAMA comments shall be sent separately from this online consultation to the following e-mail addresses; Guenter.Hoermandinger@ec.europa.eu  
Anne.HOUBAR@ec.europa.eu

See the report named "Pubblicità Regresso" available for download at the [www.amicidellaterra.it](http://www.amicidellaterra.it) web site (follow the "Link Veloci" section right above in the home page and scroll the article to the end to find a downloadable english version of the report). The report shows how car makers marketing practices do not respect the 1999/94/CE directive requirements

Commercial advertising for polluting transports increases the consumption of this kind of unsustainable transports. Given the negative impact of the latter on public health, mobility, peak-oil, global warming, this kind of ads should be banned, as it is the case for tobacco.

The fuel efficiency classification of cars should not be based on a comparison between similar models, but on all cars. Currently, larger cars in the Netherlands can be classified as A-level with a significantly higher fuel consumption than the worst performing (G-level) smallest cars. This makes the comparison between models very difficult.

Please display Miles per gallon MPG

emissions of the less polluting models available on the national market (example for Belgium: 88 gCO<sub>2</sub>/km); mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA: 120 gCO<sub>2</sub>/km in 2012 and 80 gCO<sub>2</sub>/km in 2020.

This should be mandatory - car manufacturers have failed to meet voluntary code targets so legislation is needed. I think there should be a comparison table showing how this manufacturers model compares with the most fuel efficient model in each class or sub-class.

You should totally avoid advertising about cars and airplanes because it's a crime against our children and we all know it. We better avoid any advertising because consumers are paying it though it has nothing useful in it for them

Eurofer advocates to consider the whole of the life cycle of a car, to ensure that burdens have not been shifted from one phase of the life cycle to another one. We remain available for further information. (\*) of vehicle production, disposal, usage, end of life recycling (see "The King Review of low-carb cars, part II, pag.9.). Other greenhouse gas emissions should be quantified, not only CO<sub>2</sub>.

The likely range of emissions for used cars should also be displayed by dealers.

The info needs to be easily understood - simple to see & understand

Advertising (any media) should contain: - emissions of the less polluting models available on the national market; - targets for the average emissions of all new cars sold as recommended by the EEA - a slogan reminding that passenger cars are a major contributor to global warming, and that car usage should be moderated (much like warnings on cigarette ads)

Notwithstanding the opportunity to participate in this consultation, its multiple choice format does not offer the opportunity to give more detailed input, which is regrettable as the discussion is of great importance

In the fullness of time we'll learn that these concerns about CO<sub>2</sub> emissions will have proved to be unfounded. However, if emissions are to be reduced, cars should be made lighter - but much recent legislation has added weight.

The VDA considers the existing Energy Consumption Labelling Directive for Household Appliances according to EU Directive 92/75/EWG to be a good reference to satisfy both these factors, because firstly, it has been well accepted by consumers and secondly, it has proven to be very successful.

New car emissions should be verified for realistic use by CE approved test stations

VOX Film- und Fernseh GmbH welcomes the opportunity to participate in this consultation, however we regret the format in which it is being conducted. The multiple choice format does not offer the opportunity to give detailed and argued input in such an important discussion.

A harmonised EU labelling will help consumers identify efficient products and compare cars even of different categories. All advertisements should display the A-G label. All information should be visible, easily read, understood, with the same font size. Requirements for labelling should periodically be tightened to meet technological developments.

The most important aspect is CO<sub>2</sub> labeling on the car in terms of energy efficiency classes, as already used for white goods. The car is represented by a colored arrow positioned at its emission value in g/km on a vertical emission scale. The arrow color corresponds to its emission class. The emission range of the whole car class is represented as a shadow - draft available

The promotion of new cars through advertising should contain: 1. Emissions of the less polluting models available on the national market; 2. Mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA (European Environment Agency): 120 gCO<sub>2</sub>/km in 2012 and 80 gCO<sub>2</sub>/km in 2020.

Manufacturers are avoiding giving fuel consumption and CO<sub>2</sub> figures for the specific model shown in their ads (hiding) by giving meaningless ranges of values for a range of cars. The specific emissions for model shown MUST be given.

(a) Fuel economy would enable manufacturers to charge a premium, if economy is shown in adverts; (b) Fuel economy (for the size I need) is my highest-priority criterion for choosing a car, then price, then reliability, then safety, then comfort/looks, ... I don't think I'm unusual; (c) In the next 10 years the price of fuel could rise several times, and I do not wish to keep changing my car!

Why, when cars are so polluting, are they always shown driving in pristine environments? Car manufacturers should be much more honest about what they are selling. People do need cars to a certain extent but in today's environment we should think much more about what we drive and whether we need to make all the journeys that we do - that means more information and less glamour in car adverts.

There are people in the Community who don't give a care about CO<sub>2</sub> emissions - when I buy a car all I want to know is how much does it cost to buy and what is the likely cost of ownership over 3 years and 5 years. When I buy ANY domestic appliance no consideration is given to the Power Consumption rating A, B, C etc.

Commercial advertising for polluting transports increases the consumption of this kind of unsustainable transports. Given the negative impact of the latter on public health, mobility, peak-oil, global warming, this kind of ads should be banned, as it is the case for tobacco.

The label layout should be with A-G coloured bars, corresponding to different ranges of emission levels, enabling consumers to make absolute comparison between any products. The scheme needs to be dynamic in order to be easily adapted to market developments. All types of advertisement should also include information on the efficiency of the advertised car by displaying the A-G label.

Commercial advertising for polluting transports increases the consumption of this kind of unsustainable transports. Given the negative impact of the latter on public health, mobility, peak-oil, global warming, this kind of ads should be banned, as it is the case for tobacco.

If a ranking (like A, B, C...G) on CO<sub>2</sub> or fuel efficiency is introduced, it should not treat the different car types according to category (of price/weight/size), but on the whole, so that a bigger car with relatively low emission in its category does not get a better rank than a small car with a higher emission in its category.

1 : EC should consider communication in ads about the CO<sub>2</sub> produced during car production process (producing a car produces a lot of CO<sub>2</sub> emissions) 2 : EC and country members should fight greenwashing (advertising that let think that driving a (specific) car is good for the environment. etc.)

Make labelling as easy and simple as possible!

I do not trust the data carmakers show about CO<sub>2</sub> emissions and fuel consumptions. THEY ARE FAKE. Furthermore, there are other chemicals or physical elements as dangerous as CO<sub>2</sub> that are not taken into account. A global and simple class (like washers and so on) by independent institute should be introduced taking into account all the emissions. The same should apply for fuel consumption, it is never real.

Treat air pollution holistically i.e. climate change and air quality. Information should show equally all of CO<sub>2</sub>, particulates and NO<sub>x</sub> in g/km. Please use a similar system to the US EPA's Green Vehicle Guide.

No support for a relative labelling which would relate the A-G scale of one particular car to the emission levels of cars of the same category. Confusing for consumers as a large car with high emissions but among the best-performing in its class would be labelled with an "A" while a smaller car with lower overall emissions but not the best performing of its class would have a "G".

1.- AMPLIACION A VEHICULOS DE SEGUNDA MANO Y OTROS VEHICULOS. 2.- OBLIGACIÓN DE LA ETIQUETA EN COCHES Y MEDIOS COMUNICACION, DE LA "GUÍA DE EMISIONES DE CO<sub>2</sub> Y CONSUMO DE CARBURANTE" y de los DISPOSITIVOS ELECTRÓNICOS Y ARMONIZAR EL FORMATO CON VALORES ABSOLUTOS. Disponible en cada uno de los Estados Miembros en, como mínimo, todos sus idiomas oficiales.

Include information of lifecycle GHG emissions of all fuels the vehicles can be used with, e.g. 100 % biogas, using the IPCC net calculation method for usage time CO<sub>2</sub> emissions, i.e. no usage time CO<sub>2</sub> emissions.

- Labelling by the car is better to understand - Information over Internet is better

Not only information about CO<sub>2</sub> also health risks (PM, NO<sub>x</sub>)

Why the Euro 5 Norm is not yet signed and published

1) The directive must have the effect of stimulating sales of only the most fuel-efficient cars available at any given moment. Goal must be to drive technology that affects fuel efficiency, not to follow it. 2) The directive must not limit national initiatives for labelling systems more ambitious than the European system.

A cap to the weight and speed of personal vehicles should be enforced.

WorldAutoSteel/International Iron & Steel Institute, Brussels, have carried out lots of work in looking at the full life cycle of a car, to ensure that the burdens of one phase of a life cycle are not shifted to another phase when trying to reduce the use phase (tail-pipe) emissions of the vehicle. We would be happy to discuss this further and present our results to you.

- improvement of labelling as fast as possible

As may be clear from the answers, I do think that more and clear information should be available. But I also think that this should not be achieved through (new) legislation.

Information should be provided on manufacturers website, sale brochures and at the point of sale, where the consumer is actually considering purchasing a car. Further restrictions on car adverts will only harm the media without reducing CO2 emissions.

It's not helpful to provide this information in advertisements, because no consumer would buy a car right after looking at a print ad or watching a spot. Consumers look for further and detailed information in the internet and at the retailer. We suggest to improve the information on manufacturers' websites, at the point of sale and in manufacturers' brochures.

In contrast to tobacco advertising requirements, information on fuel efficiency is not destined to let cars appear unattractive. With climate change and fuel prices rising, such information allows car manufacturers to attract more customers. However, information on fuel efficiency has to be reliable and comparable, which is the reason why we need uniform rules for advertising and marketing.

CO2 must not become to be an idol! Cars produce another, really dangerous, pollutants - how to inform the customers about it?

Information related to euro norm (even not only the norm = range but the "real " figure) should be also compulsory if not combined : Diesel cars are more CO2 efficient but score poorly with PM10

Commercial advertising for polluting transports increase the consumption of this kind of unsustainable transports. Given the negative impact of the latter on public health, mobility, peak-oil, global warming, this kind of ads should be banned, as it is the case for tobacco.

Rouler en voiture nuit à l'environnement, diminuer sa consommation de fuel c'est bien, moins rouler c'est encore mieux

Overuse of polluting transports is major threat: public health, mobility, environment (peak-oil, climate disorder). Necessary changes patterns production - consumption not compatible with permanent advertising public stimulation for overconsumption. Commercial advertising for polluting transports should be banned, as for tobacco.

There is no need to display information on the CO2 emission because it is directly proportional to fuel consumption. Besides, as a scientist I have to state that the theory of man made global warming is controversial to say the least. Why do Eurocrats not keep their hands out of citizens matters ? Dont you understand that every legislation you churn out daily cuts down further on peoples freedom?

Whenever a customer is seriously interested in buying a car, she/he will seek out the information they want to know. It should be left to the manufacturer whether they want to display such information and how prominently.

Information relating to CO2 emissions and fuel consumption should reflect the actual configuration of a car (with or without automatic air conditioning, weight, cd-value), or give a range from values of a basic model to a fully equipped model.

From my point of view it's not helpful to provide this kind of information in advertisements, because no consumer would buy a car right after looking at a print ad or watching a spot. Consumers look for further and detailed information in the internet and at the retailer. So I would suggest to improve the information on manufacturers websites, at the point of sale and in manufacturers brochures.

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Consumers look for further and detailed information in the internet and at the retailer. I would suggest to improve the information on the manufacturers' websites, at the point of sale and in manufacturers brochures.

We need more coal power in Europe and follow the Chinese example.

contain the following information: emissions of the less polluting models available on the national market (example for Belgium: 88 gCO2/km);mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA (European Environment Agency):120 gCO2/km in 2012 and 80 gCO2/km in 2020.

Warning: Diesel fine dust particles are dangerous.

The promotion of new cars should contain the following information: emissions of the less polluting models available on the national market (example for Belgium: 88 gCO<sub>2</sub>/km); mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA (European Environment Agency): 120 gCO<sub>2</sub>/km in 2012 and 80 gCO<sub>2</sub>/km in 2020.

1 Colour-coded labelling next to the car easier to understand -> EU wide harmonized approach required. 2 Guide: Internet version better solution 3 Marketing primarily supports the brand image --> not so much a medium for CO<sub>2</sub>/other technical info 4 Most advertisements rather general and specify model lines -> large spread of CO<sub>2</sub>-info -> not meaningful for the potential customer

La consommation renseignée par les fabricants ne correspond jamais à la réalité. Il faut les obliger à mentionner des valeurs REELLES !

No promotion of cars at the stop of public transports!

If a print advertisement identifies a range of cars, it should carry CO<sub>2</sub> information for the average weighted against sales. CleanGreenCars holds a CO<sub>2</sub> database that can calculate this figure. We can supply it to manufacturers, advertisers and regulators.

taxes related with CO<sub>2</sub> emissions, but also other pollutants like particles (gasoline).

little CO<sub>2</sub> emission could get the new decision making point for buying a car model or not; car producers have to be forced to "realize" that.

green claims are marketing ploys only. One car can only be 'less bad' than another. Advising consumers on using cars less and having better knowledge of alternative transport routes is key. We should be talking about changing behaviour, not just doing the same thing in a slightly less CO<sub>2</sub> producing way

We're concerned that the mainstream manufacturers are seen as the 'official lobby' on CO<sub>2</sub> and climate change issues - including on advertising. As an electric car company, NICE knows that solutions to sustainable motoring will come from new players; those that are light, nimble and willing to challenge the status quo. We think we need a more prominent voice.

If the vehicle can run on alternative fuels such as bioethanol, biogas and/or hybrid/electricity, the CO<sub>2</sub> numbers should be present for each fuel type as well. Also each car advert should contain info on how much environmental impact (such as CO<sub>2</sub>) the car is responsible for in the entire production process.

Consumers don't rely on car ads to provide detailed info about the product. Are unlikely to buy on the basis of seeing an ad in isolation given the financial outlay. Are likely to seek detailed info later in their decision-making process e.g fuel consumption. The most effective location for that info is likely to be at the point-of-sale, and on the websites of car manufacturers and brochures.

specify whenever appropriate pertinent information related to the in-use costs of the vehicle (average yearly fuel costs; fuel costs over the lifespan of the vehicle...) and about the fiscal incentives and disincentives when they are related to fuel efficiency or fuel consumption (e.g. registration tax or circulation tax when they do vary according to the vehicle efficiency).

A colour-coded system would be ideal - it would provide an industry-wide standard and point out clearly to consumers the wide range of efficiencies in available cars.

Any potential imposition of these regulations should be media neutral. Print advertisements should not be penalised. Most of the advertising is based on creating impactful messages. Let the consumer decide what and how they want to investigate the details further.

The level of emissions is simply one of many pieces of information that influence the choice of a car. While it is, clearly, important, it would be absurd to make this information dominate an advertisement or other piece of promotion for the car (eg over safety information).

The energy consumption should be calculated with regular fuels, not with biofuels, since they're not widely available. Have an anti-greenwashing authority forbid ads that are clearly made to mislead consumers

Is diametrically controversial if the European Union intends to DRL (day time running light) with an additional fuel consumption up to 5 billion Liters year. The "small" member of traffic (walker, bicyclist) with less environmental influence, are reduced in the optical vicinity and become a higher traffic accident risk; DRL is so to see a suboptimal intention as providing act in legislation!

Legislation needed to include CO<sub>2</sub> emissions in all advertisements. More control bodies have to be present to control if car showrooms really provide the information about energy/emissions/carbon dioxide which they are obliged to do. Education of car salesmen have to be enforced in green thinking and how they advertise their cars.

I think the car producers have to show the energy use of the car, in kWh/km, too. Now when we have very very much biofuels in Sweden, the g CO2/km becomes a bad way of measuring energy efficiency. We need a system to make it possible to compare the cars what ever kinds of fuels they use. kWh/km is a much better measure.

Please make the distinction between CO2 from fossile and renewable sources, so that a car running eg on renewable biogas gets a better rating than a car running on petrol.

from my point of view its not helpful to provide this kind of information in advertisements, because no consumer would buy a car right after looking at a print ad or watching a spot. consumers look for further and detailed information in the internet and at the retaile

CO2 information is only one measure of a cars environmental credentials and is already closely linked to fule consumption, so why only focus on CO2? Cars come in all shapes and sizes, unlike washing machines and serve different purposes, e.g. Carrying between 2 and 7 people, towing, off-road, so a simple comparrison like light bulbs or washing machines does not compare like for like products.

A "good" environmental friendly car is sometimes a diesel, sometimes biofuel, or sometimes a mixed fuel car...confusing?! What is best?

Information on how to drive fuel savingly.

\*) Information on energy consumed in the production and transprotation of cars is also relevant, and there should be more information on it. \*) Advertisement sometimes is misleading, saying that the car is "green" "environmental firendly".... One could believe, that you can save the world by driving this car as much as possible.

there should be a strong regulation for all producers of cars to reduce the fuel consumption step by step

Cars should be classified into categories depending on the difference between their actual emissions and the aim of an average of 120 g/km. Another or an additional option would be to display the percentage of cars currently on the market of which the emission is lower than the advertised car's (e.g. "65% percent of the cars on the (European) market have lower emissions than model X").

If I want to find out more about any vehicle specifications, including emissions, I'll research it.

Fuel consumption and CO2 emissions should written in letters not smaller than 70 % (usually relation title:text) of the biggest written word (or letter) in the ad, and at least 12 pt high. I do not want to need eyeglasses ...

People can quite easily find out this information themselves. it doesn't need to be spelt out in advertising - surely it forms the research of the person intending to purchase? it should be up to them to review this information and make an informed decision.

The promotion of new cars through advertising,marketing literature, or point-of-sale displays in showrooms should contain:emissions of less polluting models available on national market (e.g. for Belgium:88gCO2/km);mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA.

Advg is about building awareness & generating interest. At the point of being attracted to any potential purchase, this level of detail is irrelevant Once interested in a given marque/model/product I may wish to compare data online or via a brochure.

From my point of view it's not helpful to provide this kind of information in advertisements, because no consumer would buy a car right after looking at a print ad or watching a spot. Consumers look for further and detailed information in the internet and at the retailer. So I would suggest to improve the information on manufacturer's websites, at the point of sale and in manufacturers brochures.

Consumers do not rely on car ads to provide them with all the detailed information about the car: they rely on information provided in the show room or car brochures. Consumers will not buy a car simply on the basis of seeing an advertisement. The most effective location for the provision of such fuel and CO2 information is at point-of-sale, websites of car manufacturers and in their brochures.

People seeking to buy a car would strongly rely, especially as there would be a considerable monetary outlay on their part, on detailed information provide at a point of sale, manufacturer's brochures and websites rather than just advertisements. Therefore it would be more appropriate to concentrate on these channels to effectively convey very detailed information to consumers.

I feel that consumers don't really understand CO2, so there needs to be more general education about what a good CO2 level is to strive for when buying a car. Same with fuel economy. An absolute scale is best - even a star system like Euro NCAP uses would be welcome on all ads.

From my point of view it's not helpful to provide this kind of information in advertisements, because no consumer would buy a car right after looking at a print ad or watching a spot. Consumers look for further and detailed information in the internet and at the retailer. So I would suggest to improve the information on manufacturers websites, at the point of sale and in manufacturers brochures.

the law must start with government cars,all the state cars should be in acording of the directives

Iso9000 labelling of car showrooms should consider also the adequate labelling for CO2 emission and fuel consumption

It is essential that information is not marginalised to the small small print of advertisements where you need a magnifying glass to read the information. Graphical display (A best Z worst) is my preferred way of promoting information. Have a nice day!!

From my point of view it's not helpful to provide this kind of information in advertisements because no customer would buy a car right after looking at a print ad or watching a tv-spot. Consumers look for further and detailed information in the i-net and at the point of sale. So i would suggest to improve the information on manufacturers websites, at the p.o.sale and in manufacturers brochures.

La publicité voitures devrait être interdite.rétablissement de transports en commun performant (la génération de mes parents a connu un réseau de transport en commun bien plus étoffé que l'actuel ! Depuis quand l'anglais prime-t-il dans les communications de la Commission au public...la démocratie européenne me semble vraiment compromise avec cet impérialisme anglophone Lenu esperanton !

The promotion of new cars should contain the following information: emissions of the less polluting models available on the national market (example for Belgium: 88 gCO2/km); mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA (European Environment Agency):120 gCO2/km in 2012 and 80 gCO2/km in 2020.

Consumers should be given information about CO2 emssions when they actually decide about buying a car, e.g. at the POS and the manufacturers' brochures. Information about CO2 emssions in advertisements on the other hand are not very useful to them.

Consumers buy cars after detailed information f.e. by retailer, internet, prospects etc., not spontaneously after having seen a print ad or a tv-spot. Informations at the point of sale, in manufacturers brochures and on their websites should be improved, because there consumers want and seek all the detailed information.

From my point of view it's not helpful to prvide this kind of information in advertisements, because no consumer would buy car right after looking at a print ad or watching a spot. consumers look for further and detailed information in the internet and at the retailer. so I would suggest to improve the information on manufactures websides, at the point of sale and in manufacturers brochures.

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Information should be available on e.g. the internet, which is where - outside the car sales house - people would look for it! In advertising in general it does not make sense.

I have been spending a few hours in car showrooms... When discussing with Sales representative, I was somehow disappointed by the lack of knowledge and interest they have in respect of CO2 and fuel consumption. In that respect, most of my questions were answered: I do not know...

I think this is not only a question of more and less polluting cars : just to use a car is polluting, and that should also be said. No car is better than the less polluting one, EU states must have this message got across.

Consumers that use car that have lowest emissions should be rewarded by the public administrations when they purchase a car with an immediate discount (not a rebate on tax) as an incentive.

Informations at the gasoline pumps should also be available. After all, it's the fuel that is burned into CO2.

The faster you drive, the faster your wallet will be empty !!!

Making strong laws about CO2 emissions is indispensable, but in the facts the already existing laws are not - or almost not - applied... Thank you for the next generations !

The promotion of new cars should contain the following information :emissions of the less polluting models available on the national market; mid-term and long term targets for the average emissions of all new cars sold as recommended by the EEA

les états devraient lancer des campagnes d'information plus claires sur les consommations d'énergie des voitures avec comparaison avec les transports en commun

There is no need for any information

specify the amount (e.g. 120 mg/m<sup>3</sup>) and make it more transparent with comparing it with other cars (of the same category) or give the best and the worst examples in the category. Users are clever enough. They don't use the A-G-Levels as for other products...

We support ACEA's input but add that a relative label is most appropriate (fair comparison/see also other white goods where energy consumption and service depends on e.g. the size of product, best support/aligned to CO2 regulation, etc.). We recommend customer clinics in EU-27 (customer understanding & expectations) AND based on that a fully EU-harmonized approach.

The lab test that currently ranks emissions is a mysterious joke as it does not take into consideration the biggest change in vehicles since it was defined - the dramatic increase in MASS. While an eco-driver can achieve the lab results in non-city driving with small vehicles (<1000kg), the other results are impossible to achieve because of the extreme mass of other vehicles.

Information should be available in detail (for those people like myself who regard this as important and use it as a decision making tool) as well as overview. The idea of grades or colours e.g. A-G is good, but must also be supplemented by detailed information in the same way as white goods manufacturers also give the typical kWh per year / per use for their goods

1. car identification and related CO2 is not always possible (i.e. due to powertrain + transmission variants). Improvements needed 2. CO2 / FC certification values for commercial vehicles useless since real FC operating costs of importance

1st comment: as quoted before car identification and related CO2/ FC remain a key issue. please work on that area 2nd comment: CO2/ FC is only needed by passenger car operators. For commercial vehicles (categories N1-N2-M2-N3-M3) operating cost aspects make this information fully superfluous j.p.pochic (french citizen)

You sense that a desire to act punitively and implement stealth taxes on individuals and withdraw the freedom of choice and civil liberties. Focus on the real issue which is the 'dust to dust' or 'full life cycle' of the vehicle, should be inclusive of the CO2 out-put by the manufacturing element and the recyclability of the vehicle at the end of its life.

People are already bombarded with CO2 info regarding cars from a wide variety of sources and the information is always available at point of sale for new vehicles where a qualified judgement can be made as different models have different technical details like CO2 and mpg. .

see study for EU commission <http://www.energyagency.at/en/projekte/carlab.htm>

Car advertisements should disappear totally like cigarette's

The German plans for an efficiency label based on the weight of a car a shame.

I don't know in other countries of the EU, but in Spain there is a reduction in taxes if the CO2 emission is low. I would like to see more hybrid cars in the market Thank you

Advertising should also include information about NOx, CO, SO2, and particles emissions.

The current law is not respected.

We will never change consumer behaviour unless people are better informed about emissions/consumption. More prominent information should raise awareness and start to influence buying decisions.

Local car dealers must absolutely be aware of pollution issues (CO2n PM,...) concerning the cars they sell. EC could also be proactive in widely spread ecodriving campaigns.

Make sure that those who might be interested have access to information. Seems to me the most effective way is to improve the label, poster and guide, but manufacture's websites are also important and - for sure - sales brochures. Print ads, radio and TV spots and outdoor posters are less important because almost no one buys a car spontaneously after having seen just a spot, print ad etc.

the labels both in advertising materials and in showrooms should be printed in larger letters. SHOULD BE ATTACHED ON THE WIND SCREEN BY MANUFACTURERS . Should be presented also in bar charts which should appear on windscreen

The law should be enforced and violations of the law should be punished with fines who deter violators from disrespecting the law in the future. Fines should go to a fund to promote alternative transport modes.

I SUGGEST THAT, LIKE FUEL CONSUMPTION ARE EXPRESSED IN liters/100km, CO2 EMISSIONS ARE EXPRESSED IN kg /100 km, INSTEAD THAN BY g/ km : THIS IS MORE CLEAR FOR THE CONSUMER TO COMPARE THE LITERS AND THE KILOGRAMS. IT MEANS MORE TO SAY 18 kg/100km than 180/km.

Advertising is not the place to display this information unless it is for a specific model in print that can be consumed at leisure and be legible, ie not roadside billboards that are consumed in 2 seconds. Car purchase decisions are researched on websites and in retail showrooms - these are where clear information should be presented to help the consumer make an informed comparison and choice.

Advertising should get away from "bigger and faster" to "the environmentally friendliest car" and possibly promote car sharing. The idea of owning an own car should be replaced by the idea of ownership-on-demand. Car producers should change to mobility providers.

Tax incentives etc. will make consumers take this into account when they assess the cost of any new car. No need for overkill with lots of pointless clutter on ads - no-one will read it anyway.

To me it seems more efficient to make sure an informed choice is made possible for consumers seeking to buy a new car. Usually for this they will go to consumer help desks, the internet, car magazines or to the Point of Sales itself to get detailed information on the car. So in my opinion the information should be made available at these contact points.

The Citroen C5 HDI 135 HP is listet with 6.1l/100km. The real consumption is 8.4l/100km!!! That is rubbish! The Customer needs the real fuel Economy, not an unrealistic number from the laboratory. Its absolutely rubbish to think about the placement of a label or a poster. Invest the time to create a new realistic test for Fuel-Economy.

Invest massively in enormous new highways with minimum 5+5 lanes, following the Chinese exapmple of economic growth.

CO2 and consuption is not enough: pollutants must be indicated too.

Not only fuel consumption or CO2 emissions should be known and displayed. Also a global environnement impact (maybe a global indicator should be developed) through CAR PRODUCTION, CAR RECYCLING, and NOx or other dangerous products such as PARTICLES emissions.

Yes, I would like to raise the mass particle emission rate but additional particle properties such as number and surface concentration and size distribution. Thanks for the planet and our health.

On all advertisement and in public communication campains, I advise to include a mandatory message like " use your car only when necessary, consider first using public transportation or car sharing"

I would not focus only on CO2 but also on other gazes NOX etc .. and I woudl incitate government to get additional taxes on a yearly basis

As long as real fuel consumption is a lot higher than indicated (EU cycle is not realistic) consumers will not accept the CO2 emission figures displayed. A label warning is far better and easier to grasp.

Info only readable for those really interested On TV and Cinema is not useful to run the info at the bottom of the screen very fast Only text, not colours compulsory. I would prefer colours, but I will appreciate when I buy, those firms showing coloured labels voluntarily.

big letters for adverts on tv very big extra fine for big consumption cars

Stop that regulating every single thing and pick up the real polluters in the US and make them change their habits too. I disagree with putting the responsibility on our sholders. Let the US carry "THE BAG" of environmental resposibility the same way and intensity as you want us to do it. We wont save earth on our own.....

I think that the label should be stuck on the visible place (door inside or trunk inside, ...) of the car so that when the car is sold (second hand market), a consumer/buyer can find this information easily and can choose an envi-friendly second hand car as well.

- information on car manufacturer's corporate commitments to reduce climate change impact (label) - independant test by consumer (e.g.association) of in practice values (judgement label) - European award of the "best car of the year " (consumption/CO2)

The laws do not any more give envi to buy cars. In too much pointed the drivers we préfere to keep his old car! More the NOX is more dangerous, but it nobody takes charge of it!

There should be regulations on car advertising... Most adverts show vehicles to be a way to escape from everyday life, with most adverts showing cars in isolated places. The reality should be shown: more congested roads etc..

More emphasis on car models which use cleaner fuels

I am delighted the Commission is taking this issue seriously and this is to the credit of the Commission. Well done for looking at this.

Wouldn't it be better to change the whole declaration of fuel consumption to the US-Version (Milage/Gallon -> Kilometer/Liter). I guess, customers would have a better information then about the "daily-use-purposes". CO<sub>2</sub>-emissions are not necessary at all on my opinion.

The European Commission should promote public transport and bike advertisements and give less space to car advertisements.

In France, compulsory information about cars using both unleaded gasoline or bioethanol is only about CO<sub>2</sub> emissions by using gasoline. I think it is not fair. Information should be more precise for this kind of vehicle.

Please stop bothering us with CO<sub>2</sub> emission and cars: only 12% of CO<sub>2</sub> is released by cars. Please try to find MONEY and new TAX somewhere else.

C'est le fabricant de voiture qui doit être culpabilisé et non l'acheteur

please.. decrease the weight of cars (20% )and you decrease the co<sub>2</sub> max speed 145km/

No real commitment of the industry + cynical attitude (they all are green in their ads (see the cynical ad of Michelin)). No real advances by the industry!. Very weak commitment of the consumer (whence no pressure on industry). The car is not considered as a tool. It is more a kind of modern "Golden Calve". The question of how to change this attitude is FUNDAMENTAL.

More information on fine dust should be displayed and the advantages of LPG versus Diesel in this respect should be more advertised

Eco-friendly and economy driving guide with every new car

The label should not be based on a specific amount of CO<sub>2</sub> emissions, but on the average of all the CO<sub>2</sub> emission of all models of all cars available in EU. It would encourage all brands to be lower than average, and then lowering this average at the same time ...

The number of g of CO<sub>2</sub> per km is definitely NOT a meaningful information for the average consumer. Rather than g of CO<sub>2</sub>, some information should be provided about the carbon footprint of the car for the average number of km driven per year by an average european driver. It would be good to know the impact on air pollution (PM10 especially for diesel engines).

I am travelling 50-60000 km/year by car. The figures which are used nowadays showing the fuel consumption and co<sub>2</sub> emissions cannot help me choosing a new car, they are not relevant. For me it would be useful to get additional figures about the fuel consumption at different constant speeds. Thank you

Most useful information for car buyers is consumption test results from car magazines. Car magazines business model is exchange by advertising campaigns of car manufacturer. Car manufacturer announce that they will spend their money in events. Result: Car magazines will go bankrupt. Consumers won't have independent car tests any more.

Need to take measures about not correctly advertising and not correctly guidance in show rooms.

\* Reward constructors that are applying these principles by developing low CO<sub>2</sub> emission cars and punish those who aren't. \* Stimulate the development of cars that are using other combustibles such as hydrogenium or electricity.

fuels consumption of cars are often calculated for a trip done on highways (I would like to have the average consumption information of my car when I drive in town which is very frequent in most cases, this info must also be added)

automotive must be also a dream for most people, it's the engine for many thinks in live. Don't kill this dream

Make sure that all informatios (including adds) on emissions and consumption reflect average usage of a car - and not a "best case" scenario.

The published fuel consumption does not correspond to the actual "real world" consumption - do something about it!

The A..G classification should be based on the absolute CO<sub>2</sub> emissions [gr/km]. The classification per car group (based on size) misleads consumers. The same applies to fiscal and other policies. They should be base on the absolute emissions.

The public might not find it easy to identify between an efficient car, & whole waste of natural resources vehicle! A good idea to use something that people are already aware of - as labelling on energy efficient appliances.. If we start labelling cars the same way, the general public will associate better the idea of fuel efficient cars.

I would like to see, in each advertisement, a similar message to those used for cigarettes, e.g., "car CO2 emissions pose a serious hazard for the Earth climate".

With the situation we know today with energy costs, I think that Europe must play a major role by showing example. People must know what they buy and it's capital for environment.

You should take into account not only the CO2 but also all other pollutants.

Please consider explaining that giving the right example is important to M. Barroso or his wife or whoever...

From my point of view it's not helpful to provide this kind of information in advertisements, because no consumer would buy a car right after looking at a print ad or watching a spot. Consumers look for further and detailed information in the internet and at the retailer. So I would suggest to improve the information on manufacturers' websites, at the point of sale and in manufacturers brochures.

Make general comparison by car type. This would allow me to see immediately the most fuel efficient model. It took some hours on internet to collect this information.

As proposed in the survey a simple graphic notice as for fridges should be displayed on the advertisement of the car, on the car (like diesel car or petrol), in the show room of the sellers. Be simple, but make sure that EU member states implement it!

more explanation needed with clear examples: e.g. like effect of CO2 on body (just like on the cigarettes pack), something that should strike mind.

It should go beyond CO2 info and include pollution levels (NOx, PM). As a taxpayer, we pay for a higher health bill due to negative externalities. People should be very aware how much pollution they cause.