

As part of their renewed Community strategy on CO2 emissions from cars, it is expected that the Commission will re-present the Car labelling directive later this year, with rules on mandatory information to be included print and online advertising.

## Legislation

This Directive relates to rules concerning consumer information on fuel economy and CO2 emissions for the marketing of new passenger cars. The Commission is planning a comprehensive review of existing legislation once again as back in 2009 in the face of opposition from several quarters it was withdrawn until the new college Commissioners took office.

## How does it affect the media?

The revision of this Directive is of direct consequence to publishers as print media is singled out for the inclusion of mandatory information. Advertising plays a key role in supporting an independent print media and mandatory information requirements in advertising interfere with the freedom of manufacturers to speak directly to their consumers. This leads them to find other ways to promote their products than through paid-for advertising. In turn this creates collateral damage for the media who lose vital advertising revenues when media campaigns are withdrawn.

The media industry is vitally important for both culture and economic growth and revenues from advertising are invested to ensure high quality content, content diversity, plurality including publications, websites and programmes about the environment and a healthy way of living.

The media itself carries much information about emissions and climate change generally, providing consumers with a diverse forum for analysis and debate through our pages, websites and broadcast programmes.

## EPC position

Following careful analysis of the existing legislation and suggested changes – including an extension to all media of prescriptive rules on advertising content - the EPC believes that the most proportionate response from the European Commission would in fact be to de-regulate the existing section on advertising on the press (and outdoor).

## Our solution:

The EU Tyre Labelling Regulation is a very good precedent with regard to consumer information (where no labeling requirements were included for advertising), in accordance with the opinion of EPC. This should also be applied in the case of car advertising.

The EPC wants the decision making processes of consumers when making major purchases such as cars much better understood in order that proportionate legislation is agreed.

Research shows that consumers prefer to get detailed information from car dealers in the showrooms, or online in “virtual” showrooms and via printed brochures. Advertising serves a different purpose connected with brands, design and choice.

Meanwhile the EPC is also calling on the car industry to defend their right to advertise.

## Links:

[http://ec.europa.eu/clima/policies/transport/vehicles/cars\\_en.htm](http://ec.europa.eu/clima/policies/transport/vehicles/cars_en.htm) AND [Transport and CO2](#)

[http://ec.europa.eu/clima/policies/adaptation/index\\_en.htm](http://ec.europa.eu/clima/policies/adaptation/index_en.htm)



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