

## The Legislation

**As part of the [renewed Community strategy on CO2 from cars](#), the Commission is revising the Labelling Directive but has decided to delay the revision until the new college Commissioners starts, probably in 2010.**

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.

### How does it affect the media?

The revision of this Directive is of direct consequence to publishers and the media generally because advertising plays a key role in supporting an independent media and the development of our business models online. Mandatory information requirements in advertising interfere with the freedom of manufacturers to speak directly to their consumers which leads them to find other ways to promote their products than through paid-for advertising.

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).

The best media-neutral solution in a revised Directive would be for there to be a general clause containing a recommendation for advertisements to refer to a web-address or physical place where consumers could find more detailed information, perhaps mentioning the type of information that could be included in advertisements, but without any legal obligation to include each and every type of information that would normally be found on a label, in promotional literature or at a showroom (including virtual showrooms).

The Commission has invited the car industry to sign a European code of good practice on car marketing and advertising. The code has been submitted for approval by the industry but no date has been given for when the Commission might respond.

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

### Useful links

Click here for a [report on the public consultation](#) and [results of the public consultation](#).

- [Labelling Directive](#) (pdf ~150K)
- [Links to consumption data of new passenger cars](#)
- [Commission Directive 2003/73/EC of 24 July 2003](#) (OJ L 186, 25.7.2003)
- [Commission Recommendation 2003/217/EC](#) (OJ L 82, 29.3.2003)

**talk to use**

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