



## **MEDIA NOTICE**

### **Transport Minister Sadiq Khan launches used car fuel economy label**

2<sup>nd</sup> November 2009: A colour-coded Used Car Fuel Economy Label was today launched by Minister for Transport Sadiq Khan. The label provides consumers with clear ‘at a glance’ information on the running costs, fuel consumption and environmental performance of used cars available from participating dealers. The initiative builds on the success of the new car fuel economy label, which is now widely recognised by consumers<sup>1</sup>.

The used car label is a voluntary initiative for dealers, developed by the Low Carbon Vehicle Partnership (LowCVP) with support from the Retail Motor Industry Federation (RMI), the Society of Motor Manufacturers and Traders (SMMT) and the Government.

The scheme was launched to the automotive trade in early August and so far over 2,000 dealers have signed-up with the Vehicle Certification Agency (VCA) to take part and display the label on cars that they sell.

The colour-coded label provides easy to read information on a car’s make and model along with its CO<sub>2</sub> emissions, estimated fuel cost over 12,000 miles and MPG<sup>2</sup>. Dealers can choose only to label cars up to two years old, or to label older cars manufactured as far back as 1<sup>st</sup> March 2001. 97% of dealers signed-up to date have said they intend to label cars dating back to 2001. Sales by private individuals are not covered by the scheme.

Minister for Transport Sadiq Khan MP said at the launch “Running costs and environmental performance are increasingly important to new and used car buyers. I am therefore delighted that the new car label is now joined by a similar used car label.

This will give people the information they need to make the right purchase for themselves and the smart purchase for the environment. I hope as many dealers as possible will

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<sup>1</sup> LowCVP car buyer attitude survey, 2009. To download: <http://www.lowcyp.org.uk/assets/reports/LowCVP.pdf>

<sup>2</sup> The fuel consumption figure shown on the label is taken from the official test results for the vehicle type when new. Please refer to the section headed Important Note on the label for full details

participate and I encourage used car buyers to look out for the label when they consider what to buy.”

LowCVP Managing Director Greg Archer said “94% of dealers now display the new car label while 71% of car buyers say the label is important in informing their choice of car. The introduction of the used car label now extends this information to used car buyers.”

The used car label is also available to motor industry information providers, with HPI the first company to provide its own approved version.

The used car label has been warmly welcomed by both the AA and What Car? magazine.

AA President, Edmund King said “Motorists are fighting back against high fuel prices by choosing more fuel efficient cars, in fact 62% of our AA / Populus panel say when buying another car they would choose a more fuel efficient one. However, used car buyers are currently kept in the dark regarding fuel efficiency when looking at used cars on dealers’ forecourts. In an AA / Populus panel survey 91% supported a fuel economy label on used cars so with this launch they will be better informed about future running costs)”<sup>3</sup>.

What Car? editor Steve Fowler said: ‘Now more than ever, car buyers want reliable information on the running costs and environmental impact of cars they’re looking to buy – a used car economy label gives them precisely that. We know that new car buyers find the new car economy labels tremendously useful, so we hope even more used car dealers will sign up to this excellent scheme”.

“Through their approved used car schemes, vehicle manufacturers account for a significant proportion of used car sales so have an important role to play in supporting this initiative,” said SMMT chief executive Paul Everitt. “The new car label has proved a successful way of informing buyers about the environmental performance and this extension into the used car market will allow even more buyers to make better comparisons and informed buying decisions.”

RMI Director Sue Robinson said “The RMI supports the new ‘Used Car CO2 labelling’ programme as it better informs retail customers about used car running costs. Therefore the RMI is urging all used car dealers to sign up to this scheme.”

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<sup>3</sup> AA survey carried out between 1 and 7 September 2009 and responded to by 18,964)

## Notes to Editors

The initiative is being led by the Low Carbon Vehicle Partnership, with support from the Department for Transport (DfT), the Society of Motor Manufacturers and Traders (representing the motor industry) and the Retail Motor Industry Federation (representing dealers).

The LowCVP ([www.lowcvp.org.uk](http://www.lowcvp.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 over 300 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.

The Vehicle Certification agency is an agency of the Department for Transport and has been asked to supply a product to deliver used car labels to dealers in the required format. The product is web-based so dealers only require an Internet link and a colour printer. Dealers can register to use the system either individually at [www.vca.gov.uk](http://www.vca.gov.uk) or through their manufacturer (brand).

### For further information, please contact:

Chris Brown – Low Carbon Vehicle  
Partnership  
Tel: +44 (0)20 3178 4604 Mob: 07931  
815699  
e-mail: [chris.brown@lowcvp.org.uk](mailto:chris.brown@lowcvp.org.uk)

Mary Price – Central Office of  
Information  
Tel: +44 (0)20 7261 8860  
e-mail:  
[Mary.price@coi.gsi.gov.uk](mailto:Mary.price@coi.gsi.gov.uk)