

Tired of Hot Air?

History has proved the car industry wrong –
don't let it happen again!

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2007 INDUSTRY CLAIMS

VS. THE REALITY TODAY

WE CAN'T DO IT

"A vehicle-related target of 130 grams CO₂/kilometer, as proposed by the Commission, is not feasible." – European Automobile Manufacturers' Association (ACEA), 2007



MOST MANUFACTURERS ALREADY DO

Toyota, Fiat and Peugeot-Citroen have already achieved average CO₂ emissions below 130g CO₂/km, four years ahead of the target date. Renault has committed to achieve 100g/km by 2016, Daimler 125g/km by 2016 and VW 120g/km by 2015 and 95g/km by 2020.

THE INDUSTRY WILL COLLAPSE

"I cannot stress sufficiently how serious the implications of such a policy [120g CO₂/km by 2012] would be for competitiveness of the European car industry and employment." – ACEA President Sergio Marchionne, 2007



FUEL ECONOMY STANDARDS DRIVE INNOVATION

A leading German auto-expert commented that the standards have triggered the largest wave of innovation since WW II, and that *"the experience shows that fuel consumption standards can improve the innovativeness of the sector significantly."* – Professor Dudenhöffer, 2012

WE NEED MORE TIME

The car industry pressured the European Commission into watering down its proposed emissions reduction target and also successfully lobbied to delay the entry into force from 2012 to 2015.



RIGHT ON TRACK

Carmakers are ahead of schedule to meet the 2015 target. European carmakers are also on track to meet the 95g target by 2020, whilst Asian manufacturers are making the slowest progress.

CARS WILL BECOME UNAFFORDABLE

"A strategy that focuses excessively on vehicle technology, with a target of 130 grams CO₂/km by 2012 as the Commission proposes, will lead to a price increase per car of up to €3,000 on average. (...) For many consumers, cars could become unaffordable." – ACEA, 2007



CARS ARE GETTING CHEAPER

Cars have become almost 15% cheaper since 2002. It is estimated that the costs of achieving the 95 gram target will pay back within 2-3 years in lower fuels costs – saving money for the driver. For second-hand car drivers the benefits amount to several thousand euros over the lifetime of the car.

OUR CUSTOMERS DON'T WANT LOW EMISSION, FUEL EFFICIENT CARS

Carmakers argued in 2007 that there was no market for low CO₂ cars. So, they said, how could they be asked to produce what no-one will buy? *"...we need a market to accept and take-up the new technologies – and thereby making the objectives a reality - and this has, for a long time, not been the case."* – ACEA, 2007



YES, THEY DO

A Fédération Internationale de l'Automobile (FIA) survey has found that fuel economy and running costs are the second and third most important criteria for new car buyers – after safety. Even carmakers have changed their tune. The UK Society of Motor Manufacturers and Traders said in 2012: *"Some motorists are looking to the new car market to take advantage of the latest technologies that offer enhanced fuel efficiency and lower running costs."*