



MINISTERIUM
FÜR EIN
LEBENSWERTES
ÖSTERREICH

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IMPLEMENTATION OF THE DIRECTIVE 1999/94/EC – EXPERIENCES IN AT

TAIEX/ ECRAN Workshop Tirana – 14.04.2016

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OVERVIEW



14.04.2016

- Main content of Directive 1999/94/EC
- Transposition of directive - legal framework
- Experiences of implementation
 - label on fuel economy and CO2 emissions
 - Guide fuel economy and CO2 emissions
- Relevance of the directive

MAIN CONTENT DIRECTIVE 1999/94/EC



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Purpose

- *...to ensure that information relating to the fuel economy and CO₂ emissions of new passenger cars offered for sale or lease in the community is made available to consumers information required by the directive*

MAIN CONTENT DIRECTIVE 1999/94/EC



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Detailed requirements

- label on fuel economy and CO₂ emissions, poster or display at the point of sale
- a guide on fuel economy and CO₂ emissions
- all promotional literature contains the official fuel consumption and the official specific CO₂ emission data

IMPLEMENTATION PROCESS IN AT



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- In the first place resistance of association of car importers and car dealers
 - Wanted to minimize the effort (burden sharing)
- Results of negotiations
 - Format for the label on fuel economy and CO₂ was agreed upon,
 - For the guide a **web based solution** was found to be effective **including an PPP solution**

TRANSPOSITION IN AT



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“Law on information about fuel consumption of new passenger cars”

Personenkraftwagen (PKW) Verbrauchsinformationsgesetz

BGBL Nr. 26/2001



“Ordinance on information about fuel consumption of new passenger cars”

Personenkraftwagen (PKW) Verbrauchsinformationsverordnung

BGBL II Nr. 187/2006

IMPLEMENTATION OF THE LABEL



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Clear definition of the label and the poster or display

- According to the directive the label has to show
 - model and fuel type
 - numerical value of the official fuel consumption and the official specific emissions of CO₂

IMPLEMENTATION OF THE LABEL



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Clear definition of the label and the poster or display

- In addition according to the ordinance the label has to show absolute values but with a color coding determined by the national fleet average
- The label has also to show:
 - Name and logo of the car manufacturer
 - Type of drive if necessary for distinction

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Clear definition of the label and the poster or display

- And can include following information
 - EURO emission class
 - amount of the AT car purchase tax (Normverbrauchsabgabe "NoVA")
 - Operation noise
 - Net weight, dimensions and seats of the car

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label / display example

BGB, § 1 - Ausgabetag am 11. März 2008 - Nr. 187 1 von 1

Umweltinformation
Neue Produkte, Verbrauch, CO₂, NO_x, PM₁₀, PM_{2.5}

Hersteller:

Modell:
Leistung, Antriebsart

Kraftstoff:

Offizieller Kraftstoffverbrauch: XX,X l/100 km
Gesamtverbrauch bei Typenwerten

Dieser Kraftstoffverbrauch entspricht folgender
Kohlendioxid-Emission (CO₂): XXX g/km

CO₂-Emissionsklasse

Ein Leitfaden über den Kraftstoffverbrauch und die CO₂-Emissionen, der Daten für alle neuen Personenkraftwagenmodelle enthält, ist kostenlos an allen Verkaufsorten erhältlich.

Der Kraftstoffverbrauch und der CO₂-Ausstoß eines Fahrzeuges sind nicht nur von der effizienten Ausnutzung des Kraftstoffes durch das Fahrzeug, sondern auch vom Fahrstil und anderen nicht technischen Faktoren abhängig. CO₂ ist das für die Erderwärmung hauptsächlich verantwortliche Treibhausgas.

Zusätzliche nützliche Informationen:

WKO

www.rls-laba.gr.at

IMPLEMENTATION OF THE LABEL



BGBL II - Ausgegeben am 11. Mai 2006 - Nr. 187

1 von 1

Umweltinformation		
Nach Richtlinie 1999/94/EG idgF - BGBL I Nr. 20/2001 idgF		
Hersteller:	Modell: Leistung, Antriebsart	Kraftstoff:
Offizieller Kraftstoffverbrauch: XX,X l/100 km		
Gesamtverbrauch laut Typenschein		
Dieser Kraftstoffverbrauch entspricht folgender		
Kohlendioxid-Emission (CO₂): XXX g/km		
<p>Ein Leitfaden über den Kraftstoffverbrauch und die CO₂-Emissionen, der Daten für alle neuen Personenkraftwagenmodelle enthält, ist kostenlos an allen Verkaufsorten erhältlich.</p> <p>Der Kraftstoffverbrauch und der CO₂-Ausstoß eines Fahrzeugs sind nicht nur von der effizienten Ausnutzung des Kraftstoffs durch das Fahrzeug, sondern auch vom Fahrstil und anderen nicht technischen Faktoren abhängig. CO₂ ist das für die Erderwärmung hauptsächlich verantwortliche Treibhausgas.</p>		
<u>Zusätzliche nützliche Informationen:</u>		



IMPLEMENTATION OF THE GUIDE



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Negotiation process

- In the first place resistance of association of car importers and car dealers
- Main arguments against:
 - The requirement for the printed version of the guide
 - High costs (print and distribution)
 - Information ins not user friendly
 - Information is quickly out of date

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Result and solution

- Agreement on a web based solution, PPP model
- It was agreed to create a website, where car manufacturers and car dealers have to provide the information required by the directive
- The website is supported by the ministry to force the strategy of awareness raising by supplying additional information

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Web based guide

- The guide has to be available **free of charge** to consumers **in form of a print (pdf-file)** of the web based guide upon request both at the point of sale and also from a designated body

IMPLEMENTATION OF THE GUIDE



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Advantages of a web based guide

- Updates are easily made, timely and accurate information
- Additional information can be provided
- Consumer friendly

IMPLEMENTATION OF THE GUIDE



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Clear description of the content of the guide

- According to the directive the guide has to contain
 - a listing of all **new passenger car models** available
 - a prominent **listing of the 10 most fuel-efficient** new passenger car models
 - **advice to motorists** that correct use and regular maintenance of the vehicle and driving behaviour improve the fuel consumption and reduce the CO₂ emissions of their passenger car

IMPLEMENTATION OF THE GUIDE



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Clear description of the content of the guide

- According to the directive the guide has to contain
 - **explanation of the effects of greenhouse gas emissions**, climate change, relevance of motor cars, reference to the different fuel options and their environmental effects
 - **a reference to the Community's target** regarding the average emissions of CO₂ from new passenger cars
 - **date of which the target should be reached**

IMPLEMENTATION OF THE GUIDE



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Clear description of the content of the guide

- In addition according to the directive the guide includes
 - Power rating
 - Gear
 - EURO standard
 - Alternative Fuels including CNG, ethanol, electric vehicles, hybrid,...

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Web based guide

- www.autoverbrauch.at

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Updating the website

- at least 4 times a year
- Information is provided by the members of the associations of car importers and car dealers
- Failure of delivering the data leads to exclusion from their presence of the website
- Content of additional information is updated by the ministry

IMPLEMENTATION OF THE GUIDE



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Experiences – challenges

- Due to the web based solution, very high compliance of car importers and car dealers
- Data collection and regular update of the website is working

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Experiences – challenges

- Additional use of the website
 - For changing the purchase tax based on fuel consumption
 - Revenue neutral Bonus Malus - started in 2008: Bonus if emissions are below a certain level and malus if over that level
 - In 2006 there was a purchase tax differential for particulate filters, (filters were not mandatory at that stage)

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“Penalties” for violating administrative requirements

- Monetary penalties are not very high, a few thousand Euros for repeated offences
- Non monetary penalties are much more efficient
 - ➔ If manufactures fail to supply information in time, they are excluded from the website

RELEVANCE OF DIRECTIVE 1999/94/EC



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Experiences

- The decision of a consumers willing to buy a car is already made before they reach the showroom so the poster and the label are the least influential
- The web based guide is the most effective as comparisons among car models are possible online

RELEVANCE OF DIRECTIVE 1999/94/EC



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Experiences

- Information on fuel consumption is of high importance for the consumers
 - 75% to 100% of the consumers recognize the label
 - 75% to 100% of the consumers understand the label
 - But < 25% are influenced by the label
- ➔ Consumers do not make decisions on fuel and emissions only, it is only one among many other consideration when buying the car.

RELEVANCE OF DIRECTIVE 1999/94/EC



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Experiences

- Publication of real driving figures of fuel consumption independently verified would be an enormous improvement, as it would reestablish consumer confidence
- Labelling can only display official figures and not real driving conditions

RELEVANCE OF DIRECTIVE 1999/94/EC



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Experiences

- At the point of sale consumers see the show room as a place for marketing
- Automobile clubs could provide independent testing

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Experiences

- **Other measures like awareness raising are equally important e.g. EcoDriving should be strongly presented as a measure for saving fuel as the impact can be quite high**



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THANK YOU VERY MUCH FOR YOUR ATTENTION !

HEINZ BACH

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