

Full title of law or regulation

From Sections 3 and 3a and Annex 1 and 2 of the Passenger Car Energy Consumption Labelling Ordinance – abbrev. PKV-EnVKV:

<http://www.gregsregs.com/downloads/DECO2LabellingDocCTS.pdf>

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### POINTS OF SALE AND SHOWROOMS

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General requirements

Credit requirements set out in Section B of the website, and in the press and magazines etc. section, apply to all media, as do safety and environmental rules and the more general advertising rules shown under the General tab on the website. The broadcast rules do not apply in this context.

Clauses

In a showroom environment, there are three specific 'media' that require energy consumption data in different forms:

#### 1) LABELS

Anyone who displays a new passenger car or offers one for sale or lease must ensure that:

- a label showing the official fuel consumption, official specific CO2 emissions and where applicable, the official electric power consumption is affixed (placed) either on or in the immediate vicinity of the passenger car so that it is clearly visible and identifiable (clearly attributed to the car in question).

- the label must indicate the CO2-efficiency of the vehicle by disclosing the vehicle efficiency class (as per Art. 3a PKV-EnVKV – and shown below) which takes the form of a colour coded efficiency scale ranging from A+ - G based on the CO2 emissions and weight of the vehicle; the relevant table is here:

<http://www.gregsregs.com/downloads/DEEfficiencyClass.pdf>

- The label must comply with the requirements in Annex 1 PKV-EnVKV, which lists full contents and information requirements/ specifications of the label - shown below (s.3 (1)(1) PKV-EnVKV)

- The automotive supplier/ manufacturer must provide all data required for the label upon request, without delay, and free of charge to allow the dealer/ retailer to create the label (s. 3(3) PKV-EnVKV)

- The label can be obtained and adapted through an online tool provided by the Deutsche Energieagentur (Dena) on their website

<http://www.pkw-label.de/pkw-label-erstellen.html>

The full requirements of the label (as per Annex 1A; Sect. I & II PKV-EnVKV):

- the size of the label is 297 mm x 210 mm A4 (Annex 1A; Sect. 1(1))

- the label must be set out in accordance with the template illustrated in Section II – available here (German):

[http://www.gesetze-im-internet.de/normengrafiken/bgbl1\\_2011/j1756-1\\_0020.pdf](http://www.gesetze-im-internet.de/normengrafiken/bgbl1_2011/j1756-1_0020.pdf)

and here (English version from VDA):

<https://www.vda.de/imaging/stk/vda/lightboxImage/dam/vda/media/EN/Themen/Umwelt-und->

[Klima/Energieeffizienz/Chapter\\_07\\_Design\\_Of\\_The\\_Label/jcr:content/Chapter\\_07\\_Design\\_Of\\_The\\_Label.2014-09-02-13-16-37.jpg](https://www.vda.de/imaging/stk/vda/lightboxImage/dam/vda/media/EN/Themen/Umwelt-und-Klima/Energieeffizienz/Chapter_07_Design_Of_The_Label/jcr:content/Chapter_07_Design_Of_The_Label.2014-09-02-13-16-37.jpg)

- the use of a font different from the template is permissible as long as the font height and size remain unchanged and the font selected is also used for the other vehicle details provided at the point of sale. (Annex 1A; Sect 1(2))

After the heading "Information über Kraftstoffverbrauch, CO2 Emissionen und Stromverbrauch i.S.d. Pkw-EnVKV" (Information on fuel consumption, CO2 emissions and electric power consumption according to the Law PKV-EnVKV), the following information

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about the car must be provided (Annex 1A; Sect 1(3)):

- The brand or make
- Model (by type, version, variant)
- Power
- Fuel
- Other energy sources
- Weight of the car

Then to be stated are (Annex 1A; Sect. 1(4) and S. 1 (2) ref. labelling):

- The official fuel consumption (urban, extra-urban and combined) - l/100km – rounded up or down to one decimal place
- The official specific CO<sub>2</sub> emissions (combined) - in g/km – rounded up or down to a whole number.

Where applicable, the official electric power consumption (combined) - (kWh/100 km) – rounded up or down to one decimal place

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#### HYBRID VEHICLES

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Clauses

- For vehicles with more than one liquid or gaseous fuel source, all the fuels are to be listed under "Fuel", each separated by a forward slash [e.g. Super/Super Plus/E85], with the fuel to which the details concerning the official fuel consumption and the official specific CO<sub>2</sub> emissions relate written in italics
  - The figures to be entered for the official fuel consumption and the official specific CO<sub>2</sub> emissions are the values of the fuel with the lowest official specific CO<sub>2</sub> emissions, with the numerical values for the official fuel consumption and the official specific CO<sub>2</sub> emissions for that fuel typed in italics
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#### ELECTRIC/ HYBRID ELECTRIC VEHICLES

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Clauses

- In the case of purely electrically driven vehicles, "0" is to be entered when stating the official specific CO<sub>2</sub> emissions
- For externally chargeable hybrid electric vehicles and fuel cell vehicles, only the figures for the official fuel consumption, the official specific CO<sub>2</sub> emissions and the official electric power consumption in the combined test cycle are to be stated; no figure has to be given for the official fuel consumption for the test cycles in and outside built-up areas (i.e. urban/extra urban), with "not applicable" entered for this in the form
- In all cases - irrespective of fuel/ vehicle type – the values (combined test cycle) for the official fuel consumption, the official specific CO<sub>2</sub> emissions and the official electric power consumption of the vehicles must stand out from the overall text through the use of a larger font.
- The following information may be added (it's an optional requirement) on the label in reference to the information stated above (Annex 1A; Sect. 1(5)):

*a) Die angegebenen Werte wurden nach dem vorgeschriebenen Messverfahren (§ 2 Nrn. 5, 6, 6a Pkw-EnVKV in der jeweils geltenden Fassung) ermittelt.*

*b) CO<sub>2</sub>-Emissionen, die durch die Produktion und Bereitstellung des Kraftstoffes bzw. anderer Energieträger entstehen, werden bei Ermittlung der CO<sub>2</sub>-Emissionen gemäß der Richtlinie 1999/94/EG nicht berücksichtigt.*

*c) Die Angaben beziehen sich nicht auf ein einzelnes Fahrzeug und sind nicht Bestandteil des Angebots, sondern dienen allein Vergleichszwecken zwischen den verschiedenen Fahrzeugtypen.*

a) The figures stated were determined in accordance with the stipulated measuring methods (Article 2, clauses 5, 6, 6a of the Pkw-EnVKV as currently in force)

b) CO<sub>2</sub> emissions resulting from the production and supply of the fuel or other energy sources are not taken in account when determining the CO<sub>2</sub> emissions in accordance with Directive 1999/94/EC

c) The figures do not relate to an individual vehicle and are not part of the offer, serving

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rather only the purposes of comparison between the different vehicle types

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Clauses

- Under the title "Hinweis nach Richtlinie 1999/94/EC" (Note in accordance with Directive 1999/94/EC), the label must state (Annex 1A; Sect 1(6)):

*„Der Kraftstoffverbrauch und die CO<sub>2</sub>-Emissionen eines Fahrzeugs hängen nicht nur von der effizienten Ausnutzung des Kraftstoffs durch das Fahrzeug ab, sondern werden auch vom Fahrverhalten und anderen nichttechnischen Faktoren beeinflusst. CO<sub>2</sub> ist das für die Erderwärmung hauptsächlich verantwortliche Treibhausgas. Ein Leitfaden über den Kraftstoffverbrauch und die CO<sub>2</sub>-Emissionen aller in Deutschland angebotenen neuen Personenkraftfahrzeugmodelle ist unentgeltlich an jedem Verkaufsort in Deutschland erhältlich, an dem neue Personenkraftfahrzeuge ausgestellt oder angeboten werden.“*

(The fuel consumption and CO<sub>2</sub> emissions of a vehicle depend not only on its energy efficiency, but also on driving behaviour and other non-technical factors. CO<sub>2</sub> is the main greenhouse gas responsible for global warming. A manual on fuel consumption and CO<sub>2</sub> emissions of all new cars available in Germany is available free-of-charge at all points of sale)

- After the above, a chart is to be added under the heading 'CO<sub>2</sub> efficiency' and the notice "Determined on the basis of the CO<sub>2</sub> emissions measured with due regard for the mass of the vehicle", printed in bold type, using the CO<sub>2</sub> efficiency categories for the respective vehicles
- The chart/ colour scale must comply with the form set out here:

[http://www.gesetze-im-internet.de/normengrafiken/bgb1\\_2011/j1756-1\\_0020.pdf](http://www.gesetze-im-internet.de/normengrafiken/bgb1_2011/j1756-1_0020.pdf)

English version here:

[https://www.vda.de/.imaging/stk/vda/lightboxImage/dam/vda/media/EN/Themen/Umwelt-und-Klima/Energieeffizienz/Chapter\\_07\\_Design\\_Of\\_The\\_Label/jcr:content/Chapter\\_07\\_Design\\_Of\\_The\\_Label.2014-09-02-13-16-37.jpg](https://www.vda.de/.imaging/stk/vda/lightboxImage/dam/vda/media/EN/Themen/Umwelt-und-Klima/Energieeffizienz/Chapter_07_Design_Of_The_Label/jcr:content/Chapter_07_Design_Of_The_Label.2014-09-02-13-16-37.jpg) (Part A, Section II).

- The following colour schemes are to be used to illustrate the CO<sub>2</sub> efficiency categories in this regard:

A +, A 100 % cyan, 100 % yellow  
B 70 % cyan, 100 % yellow  
C 30 % cyan, 100 % yellow  
D 100 % yellow  
E 30 % magenta, 100 % yellow  
F 70 % magenta, 100 % yellow  
G 100 % magenta, 100 % yellow.

- The CO<sub>2</sub> efficiency of the vehicle is expressed by means of an arrow displayed in black and white and also bearing the identification letters of the corresponding CO<sub>2</sub> efficiency category printed in white. The tip of the arrow needs to be positioned directly next to the field of the respective CO<sub>2</sub> efficiency class. The arrow with the indicator letter (black and white) must not be smaller than the arrow indicating the efficiency class, nor may it be more than twice as big. (Annex 1A; Sect. 1(7))
  - Details are then to be given of the yearly tax for the respective vehicle, except electric vehicles, as well as the annual energy costs for travelling 20,000 kilometres, divided into fuel costs and, where applicable, electricity costs (Annex 1A; Sect. 1(8))
  - The declaration "Issued on:" ("Erstellt am") is to be added below this and the issue/creation date of label inserted, quoting the day, month and year (Annex 1A; Sect. 1(9))
  - There are three types of label style or graphic representations, based on the CO<sub>2</sub> efficiency category relevant to the car model, shown as PDFs below:
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- The first is from A+ to G, Annex 1-A, Section II, downloadable here  
[http://www.gesetze-im-internet.de/normengrafiken/bgbl1\\_2011/j1756-1\\_0020.pdf](http://www.gesetze-im-internet.de/normengrafiken/bgbl1_2011/j1756-1_0020.pdf)
  - The second is from A++ to G, Annex 1-B, Section II, downloadable here  
[http://www.gesetze-im-internet.de/normengrafiken/bgbl1\\_2011/j1756-1\\_0030.pdf](http://www.gesetze-im-internet.de/normengrafiken/bgbl1_2011/j1756-1_0030.pdf)
  - The third is for the most environmentally sensitive cars from A+++ to G, Annex 1-B, Section III, which can be downloaded here  
[http://www.gesetze-im-internet.de/normengrafiken/bgbl1\\_2011/j1756-1\\_0040.pdf](http://www.gesetze-im-internet.de/normengrafiken/bgbl1_2011/j1756-1_0040.pdf)

\*The higher grades A++ and A+++ will be introduced if at least five percent of newly registered vehicles in a calendar year meet their requirements (See Section 3a (3) in [PKV-EnVKV](#))

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## POSTERS AND ELECTRONIC DISPLAYS

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Clauses	<p>Anyone who displays a new passenger car or offers one for sale or lease must ensure that a poster is prominently displayed at the point of sale, which includes (s. 3 (1) (2) PKV-EnVKV &amp; s.1 (2) on labelling):</p> <ul style="list-style-type: none"> <li>○ The CO2 efficiency class (A+ - G)</li> <li>○ The official fuel consumption figures (In Combined Test Cycle) – in litres per 100 kilometres (l/100km) – rounded up or down to one decimal place</li> <li>○ The official specific CO2 emissions (Combined) – in grams per kilometre (g/km) – rounded up or down to a whole number, and, where applicable,</li> <li>○ The official electric power consumption (Combined) – in kilowatt hours per 100 kilometres (kWh/100km) – rounded up or down to one decimal place.</li> </ul> <p>The above applies to all models of new passenger cars displayed at the point of sale or offered for sale or for leasing at or via such point of sale</p> <ul style="list-style-type: none"> <li>○ The poster must comply with the requirements of Annex 2, shown below.</li> <li>○ The automotive supplier/ manufacturer is required to provide all data required for the poster (upon request, without delay, and free of charge) to allow the dealer/ retailer to create the label. (s. 3(3) PKV-EnVKV)</li> </ul> <p>The poster can be created using the online tool provided by Deutsche Energieagentur (Dena) on their website:</p> <p><a href="http://www.pkw-label.de/pkw-aushang.html">http://www.pkw-label.de/pkw-aushang.html</a></p>
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Requirements of Annex 2: From Annex 2 of the law, which supports section 3 Para 1, Item 2)  
<http://www.gregsregs.com/downloads/DECO2LabellingDocCTS.pdf>

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Clauses	<p><u>Section I</u></p> <ul style="list-style-type: none"> <li>• The poster must be at least 70cm x 50cm in size (Annex 2, Sect 1(1))</li> <li>• The information must be legible/ easy to read. (Annex 2, Sect. 1(2))</li> <li>• If a dealer displays several brands and does not have a separate poster for each, then the brands will be listed in alphabetical order. (Annex 2, Sect. 1(3))</li> <li>• The poster must be headed by the statement: "Aushang nach Richtlinie 1999/94/EC" ("Poster according to Directive 1999/94/EC") and carry the following statement:</li> </ul> <p><i>"Kraftstoffverbrauch, CO2-Emissionswerte und Stromverbrauch aller an diesem Verkaufsort ausgestellten oder bestellbaren Personenkraftwagen der Marke (N.N.)"</i></p> <p>(Fuel consumption, CO2 emissions and energy consumption of all passenger cars of the brand [N. N.] presented for sale and to be ordered at this location/ sales outlet) (Annex 2, Sect. 1(4))</p> <ul style="list-style-type: none"> <li>• The passenger car models are to be listed in groups distinguishing between fuel type</li> </ul>
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and other sources of energy, whereby different qualities of fuel can be summarized (e.g. Super and Super Plus to Petrol). For each fuel type or other energy source, the models should be listed in ascending order according to their official specific CO<sub>2</sub> emissions in the combined test cycle, with the model with the most favourable CO<sub>2</sub> efficiency class (A+ to G) and the lowest official fuel consumption or the lowest official electricity consumption in the combined test cycle placed at the top of the list. (Annex 2, Sect. 1(5))

- For each passenger car model, the list shall include:
  1. The model, specified by the cylinder capacity/ engine size, power, transmission, and weight
  2. The official fuel consumption in the combined test cycle – l/100km
  3. The official specific CO<sub>2</sub> emissions in the combined test cycle – g/km
  4. The official electric power consumption in the combined test cycle – kWh/100km, where relevant
- For passenger car models with more than one liquid or gaseous energy source, the information referred to above shall be listed for all fuels. The same applies to externally chargeable hybrid electric vehicles and fuel cell vehicles, where the information shall be entered for both the fuel and for the other energy sources (electricity). Where several variants and/or versions are grouped under one model, the values to be given for the official fuel consumption, official specific CO<sub>2</sub> emissions, and the official electric power consumption shall be based on the variant and/or version with the highest respective official value (within that group). The same applies to the CO<sub>2</sub> efficiency class, where in any event, the worst efficiency class of the respective variant or version is specified. When stating the mass (weight) in any case, the highest mass value of the respective variant or version must be specified. (Annex 2, Sect. 1(6))
- The points/instructions listed in Annex 1A; Sect. 1(5) may (it's an optional requirement) be specified (Annex 2, Sect. 1(7)) (also illustrated in section on Labels)
  - a) *Die angegebenen Werte wurden nach dem vorgeschriebenen Messverfahren (§ 2 Nrn. 5, 6, 6a Pkw-EnVKV in der jeweils geltenden Fassung) ermittelt.*
  - b) *CO<sub>2</sub>-Emissionen, die durch die Produktion und Bereitstellung des Kraftstoffes bzw. anderer Energieträger entstehen, werden bei Ermittlung der CO<sub>2</sub>-Emissionen gemäß der Richtlinie 1999/94/EG nicht berücksichtigt.*
  - c) *Die Angaben beziehen sich nicht auf ein einzelnes Fahrzeug und sind nicht Bestandteil des Angebots, sondern dienen allein Vergleichszwecken zwischen den verschiedenen Fahrzeugtypen."*
  - a) The figures stated were determined in accordance with the stipulated measuring methods (Article 2, clauses 5, 6, 6a of the Pkw-EnVKV as currently in force)
  - b) CO<sub>2</sub> emissions resulting from the production and supply of the fuel or other energy sources are not taken into account when determining the CO<sub>2</sub> emissions in accordance with Directive 1999/94/EC
  - c) The figures do not relate to an individual vehicle and are not part of the offer, serving rather only the purposes of comparison between the different vehicle types.
- The references listed in Annex 1A, Sect. 1(6) shall be included on the notice in clear, legible font size (this is the reference to driving behaviours in relation to CO<sub>2</sub> emissions etc. – see above) (Annex 2, Sect. 1(8))

Therefore, under the heading "Hinweis nach Richtlinie 1999/94/EC" (Note in accordance with Directive 1999/94/EC), the label must state:

*"Der Kraftstoffverbrauch und die CO<sub>2</sub>-Emissionen eines Fahrzeugs hängen nicht nur von der effizienten Ausnutzung des Kraftstoffs durch das Fahrzeug ab, sondern werden auch vom Fahrverhalten und anderen nichttechnischen Faktoren beeinflusst. CO<sub>2</sub> ist das für die Erderwärmung hauptsächlich verantwortliche Treibhausgas. Ein Leitfaden über den Kraftstoffverbrauch und die CO<sub>2</sub>-Emissionen aller in Deutschland angebotenen neuen Personenkraftfahrzeugmodelle ist unentgeltlich an jedem Verkaufsort in Deutschland erhältlich, an dem neue Personenkraftfahrzeuge ausgestellt oder angeboten werden."*

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(The fuel consumption and CO<sub>2</sub> emissions of a vehicle depend not only on its energy

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efficiency, but also on driving behaviour and other non-technical factors. CO2 is the main greenhouse gas responsible for global warming. A manual on fuel consumption and CO2 emissions of all new cars available in Germany is available free-of-charge at all points of sale)

- Poster information must be updated every six months (Annex 2, Sect. 1(9))
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#### Section II of the Annex: Electronic display screen

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##### Clauses

- The poster may be replaced by an electronic display on a screen. The screen used must be mounted/located in such a way that it attracts the consumer's attention with at least the same intensity as a poster.
  - The screen must be at least 25 cm x 32 cm in size (17 inches). The information can be shown using scrolling techniques
  - The requirements in Section I Nos. 2-9 (i.e. the bullet points listed above) for the poster will apply when using a screen, subject to the following provisos:
    - The instructions contained in Annex 1, Section I, No. 6 are always visible (the specific model information – see above)
    - The information must be updated at least every three months
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#### PROMOTIONAL MATERIAL/ LITERATURE

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##### Clauses

- If showrooms and other points of sale contain other marketing communications in written or electronic form, they will be subject to the requirements set out above and in the Content section, i.e.:
    - When including credit figures, they need to show the credit specifics (APR etc.; see Section B of the website)
    - When featuring a specific model, they will need to include energy consumption data, and in "catalogues or other printed forms presenting car models for buying or for leasing", the fuel consumption and CO2 emissions must be stated with the CO2 efficiency class (A to G)
  - - The safety and responsibility rules, and those for the environment, will always apply to all car advertising material in this context, except those rules for broadcast
-