

Full title of law or regulation

The Passenger Car Energy Consumption Labelling Ordinance (Pkw-EnVKV):
<http://www.gregsregs.com/downloads/DECO2LabellingDocCTS.pdf>

Title of relevant section

Section 5 and Annex IV, Section I

Clauses

A. Promotional Literature (section 5 (1) Pkw-EnVKV):

"Promotional literature" means all printed matter used for the marketing of vehicles and advertising in public, especially technical manuals, brochures, advertisements in newspapers, magazines and professional journals as well as posters/ outdoor (Sect. 2 (9) Pkw-EnVKV).

Information must be provided in accordance with Annex 4, Section I:

- Official fuel consumption (test cycle values urban, extra-urban and combined) and CO2 emissions in the combined test cycle for the vehicle model in the promotional literature (Annex 4, Sect. I (1), Clause 1 Pkw-EnVKV)
 - When more than one model is featured, then either the values referred to above must be given for each individual model OR the range between the worst and best (i.e. least and most economical) FC&CO2 must be stated. Example ad here: <http://www.gregsregs.com/downloads/DEMiniPrintad.jpg>
 - The information must be easy to understand even on a superficial reading, and presented no less prominently than the main part of the advertising message (Annex 4, Sect. I (2) Pkw-EnVKV)
 - If only a car *brand* (i.e. manufacturer) and not a specific model is promoted, FC&CO2 values do not need to be provided (Annex 4, Sect. I (3) Pkw-EnVKV)
 - If vehicles are offered for sale or lease in catalogues or in any other printed form in which the interested parties do not see the vehicles displayed, the CO2 efficiency class must be added. When stating the efficiency class, both the term "Efficiency class" ("*Effizienzklasse*") and the corresponding letter of the class must be stated (A-G). The efficiency categories are shown here: <http://www.g-regs.com/downloads/DEEfficiencyClass.pdf>
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