



France – Points of Sale for Cars



Law:

2005 – Consolidated version of the Ministerial Order of 10 April 2003 on fuel consumption and CO2 emission information, updated in 2005 by the Ministerial Order of 10 November 2005 – Annex I, II and IV (*Version consolidée de l'Arrêté du 10 avril 2003, modifié par l'Arrêté du 10 novembre 2005, relative à l'information sur la consommation de carburant et les émissions de CO2*). This decree implements the Directive [1999/94/EC](#) (subsequently amended by 2003/73/EC amending Annex III) relating to the availability of consumer information on fuel economy and CO2 emissions in respect of the marketing of new passenger cars:

<http://www.legifrance.gouv.fr/affichTexte.do?cidTexte=JORFTEXT000000777718&dateTexte>

An English translation of the key clauses is here:

<http://g-regs.com/downloads/FR2005DecreeFuelConsCO2C.pdf>

Channel

Points of sale / showrooms

Requirements at points of sale can seem complicated. To explain, there are three "media" in points of sale and showrooms:

- a) **"Labels"** in A4 that have to be placed on, or prominently next to, new individual cars for sale displayed in a visible way (Art. 2 Decree 2002-1508);
- b) **"Posters or displays"** which are much larger (50cm x 70cm) and which must be easy to read and must contain information concerning fuel consumption and CO2 emissions for all the new cars on sale;
- c) **"Promotional Material"**, described in Annex IV of the Ministerial Order of 10 April 2003 as "Printed documentation used for marketing, promotion and technical manuals".

Medium

Labels

A4-sized labels must be shown in a visible way on or next to every passenger car and display clearly the following information, per Annex I of the Minister Order of April 2003 and shown below (the entire technical plan, graphic standards and standard models of the label for mono-fuel vehicle and bi-fuelled gas vehicles are all available in the Appendices of the Ministerial Order of 13 November 2005):

http://www.legifrance.gouv.fr/jopdf/common/jo_pdf.jsp?numJO=0&dateJO=20051113&numTexte=9&pageDebut=17742&pageFin=17747

- The title of the label "Consommation de carburant et émissions de CO2, information en application de la directive 1999/94/CE" (Fuel consumption and CO2 emissions information according to the directive 1999/94/EC);

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- The make, model, and version of the car (or the CNIT designation); its fuel type, fuel consumption and CO₂ emissions data, as well as the CO₂ emissions class/category and two texts:

"Les informations sur les consommations de carburant et les émissions de CO₂ de tous les modèles de voitures particulières neuves, contenues dans le guide de l'ADEME, peuvent être obtenues gratuitement dans tous les points de vente et auprès de l'ADEME et consultées sur le site internet <http://carlabelling.ademe.fr/>" (*Information on the fuel consumption and CO₂ emissions of all new passenger car models contained in the ADEME guide can be obtained free-of-charge at all points of sale and online at the ADEME website <http://carlabelling.ademe.fr/>.*)

"La consommation de carburant et les émissions de CO₂ d'un véhicule sont fonction non seulement de son rendement énergétique, mais également du comportement au volant et d'autres facteurs non techniques." (*In addition to the fuel efficiency of a car, driving behavior as well as non-technical factors play a role in determining a car's fuel consumption and CO₂ emissions*).

Le CO₂ est le *principal* gaz à effet de serre responsable du réchauffement planétaire." (CO₂ is the main greenhouse gas responsible for global warming).

- The main technical characteristics, for example transmission type and engine size, may also be shown.

Medium

Posters or Displays

The posters or displays must include information as follows:

- Fuel consumption and CO₂ emissions must be grouped together by make and by energy type, and the models listed in increasing order of CO₂ emissions;
 - CO₂ emissions must be to the nearest round number in grams per kilometre (g/km);
 - Fuel consumption must be within one decimal place, in litres per 100 kilometres (l/100km), or in cubic metres per 100 kilometres (m³/100km) if the car runs on natural gas;
 - For each type, variant and version of the car: the commercial designation of the model, CNIT designation, CO₂ emissions data, combined fuel consumption value and, where appropriate, the main technical characteristics;
 - The emission's class (from A to G as defined in Annex I of the Ministerial Order of 10 April 2003- see first link in Section F and [here](#)), from all the models featured;
 - In the case of electronic poster/display, it must attract the awareness of the consumer at least with the same intensity as a traditional display would have achieved;
 - The following texts (from Annex III to the Directive 199/94/EC as amended by Directive 2003/73/EC):
 - "Un guide de consommation de carburant et des émissions de CO₂ contenant des données pour tous les modèles de voitures particulières
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neuves peut être obtenu gratuitement dans tous les points de vente". (*A guide on fuel economy and CO2 emissions, which contains data for all new passenger car models, is available at any point of sale free of charge*). In the case of a display featuring an electronic screen, this message must be permanently visible.

- "La consommation de carburant et les émissions de CO2 d'un véhicule sont fonction non seulement de son rendement énergétique, mais également du comportement au volant et d'autres facteurs non techniques. Le CO2 est le principal gaz à effet de serre responsable du réchauffement planétaire." (*In addition to the fuel efficiency of a car, driving behavior as well as non-technical factors play a role in determining a car's fuel consumption and CO2 emissions. CO2 is the main greenhouse gas responsible for global warming*). In the case of a display featuring electronic screen this message must be permanently visible
- Posters/displays must be updated at least every 6 months (between two updates, new cars will be added to the bottom of the list) and at least every three months in the case of electronic displays.

Medium

Promotional material

Promotional material must include information as follows:

- The documentation used for marketing and promotion, including technical manuals, must meet the requirements set out in Annex IV of Directive 1999/94/EC of 13 December 1999 (essentially, these requirements are set out below; other stipulations are that the information is easy to read and no less prominent than the main part of the information provided in the promotional literature and easy to understand even on superficial contact);
- In the event only a single vehicle model is featured and all of its versions have the same level of CO2 emissions and the same combined fuel consumption, only the CO2 emissions and combined fuel consumption of the model may be stated in the documentation;
- If there are several models of vehicle or one model with several versions with different levels of CO2 emissions or fuel consumption included in the documentation, only the minimum and maximum levels of CO2 emissions and fuel consumption must be referenced for the models or versions in question;
- If the documentation refers only to the make of vehicle without mentioning any specific model, it is not necessary to include CO2 emissions or fuel consumption information;
- CO2 emissions are expressed in whole grams per kilometre (g/km). Fuel consumption is expressed to one decimal point in litres per one hundred kilometres (l/100 km) and m³/100 km for vehicles powered by natural gas;
- The classes of CO2 emissions (A to G), as defined by Annex I of this decree, for the model (s) shown may be included in the documentation.

The Directive 1999/94/CE of 13 December 1999 (article 7) and the Decree No. 2002-1508

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of 23 December 2002 (article 6) prohibit any marking relating to fuel consumption which does not comply with the above provisions (on labels, posters/displays and promotional material) and which might cause confusion for the purchaser of a new passenger car.

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