

General rules to be observed for car advertising:

1. General:
Advertising must be fair, truthful and must demonstrate a proper sense of social responsibility¹
2. Claims:
 - No claims about speed, power, etc.
 - Compliance with the rules of care and road safety
 - No representation of children except to promote elements of safety or comfort or in a family context
 - Rules to be observed when the car is shown in a place other than the road network²
3. Environment:
 - No behaviour inconsistent with the protection of the environment
 - No misleading environmental references
 - No use of absolute environmental claims (see article 7 of the Environmental Code
 - evidence in support of ecological claims must be available³
4. Mandatory statement:
"Environmental information [AR 19/03/2004]: [internet address relating to the make or type of vehicle concerned]"⁴

Specific rules to be observed for some kinds of car advertising⁵:

Advertisements concerned: 'Print' advertising (definition: arts 1, 11 ° and 12 ° RD).

Cars concerned: New passenger cars (definition: art 1, 3 and 4 RD).

The requirement to state CO2 and fuel consumption (art. 5 Febiac Code / Annex IV RD).

How is this done specifically?

1. Example of a typical statement for a model shown in an advertisement:
3.7 L / 100 KM and 96G CO2 / KM - Observe capital letters
2. Example of a typical statement for several models shown in the advertisement:
3.4 - 7.2 L / 100 KM and 89 - 167G CO2 / KM (range) - Observe capital letters
3. Mandatory observation of the font sizes for these statements:
 - For dailies, weeklies, magazines and leaflets: <A4: 3mm (body 12)
A4 and A3: 4mm (body 16)
From A2: 5mm (body 20)
 - For posters and websites, see art. 5 of the Febiac Code
4. Other requirements (art. 5 Febiac Code):
The information must appear as follows:
 - *Horizontally* in relation to the commercial message
 - *Below* the illustration and *separate from* other written information
 - In a *clearly readable* font with regular spacing
 - In such a way as to *clearly stand out* at the base.

The complete Febiac Code is available at the following link (EN):

<https://www.g-regs.com/downloads/BECarsFebiac2014ENb.pdf>

For all your additional questions, please contact us via info@jep.be or visit our website

<http://www.jep.be/>.

¹ [Book VI Code of Economic Law](#) (EN) and the [International Chamber of Commerce Code](#) (ICC Code; EN)

² [Febiac Code for the advertising of motor vehicles and their components and accessories](#) (EN)

³ [Environmental Advertising Code](#) (EN) and Chapter D [ICC Code](#) (EN)

⁴ [Royal Decree of 19.03.2004 relating to vehicle product standards](#) (EN)

⁵ [Royal Decree of 05.09.2001 concerning the availability of information on fuel consumption and CO2 emissions for the benefit of consumers when marketing new passenger cars](#) (EN) and article 5 of the [Febiac Code](#)