

Full titles of laws or regulations	<p>1) Royal Decree dated 05/11/2001 on the availability of consumer information on fuel economy and CO2 emissions in the marketing of new passenger cars, translation here: http://www.gregsregs.com/downloads/BEFuelConsumptionandEmissions2001D.pdf</p> <p>2) Self-Regulatory Febiac Code on advertising for motor vehicles, translation here: http://www.gregsregs.com/downloads/BECarCodeC.pdf</p>
Title of relevant section	<p>1) All as shown in linked document, especially Annex IV</p> <p>2) Chapter 2, article 5</p>
Clauses from RD 2011	<p>“Other promotional material” means any printable media used during the sale, advertising, and the sales promotion of cars to the public. This includes, as a minimum, floppy disks, CD-ROMs and web pages that contain a Belgian domain name which features a reference to the models on the Belgian market. (Art. 1(12) RD2001)</p> <p>All promotional literature, as well as reproductions or images obtained from other promotional material must contain data on official fuel consumption and official specific CO2 emissions for the vehicles they refer to. This information must meet the following minimum requirements (Annex IV RD2001):</p> <ul style="list-style-type: none"> • The information must be easy to read and no less prominent than the main information featuring in the promotional literature or in the reproductions or images obtained from other promotional material; • The information must be easy to understand, even when read quickly (on superficial contact); • Data relating to official fuel consumption must be provided for all models covered by the promotional material or in the reproductions or images obtained from other promotional material; • If the promotional material covers more than one model, the option exists to display either the official fuel consumption for all models covered or the range between the least efficient and most efficient model (i.e. the highest and lowest values from the range of official fuel consumption figures; <i>this means stating the figures for the model with the lowest fuel consumption and the model with the highest fuel consumption – please note that the Febiac Code –see below - also requires the min. and max. values from the range of CO2 emissions to be stated – this is regarded as best practice</i>). • Fuel consumption is expressed in litres per 100 kilometres (l/100 km). All figures must be given with an accuracy of one decimal point. <p>If the promotional literature only mentions the make/ brand and does not refer to any particular model, it is not necessary to provide fuel consumption figures. (This applies if e.g., advertising for a dealer or garage owner makes no reference to a particular model)</p>
Febiac Code	<p>Additional specifications from the Febiac Code</p> <p>The average fuel consumption and average CO2 emissions calculated in an official test cycle must be displayed (Art. 5 Febiac Code):</p> <ul style="list-style-type: none"> ➤ horizontally in relation to the advertised message; ➤ below the picture and separately from other text; ➤ in an easily readable font and arranged with normal spacing; ➤ so that it stands out clearly against the background; ➤ in a font size that is at least equal to the smallest size used for the text in the advert itself, with the following minimum sizes by format for each character (with the exception of superscripts, subscripts and special characters or signs): <p>1) For text printed in newspapers, magazines, leaflets, etc.:</p> <ul style="list-style-type: none"> • for formats smaller than A5: 1.5 mm

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- for formats bigger than A5: 3 mm
 - for formats bigger than A3: 4 mm
 - for formats bigger than A2: 5 mm
 - other formats: in proportion to the sizes referred to above.

For websites, the following provisions must be applied:

- Information about fuel consumption and CO2 emissions must be included on web pages displaying details of the technical characteristics (engine) of the vehicle shown.
- On a website for a make of car, a summary page must include a table (or similar) showing all of the figures relating to fuel consumption and CO2 emissions for the vehicle range. This information must be clear and easy to print. The summary page must make it easier to compare the different makes and models.
- Visitors must be able to access this comparative table from each page of the website simply by clicking on a tab, menu or any other link.
- For banners, pop-ups or skyscrapers (i.e. IMU's – interactive marketing units) and other advertising formats on websites unrelated to the make of car, it is necessary to make sure that fuel consumption and CO2 emission figures are also clearly legible or directly accessible by a click taking the user to a page where all the relevant information is displayed and can be printed.

The figures for fuel consumption and CO2 emissions must be those of the version of the model shown (with/ without automatic gearbox, petrol engine/ diesel engine, etc.).

If the advertising does not involve a specific version but, rather, a range of vehicles of the same make or model, the minimum and maximum values of average fuel consumption as well as the min. and max. values of average CO2 emissions must be stated, as recorded during an official test cycle for the vehicle range involved in the advertising campaign.

(This will mean quoting four figures: the lowest and highest average fuel consumption and the lowest and highest CO2 emissions. (Note that the Royal Decree only requires reference to the min. and max. *fuel consumption* figures; we are referencing best practice from Febiac, which is to show CO2 emissions as well).)
