

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: <a href="http://www.gregsregs.com/downloads/BEFuelConsumptionandEmissions2001D.pdf">http://www.gregsregs.com/downloads/BEFuelConsumptionandEmissions2001D.pdf</a></p> <p>2) Self-Regulatory Febiac Code on advertising for motor vehicles, translation here: <a href="http://www.gregsregs.com/downloads/BECarCodeC.pdf">http://www.gregsregs.com/downloads/BECarCodeC.pdf</a></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>Promotional Literature is defined as all printed matter used in the marketing, advertising and promotion of vehicles to the general public. It includes, as minimum, technical manuals, brochures, advertisements in newspapers, magazines and trade press and posters (Art. 1(11) RD2001)</p> <p>All promotional literature 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"> <li>• 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;</li> <li>• The information must be easy to understand, even when read quickly (on superficial contact);</li> <li>• 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.</li> <li>• 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>).</li> <li>• Fuel consumption is expressed in litres per 100 kilometres (l/100 km). All figures must be given with an accuracy of one decimal point.</li> </ul> <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"> <li>➤ horizontally in relation to the advertised message;</li> <li>➤ below the picture and separately from other text;</li> <li>➤ in an easily readable font and arranged with normal spacing;</li> <li>➤ so that it stands out clearly against the background;</li> <li>➤ 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):</li> </ul> <p>1) For text printed in in newspapers, magazines, leaflets etc.:</p> <ul style="list-style-type: none"> <li>• for formats smaller than A5: 1.5 mm</li> <li>• for formats bigger than A5: 3 mm</li> </ul>

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

2) For posters:

- for A3 format: 5 mm
- for A2 format: 7.5 mm
- for A1 format: 10 mm
- for Abribus format: 25 mm
- for 10 m<sup>2</sup> posters: 55 mm
- for 16 m<sup>2</sup> posters: 70mm
- for 20 m<sup>2</sup> posters: 75 mm
- for 36 m<sup>2</sup> posters: 100mm
- other formats: in proportion to the sizes referred to above.

The figures for fuel consumption and CO<sub>2</sub> 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 CO<sub>2</sub> 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 CO<sub>2</sub> 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 CO<sub>2</sub> emissions as well).

See an example ad for the Audi range here:

<http://www.g-regs.com/downloads/BEAudiRange.jpg>

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