

G-Regs™

Netherlands – Code for Passenger Cars



Full title	<p>Code for Passenger Cars (<i>Code voor personenauto's – CVP</i>)</p> <p>This code, managed by the Dutch advertising self-regulatory authority Stichting Reclame Code, became operative on 1 May 1994 and was revised on 1 January 2004 and 1 October 2009. The Code is extracted from the full Dutch Advertising Code:</p> <p>https://www.reclamecode.nl/bijlagen/SRCNRCEngelsmrt2016.pdf</p>
Title of relevant section	Section B - Special Advertising Codes - The Dutch Advertising Code (<i>Nederlandse Reclame Code – NRC</i>)
SECTION I	<p>PURPOSE</p> <p>The purpose of this Special Advertising Code is to attune advertising messages to government policy on traffic safety, the environment and energy savings. Policy of the automotive sector is not only aimed at ensuring that new cars are produced as safe, environmentally sound and economical as possible, but also at encouraging that they are used in a way which is as safe, environmentally sound and economical as possible.</p>
SECTION II	<p>GENERAL PROVISIONS</p> <p><u>Area of Application</u></p> <p>This Special Advertising Code applies to the advertising and other sales promoting activities for new passenger cars. This Code maintains the following definitions:</p> <ul style="list-style-type: none"> a. The sector: members of the Automobile division of the RAI Association. b. Passenger cars: cars intended for the transport of up to eight persons (not including the driver) as stipulated in the Automobile Transport Act, and driven by an internal combustion engine. c. Advertising messages: see the definition of advertising, as stated in Article 1¹ of the General Code.
SECTION III	<p>PROVISIONS CONCERNING ADVERTISING MESSAGES</p>

¹ Advertising is defined as: any form of public and/or systematic direct or indirect commendation of goods, services and/or ideas by an advertiser or, either wholly or partly, on behalf of him, with or without the help of a third party. The solicitation of services is also defined as Advertising (Art. 1 Dutch Advertising Code – Sect. A)
The different forms of advertising include e.g.: teleshopping, telemarketing, sponsorship, product placement, packaging, labeling, direct marketing and buzz-marketing.

Article 1

All advertising messages used in the automotive sector shall comply with the Code for Environmental Advertising. Furthermore, the following stipulations apply:

In advertising messages speed, acceleration and engine power shall not be used as arguments to promote sales. Any mention of engine power shall be in kilowatts (kW).

Article 2

Para. 1

Any fuel consumption figures shall exclusively be mentioned in accordance with the Ministerial Order on Labelling of Energy Use (Bulletin of Acts and Orders 2000-475).

Para. 2

An advertising message shall contain information about the energy consumption of the car models referred to in the advertisement. This information complies with the requirements of Annex 3 of the abovementioned Decree if:

The average fuel consumption and the average CO₂-emissions according to the official test cycle are represented as follows:

- Horizontally, with regards to the written commercial message;
- At the base of the message, separated from other written statements;
- In a font that is clearly readable and with a normal spacing;
- In a way that the statements are in clear contrast with the background;
- In a font size at least equal to the smallest font size of the information given in the advertising message, where for each character (except subscript or superscript² and other special characters) the following minimal sizes / lower limits apply:

1) For advertising in print, such as newspapers, magazines, leaflets:

- For advertising size smaller than A5: 1.5mm
- For advertising size starting at A5: 3mm
- For advertising size starting at A3: 4mm
- For advertising size starting at A2: 5mm
- Other formats: in relation to the standards stated here above.

2) For posters:

- For size A3: 5 mm
 - For size A2: 7.5 mm
 - For size A1: 4 mm
 - For size 'Atribus': 25 mm
 - For posters 16 m²: 70 mm
 - For posters 20 m²: 75 mm
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² Superscript: a way of printing, where the characters are printed approx. two third above (super) or under (sub) the baseline. i.e. In x² the superscript is 2.

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- For posters 36 m2: 100 mm
 - For other sizes: in relation to the standards stated here above.

3) For websites the following provisions apply:

- The fuel consumption data and the CO₂-emissions are consistently mentioned on the web pages which provide an overview/ summary of the detailed technical (motor) characteristics of the displayed vehicle.
- On the car brand's own website (or websites), a general overview/ summary page is displayed with a table (or similar presentation form), in which all the fuel consumption and CO₂-emissions data of the vehicle range of the brand are reported in an easy to read and easily printable format, which makes it easy to compare the different versions and models.
- On each page of the car brand website it is easy to click a link to the overview/ summary table, mentioned above, by means of a specific button, a menu or similar way of linking.
- On banners, IMU's (Interactive Marketing Units), skyscrapers and other similar advertising formats on website(s) other than the one of the own car brand, the fuel consumption data and CO₂-emissions are also clearly readable; or it is possible to directly click and go to a webpage where these data may be found and printed. As to the so called 'viral' campaigns, the abovementioned data are given on the landing page, on which the consumer arrives after a click-through.

The given fuel consumption data and CO₂ emissions represent the values of the displayed model in the displayed version (with manual gear box/automatic gearbox/ petrol engine/ diesel engine etc.).

In case the advertisement does not refer to a specific version, but to a whole range of vehicles of the same model or the same make, then both the minimum and maximum parameter values of the average fuel consumption and CO₂ emissions according to the official test cycle of the vehicle range to which the advertisement refers are stated.

The official fuel consumption is represented in kilometres per litre and litres per 100 kilometres for petrol, LPG or diesel (or in m³ per 100 kilometres and kilometres per m³ for natural gas). The official specific CO₂ emission is represented in grams per kilometre rounded off to the nearest whole number.

Article 3

Advertising shall not appeal to, or elicit aggressive, environmentally unfriendly or unsafe traffic behaviour. Terms that commend the car as an environmentally friendly product shall be avoided in advertising messages. Qualifications concerning contributions to or the promotion of a clean environment shall under no circumstances be used in an absolute sense.

Article 4

The use of terms that commend the car as an absolutely safe product shall be avoided in advertising messages.

This code became operative on 1 May 1994 and was revised on 1 January 2004 and 1 October 2009.

The commencing date of the revised advertising code for passenger cars is 1 October 2009
