

|                                 |  |
|---------------------------------|--|
| Full title of law or regulation | Presidential Decree 84/2003 – DPR 84/2003<br><a href="http://www.camcom.bz.it/sites/default/files/uploaded_files/Regolazione_mercato/1655_DP_17_febb_2003.pdf">http://www.camcom.bz.it/sites/default/files/uploaded_files/Regolazione_mercato/1655_DP_17_febb_2003.pdf</a> (IT)<br><a href="http://www.gregsregs.com/downloads/ITCarsDecree84CO2DTSb.pdf">http://www.gregsregs.com/downloads/ITCarsDecree84CO2DTSb.pdf</a> (EN)  |
| Title of relevant section       | Articles 3 and 5; Annexes I, III and IV  |
| Clauses/ explanation            | <p>There are three "media" in showrooms:</p> <p><b>a) 'Labels'</b> in A4, which must be prominently placed either on or near to the individual passenger cars for sale or lease at point of sale (Art. 3 DPR 84/2003). The specification of the label is set out in Annex I as a list format</p> <p><b>b) 'Posters'</b> are much larger (50cm x 70cm) and must contain a list of the fuel consumption and CO2 emissions data for all the new passenger car models displayed or offered for sale or lease at or through that point of sale; electronic displays are subject to the same rules (Min. dimension 25cm x 32cm (17") (Art. 5 DPR 84/2003) The data for the Poster/ Electronic Display must be displayed in accordance with the format set out in Annex III</p> <p><b>c) 'Promotional literature'</b> i.e. all printed marcoms (including technical manuals, brochures, newspaper and magazine advertisements, trade press and posters) must contain the official fuel consumption and the official specific CO2 emission data/ values of the passenger car models to which it refers (Art. 6 (1) DPR 84/2003). The minimum information requirements are contained in Annex IV</p>  |
|                                 | <p><b>a) Labels</b></p>  |
|                                 | <ul style="list-style-type: none"> <li>➤ <b>Labels</b> in A4 size should be prominently placed on or near to each vehicle offered for sale or lease, and must satisfy at least the following requirements (Annex I DPR 84/2003):</li> <li>➤ Follow the standardised format shown <a href="#">here</a> (from Appendix 1 DPR 84/2003 – with English version)</li> <li>➤ Dimensions of 297mm x 210mm (A4)</li> <li>➤ Reference the model and fuel type of the vehicle</li> <li>➤ State the figures corresponding to the official fuel consumption and official specific CO2 emissions</li> <li>➤ The official fuel consumption expressed in litres per 100 km (l/km) and/or kilometres per litre (km/l) accurate to one decimal place</li> <li>➤ The official specific CO2 emissions expressed in grams per one kilometre (g/km) rounded to the nearest whole number</li> <li>➤ Contain the following wording relating to the availability of the guide to fuel saving and CO2 emissions:           <p><i>"È disponibile gratuitamente presso ogni punto vendita una guida relativa al risparmio di carburante e alle emissioni di CO2, che riporta i dati inerenti a tutti i nuovi modelli di autovetture."</i></p> <p>(A guide relating to fuel saving and CO2 emissions including data on all new vehicle models is available free of charge from any point of sale)</p> </li> <li>➤ And the following:           <p><i>"Oltre al rendimento del motore, anche lo stile di guida ed altri fattori non tecnici contribuiscono a determinare il consumo di carburante e le emissioni di CO2 di un'autovettura. Il biossido di carbonio e' il gas ad effetto serra principalmente responsabile del riscaldamento terrestre."</i></p> <p>(Driving style and other non-technical factors contribute to determining a vehicle's fuel</p> </li> </ul> |

---

consumption and CO2 emissions, in addition to engine performance. Carbon dioxide is the greenhouse gas mainly responsible for global warming).

---

## **b) Posters/ Electronic Displays**

---

**Posters/ Electronic Displays** as referenced above – they must show the official fuel consumption and official specific CO2 emissions data of all new passenger car models displayed or offered for sale or lease at, or through, the respective point of sale. The data must be displayed in a prominent position and according to the following format (Annex III DPR 84/2003):

- The poster must be at least 70cm x 50cm in size and the data included must be easy to read.
- In the case of an electronic display screen, it must be at least 25cm x 32cm (17") and the data included may be displayed using scrolling techniques.
- Passenger car models must be divided and listed separately according to fuel type (petrol or diesel). For each fuel type, the models must be listed/ranked in increasing order of CO2 emissions with the model with the lowest official fuel consumption placed first on the list.
- For each passenger car model on the list, the values for the official fuel consumption and official specific CO2 emissions must be shown
- Official fuel consumption must be expressed in litres per 100 kilometres (l/100 km), and/or kilometres per litre (km/l), accurate to one decimal place. The official CO2 emission figures must be expressed in grams per kilometre (g/km) and rounded to the nearest whole number

The template for the list referenced above is shown here:

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

- As with the label, the following text must appear in the poster or on the display regarding fuel saving and CO2 emissions:

*"È disponibile gratuitamente presso ogni punto vendita una guida relativa al risparmio di carburante e alle emissioni di CO2, che riporta i dati inerenti a tutti i nuovi modelli di autovetture."*

(A guide relating to fuel saving and CO2 emissions including data on all new vehicle models is available free of charge from any point of sale)

- The following text must appear in the poster or on the display

*"Oltre al rendimento del motore, anche lo stile di guida ed altri fattori non tecnici contribuiscono a determinare il consumo di carburante e le emissioni di CO2 di un'autovettura. Il biossido di carbonio è il gas ad effetto serra principalmente responsabile del riscaldamento terrestre."*

(Driving style and other non-technical factors contribute to determining a vehicle's fuel consumption and CO2 emissions, in addition to engine performance. Carbon dioxide is the greenhouse gas mainly responsible for global warming).

- Posters must be updated every 6 months and electronic displays every 3 months
- The poster or display may be replaced completely and permanently by an electronic display screen. In this case, the electronic display screen must be presented in such a way so to attract the same level of attention as the poster or display.

**Note:** The onus is on the manufacturer to supply the retailer with the poster in printed form or upon request in an appropriate format to be displayed on a screen. This is required for each model of passenger car. (Art. 5(2) DPR 84/2003)

---

## **c) Promotional literature**

---

---

➤ All published promotional literature must contain the official values relating to the official fuel consumption and official specific CO<sub>2</sub> emissions of the vehicles to which it refers. This information must comply with the following minimum requirements:

1) It must be easy to read, with the same clarity as the main information provided in the promotional material

2) It must be easy to understand even with a superficial reading

3) The official fuel consumption of all models presented in the pamphlet must be indicated. If several models are specified, the value relating to the official fuel consumption of each one or the interval between the highest and lowest consumption value shall be indicated. Consumption is expressed as one or more of the following ratios: litres per 100 kilometres (l/100 km) and/or kilometres per litre (km/l). All numerical values are expressed to the first decimal place.

These values may be expressed in different units if they are compatible with the provisions contained in Presidential Decree No. 802 of 12 August 1982 and subsequent amendments and inclusions.

➤ If the promotional literature contains only a reference to the make and not to a version or particular model, it is not necessary to provide fuel consumption data.

---