

Full title of law or regulation

Royal Decree 837/2002 of 2nd August relating to the availability of consumer information on fuel consumption and CO2 emissions in respect of the sale or lease of new passenger cars in Spanish territory ("BOE" No. 185 of 03/08/2002). Entered into force 23/08/2002.

<http://www.boe.es/buscar/act.php?id=BOE-A-2002-15766&tn=1&vd=&p=20120927>

---

Title of relevant section

Article 7

---

Clauses

Promotional Literature

Article 7 of the Royal Decree 837/2002 requires that car marcoms in all promotional literature (covering all printed matter used in the marketing, advertising and promotion of vehicles to the general public including leaflets, catalogues, press or magazines and posters) must include the official data on fuel consumption and specific official CO2 emissions, as follows:

- It must be easily legible and at least as prominent as the main information provided in the promotional literature;  
(According to recent case law (Judgment of Section 28 of the Madrid Court of Appeal, of 21 January 2013:  
[http://qinnova.uned.es/archivos\\_publicos/webex\\_actividades/4863/consumidorac3.pdf](http://qinnova.uned.es/archivos_publicos/webex_actividades/4863/consumidorac3.pdf) this requirement does not imply that the information on fuel consumption and CO2 emissions has to be included using same size and place as the main information stated in the leaflet. However, it is required that, in the view of the configuration of the specific leaflet, the information on fuel consumption and CO2 emissions must be at least as visible as the main information)
  - It must be easy to understand, even on a superficial reading;
  - The official fuel consumption of all the models shown in the advertising must be expressed in litres per 100 km (l/100km) accurate to one decimal place;
  - The official CO2 emissions stated in grams per kilometre (g/km) accurate to the nearest whole number;
  - When showing more than one model, the figures can either be given for every model or alternatively the figures for the model with the highest and the model with the lowest fuel consumption and CO2 emissions;
  - If marcoms feature only a brand, and not a specific model, it is not required to include fuel consumption data. Note: Royal Decree 837/2002, and the Directive that it's based on, states that in this context it is not required to include fuel consumption data; CO2 emissions are not similarly excluded. The implication is that the law therefore requires that CO2 emissions should be included in "brand" advertising. This is an anomaly and if you are planning to run advertising that features a brand but not a model (sponsorship advertising, for example), it may be best to consult advisors. [An example ad attached](#) (link below) does not feature either CO2 emissions or fuel consumption:  
<http://www.g-regs.com/downloads/SPRenaultCarsSponsorship.jpg>
-