Joint Conference on
SMART CO₂ REDUCTIONS
Non-product Measures for Reducing Emissions from Vehicles

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The Real Potential of Non-product Measures to Reduce CO₂ Emissions

Successes in the United Kingdom

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Session – The real potential of non product measures to reduce CO₂ emissions

Presentation by Roger King, Deputy Chief Executive of the Society of Motor Manufacturers and Traders Limited, UK, entitled – “Successes in the United Kingdom”.

Summary Paper

The “non-product measures” in which the SMMT has been involved fall under the following headings:

1. General Introduction

   The challenge of a changing political environment. Action to turn the tide of public opinion. To influence government policy. To seek the creation of greater understanding and a more realistic awareness of what is achievable. To use partnerships, R & D programmes, voluntary agreements and campaigns to help bring this about. Summarised under the following headings.

2. Driver
   Information and Campaigns

   • Targeted advertising presenting facts on vehicle emissions and air quality to principally members of parliament.

   • Publication of Green Motoring Guide containing advice on ‘greener’ driving, fuel economy and regular maintenance. Distributed in over 1 million new car handbooks.

   • EU meeting of Environment and Transport Ministers at which Green Motoring Guide was launched and an exhibition on alternative fueled vehicles held.

   • Development of nationwide ‘Stop Fuming’ campaign, informing drivers of the importance of regular maintenance and green driving techniques. Provision of free exhaust emission check at 337 sites throughout UK.

   • Theme of green awareness at UK Motor Show.
• Introduction of new car environmental labelling initiative in advance of Directive.
• ‘Travelwise’ public transport awareness.
• ACORD vehicle recycling display at UK Motor Show.

3. Renewal of the Vehicle Park

Establishment of Cleaner Vehicle Task Force, a partnership between UK government and motor industry designed to encourage vehicles which are cleaner, quieter, more fuel efficient and less resource intensive. Additional objectives are to improve the environmental performance of the existing vehicle stock, encourage the use of cleaner fuels and promote more environmentally friendly driving styles.

4. Technological Innovation and Infrastructure Optimization

• Working with government on integrated transport policy.
• Cleaner Fuels Forum – encouraging the early take-up of low sulphur petrol and diesel, to permit introduction of fuel efficient cars.
• HFC Agreement, including R & D into alternative refrigerants.
• Foresight vehicle technology programme including development of telematics supported by UK government.
• Particulates study, jointly funded by UK government and motor industry.

5. Conclusion

• Development of a range of effective non-technical measures for reduction of CO₂ emissions to complement continued progress through technical evaluation.
• Wider appreciation by government of industry’s ability to deliver solutions.
• Better informed media and increased awareness of drivers responsibilities.

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