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## **AVERAGE NEW-CAR CO<sub>2</sub> FALLING FASTER THAN EVER, SAYS NEW JATO REPORT**

- **Volume-weighted, average European new car CO<sub>2</sub> emissions have fallen by almost 20g/km since 2003 – now 145.9 g/km**
- **2009 experienced greatest single-year reduction in CO<sub>2</sub> emissions**
- **New technologies, taxation, recession, high fuel prices and scrappage all driving CO<sub>2</sub> downward**
- **Current rate of reduction puts 2015 EU targets within reach, says JATO**

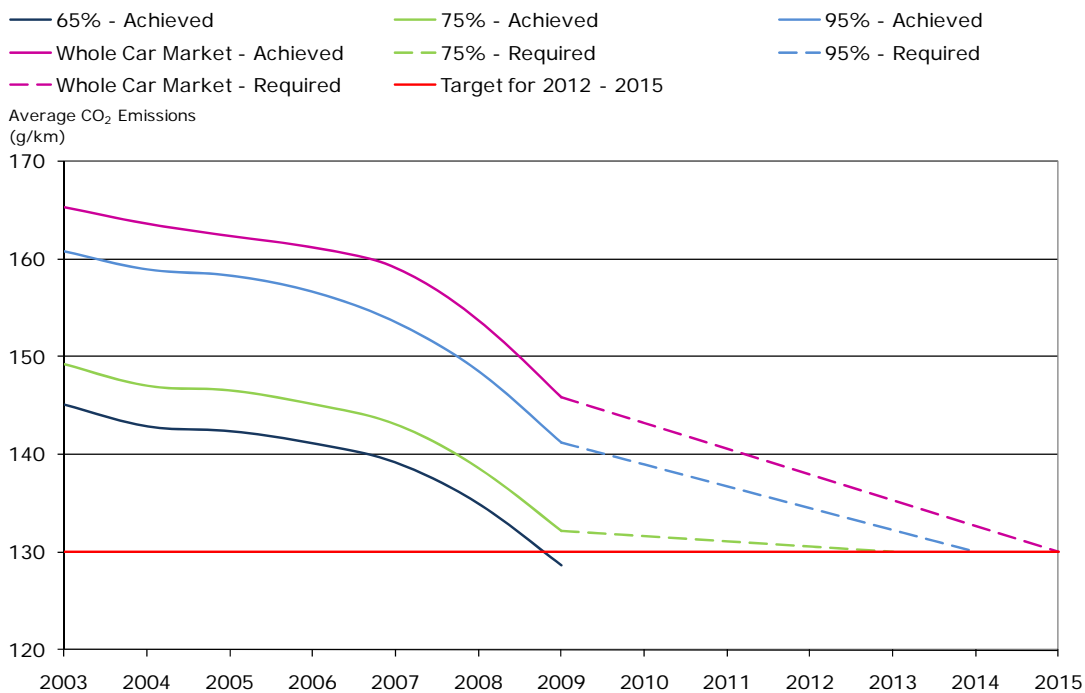
Average European new car CO<sub>2</sub> emissions are falling at a faster rate than ever before and are on course to meet 2015 EU targets, according to the world's leading provider of automotive intelligence, JATO Dynamics.

Last year saw the greatest single-year decline in average CO<sub>2</sub>, as the urge to put cleaner cars on the road was accelerated by the rich mix of customer demand for more fuel-efficient vehicles, the introduction of CO<sub>2</sub> based taxes in some markets and national scrappage schemes across Europe favouring smaller, cleaner cars.

The volume-weighted European new car average is now 145.9 g/km, almost 20 g/km less than 2003, when JATO began collating European CO<sub>2</sub> emissions data. Furthermore, half of all new cars sold in the 21 countries analysed had official CO<sub>2</sub> emissions of 140g/km or less, compared to only 23% in 2003.

Said David Di Girolamo, Head of JATO Consult: "The pace of improvement is remarkable and shows just how rapidly the industry has reacted to environmental demands. In 2003, only 24% of the market achieved an average of 130g/km. This was 40% by 2007, 51% in 2008 and 69% last year, already ahead of the 2012 EU target\*. This achievement is even greater when set in the context of new cars becoming larger, safer and better equipped, as consumer demands reach ever higher."

## Average CO<sub>2</sub> levels over time



According to JATO, the progress in CO<sub>2</sub> emissions is due to three key factors:

**#1. Vehicle developments** – including more efficient petrol and diesel engines, hybrid powertrains, more sophisticated transmissions, low rolling-resistance tyres, improved attention to detail, aerodynamics, stop-start technology and regenerative charging systems.

Most manufactures now offer environmentally-oriented specific versions, combining many of these features, although they can be found individually in a wide range of models and segments.

“This progress has been swift and while specific environmentally-oriented versions are a small proportion of overall new car sales, many of the features they carry are filtering through to their ‘mainstream’ counterparts. This is a trend that will continue, as engines become smaller, lighter and more efficient.”

**#2. Taxation** – guiding demand towards these models and technologies CO<sub>2</sub>-based purchase and/or ownership taxes, in some countries have been introduced in tandem with higher taxes on fuel.

Significant rises in fuel prices (due to global oil prices) continue to influence consumers’ choice of vehicle.

**#3. Scrappage schemes** – during late 2008 and 2009, scrappage schemes in a number of European countries have benefitted the purchase of smaller, more efficient cars, in some cases with customers directly incentivised towards cars with low CO<sub>2</sub> emissions.

Even non-scrappage sales have seen a marked shift towards smaller cars, with the largest rise in B-segment vehicles, an effect of recessionary pressure on family budgets pushing many customers across Europe to consider fuel efficiency ahead of other factors, for the first time.

The net result is that volume-weighted average CO<sub>2</sub> emissions of new cars in the 21 countries studied fell from 165.3 g/km in 2003, to 153.7g/km in 2008.

Through 2009, further progress brought the average CO<sub>2</sub> emissions of new cars down to 145.9g/km.

Di Girolamo continues: “The key point to note is that the rate of improvement has been increasing since 2007, through more low-CO<sub>2</sub> technology and specific low-CO<sub>2</sub> models on the road. Looking at year-on-year trends, it appears that, if the current momentum can be maintained, 130g/km by 2015, as required by the EU legislation, is achievable.”

The above data is extracted from the JATO Consult CO<sub>2</sub> Report 2009, available now, via [www.jato.com](http://www.jato.com), or [consult@jato.com](mailto:consult@jato.com).

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\* = the EU passed legislation in late 2008 stating that 65% of new cars will have to meet a target of 130g/km in 2012, 75% in 2013, 80% in 2014 and 100% in 2015, with an additional 10g/km reduction to come from “complementary measures”

**Editorial note: JATO Dynamics background**

JATO was founded in 1984 and provides the world’s most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives. The company has representation in over 43 countries, providing unique local market expertise. The JATO client base includes all of the world’s volume vehicle manufacturers, giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers’ needs. JATO’s data has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other while major leasing companies use JATO data to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com).

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