

Clean Drive

A campaign for cleaner vehicles in Europe



CLEANDRIVE

Supported by
INTELLIGENT ENERGY
EUROPE 

www.clean-drive.eu



The Clean Drive Project

Clean Drive is a 3-year project, supported by Intelligent Energy Europe, designed to help increase the sale of energy efficient, low carbon emission vehicles. The overall aim of the Clean Drive project is to encourage and promote the use of cars that produce low amounts of CO₂ (130g per kilometre or less) across 9 European Union countries in line with new EU legislation set for 2012 to 2015 .

The 9 partner organisations are based in Sweden, Germany, France, Slovenia, Latvia, Greece, Ireland, Italy and the UK and each have a remit to help boost the sale of energy efficient vehicles in these countries by targeting those who sell or market them - car dealerships and car hire rental agencies.

Based upon the requirements of the car market in the specified country, packages of training and education for salespeople will be devised and then implemented including:

- one-to-one training option as well as
- an e-learning version
- FAQ website to be set up, based on the training program
- downloadable car dealership guide book, again based on the training programme

Clean Drive started in April 2010 and is ending in March 2013.

More information can be found at our website here: http://www.swea.co.uk/proj_cleandrive.shtml

And our partner's website here: <http://www.clean-drive.eu/>

Why are we asking you to complete this questionnaire?

We are asking members of LowCVP, as leading experts in the field, to complete this short questionnaire on mobility and transport, greener cars, national and European legislation - the results of which, will help shape the programme and develop various training modules as described above.

The Survey

The survey should not take more than 10 minutes. All information received will be used to shape the training modules - participants will remain anonymous.

Instructions

Step 1: Fill in the highlighted fields to complete the form. You can save the form to complete later.

Step 2: Once completed click the 'Submit Form' button at the top right corner of the purple banner.

Step 3: Choose the type of e-mail you use, Desktop for those using Microsoft Outlook & similar programs or Internet for those using Hotmail, Live mail and other web based mail applications.

Step 4: Once completed, the form will be sent automatically to Stuart Davies at Severn Wye Energy Agency.

1. Organisation Background

1.1. Please describe your organisation in a few sentences:

1.2. Please list the main activities your organisation performs in support of:

The European objective of an average 130g CO₂/km emission for new cars sold by 2012-2015:

The European 10% bioenergy by 2020 goal:

Traffic safety:

1.3. Please rate the importance of the following topics in relation to your organisation's work. Please tick the appropriate boxes:

| | very important 1 | important 2 | hardly important 3 | not at all important 4 |
|---|---------------------|----------------|-----------------------|---------------------------|
| Sustainable mobility | | | | |
| Environmental performance of vehicles | | | | |
| Traffic safety | | | | |
| Multimodal passenger transport | | | | |
| e-Mobility | | | | |
| Market penetration of very efficient vehicles | | | | |
| Economic situation of the car industry | | | | |
| Reduction of congestion | | | | |

Noise reduction

CO₂ reduction

Market penetration of biofuels for road vehicles

Mobility costs for the citizens

Economic situation of the car dealers

Accessibility of urban centres and work places by car

Other (Please specify)

2. Initial situation

2.1. Please list the main barriers for the sale of “green cars” in your country:

| | | | |
|------------------|--------------|------------------|-----------------|
| big barrier 1 | barrier 2 | low barrier 3 | no barrier 4 |
|------------------|--------------|------------------|-----------------|

Cost to purchase the vehicle

Availability of the right types of vehicles (size, area of use)

Public awareness of benefits

External factors e.g. economic situation of the customers

Availability of alternative fuels

Range of the alternative fuels vehicles

Environmental Awareness is low

National policies are not sufficiently promoting the sale of green cars

Car dealers are not promoting the benefits of green cars

Others (Please state)

3. Project advice

The Clean Drive Project aims to support car dealers by providing training on sustainable transport and a campaign for promoting green cars.

3.1. What are, in your opinion, crucial factors for the buying decision of the customers?

| | very important 1 | important 2 | hardly important 3 | not at all important 4 |
|-----------------------------|---------------------|----------------|-----------------------|---------------------------|
| Safety (NCAP – rating) | | | | |
| Environmental performance | | | | |
| CO ₂ – emissions | | | | |
| Value for money | | | | |
| Fuel costs | | | | |
| Maintenance costs | | | | |
| Resale value | | | | |
| Lifecycle costs | | | | |
| Safety Features (ESP etc.) | | | | |
| Tax incentives | | | | |
| Appearance (aesthetics) | | | | |
| Practicalities (function) | | | | |
| Others (Please specify) | | | | |
| | | | | |
| | | | | |
| | | | | |

3.2. Clean Drive wants to support car dealers to sell more fuel efficient cars. What kind of campaign activities would be in your opinion effective to promote the sale of green cars at car retailers?

| | very effective 1 | effective 2 | hardly effective 3 | not at all effective 4 |
|---|---------------------|----------------|-----------------------|---------------------------|
| Leaflets | | | | |
| Posters | | | | |
| Events / information days | | | | |
| Press releases | | | | |
| Exhibitions concerning green cars and eco-driving | | | | |
| Electronic displays | | | | |
| Mailing to customers | | | | |
| Dialog marketing (phone) | | | | |
| Others (please specify) | | | | |
| | | | | |
| | | | | |

3.3. What expertise/knowledge is needed for the sales person/car dealer for promoting the sale of green cars?

| | very important 1 | important 2 | hardly important 3 | not at all important 4 |
|---|---------------------|----------------|-----------------------|---------------------------|
| Current global situation concerning the influence of traffic on energy consumption, the environment and CO ₂ – production. | | | | |
| Current global development in the mobility sector, including car markets and technologies | | | | |
| National situation for different vehicle fuels (market, prices, taxes etc.) | | | | |
| National taxes in the mobility sector | | | | |
| National incentives for efficient vehicles and alternative fuels (private/business cars) | | | | |



National environmental standards and regulations

National pricing schemes (road pricing etc.)

National Mobility Policy

National Energy Efficiency Targets

National CO₂ emissions by sector

Available alternative fuels in the specific town/region and their availability on gas stations (which gas station provides which fuel, gas, ethanol etc?)

Demographic situation and customer groups in the specific town/region

Customer demand related sales (“what efficient / alternative car suits to which customer?”)

Mobility patterns in the specific town/region

Information about new vehicle technologies (for example e-mobility)

Information material about efficient cars / alternative fuels (own brand + competitors)

Campaign development for clean vehicles

Other (Please specify)

3.4. What could be done in your opinion at of national policies level to promote the sale of green cars?
