

# Clean Drive

A campaign for cleaner vehicles in Europe



CLEANDRIVE

Supported by  
**INTELLIGENT ENERGY**  
EUROPE 

[www.clean-drive.eu](http://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 CO<sub>2</sub> (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](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.

## ***Cleandrive – Interview of Dealership Owner / Dealer Principle***

### **How would you describe the current situation of your company?**

1. Economic situation
2. Future perspectives (market development, services planned etc.)
3. Current challenges and opportunities
4. Where will the company be in 2020?
5. Which new car types / concepts do you expect for 2012 (especially green cars)

### **Please describe the staff situation of your company:**

1. Number of staff
2. Structure of staff (how many salesman, mechanics etc.)
3. Qualification of salesman
4. Training from the manufacturer / importer
5. Other forms of training for the salesman
6. What kind of information / support / training would help you and your staff?

### **What do you expect from the Clean Drive Campaign?**

1. Are there any special promotion activities for efficient / alternative fuel cars in your organisation? If yes, please specify:

