

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.

Cleandrive – Interview of Sales Executive

1. Please rate the relevance the following topics have for your customers when they are buying a car.

	very important	important	rarely important	not at all important
Safety (NCAP – rating)				
Environmental performance				
CO ₂ – emissions				
Value for money				
Fuel costs (mpg)				
Maintenance costs				
Resale value				
Lifecycle costs				
Safety Features (ESP etc.)				

2. What kind of campaign activities would be in your opinion the most efficient/supporting way to promote the sale of green cars in your company? Please tick or add.

	very efficient	efficient	rarely efficient	not at all efficient
Leaflets				
Posters				
events / information days /				
press releases				
exhibitions concerning green cars and eco-driving				
electronic displays				



others (please add)				

Please specify, if you already received a training concerning "Green Cars":

3. Please rate your personal demand for information to optimize your skills concerning efficient cars and alternative fuels:

	high demand	some demand	low demand	no demand at all
Current global situation concerning the influence of traffic on energy consumption, the environment and CO ₂ – emissions.				
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 CO ₂ 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				
Information about Green Cars in the used car market.				
Information about the future development of the car market				
Information about a vision of the "car-Dealer 2020"				

4. Is there a demand for any other information to support the sale of "green cars"? If yes, please specify:

Note: All data received will be kept strictly confidential and will only be used to calculate a base-line of carbon which will be anonymised within any published reports.

