



Clean Drive

A campaign for cleaner vehicles in Europe

Project duration: April 2010—April 2013

Review Date: June 2010

Key Points

- Monitoring of the sale of Clean Vehicles
- Campaigns for sale of Clean Vehicles
- Training and Support to Car Salespeople
- Awards to Car Dealerships who sell more Clean Vehicles

Background

In today's world cars are a necessity — but it is also important that the environment we live in is conserved.

Clean Drive is a 3 year project, supported by Intelligent Energy Europe, designed to increase the sale of energy efficient, low carbon emission vehicles.

Aims

The overall aim of the Clean Drive project is to encourage and promote the use of cars that produce low amounts of CO₂ (120g per kilometre or less) across 9 European Union countries in line with new EU legislation for 2012 to 2015. This will be achieved by:

- Monitoring and campaigning for the sale of low-CO₂ vehicles.
- The education and training of car salespeople so they have the knowledge and awareness to feel comfortable in recommending low carbon vehicles to customers.
- Awards to be given to car dealerships that reduce the amount of carbon produced by the vehicles that they sell. Also an award for the car brand that offers cars with the lowest CO₂ emissions.



Activities

The 9 partner countries involved in Clean Drive have looked at the sale of energy efficient vehicles in these countries and has decided that the best way to increase the number of sales of these vehicles is to target the people who sell or market them — Car Dealerships, Car Hire Rental Agencies etc.

10 Local Action Groups, one for each country (but two in Germany) are to study the car market in their country and identify how to convince car dealerships to get on board with the project.



2010 VW Polo Diesel BlueMotion — 83.1mpg!

CLEANDRIVE

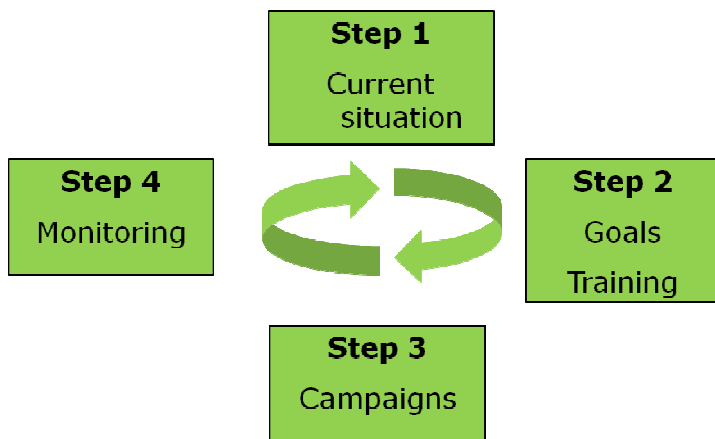
Training and Education for Car Salespeople

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:

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

In 2011/2012 prizes/awards will be implemented to reward the participating car dealership that sells the highest number of low CO2 emission cars, and one that rewards the best brand. i.e., the brand that has the lowest average CO2 emission across its whole range.

Modules of the Clean Drive Campaign



Step 1: Analysis - Analysis of the current situation of car dealer business regarding the sustainability of cars sold

Step 2: Workshop - Planning and training to meet the future markets, customer needs, marketing for more sustainable cars etc.

Step 3: Marketing - Campaign elements e.g. leaflets events etc. to attract new customer groups. Networking exchange experiences with other progressive businesses and actors.

Step 4: Monitoring & Evaluation - Monitor the activities continuously. Evaluate what changes could be achieved after the campaign.

Supported By:

Intelligent Energy  **Europe**

THINK GLOBALLY, ACT LOCALLY

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Fuel Economy

CO ₂ emission figure (g/km)	
<=100	A
101-110	B
111-120	C
121-130	D
131-140	E
141-150	F
151-165	G
166-175	H
176-185	I
186-200	J
201-225	K
226-255	L
256+	M

Vehicle Carbon Emission efficiency table

Funding

Clean drive is 75% funded through the European Commission's Intelligent Energy for Europe programme.



Toyota Prius - One of the most fuel efficient cars on the market today.

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