

**DEPLOYMENT STRATEGIES FOR CLEAN AND FUEL EFFICIENT VEHICLES:
EFFECTIVENESS OF INFORMATION AND SENSITIZATION IN INFLUENCING PURCHASE
BEHAVIOUR**

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The market for environmentally enhanced vehicles has to deal with several barriers that obstruct a substantial market penetration. Deployment strategies that address the different barriers to support cleaner vehicles and fuels are being implemented on a national and European scale. A specific barrier is the lack of information for the purchaser on the environmental performance of a vehicle. Sensitization and information programs address this barrier to support the consumer to choose the most environmental friendly alternative that meets his needs. In the presented study, the effectiveness of information schemes in influencing purchase behaviour is investigated. Consumer information on fuel consumption and CO₂-emissions is an important element in the European strategy to reduce the CO₂-emissions of new passenger cars, complementary to the voluntary agreement of the automotive industry to reach the target of an average CO₂-emission of 140 g/km by 2008. The effectiveness of the implementation of Directive 1999/94/EC has been investigated in several Member States by means of market surveys on both demand (consumers) and supply side (car dealers). These results will be linked to a detailed analysis of the evolution of the specific CO₂-emission of passenger cars since the implementation of the Directive in Belgium. The possibility of broadening the information to global environmental performance of vehicles in deployment measures for environmentally enhanced vehicles by means of vehicle environmental rating and labeling schemes is investigated through consultation rounds with stakeholders.