



Australian Government

Department of Infrastructure, Transport,
Regional Development and Local Government

Providing Information Tools for Consumers: The Australian Green Vehicle Guide

Presentation to:

MEET Follow Up Meeting

Hakodate, 17-18 June 2009

By:

Stewart Jones

Australian Department of Infrastructure, Transport, Regional Development & Local
Government

Outline

- Role of Information
- Current Australian Information Tools
- The Australian Government's Green Vehicle Guide



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

Role of Information

- Well informed consumers are a key element in any strategy to improve environmental performance of the vehicle fleet
- Without reliable, objective information...
 - Consumers can't respond
 - Consumers can be misinformed
 - Manufacturers can't promote their good performing vehicles to consumers
- Importance of environmental information on vehicles is now recognised by many governments
 - Challenge is to provide it in a form that is accurate, objective and understandable to consumers
- Governments are often well positioned to provide such information
 - And can be done at relatively low cost



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

Australia's Current Information Tools

- Australia's current information delivery mechanisms are:
 - Mandatory fuel consumption label
 - Green Vehicle Guide website
- Labelling in place since 2002
 - Provides fuel consumption and CO₂ emissions data
- Green Vehicle Guide is more comprehensive
 - And addresses some of the limitations of labelling



Australian Government

Department of Infrastructure, Transport,
Regional Development and Local Government

Mandatory Fuel Consumption Label

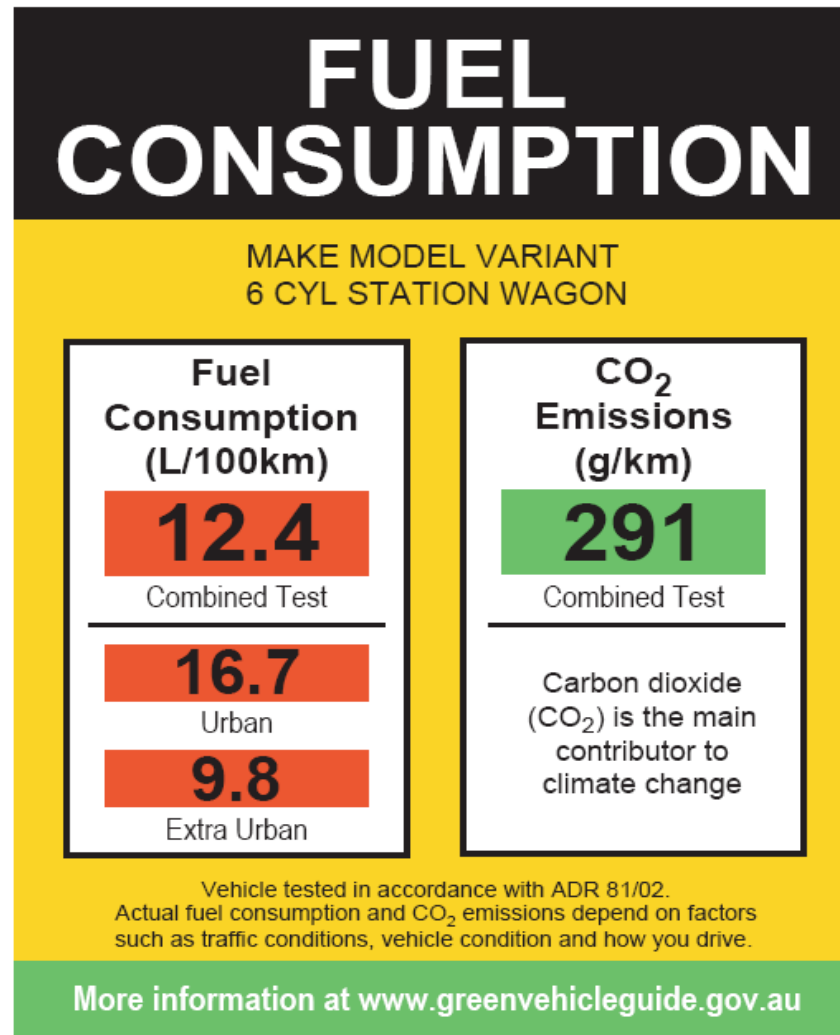
- Australia's design rules for road vehicles largely utilise UN ECE regulations for their technical requirements
- Vehicle manufacturers are required to test vehicles for fuel consumption and CO₂ emissions in accordance with UN ECE Regulation 101 test procedures
- Manufacturers also required to place the results of the standard tests on a label which appears on the windscreen of all new vehicles
- Current version of the label mirrors format of energy labelling for whitegoods
- And displays urban, extra-urban and combined fuel consumption values and combined CO₂ emissions
- Label can be removed once vehicle is supplied to the customer
- But some consumers choose to leave the label on



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

Mandatory Label Format



Australian Government

Department of Infrastructure, Transport,
Regional Development and Local Government

Green Vehicle Guide

- Consumers only see labels once they reach the showroom
 - Many consumers do their research before they arrive in a showroom – and increasingly do so on-line
 - Websites are a logical place to inform consumers
- Green Vehicle Guide (GVG) website (www.greenvehicleguide.gov.au) provides consumers with access to a searchable database
 - The GVG is the sole source of model specific environmental data on all light vehicles in the Australian fleet
 - Covers new vehicles released on the market from mid 2004 onwards
- Guide is not only used by private consumers, but some business and government fleet managers that have adopted environmental targets



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

GVG Design Principles

- Emissions certification data is logical source for GVG
 - it is model specific, objective and available for all light vehicles (<3.5 tonnes)
 - challenge is to present data in a user friendly form
- Performance measures should address all key areas
 - conventional air pollutants, greenhouse emissions & fuel consumption
- Website should inform but not “preach”
 - Simply provide accurate, user friendly information to assist consumers to make their own decisions
- Site needs to be useful as a tool for both consumers and policy makers



Australian Government

Department of Infrastructure, Transport,
Regional Development and Local Government

GVG ratings

- The GVG provides three ratings
 - as well as fuel consumption data
- Greenhouse rating (score out of 10)
 - Based on CO₂ emissions value measured under standard Australian Design Rule (ADR) test
- Air pollution rating (score out of 10)
 - Based on emission limits of the ADR standard to which vehicle is certified in Australia
- Star rating (1/2 – 5 stars)
 - Sum of the greenhouse and air pollution ratings converted to a star rating



Australian Government

Department of Infrastructure, Transport,
Regional Development and Local Government

Guide Operation –Administration Site

- GVG is not a mandatory process - data is provided voluntarily by the manufacturer
 - However, participation is almost 100% because consumers –private, business or government – now expect to find every vehicle on the GVG
- Manufacturer completes on-line data entry form using data they already have from the certification process
 - Thus minimising administrative costs
- The Department reviews form to check for errors
 - can cross check with certification system to confirm data
- The Department rejects or approves for publication on GVG
 - system does not allow Department to change data entry form
- Any country using similar vehicle certification processes could establish comparable systems



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

Guide Operation –Public Site

- Website is designed to provide environmental data in a user friendly format
 - Without compromising the integrity of the underlying data
- Website provides tools which enable consumers to readily:
 - search, compare and sort on a range of criteria
 - develop short lists tailor made to their vehicle requirements
 - print/download results
- Following slides illustrate the search options and a typical results page



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

Advanced Search

Search Criteria

Search: Current models ▾

Return: the top 50 vehicles ▾

Sort By: Overall Rating ▾

Fuel Costs and CO2 Emissions Calculator

Show Annual Fuel Costs and CO2 Emissions

Estimated Kilometres Travelled Per Year:

Estimated Fuel Price as Cents Per Litre:

Detailed Criteria

Make: All makes ▾

Model: All models ▾

Variant: All variants ▾

Transmission: All types ▾

Body: All styles ▾

Fuel Type: All types ▾

Seats: All numbers ▾

2WD/4WD: All types ▾

Add Vehicle to Compare →

OR

Search

Vehicle Class

2 Seater Car

Small Car

Medium Car

Large Car

Offroad Vehicle

Ute Or Light Truck

6+ Seater Car

Van

All Vehicles

Search





Compare Vehicles

Sort By: Overall Rating

New Search Refine Search Download Results Print Email

Show more detail Release Year CO2 Urban/Extra Urban Current Model Fuel Con. Urban/Extra Urban Stationary Noise [Back to search results](#)

Overall Rating	Vehicle Details	Fuel Type	Fuel Consumption L/100km			CO ₂ g/km Comb	Greenhouse Rating (0-10)	Air Pollution Rating (0-10)	Annual Fuel Cost		<input type="checkbox"/> Select All
			Comb	Urban	Extra				Fuel (\$)	CO ₂ (tonnes)	
★★★★★	Volkswagen Golf 111TSI Comfortline 1.4L 4cyl (S), Man 6 speed Hatch, 5 seats, 2WD	Petrol 98RON	8.2	7.7	6.3	150	7.5	8.5	1,116	2.3	<input checked="" type="checkbox"/>
★★★★★	Kia Soul 1.6L 4cyl, Man 5 speed Sedan, 5 seats, 2WD	Petrol 91RON	8.6	7.8	6.7	154	7.5	8.5	1,170	2.3	<input checked="" type="checkbox"/>
★★★★★	Audi A3 1.6 Attraction 1.6L 4cyl, Auto 7 speed Hatch, 5 seats, 2WD	Petrol 95RON	8.7	8.4	6.1	159	7.5	8.5	1,206	2.4	<input checked="" type="checkbox"/>
★★★★★	Hyundai 2009 i30 SLX 2.0L 4cyl, Man 5 speed Hatch, 5 seats, 2WD	Petrol 91RON	7.2	8.3	6.8	179	7	8.5	1,296	2.6	<input checked="" type="checkbox"/>
★★★★★	Kia Cerato 2.0 S 2.0L 4cyl, Man 5 speed Sedan, 5 seats, 2WD	Petrol 91RON	7.8	10.1	6.1	186	6.5	8.5	1,404	2.8	<input checked="" type="checkbox"/>
★★★★★	Jeep MK Compass Limited 2.4L 4cyl, Man 5 speed Wagon, 5 seats, 4WD	Petrol 91RON	11.4	11.1	6.8	199	6.5	8.5	1,512	3.0	<input checked="" type="checkbox"/>
★★★★	Mitsubishi CJ Lancer VR-X 2.4L 4cyl, Man 5 speed Sedan, 5 seats, 2WD	Petrol 91RON	11.7	12.1	6.6	207	6	8.5	1,566	3.1	<input checked="" type="checkbox"/>



Promotion & Raising Awareness

- Guide of little value if no-one knows it exists
 - But advertising does not come cheap
- Department has used range of communication strategies to raise awareness
 - Limited initial advertising in key print media
 - Briefings for specialist motoring journalists
 - Production of information kits for distribution at conferences, environmental events
 - Providing data links to suitable 3rd party websites
- Market research before launch and 2 years later
 - Indicating high user satisfaction with website
 - But raising awareness of its existence still a challenge



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**

Conclusions

- The Guide has become the recognised information resource on environmental performance of vehicles in Australia
 - Used by private consumers, fleet buyers and motoring press
- Provides a key element in raising awareness
 - highlights that good performers don't have to be exotic or expensive high technology vehicles
- Also an effective tool for fleet managers in establishing environmental criteria in purchasing
- Demonstrates Governments' capacity to provide comprehensive & credible environmental information
 - with the support of the vehicle industry
 - challenge is to maintain the integrity of the data while presenting the information in a consumer friendly format
- Represents a relatively low cost measure in any package of measures aimed at improving environmental performance of the vehicle fleet



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Local Government**