



# **“Point of Sale” (POS) Guidance Notes**

## **Advice on the provision of Environmental Point of Sale Information and Promotional Literature;**

### **VCA’s Point of Sale (POS) Labeling and Poster Insert Solution**



## FOREWARD

In 1999, EC Directive 1999/94 (subsequently amended by 2003/73/EC\*) was introduced and related to consumer information available at the point of sale in respect of the Fuel Consumption and CO<sub>2</sub> emissions of a car. Some of the measures enhance those already in force in the UK and others are new. Broadly speaking the requirements are:

- An A4 size label must be on or near a car and contain specific fuel consumption and CO<sub>2</sub> data. Details shown at Annex 1.
- A poster and/or display showing the vehicles available at that point of sale split into fuel types and ranked in order of CO<sub>2</sub>, lowest to highest. Details shown at Annex 2.
- Promotional literature must contain information regarding fuel consumption and CO<sub>2</sub>. Exact details shown in Annex 3.

The Directive came into force January 2001 and was implemented into UK law by The Passenger Car (Fuel Consumption and CO<sub>2</sub> Emissions Information) Regulations 2001 (SI 2001 No. 3523). The Regulations came into force 21 November 2001.

The purpose of this document is to outline the range of options that VCA can provide to support manufacturers in meeting their requirements. It aims to outline the processes involved as well as the perceived benefits. The service is currently being used by a number of our customers including Daimler/Chrysler, Hyundai, Nissan, Renault, Saab, Volvo and Vauxhall / GM. Others are considering the package.

The information is presented in the following sections:

- I. The provision of environmental point of sale data i.e. labels and/or posters;
- II. Provision of an advice service in respect of Promotional Literature.

\*The primary purpose of 2003/73/EC was to clarify the position on electronic displays and the frequency of poster update.



## **SECTION I**

### **Provision of Environmental**

### **Point of Sale**

### **Information.**

### **Labeling and Poster Insert Solution.**



## Solution Objectives

The main objective was to provide an easy to use mechanism to enable a manufacturer's dealer network to provide accurate and up to date environmental data in a label and/or poster form. The system needed to be easy to use and had to provide a full audit trail to enable manufacturers and/or VCA to track actions. Additionally, the solution needed to be capable of 'total management' by VCA, ensuring minimal impact on manufacturer's resources.

## Methodology

VCA introduced a web based version of their "New Car Fuel Consumption & Exhaust Emissions" publication in July 2000 and then enhanced the facility by giving manufacturers the ability to update their data in an almost "real time" situation. The provision of a label and poster information facility on a web-based platform was a natural evolution of the database. With that in mind VCA developed some web-based software to allow a manufacturer's dealer network to download labels and poster inserts, using the fuel consumption and CO<sub>2</sub> database as the source of information.

## The Software

The software is split into the following three basic elements:

- **The dealer area** – this area is accessed by a dealer using a unique username and password. Access is provided on an annual licence basis. The dealer has access to label and poster creation elements as well as some other useful options such as a fuel consumption booklet request facility. This element of the software is supported by VCA and dealers can either phone or email if they have a problem. The software provision and platform are covered by a Service Level Agreement, which includes target response times;
- **The manufacturers area** – this area is accessed by the manufacturer, again using a unique username and password. Again, access is provided on an annual basis. The manufacturer has the ability to view statistics on system usage and can see at a glance if a dealer is not using the system. A number of pre-defined reports exist, which not only shows how many labels have been downloaded but to which cars they refer. Manufacturers also have the ability to produce bespoke labels, if required. New for 2005 is an option to add notes and linked documents from the manufacturer across the dealer network. When a dealer first logs into the system, the home page will display messages left by the manufacturer.
- **The VCA area** – this area allows VCA to create access codes for manufacturers/dealers, and make changes to the manufacturers label printing options. VCA have access to the same functionality as the manufacturer/dealer to allow for total support.



## **The Label Facility**

The label requirements and format are outlined in the Regulations; an extract is attached at Annex 1. On entering the facility a dealer will automatically be recognised and will only have access to the appropriate manufacturer information. Using drop down menus they have the ability to select a model and specification. Ultimately, they will have the option to view the label in the browser. Information selected is placed in to a label template, which can then be printed. An example of VCA's standard label is shown after Annex 1 along with other examples of bespoke labels that have been accommodated within the software.

Please note that a new style Comparative label was introduced in July 2005. Also known as the "Green" or Environmental label, it attempts to mirror the design and colour-coding of the energy efficiency labels that appear on many 'white goods', such as fridge freezers. The colour banding allows consumers to quickly see the CO<sub>2</sub> banding that applies to the vehicle, and the corresponding Vehicle Excise Duty (VED) that will apply (see the example on page 14). The POS system has been fully amended to allow the new label to be produced.

## **The Poster Facility**

This was perhaps the most challenging part of the project. The Regulations require that the environmental poster is updated at least twice a year and when a new car is added to the product range (details at Annex 2). The challenge was to find an efficient and cost effective way of producing a poster, which could be easily updated. The solution arrived at was a poster mounted on to a 3mm piece of foamex board, giving it a degree of durability. The poster contained artwork, the required text and pockets that hold two A4 inserts. The inserts can be produced using VCA's POS software; data is output in the prescribed format. Inserts can be produced efficiently and with minimal cost. VCA's software contains an alert element to make dealers aware of new vehicle information added by the manufacturer which will necessitate a new poster insert.

As some of our customers indicated that they would like to restrict the ability of dealers to produce their own posters, this function can be disabled by VCA if required.

## **Software operating instructions**

To illustrate how straightforward the software is to use, a copy of the operating instructions normally supplied to all dealers, follows after Annex 2.

## **Dealer IT equipment**

The software is web-based and has been designed for use with fairly low specification IT equipment i.e. Microsoft Internet Explorer v.5 and above, and all other compatible browsers. Adobe Acrobat version 4.7 and above will also be required.

## **Manufacturer's update facility**

Currently, manufacturer's have the ability to amend their data contained on the VCA fuel consumption and CO<sub>2</sub> website. Modifications have been made to this facility to allow for the automatic generation of an email notification to the dealer network, informing them that changes have been made which may necessitate the production of a new label/poster.



## Software costs

The software is offered on an annual licence basis, the cost of which can either be borne by the manufacturer or dealer. In either case, VCA would look to send a single invoice to the manufacturer to reduce the impact on the licence fee. The software cost is calculated according to the number of dealers a manufacturer has.

### NOTE:

Licence costs include:

- Provision of the appropriate software;
- Supply of individual usernames and passwords to dealers along with operating instructions;
- Provision of a reliable web platform for the software;
- 'Help Desk' advice to manufacturers and dealers on issues relating to the software and/or web platform;
- Provision of a Service Level Agreement and attendance of review meetings (to be arranged as required);
- Management of the dealer contact database, including usernames and passwords and the timely amendment of details;
- Notification of any planned maintenance on the software and/or platform;
- Free software updates where it is shown that a problem is due to a flaw in the original software;
- Provision of reporting mechanisms.

## Foamex board mounted poster costs

Please contact us for information on the cost of boards.



## **Artwork**

Specific manufacturer's artwork can be accommodated. VCA are able to produce bespoke artwork.

## **Quote**

Please contact Paul Stephens, using the details below, for a cost profile that fits your specific requirements.

## **Further Information**

If you would like further information on this facility and/or a practical demonstration please contact Paul Stephens (Tel: 01179 524106 or email [paul.stephens@vca.gov.uk](mailto:paul.stephens@vca.gov.uk)).

# ANNEX 1

## REQUIREMENTS FOR THE FUEL ECONOMY LABEL

The following are the minimum legal requirements for presentation of Fuel Consumption and CO<sub>2</sub> data at the point of sale.

1. In order to allow for ease of recognition by consumers:
  - (i) The label shall be easily legible and shall contain the wording and the relevant data in the categories specified in figure 1; and
  - (ii) The label shall be in A4 size (210 x 297mm) material and shall contain text set out in the format specified in figure 1 which shall occupy an area of no less than 180 x 125 mm.
3. The official fuel consumption figures shall be quoted to one decimal place.
4. The official specific emissions of CO<sub>2</sub> shall be quoted to the nearest whole number.

**Figure 1**

<p><b>ENVIRONMENTAL INFORMATION</b></p> <p>A guide on fuel economy and CO<sub>2</sub> emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO<sub>2</sub> emissions. CO<sub>2</sub> is the main greenhouse gas responsible for global warming.</p>		
<p>Make/Model: Engine Capacity (cc):</p> <p>Fuel Type: Transmission:</p>		
<p><b>Fuel Consumption:</b></p>		
Drive cycle	Litres/100km	Mpg
<b>Urban</b>		
<b>Extra-urban</b>		
<b>Combined</b>		
<p><b>Carbon dioxide emissions (g/km):</b>  <b>Important note:</b> some specifications of this make/model may have lower CO<sub>2</sub> emissions than this. Check with your dealer.</p>		

## ANNEX 2

### REQUIREMENTS FOR POSTERS AND DISPLAYS

*Schedule 3 (Regulation 8(2) of Statutory Instrument 2001 No.3523) stipulates:*

1. A poster or display shall meet the following requirements -

- (a) a poster or two-dimensional display, or a three-dimensional display in relation to two of its dimensions, shall be of a minimum size of 70cm by 50cm;
- (b) the written information in the poster or display shall be easy to read and shall be updated every six months;
- (c) a poster shall show the date on which it was published and display a date on which its assembly was completed;
- (d) The passenger car models shall be grouped according to **fuel** type (e.g. petrol or diesel). Within each **fuel** type, models shall be ranked in order of increasing CO<sub>2</sub> emissions, with the model with the lowest official **fuel consumption** placed at the top of the list.
- (e) For each passenger car model in the list, the make, the numerical value of the official **fuel consumption** and the official specific emissions of CO<sub>2</sub> shall be given. The value of the official **fuel consumption** shall be expressed in miles per gallon (mpg) and either in litres per 100 kilometres (l/100 km), kilometres per litre (km/l), or an appropriate combination of these, and shall be quoted to one decimal place. The official specific emissions of CO<sub>2</sub> shall be quoted to the nearest whole number in grams per kilometre (g/km).

2. The poster or display shall contain the following text:

- (a) "A guide on **fuel** economy and CO<sub>2</sub> emissions which contains data for all new passenger car models is available at any point of sale free of charge"; and
- (b) "In addition to the **fuel** efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's **fuel consumption** and CO<sub>2</sub> emissions. CO<sub>2</sub> is the main greenhouse gas responsible for global warming";

*Annex 3 of 1999/94/EC as last amended by 2003/73/EC further stipulates in regard to electronic displays:*

(Paragraph 3) in a display where information is provided on an electronic screen, the screen size shall be at least 25 cm x 32 cm (17 inches). The information may be shown using scroll techniques.

(Paragraph 6) the poster/display contains the following text regarding the availability of the guide on fuel economy and CO<sub>2</sub> emissions: "A guide on fuel economy and CO<sub>2</sub> emissions which contains data for all new passenger car models is available at any point of sale free of charge"; in the case of a display featuring an electronic screen this message must be permanently visible;

(Paragraph 7) the poster/display contains the following text: “In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO<sub>2</sub> emissions. CO<sub>2</sub> is the main greenhouse gas responsible for global warming”; in the case of a display featuring an electronic screen this message must be permanently visible;

(Paragraph 8) the poster/display will be updated at least every six months. Where an electronic display is used, the information shall be updated at least every three months;

(Paragraph 9) the poster/display may be substituted completely and permanently by an electronic screen. In this case the electronic screen shall be presented in such a way that it attracts the awareness of the consumer at least with the same intensity as a poster/display would have achieved.’

## POINT OF SALE SOFTWARE – WEB BASED LABEL MAKING SOFTWARE

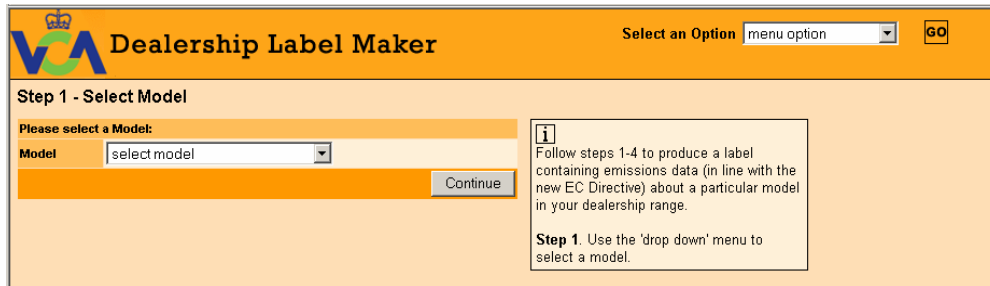
1. Open your Internet browser.
2. Enter site address (URL) – [www.vca-pos.gov.uk/dealer](http://www.vca-pos.gov.uk/dealer)
3. The following system entry screen will be shown, enter your username and password:



4. On entry your dealer details will be shown at the top of the screen.
5. The various system functions are shown under ‘select an option’. The options are:
  - Home – this will return you to the entry page at any point;
  - Amend your details – this gives you the opportunity to change your contact details;
  - Create a label – this gives you access to the label creation aspect;
  - Create a poster – Only available if specified by the manufacturer;
  - FAQs – this gives you access to a list of ‘frequently asked questions’.
  - Query – this gives you the facility to mail enquiries to VCA regarding system operation
  - Order booklets – to request extra stocks of the fuel consumption and CO<sub>2</sub> booklet.
  - Printer Calibration – adjust the PDF label text on the page to line up with your printer
  - Logout – leave the system.

## PRODUCING A LABEL

1. Select this option from the drop down menu, the following screen will be shown:



**Dealership Label Maker** Select an Option menu option GO

**Step 1 - Select Model**

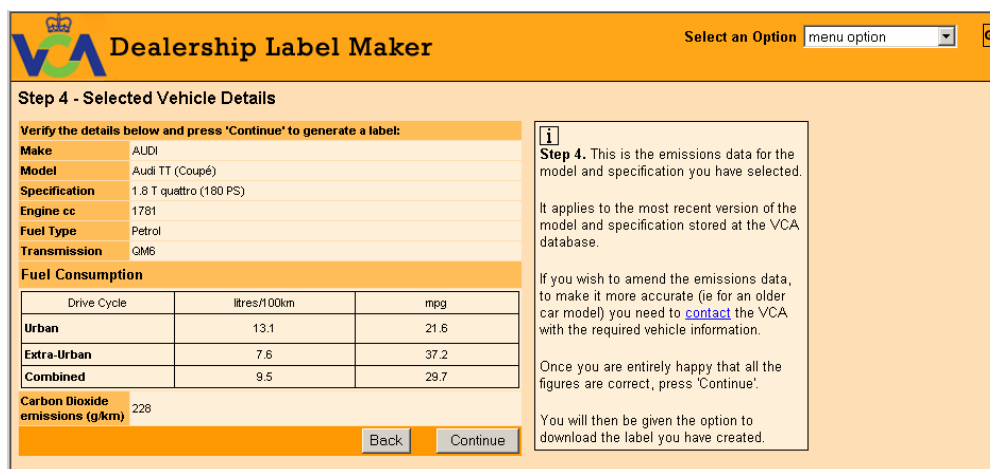
Please select a Model:

Model select model Continue

**i**  
Follow steps 1-4 to produce a label containing emissions data (in line with the new EC Directive) about a particular model in your dealership range.  
**Step 1.** Use the 'drop down' menu to select a model.

2. Select the model you are interested in from the drop down menu and follow the instructions shown in the yellow information boxes.

3. Once you have completed the various steps you will be presented with the following screen:



**Dealership Label Maker** Select an Option menu option GO

**Step 4 - Selected Vehicle Details**

Verify the details below and press 'Continue' to generate a label:

Make AUDI  
Model Audi TT (Coupé)  
Specification 1.8 T quattro (180 PS)  
Engine cc 1781  
Fuel Type Petrol  
Transmission GMS

**Fuel Consumption**

Drive Cycle	litres/100km	mpg
Urban	13.1	21.6
Extra-Urban	7.6	37.2
Combined	9.5	29.7

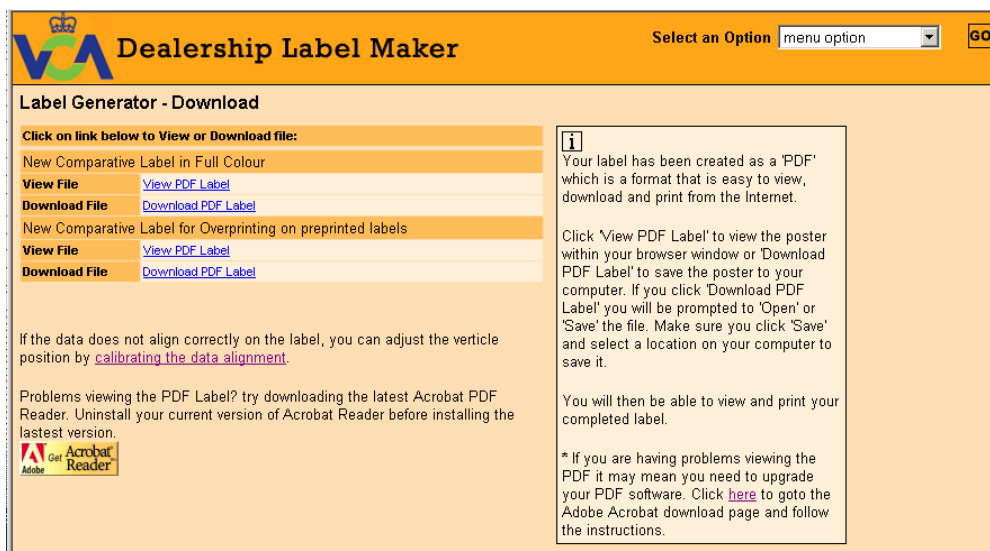
Carbon Dioxide emissions (g/km) 228

Back Continue

**i**  
**Step 4.** This is the emissions data for the model and specification you have selected.  
It applies to the most recent version of the model and specification stored at the VCA database.  
If you wish to amend the emissions data, to make it more accurate (e.g. for an older car model) you need to [contact](#) the VCA with the required vehicle information.  
Once you are entirely happy that all the figures are correct, press 'Continue'.  
You will then be given the option to download the label you have created.

If you are happy that the details are correct click 'continue', otherwise use the 'back' button to select another option.

After selecting 'continue' you will see the following screen:



**Dealership Label Maker** Select an Option menu option GO


**Label Generator - Download**

Click on link below to View or Download file:

New Comparative Label in Full Colour  
View File [View PDF Label](#)  
Download File [Download PDF Label](#)

New Comparative Label for Overprinting on preprinted labels  
View File [View PDF Label](#)  
Download File [Download PDF Label](#)

If the data does not align correctly on the label, you can adjust the vehicle position by [calibrating the data alignment](#).

Problems viewing the PDF Label? try downloading the latest Acrobat PDF Reader. Uninstall your current version of Acrobat Reader before installing the latest version.  


**i**  
Your label has been created as a 'PDF' which is a format that is easy to view, download and print from the Internet.  
Click 'View PDF Label' to view the poster within your browser window or 'Download PDF Label' to save the poster to your computer. If you click 'Download PDF Label' you will be prompted to 'Open' or 'Save' the file. Make sure you click 'Save' and select a location on your computer to save it.  
You will then be able to view and print your completed label.  
\* If you are having problems viewing the PDF it may mean you need to upgrade your PDF software. Click [here](#) to go to the Adobe Acrobat download page and follow the instructions.



At this point the options available will depend on what the manufacturer has specified. In the above example, the user can choose to view in Adobe Acrobat or download the PDF Label (as a self-extracting zip file) in full colour, or in the data only format for overprinting on a colour template.

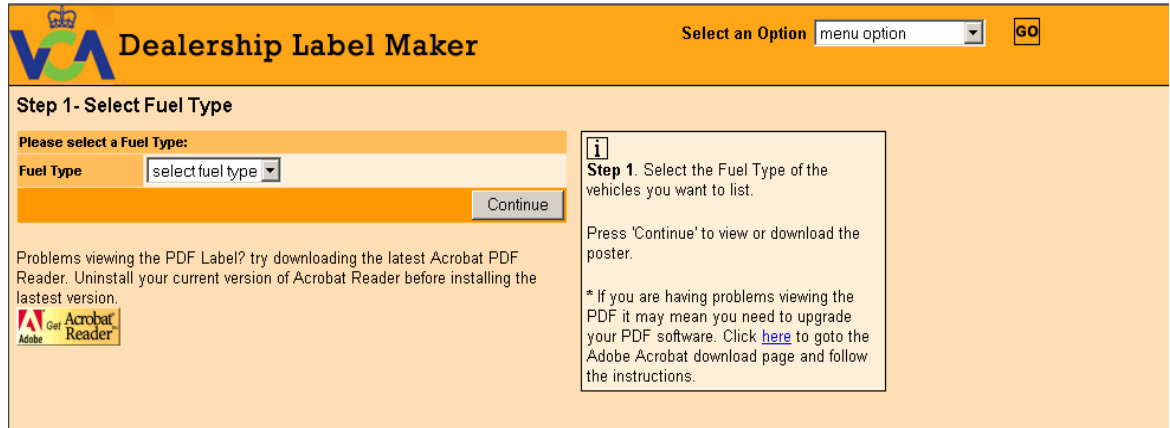
Full colour option	Overprint on pre-printed labels																								
<p><b>Fuel Economy</b> VAUXHALL Agila, MY2008</p> <p>CO<sub>2</sub> emission figure (g/km)</p> <p>&lt;=100 A 101-120 B 121-150 C 151-165 D 166-185 E 186-225 F 226+ G</p> <p><b>B 120 g/km</b></p> <p><b>Fuel cost (estimated) for 12,000 miles</b> £1023</p> <p><b>VED for 12 months</b> £35</p> <p><b>Environmental Information</b></p> <p>A guide on fuel economy and CO<sub>2</sub> emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO<sub>2</sub> emissions. CO<sub>2</sub> is the main greenhouse gas responsible for global warming.</p> <p>Make/Model: VAUXHALL Agila, MY2008 1.0 12v 5 Door MPV Engine Capacity (cc): 998</p> <p>Fuel Type: Petrol Transmission: M5 - Manual 5-speed</p> <p><b>Fuel Consumption:</b></p> <table border="1"> <thead> <tr> <th>Drive cycle</th> <th>Litres/100km</th> <th>Mpg</th> </tr> </thead> <tbody> <tr> <td>Urban</td> <td>5.9</td> <td>47.9</td> </tr> <tr> <td>Extra-urban</td> <td>4.4</td> <td>64.2</td> </tr> <tr> <td>Combined</td> <td>5.0</td> <td>56.5</td> </tr> </tbody> </table> <p>Carbon dioxide emissions (g/km): 120</p> <p>Important note: Some specifications of this make/model may have lower CO<sub>2</sub> emissions than this. Check with your dealer.</p> <p>ACT ON CO<sub>2</sub> Department for Transport VCA</p>	Drive cycle	Litres/100km	Mpg	Urban	5.9	47.9	Extra-urban	4.4	64.2	Combined	5.0	56.5	<p>VAUXHALL Agila, MY2008</p> <p><b>B 120 g/km</b></p> <p><b>Fuel cost (estimated) for 12,000 miles</b> £1023</p> <p><b>VED for 12 months</b> £35</p> <p>VAUXHALL Agila, MY2008 1.0 12v 5 Door MPV 998</p> <p>Petrol M5 - Manual 5-speed</p> <table border="1"> <thead> <tr> <th>Drive cycle</th> <th>Litres/100km</th> <th>Mpg</th> </tr> </thead> <tbody> <tr> <td>Urban</td> <td>5.9</td> <td>47.9</td> </tr> <tr> <td>Extra-urban</td> <td>4.4</td> <td>64.2</td> </tr> <tr> <td>Combined</td> <td>5.0</td> <td>56.5</td> </tr> </tbody> </table> <p>120</p>	Drive cycle	Litres/100km	Mpg	Urban	5.9	47.9	Extra-urban	4.4	64.2	Combined	5.0	56.5
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If you selected the option to view the label in the browser, select 'file' and then 'print'. If you chose the second option and saved the label to another location, find the file, unzip by double clicking on the icon then select 'file' and 'print'.

## PRODUCING POSTER INSERTS

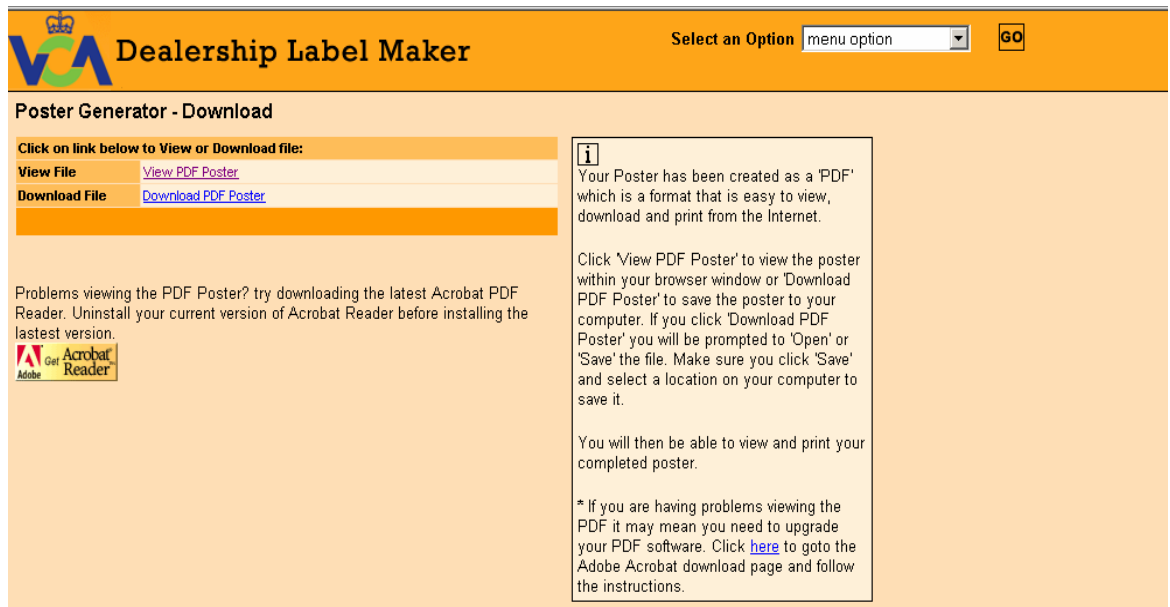
Note that this option is only available at the manufacturer's discretion.

Select this option from the drop-down menu. The following screen will be shown:



The screenshot shows the 'Step 1 - Select Fuel Type' screen of the VCA Dealership Label Maker. The page has an orange header with the VCA logo and the text 'Dealership Label Maker'. On the right side of the header, there is a dropdown menu labeled 'Select an Option' with 'menu option' selected, and a 'GO' button. The main content area is white with an orange border. It features a section titled 'Step 1 - Select Fuel Type' with the instruction 'Please select a Fuel Type:'. Below this is a 'Fuel Type' dropdown menu with 'select fuel type' selected and a 'Continue' button. To the right of the 'Continue' button is an information box with an 'i' icon, containing the text: 'Step 1. Select the Fuel Type of the vehicles you want to list. Press 'Continue' to view or download the poster. \* If you are having problems viewing the PDF it may mean you need to upgrade your PDF software. Click [here](#) to goto the Adobe Acrobat download page and follow the instructions.' Below the 'Continue' button, there is a note about downloading the latest Acrobat PDF Reader, with a small Adobe Acrobat Reader logo.

From the drop-down menu, select the 'petrol' option and click on 'continue'. The software will produce an A4 insert that lists available petrol vehicle range in the appropriate format.



The screenshot shows the 'Poster Generator - Download' screen of the VCA Dealership Label Maker. The page has an orange header with the VCA logo and the text 'Dealership Label Maker'. On the right side of the header, there is a dropdown menu labeled 'Select an Option' with 'menu option' selected, and a 'GO' button. The main content area is white with an orange border. It features a section titled 'Poster Generator - Download' with the instruction 'Click on link below to View or Download file:'. Below this are two links: 'View File' with the text 'View PDF Poster' and 'Download File' with the text 'Download PDF Poster'. To the right of these links is an information box with an 'i' icon, containing the text: 'Your Poster has been created as a 'PDF' which is a format that is easy to view, download and print from the Internet. Click 'View PDF Poster' to view the poster within your browser window or 'Download PDF Poster' to save the poster to your computer. If you click 'Download PDF Poster' you will be prompted to 'Open' or 'Save' the file. Make sure you click 'Save' and select a location on your computer to save it. You will then be able to view and print your completed poster. \* If you are having problems viewing the PDF it may mean you need to upgrade your PDF software. Click [here](#) to goto the Adobe Acrobat download page and follow the instructions.' Below the links, there is a note about downloading the latest Acrobat PDF Reader, with a small Adobe Acrobat Reader logo.

Once complete you have two options, "View PDF Label" and "Download PDF Label". The first option will open the label in the browser and the second will give you an option to save the label to another location as a self-extracting zip.

Place the resulting prints in the foamex board in the correct order. Repeat the process selecting 'diesel' and place these results in the foamex board.



## SUPPORT

The Vehicle Certification Agency provides support in respect of the software package. If you have an enquiry please call our helpline on 01179 524109 or 07810 834322 (mobile). Alternatively you can E-mail your enquiry to [dealers@vca.gov.uk](mailto:dealers@vca.gov.uk).



## **SECTION 2**

# **Provision of Advice on Promotional Literature**



## Objective

The objective here is to provide a comprehensive advice service to manufacturers on the provision of fuel consumption and CO<sub>2</sub> data in promotional literature.

## Background

Requirements already existing under the provisions of the Energy Act and Passenger Car Fuel Consumption Order, which require the recording of fuel consumption data if claims are made regarding the fuel efficiency of a car. The new labelling Regulations require fuel consumption and CO<sub>2</sub> data regardless of any claims on fuel efficiency, where more than one model of the same make is mentioned. The provisions of the new Regulations, in this respect are outlined in **Annex 3**.

## Methodology

VCA are responsible for the enforcement of standards in this area and as such see the provision of advice as a natural extension of this. VCA will offer advice on specific material, if required.

## Further Information

If you would like further information on this service please contact Paul Stephens (Tel: 01179 524106 or email [paul.stephens@vca.gov.uk](mailto:paul.stephens@vca.gov.uk)).

## Important Note

It should be noted that any advice supplied by VCA in respect of the intention of legislation is based on opinion, as interpretation of the law is the sole prerogative of the Courts.

## ANNEX 3

### REQUIREMENTS FOR PROMOTIONAL LITERATURE

*Schedule 43 (Regulation 9(1) of Statutory Instrument 2001 No.3523 stipulates:*

1. Subject to paragraph 2, the official fuel consumption and official specific emissions of CO<sub>2</sub> figures for the model in question shall be provided in the promotional literature.
2. If the promotional literature applies to more than one model of the same make, there shall be provided either the official fuel consumption and official specific CO<sub>2</sub> emissions figure for all the models covered, or the range between the worst and best official fuel consumption and official specific CO<sub>2</sub> emissions figures.
3. The fuel consumption figures shall be expressed in miles per gallon (mpg) and in either litres per 100 kilometres (l/100 km), or kilometres per litre (km/l) or an appropriate combination of these.
4. The official specific emissions of CO<sub>2</sub> shall be quoted to the nearest whole number in grams per kilometre (g/km) and all other numerical data shall be quoted to one decimal place.
5. All information on the official fuel consumption and official specific emissions of CO<sub>2</sub> shall be easy to read and easily understandable and shall be no less prominent than the main part of the information provided in the promotional literature.

**For more guidance on the statutory requirements that should be followed in promotional material and advertising campaigns, please see our guidance note – VCA061**