Testing CO2/Car labelling options and consumer information

Annex IV: Visual stimuli

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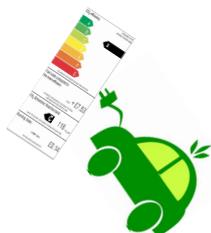
1   Introduction

In this Annex we report the visual stimuli used (labels) matching each of them to the line of the treatment tables to which they correspond.

Chapter 2 contains the visual stimuli used in the laboratory experiment and chapter three those used in the online experiment.

Please bear in mind that in both experiments the visual stimuli were always associated to the image of a car and that the latter was randomly selected from our car database as to match the class preference of any given participants.

Once the participant revealed his/her class of preference the car was randomly selected among all the models contained in our database that belonged to the class.

Therefore, the labels included here contain specific parameters that could be matched to a specific car.

Since the possible combinations are many we only report here examples that covered all the possible version of the visual stimuli. The source for the random selection of the three cars was the database containing 470 models of cars covering all the main size classes and engine types and all the parameters needed to produce the correct visual stimuli (labels) such as CO_2 emissions, running costs, class in the different classification systems (absolute, relative, combine, German), etc. In addition this database is matched by a parallel database of neutral images for each of the 470 cars. Given the above description, it should be clear that if we were to produce all the possible labels ex ante, which means before knowing which cars would be randomly selected, this would have amounted only for the laboratory experiment to 470*13 (12 treatments plus control group) that is equal 6110 labels. Add then that in the online experiment, visual stimuli should be adapted to different countries conditions (different currencies, languages, etc.). This would have amounted to a huge work of graphic production, unmanageable for any software during the randomization procedure in the questionnaire.

Even ex post, the actual number of labels that were shown as a results of randomisation were about 100 in the laboratory experiments and several hundreds in the online experiments (10 countries).

In this document se selectively report one example for each treatment for a total of 64 images. This is only an exemplificative subsets of all the visual stimuli to which participants were exposed and should be taken as such. Also note that for obvious reasons we report for the online experiment only the English versions, but visual stimuli were translated and adapted to the context of all the other 9 countries from the participants were sampled.
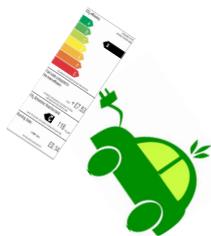
2   Laboratory experiment

2.1 Laboratory experiment: standard cars

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
1	Vertical	Absolute	Per mile	No	Yes
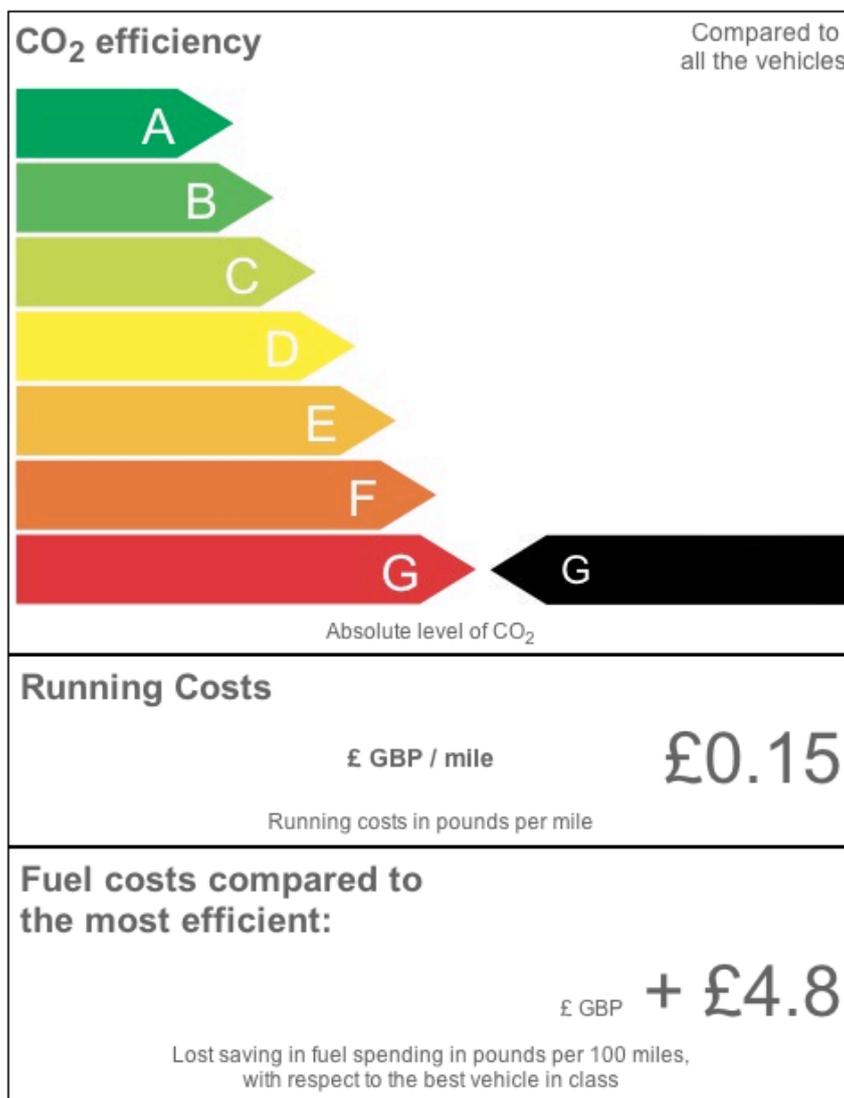
Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
2	Horizontal	Relative	Monthly	Yes	Yes

Fuel costs compared to the most efficient:

£ GBP **+ £2.5**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / month **£102.00**

Running costs in pounds over one month period

CO$_2$ efficiency

Compared to the vehicles of similar class

A B C D E F G

▲

CO$_2$ emissions with respect to the cars of the same class

CO$_2$ Emissions: Road tax band

F 228 CO$_2$ g/miles

Level of CO$_2$ taxation, with respect to vehicles of the same class

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
3	Vertical	Relative	Per mile	Yes	Yes
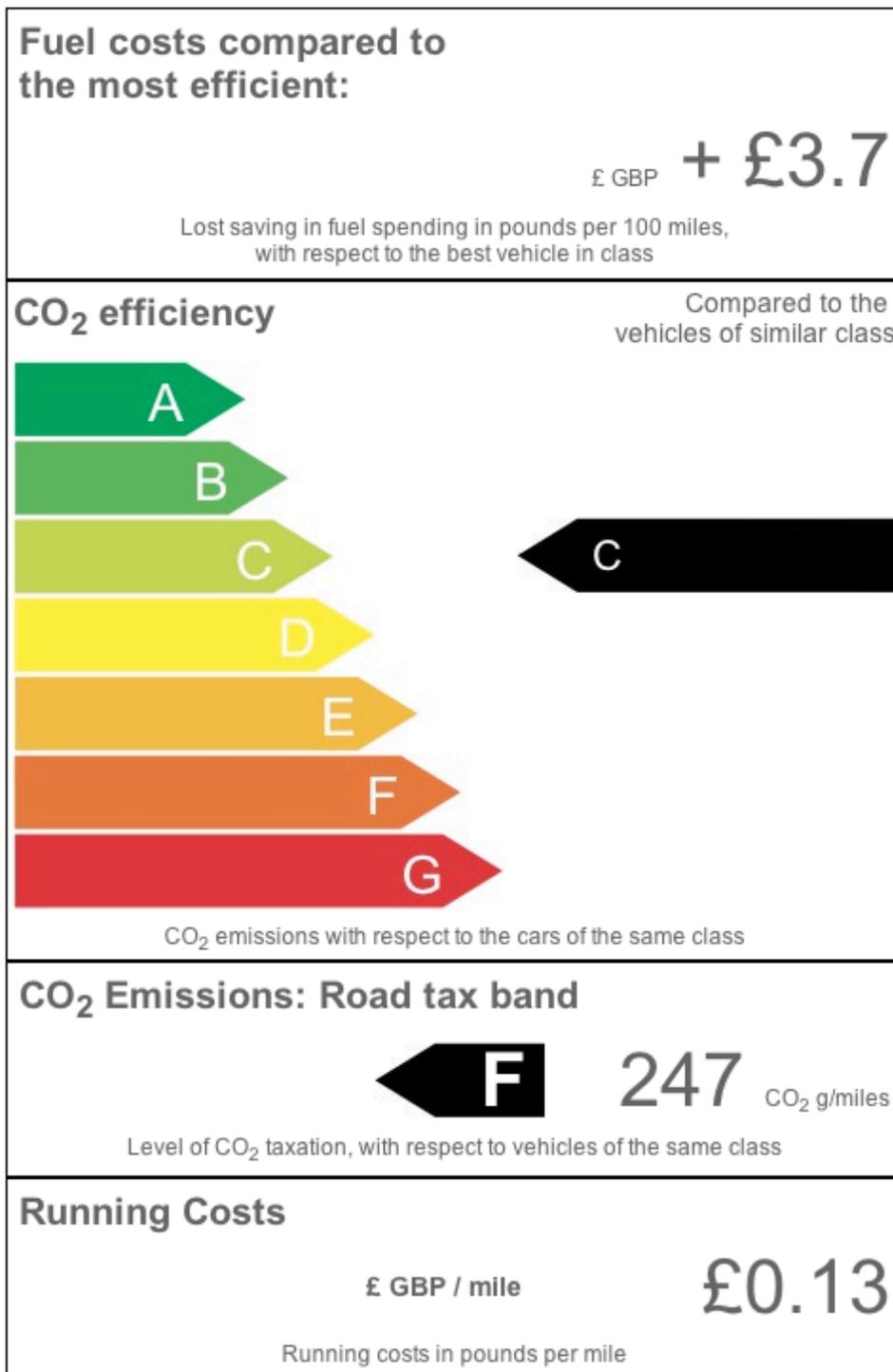
Fuel costs compared to the most efficient:

£ GBP **+ £3.7**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

CO₂ efficiency

Compared to the vehicles of similar class

A

B

C

C

D

E

F

G

CO₂ emissions with respect to the cars of the same class

CO₂ Emissions: Road tax band

F **247** CO₂ g/miles

Level of CO₂ taxation, with respect to vehicles of the same class

Running Costs

£ GBP / mile **£0.13**

Running costs in pounds per mile

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
4	Horizontal	Combined	Per 5 years	No	Yes

CO$_2$ efficiency

A	B	C	D	E	F	G

Best in class   Worst in class

Absolute level of CO$_2$

Fuel costs compared to the most efficient:

£ GBP **+ £4.1**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / 5 years **£6935.00**

Running costs in pounds over five years period

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
5	Vertical	Combined	Monthly	No	No
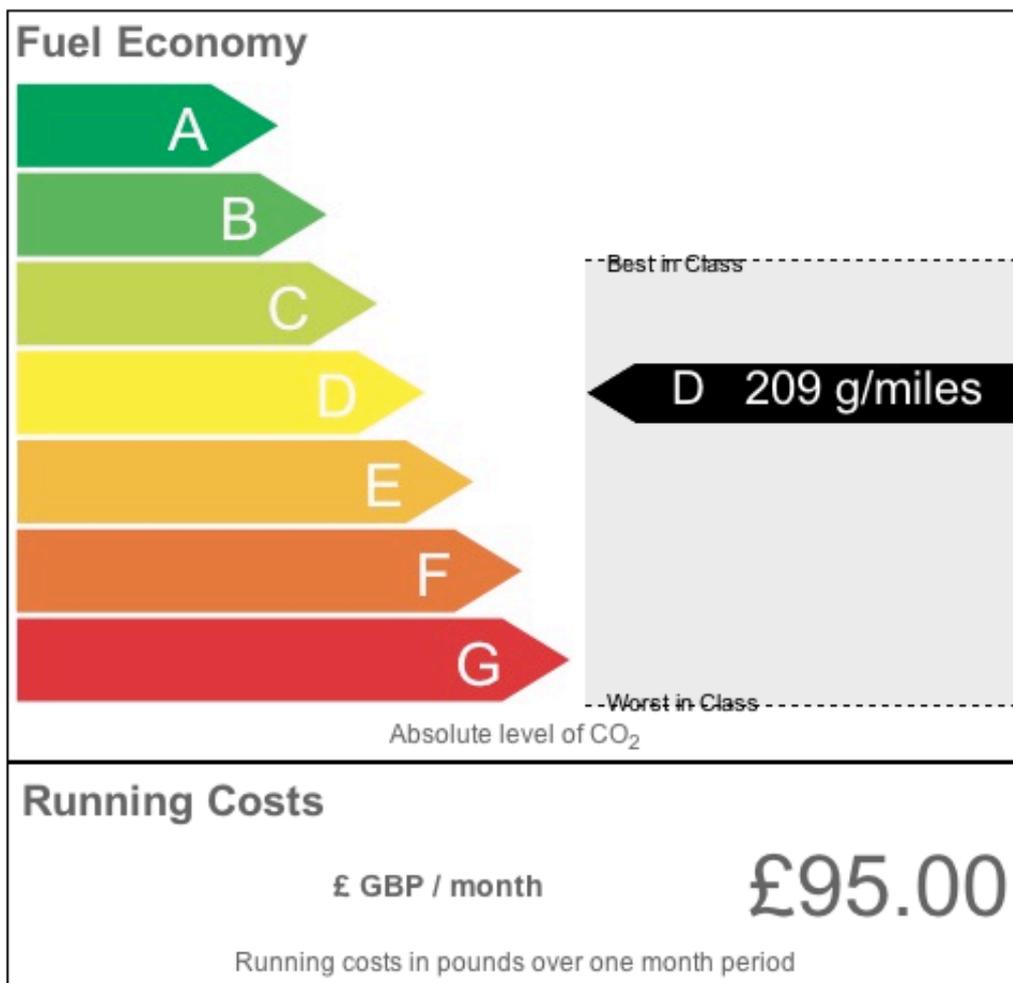
Fuel Economy

A

B

Best in Class

C

D   209 g/miles

E

F

G

Worst in Class

Absolute level of CO_2

Running Costs

£ GBP / month   £95.00

Running costs in pounds over one month period

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
6	Horizontal	Absolute	Monthly	No	Yes
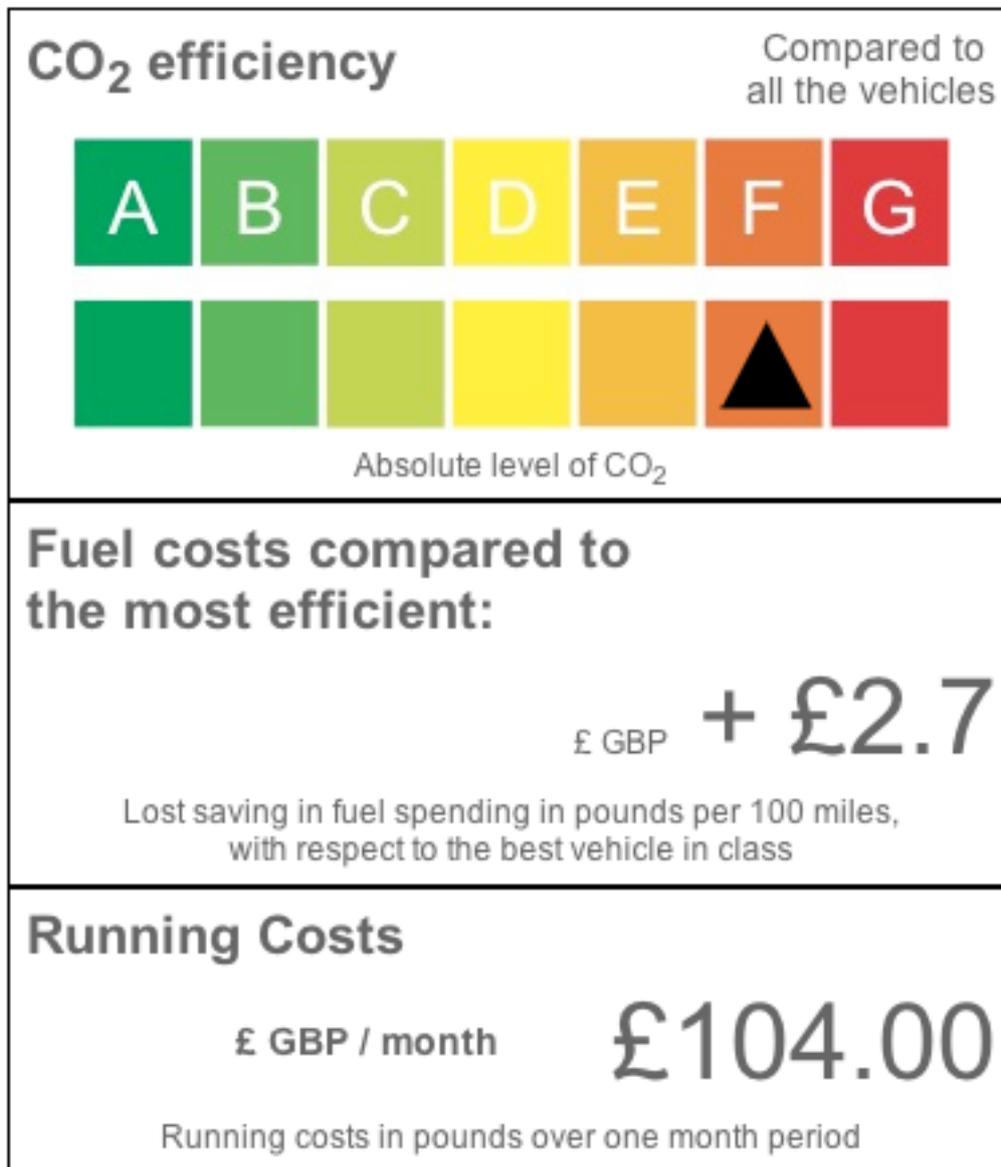
CO$_2$ efficiency

Compared to all the vehicles

A	B	C	D	E	F	G

Absolute level of CO$_2$

Fuel costs compared to the most efficient:

£ GBP   **+ £2.7**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / month   **£104.00**

Running costs in pounds over one month period

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
7	Vertical	Relative	Per 5 years	No	No
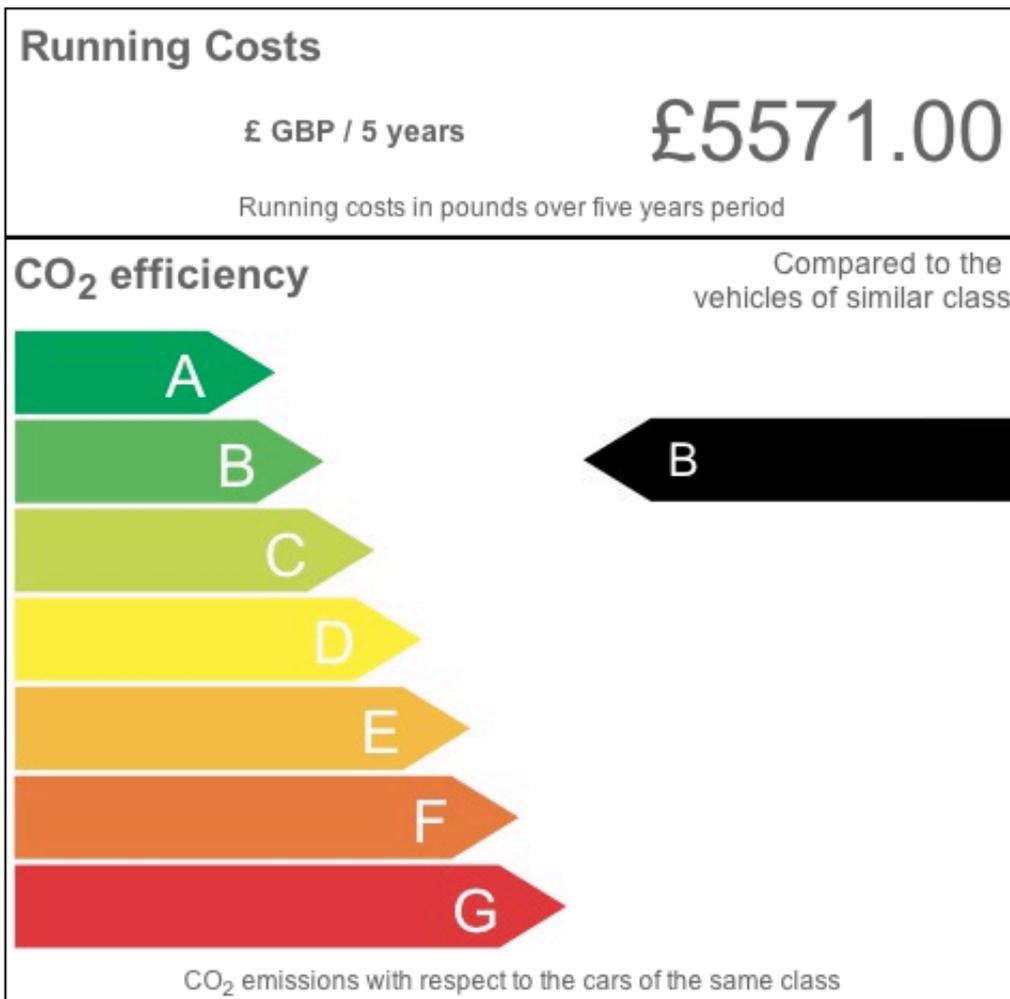
Running Costs

£ GBP / 5 years £5571.00

Running costs in pounds over five years period

CO$_2$ efficiency

Compared to the vehicles of similar class

A

B

C

D

E

F

G

B

CO$_2$ emissions with respect to the cars of the same class

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
8	Vertical	Absolute	Monthly	Yes	No
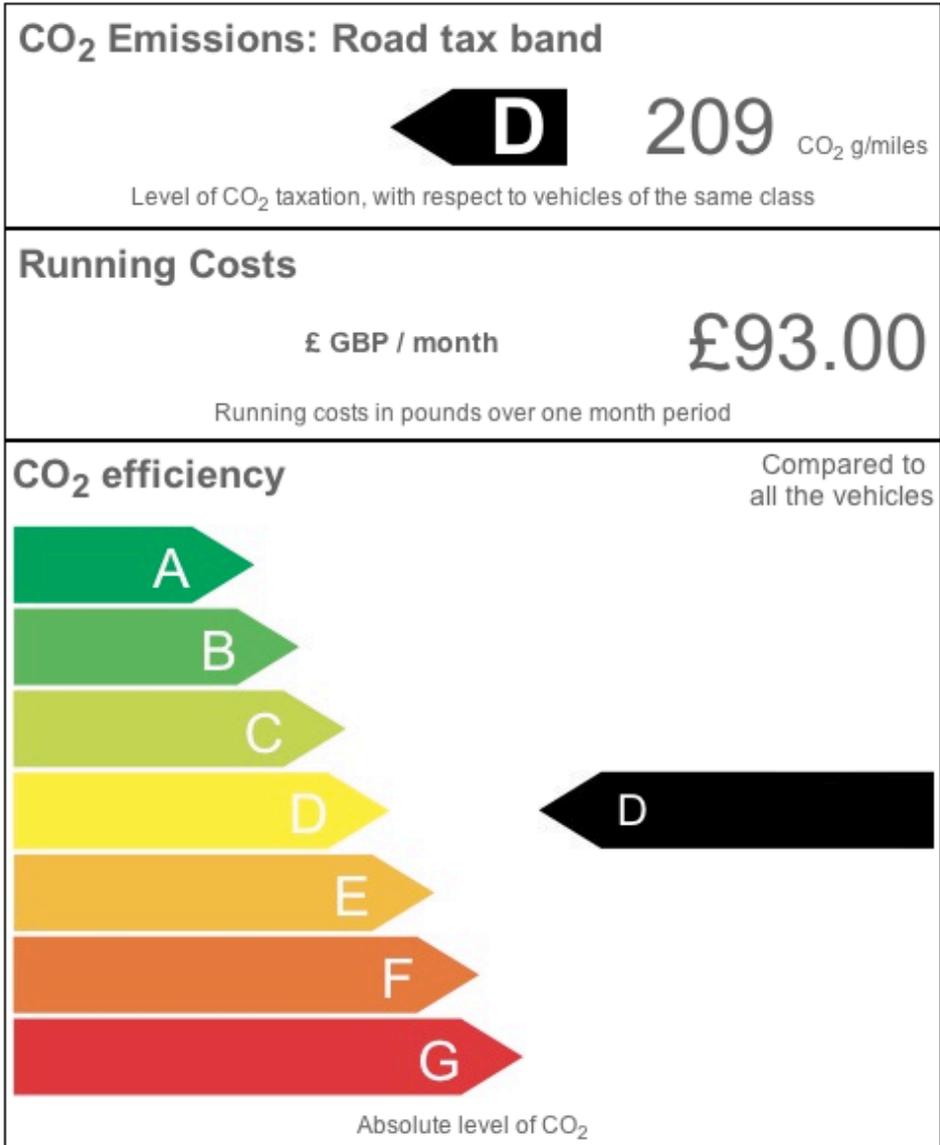
CO$_2$ Emissions: Road tax band

D 209 CO$_2$ g/miles

Level of CO$_2$ taxation, with respect to vehicles of the same class

Running Costs

£ GBP / month £93.00

Running costs in pounds over one month period

CO$_2$ efficiency

Compared to all the vehicles

A
B
C
D
E
F
G

D

Absolute level of CO$_2$

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
9	Vertical	Combined	Per 5 years	Yes	Yes
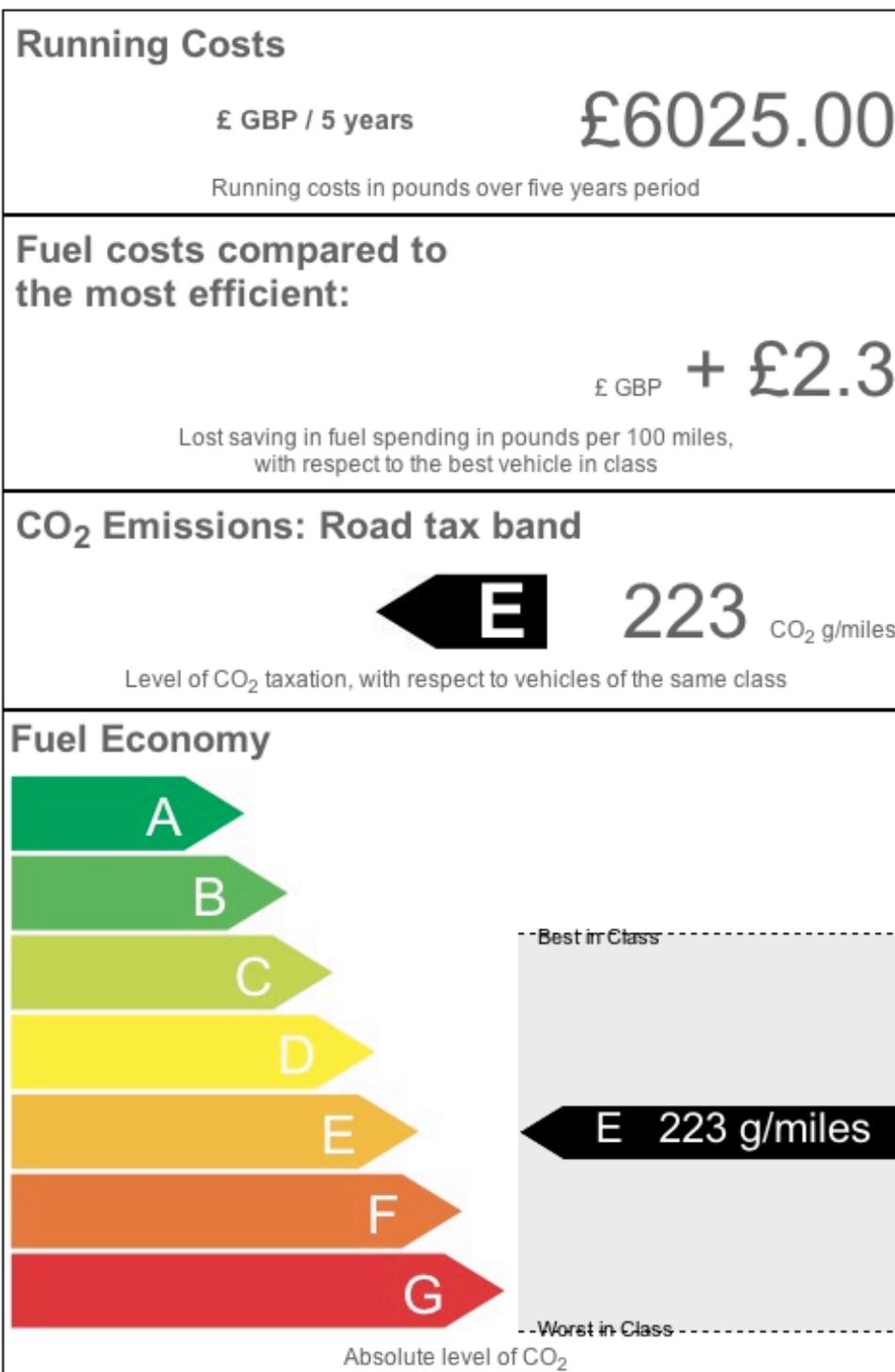
Running Costs

£ GBP / 5 years   **£6025.00**

Running costs in pounds over five years period

Fuel costs compared to the most efficient:

£ GBP **+ £2.3**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

## CO_2 Emissions: Road tax band

E 223 CO_2 g/miles

Level of CO_2 taxation, with respect to vehicles of the same class

Fuel Economy

A

B

C

D

E

F

G

- - Best in Class - - - - - - - - - - - - - - - -

E 223 g/miles

- - Worst in Class - - - - - - - - - - - - - - -

Absolute level of CO_2

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
10	Horizontal	Relative	Per mile	No	No
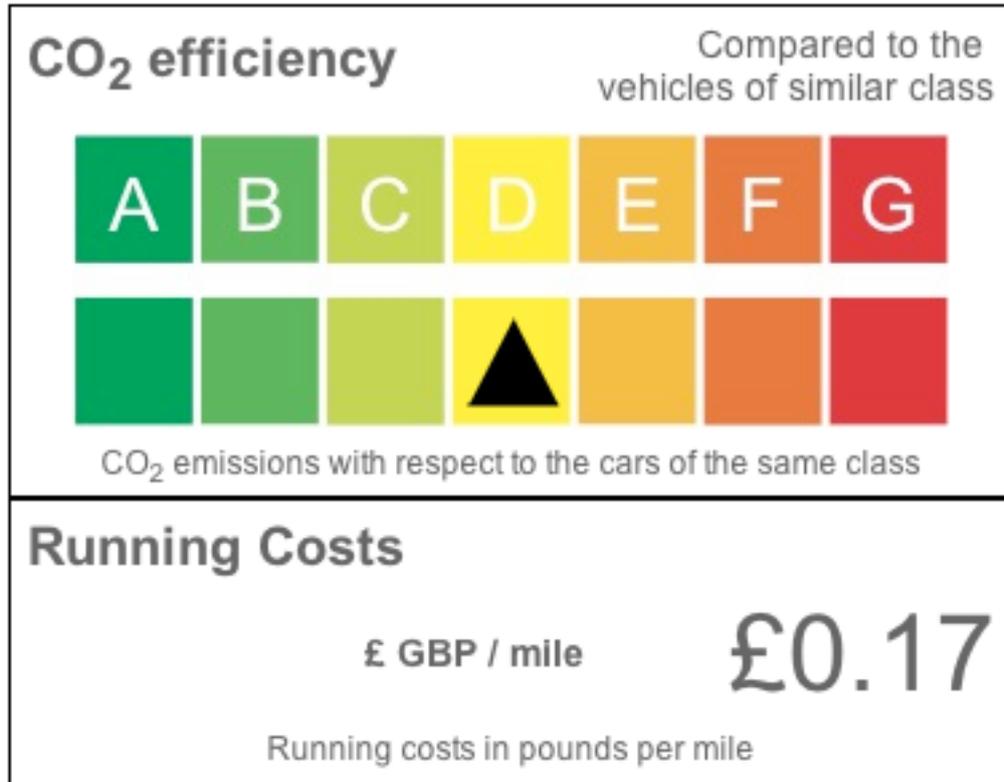
CO$_2$ efficiency

Compared to the vehicles of similar class

| A | B | C | D | E | F | G |

CO_2 emissions with respect to the cars of the same class

Running Costs

£ GBP / mile £0.17

Running costs in pounds per mile

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
11	Horizontal	Combined	Per mile	Yes	No
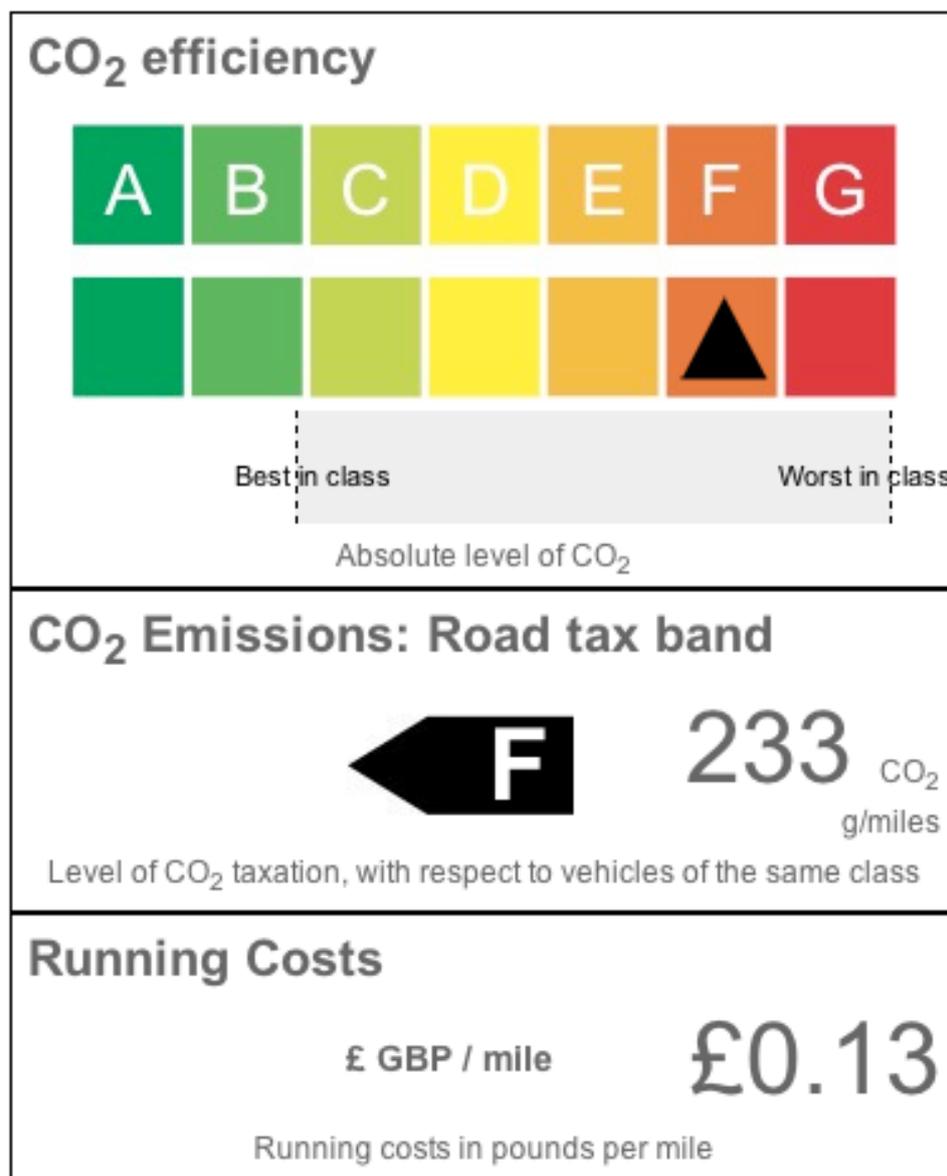
CO$_2$ efficiency

A	B	C	D	E	F	G

Best in class   Worst in class

Absolute level of CO$_2$

CO$_2$ Emissions: Road tax band

F 233 CO_2 g/miles

Level of CO$_2$ taxation, with respect to vehicles of the same class

Running Costs

£ GBP / mile   £0.13

Running costs in pounds per mile

Run	Graphical Layout	Classification system	Running costs	Level of C02 taxation	Lost savings fuel
12	Horizontal	Absolute	Per 5 years	Yes	No

Running Costs

£ GBP / 5 years   £6821.00

Running costs in pounds over five years period

CO₂ Emissions: Road tax band

◄ F   251 CO₂ g/miles

Level of CO₂ taxation, with respect to vehicles of the same class

## CO₂ efficiency

Compared to all the vehicles

A	B	C	D	E	F	G

Absolute level of CO₂
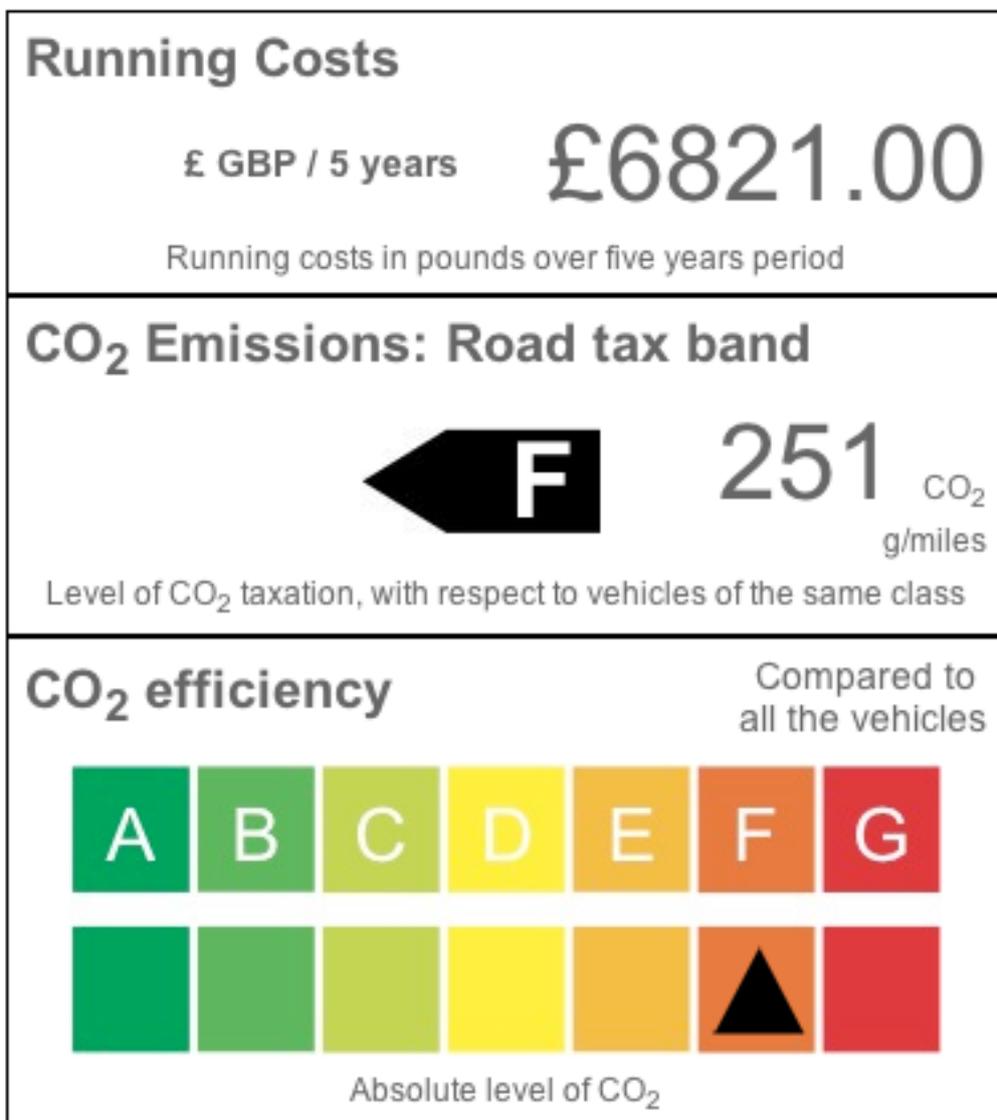
2.2 Laboratory experiment: electric cars

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
1	Horizontal	Monthly	Tailpipe only	No	Electric consumption
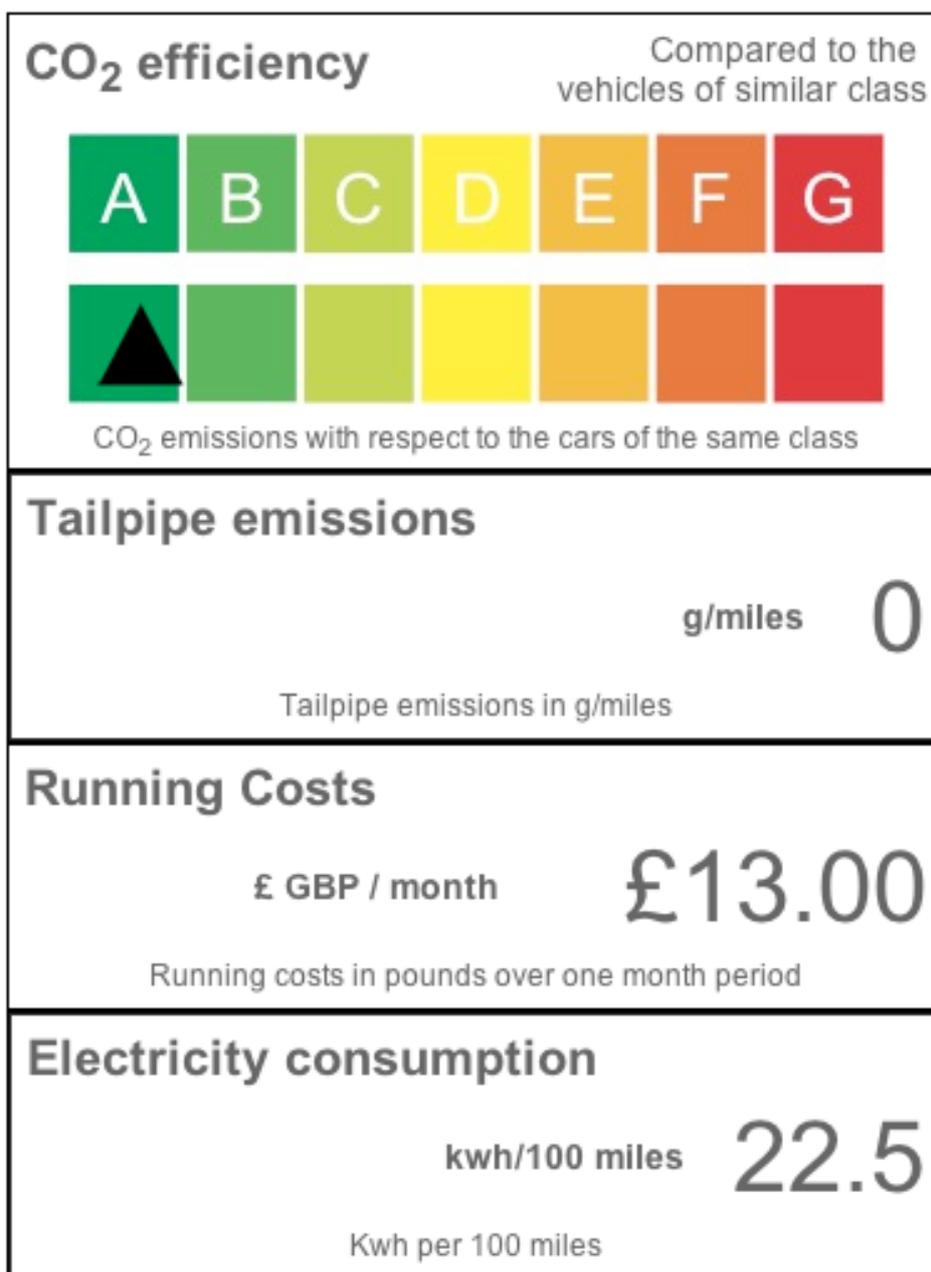
CO$_2$ efficiency
Compared to the vehicles of similar class

A B C D E F G

CO$_2$ emissions with respect to the cars of the same class

Tailpipe emissions

g/miles   0

Tailpipe emissions in g/miles

Running Costs

£ GBP / month   £13.00

Running costs in pounds over one month period

Electricity consumption

kwh/100 miles   22.5

Kwh per 100 miles

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
2	Vertical	Per mile	Tailpipe + upstream	No	Electric consumption
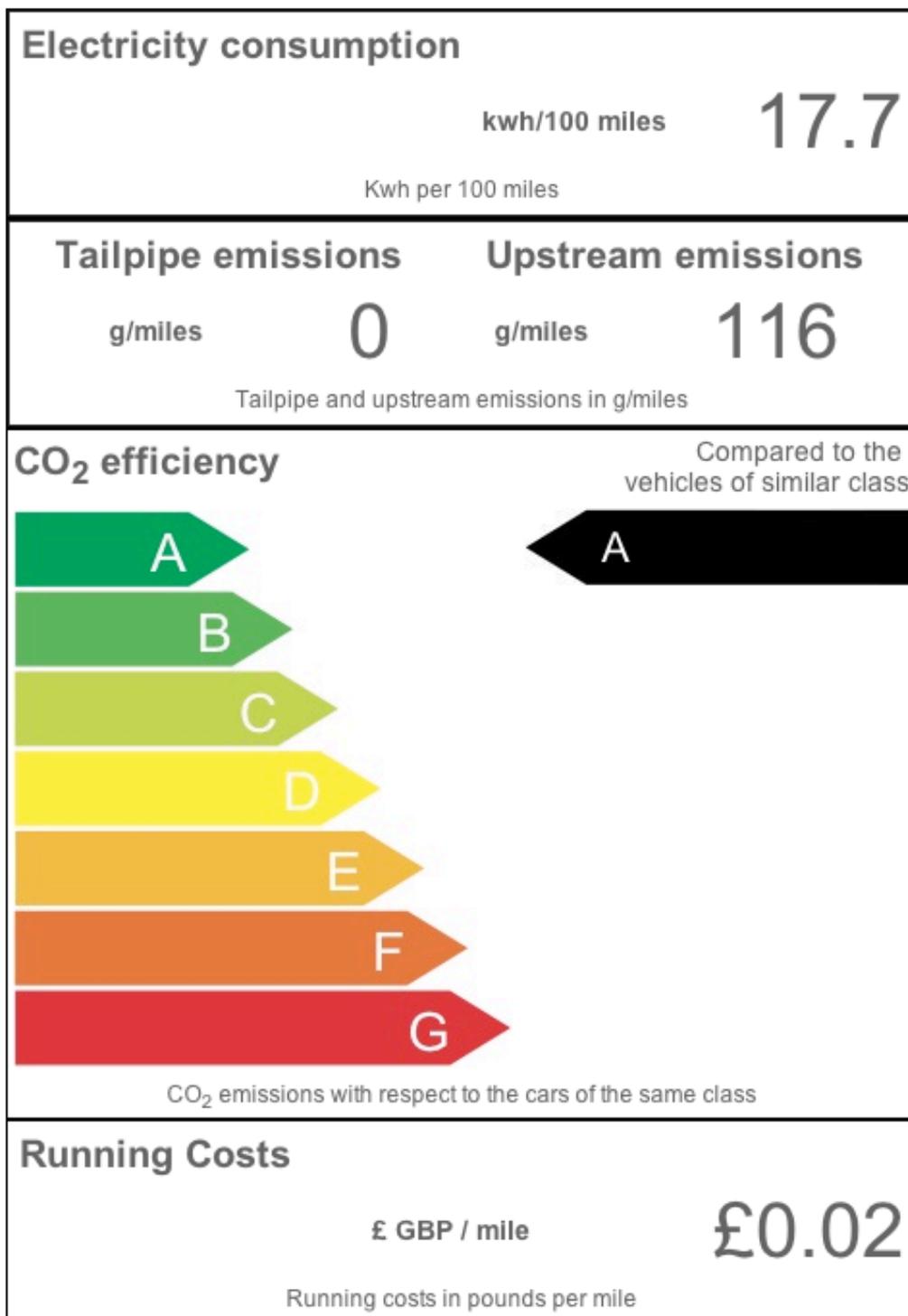
Electricity consumption

kwh/100 miles   **17.7**

Kwh per 100 miles

Tailpipe emissions   Upstream emissions

g/miles   0   g/miles   116

Tailpipe and upstream emissions in g/miles

CO$_2$ efficiency

Compared to the vehicles of similar class

A

B

C

D

E

F

G

A

CO$_2$ emissions with respect to the cars of the same class

Running Costs

£ GBP / mile   **£0.02**

Running costs in pounds per mile

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
3	Horizontal	Per 5 years	Tailpipe only	Yes	Range full battery

CO$_2$ efficiency

Compared to the vehicles of similar class

A B C D E F G

CO$_2$ emissions with respect to the cars of the same class

Fuel costs compared to the most efficient:

£ GBP **+ £0.4**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Range full battery

miles **105**

Miles with fully charged battery

Running Costs

£ GBP / 5 years **£731.00**

Running costs in pounds over five years period

Tailpipe emissions

g/miles **0**

Tailpipe emissions in g/miles

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
4	Horizontal	Monthly	Tailpipe + upstream	Yes	Electric consumption

Tailpipe emissions   Upstream emissions

g/miles   0   g/miles   191

Tailpipe and upstream emissions in g/miles

CO_2 efficiency

Compared to the vehicles of similar class

A	B	C	D	E	F	G

CO_2 emissions with respect to the cars of the same class

Fuel costs compared to the most efficient:

£ GBP   + £1.6

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / month   £17.00

Running costs in pounds over one month period

Electricity consumption

kwh/100 miles   29.0

Kwh per 100 miles

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
5	Vertical	Per 5 years	Tailpipe only	Yes	Electric consumption
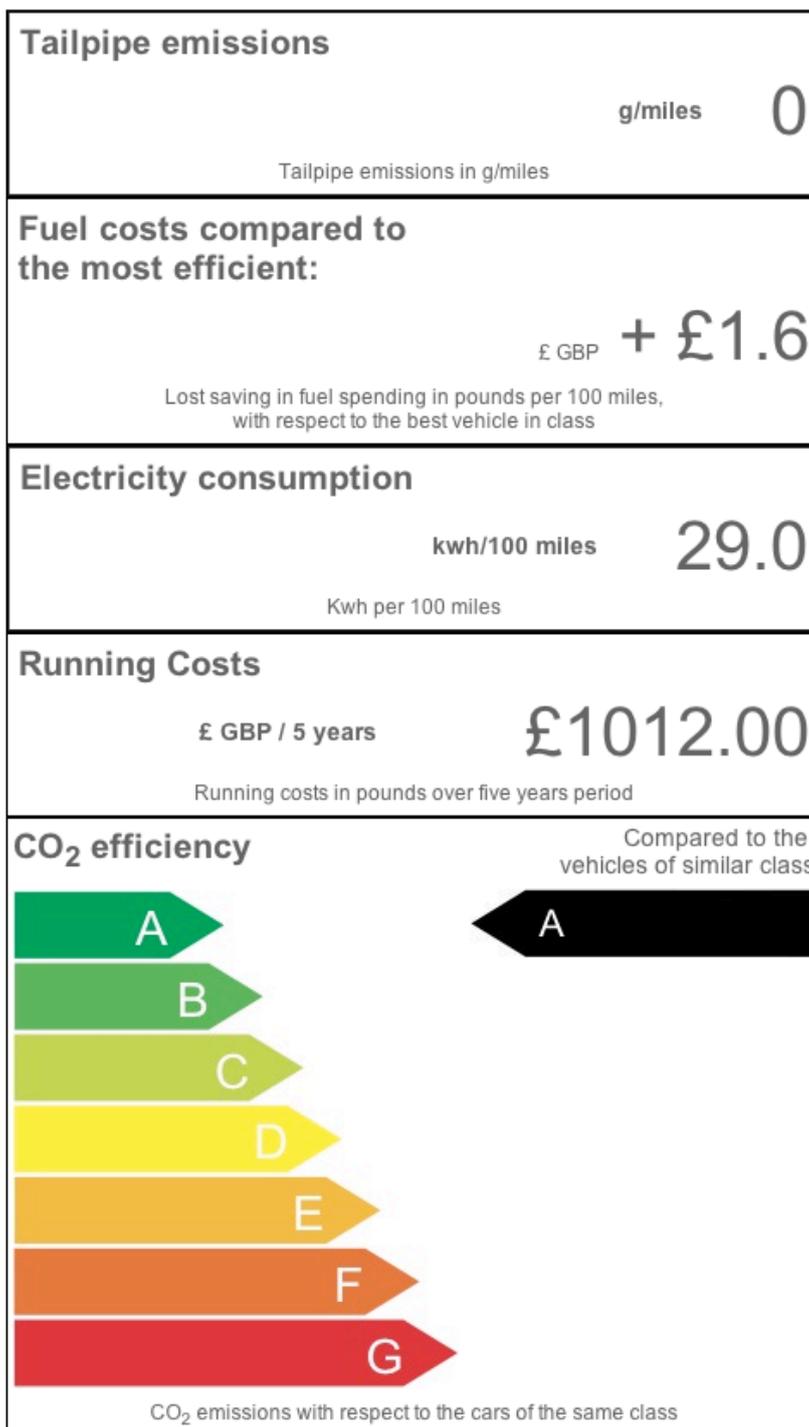
Tailpipe emissions

g/miles   0

Tailpipe emissions in g/miles

Fuel costs compared to the most efficient:

£ GBP   + £1.6

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Electricity consumption

kwh/100 miles   29.0

Kwh per 100 miles

Running Costs

£ GBP / 5 years   £1012.00

Running costs in pounds over five years period

CO$_2$ efficiency

Compared to the vehicles of similar class

A

B

C

D

E

F

G

A

CO$_2$ emissions with respect to the cars of the same class

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
6	Vertical	Monthly	Tailpipe + upstream	Yes	Range full battery

Range full battery

miles 49

Miles with fully charged battery

Fuel costs compared to the most efficient:

£ GBP + £0.0

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / month £10.00

Running costs in pounds over one month period

Tailpipe emissions   **Upstream emissions**

g/miles 0   g/miles 116

Tailpipe and upstream emissions in g/miles

CO$_2$ efficiency   Compared to the vehicles of similar class

A

A

B

C

D

E

F

G

CO$_2$ emissions with respect to the cars of the same class

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
7	Vertical	Per mile	Tailpipe only	Yes	Electric consumption
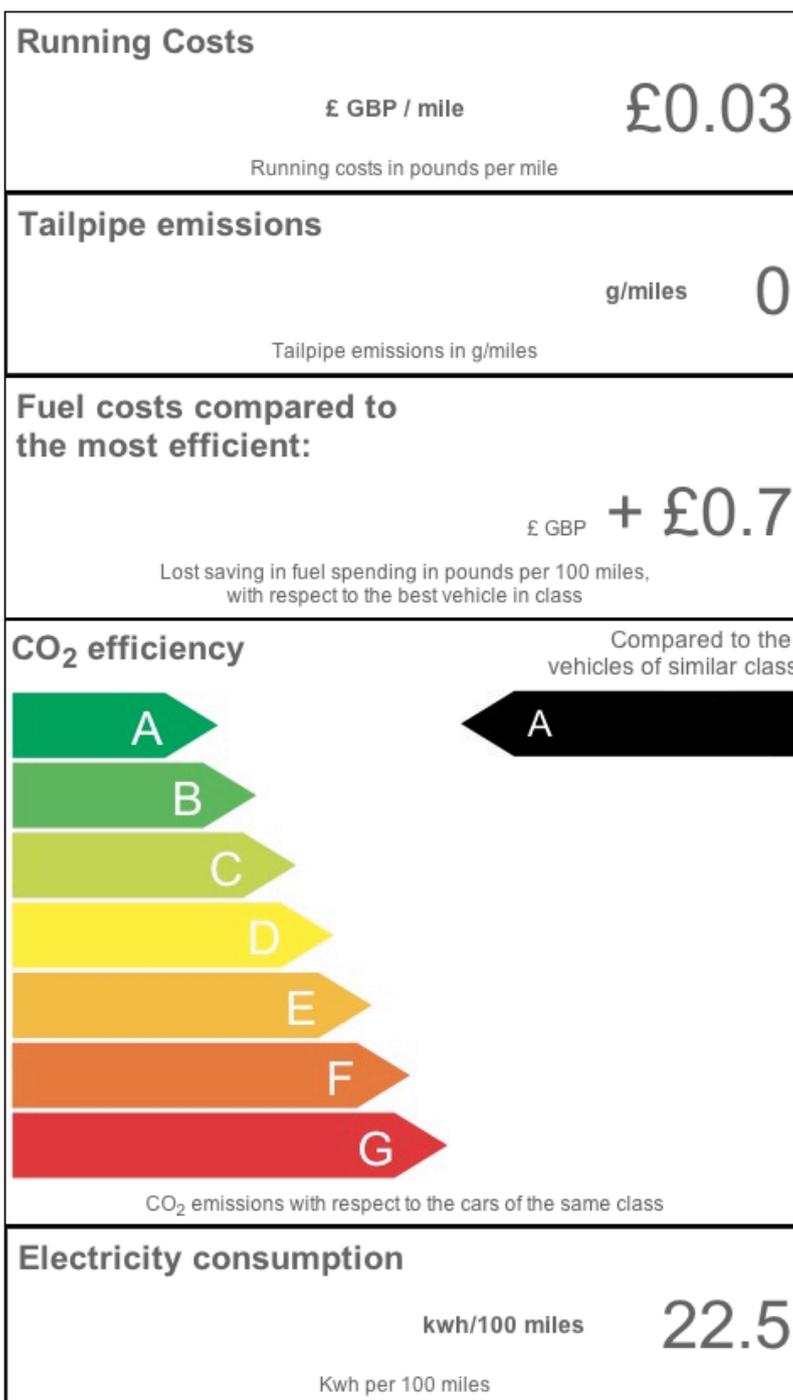
Running Costs

£ GBP / mile £0.03

Running costs in pounds per mile

Tailpipe emissions

g/miles 0

Tailpipe emissions in g/miles

Fuel costs compared to the most efficient:

£ GBP + £0.7

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

CO$_2$ efficiency

Compared to the vehicles of similar class

A
B
C
D
E
F
G

A

CO$_2$ emissions with respect to the cars of the same class

Electricity consumption

kwh/100 miles 22.5

Kwh per 100 miles

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
8	Vertical	Per mile	Tailpipe + upstream	Yes	Range full battery

CO₂ efficiency   Compared to the vehicles of similar class

A B C D E F G

CO₂ emissions with respect to the cars of the same class

Range full battery

miles   99

Miles with fully charged battery

Tailpipe emissions   **Upstream emissions**

g/miles   0   g/miles   148

Tailpipe and upstream emissions in g/miles

Fuel costs compared to the most efficient:

£ GBP   + £0.7

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / mile   £0.03

Running costs in pounds per mile

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
9	Vertical	Per 5 years	Tailpipe + upstream	No	Range full battery
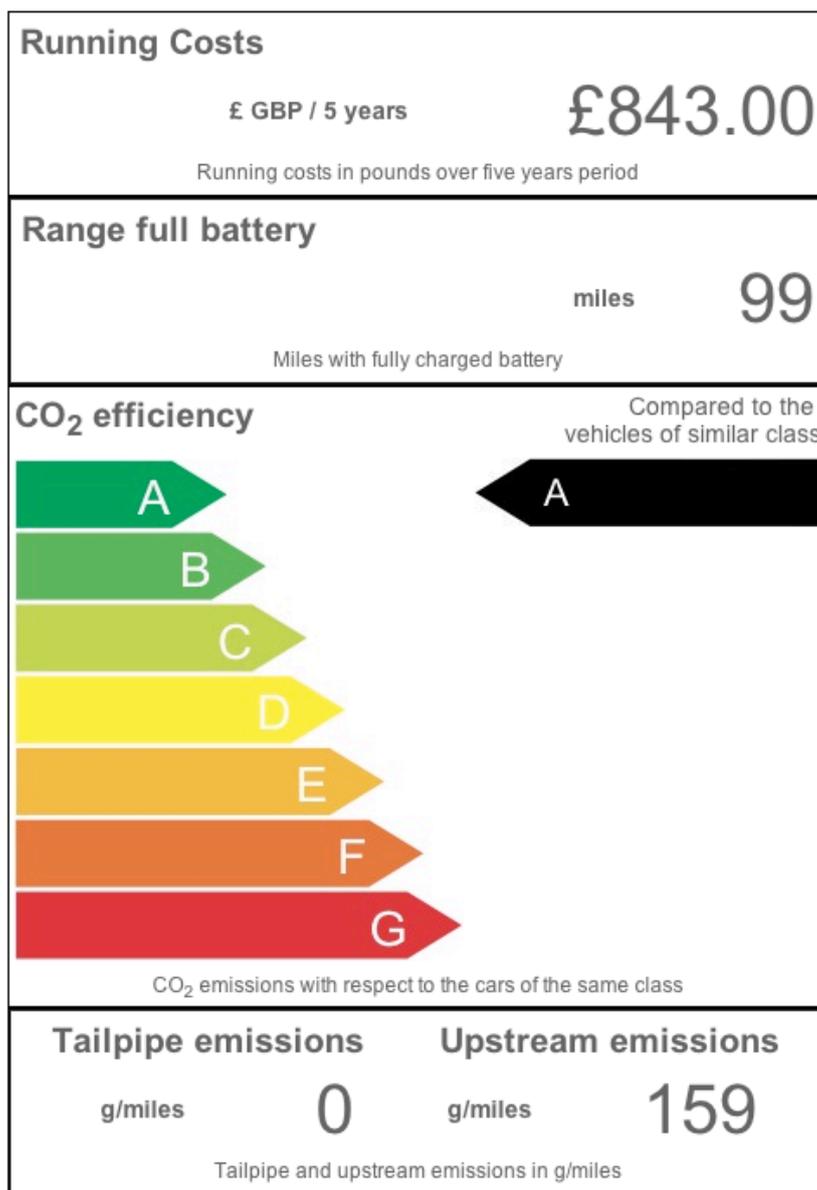
Running Costs

£ GBP / 5 years

£843.00

Running costs in pounds over five years period

Range full battery

miles 99

Miles with fully charged battery

CO_2 efficiency

Compared to the vehicles of similar class

A

B

C

D

E

F

G

A

CO_2 emissions with respect to the cars of the same class

Tailpipe emissions

g/miles 0

Upstream emissions

g/miles 159

Tailpipe and upstream emissions in g/miles

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
10	Horizontal	Per mile	Tailpipe only	No	Range full battery
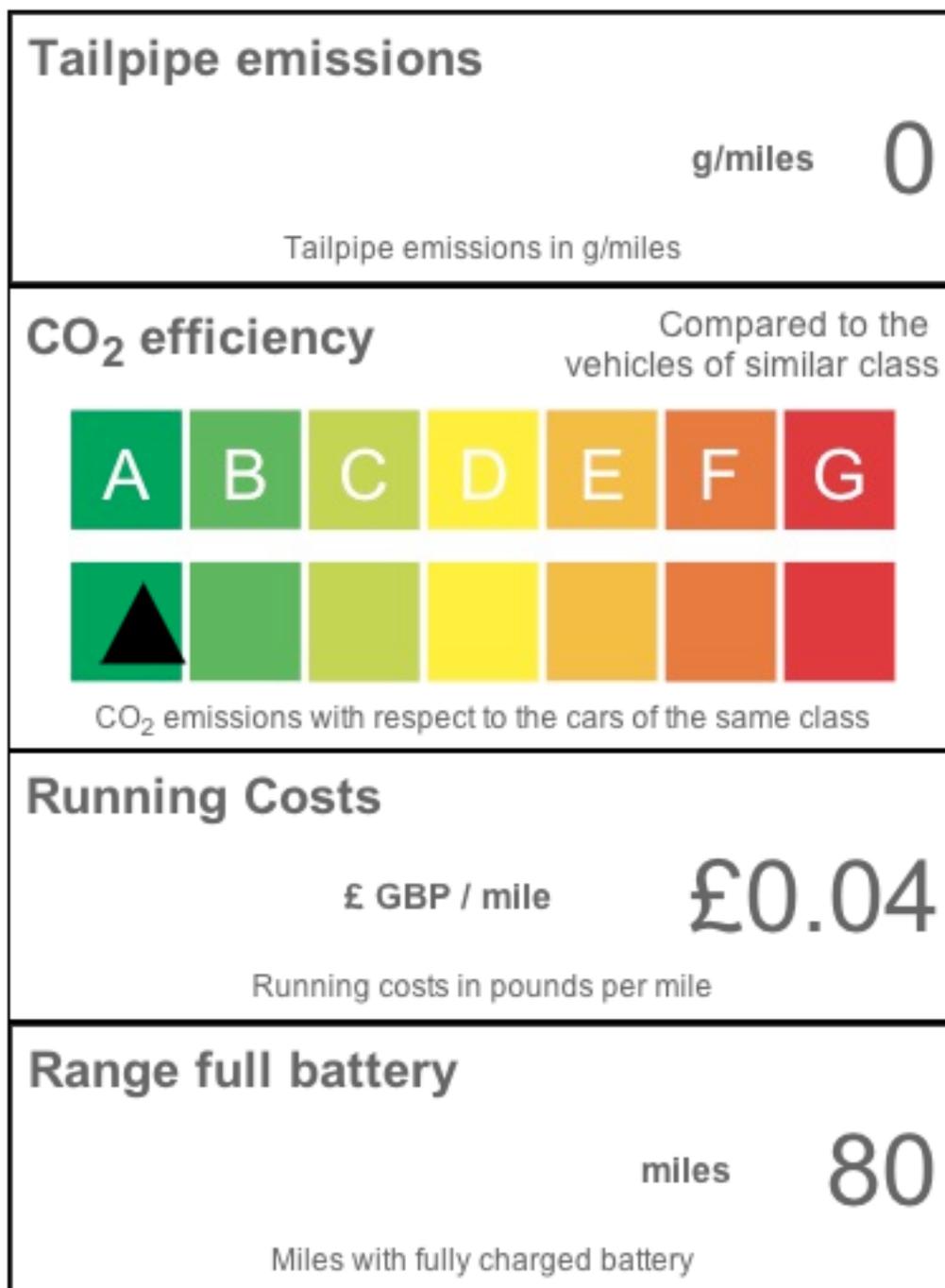
Tailpipe emissions

g/miles 0

Tailpipe emissions in g/miles

CO$_2$ efficiency

Compared to the vehicles of similar class

A B C D E F G

CO$_2$ emissions with respect to the cars of the same class

Running Costs

£ GBP / mile £0.04

Running costs in pounds per mile

Range full battery

miles 80

Miles with fully charged battery

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
11	Horizontal	Per 5 years	Tailpipe + upstream	No	Electric consumption
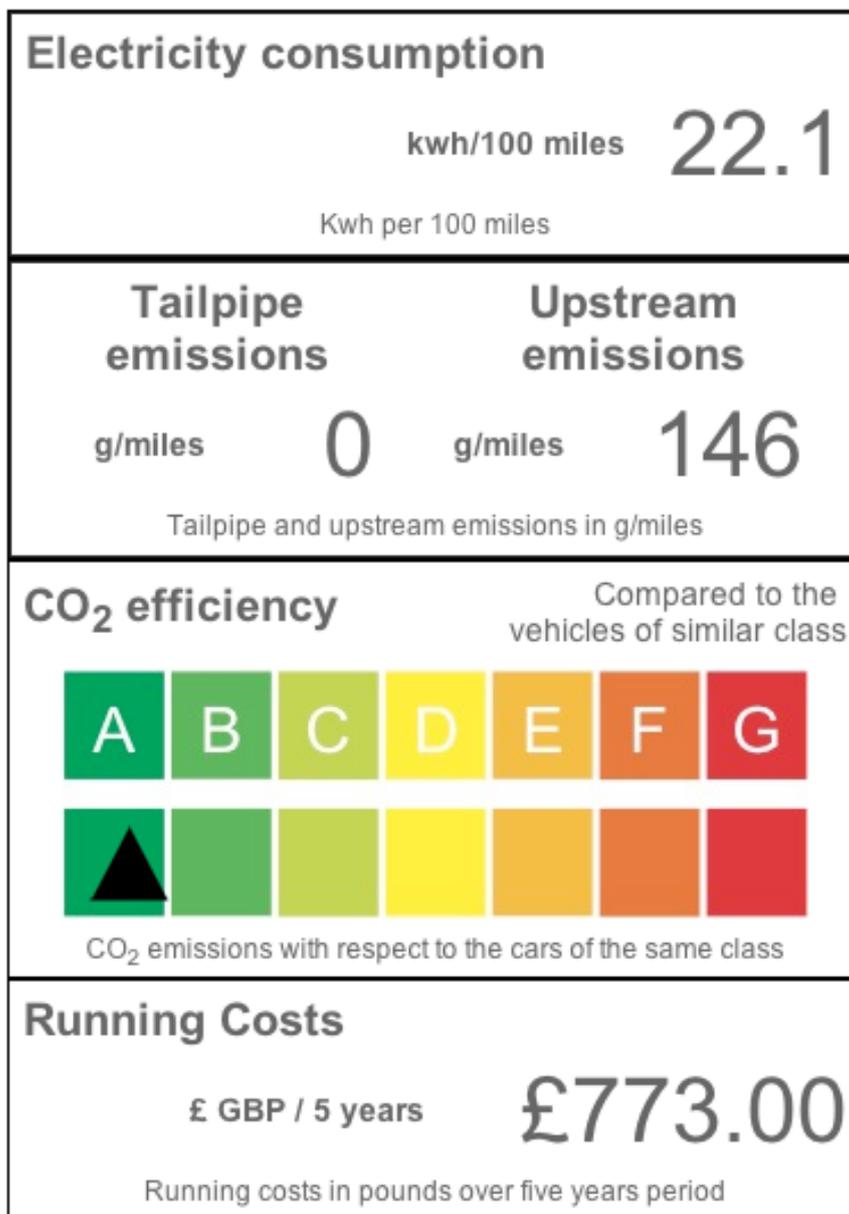
Electricity consumption

kwh/100 miles   **22.1**

Kwh per 100 miles

Tailpipe emissions   Upstream emissions

g/miles   **0**   g/miles   **146**

Tailpipe and upstream emissions in g/miles

CO₂ efficiency

Compared to the vehicles of similar class

A B C D E F G

CO₂ emissions with respect to the cars of the same class

Running Costs

£ GBP / 5 years   **£773.00**

Running costs in pounds over five years period

Run	Graphical Layout	Running costs	Tailpipe / Upstream	Lost savings fuel	Electric specific info
12	Vertical	Monthly	Tailpipe only	No	Range full battery

Running Costs

£ GBP / month £17.00

Running costs in pounds over one month period

Range full battery

miles 80

Miles with fully charged battery

Tailpipe emissions

g/miles 0

Tailpipe emissions in g/miles

CO₂ efficiency

Compared to the vehicles of similar class

A

B

C

D

E

F

G

A

CO₂ emissions with respect to the cars of the same class
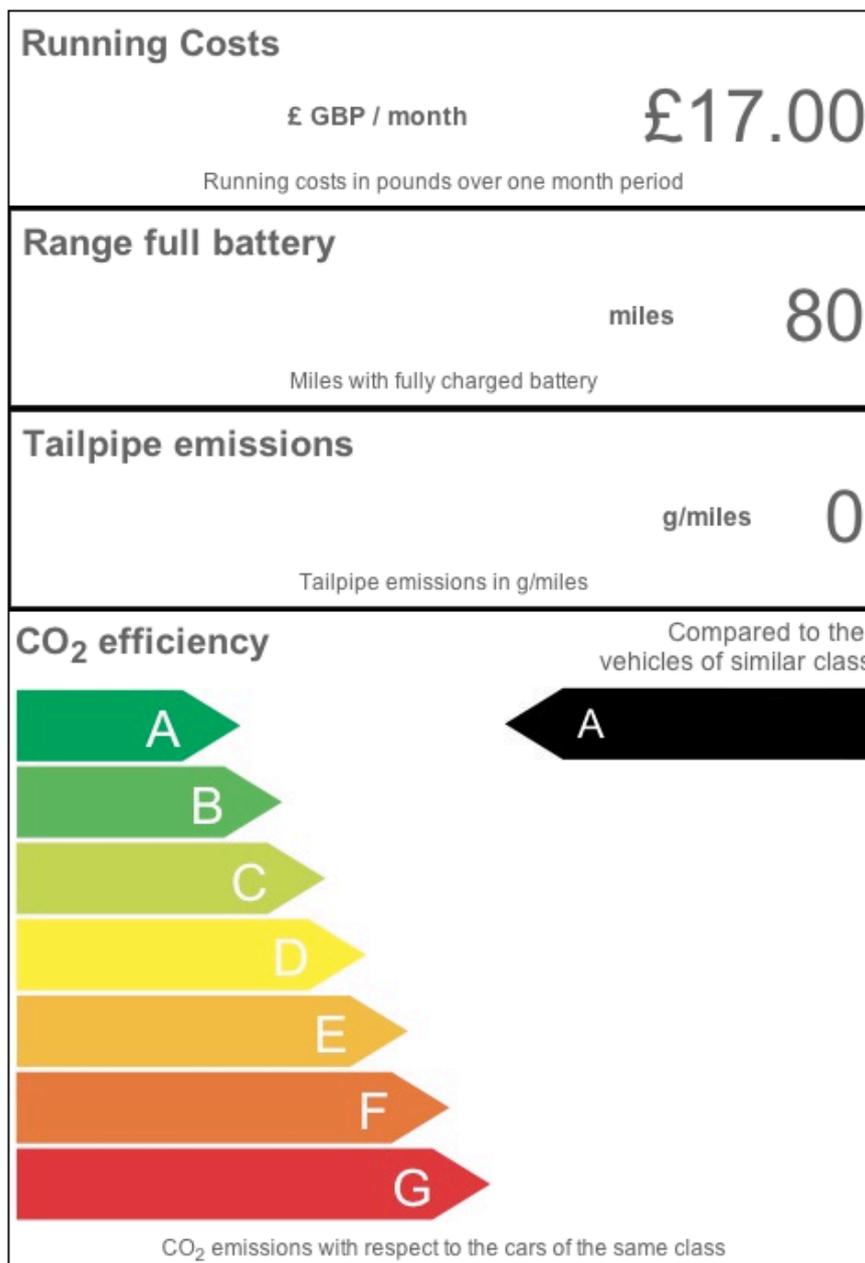
2.3 Laboratory experiment: hybrid cars

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
1	Vertical	Per mile	Tailpipe + upstream	No	Combined
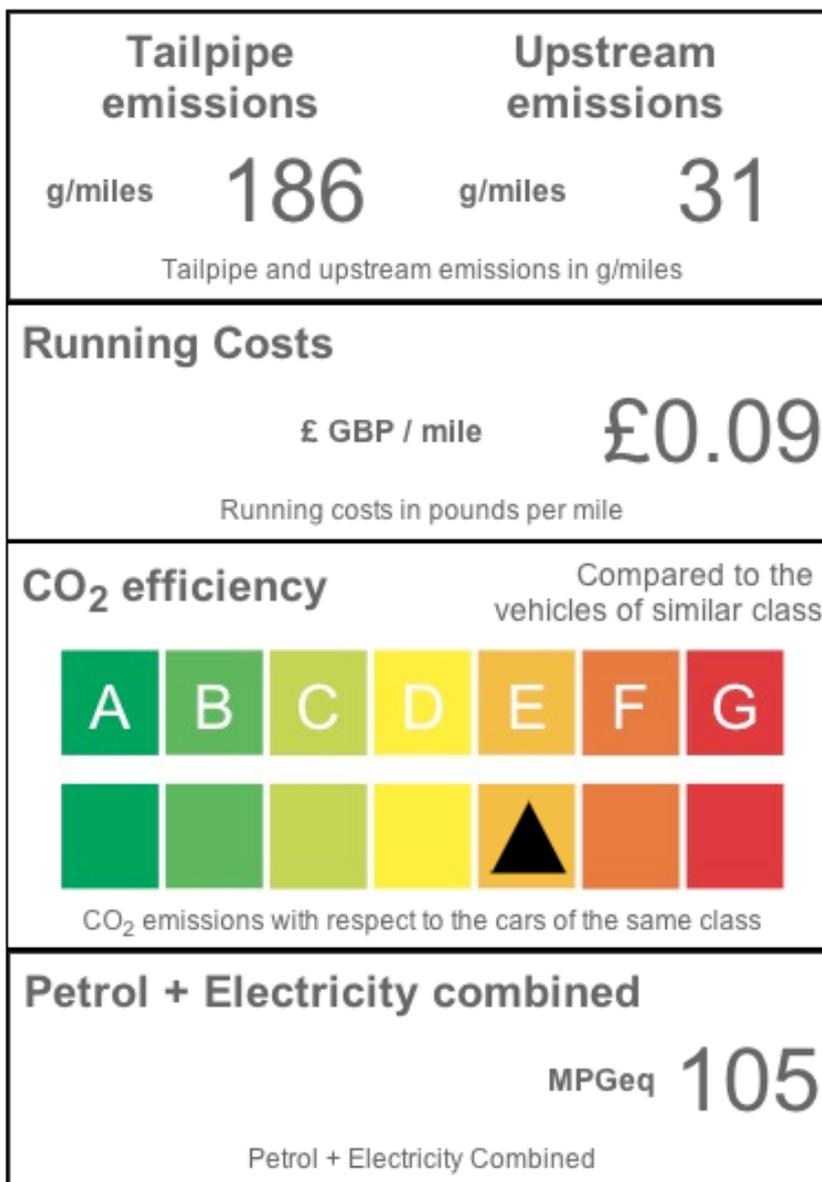
Tailpipe emissions

g/miles **186**

Upstream emissions

g/miles **31**

Tailpipe and upstream emissions in g/miles

Running Costs

£ GBP / mile **£0.09**

Running costs in pounds per mile

CO$_2$ efficiency Compared to the vehicles of similar class

A B C D E F G

▲

CO$_2$ emissions with respect to the cars of the same class

Petrol + Electricity combined

MPGeq **105**

Petrol + Electricity Combined

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
2	Vertical	Per mile	Tailpipe + upstream	Yes	Combined

Petrol + Electricity combined

MPGeq **111**

Petrol + Electricity Combined

Running Costs

£ GBP / mile **£0.09**

Running costs in pounds per mile

Fuel costs compared to the most efficient:

£ GBP **+ £4.3**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

CO_2 efficiency

Compared to the vehicles of similar class

A

B

C

D

E

F

G

D

CO_2 emissions with respect to the cars of the same class

Tailpipe emissions	**Upstream emissions**
g/miles **140**	g/miles **29**

Tailpipe and upstream emissions in g/miles

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
3	Vertical	Per 5 years	Tailpipe only	Yes	Combined

Fuel costs compared to the most efficient:

£ GBP **+ £11.9**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / 5 years **£8122.00**

Running costs in pounds over five years period

Petrol + Electricity combined

MPGeq **59**

Petrol + Electricity Combined

CO_2 efficiency

Compared to the vehicles of similar class

A
B
C
D
E
F
G

F

CO_2 emissions with respect to the cars of the same class

Tailpipe emissions

g/miles **256**

Tailpipe emissions in g/miles

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
4	Vertical	Per mile	Tailpipe only	Yes	Separate

Running Costs

£ GBP / mile   **£0.16**

Running costs in pounds per mile

CO₂ efficiency

Compared to the vehicles of similar class

A
B
C
D
E
F   F
G

CO₂ emissions with respect to the cars of the same class

Tailpipe emissions

g/miles   **256**

Tailpipe emissions in g/miles

Fuel consumption

MPG **41**

Fuel consumption

Electricity consumption

MPGeq **18**

Petrol + Electricity Combined

Fuel costs compared to the most efficient:

£ GBP   **+ £11.9**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
5	Graphic 2	Per 5 years	Tailpipe only	No	Combined
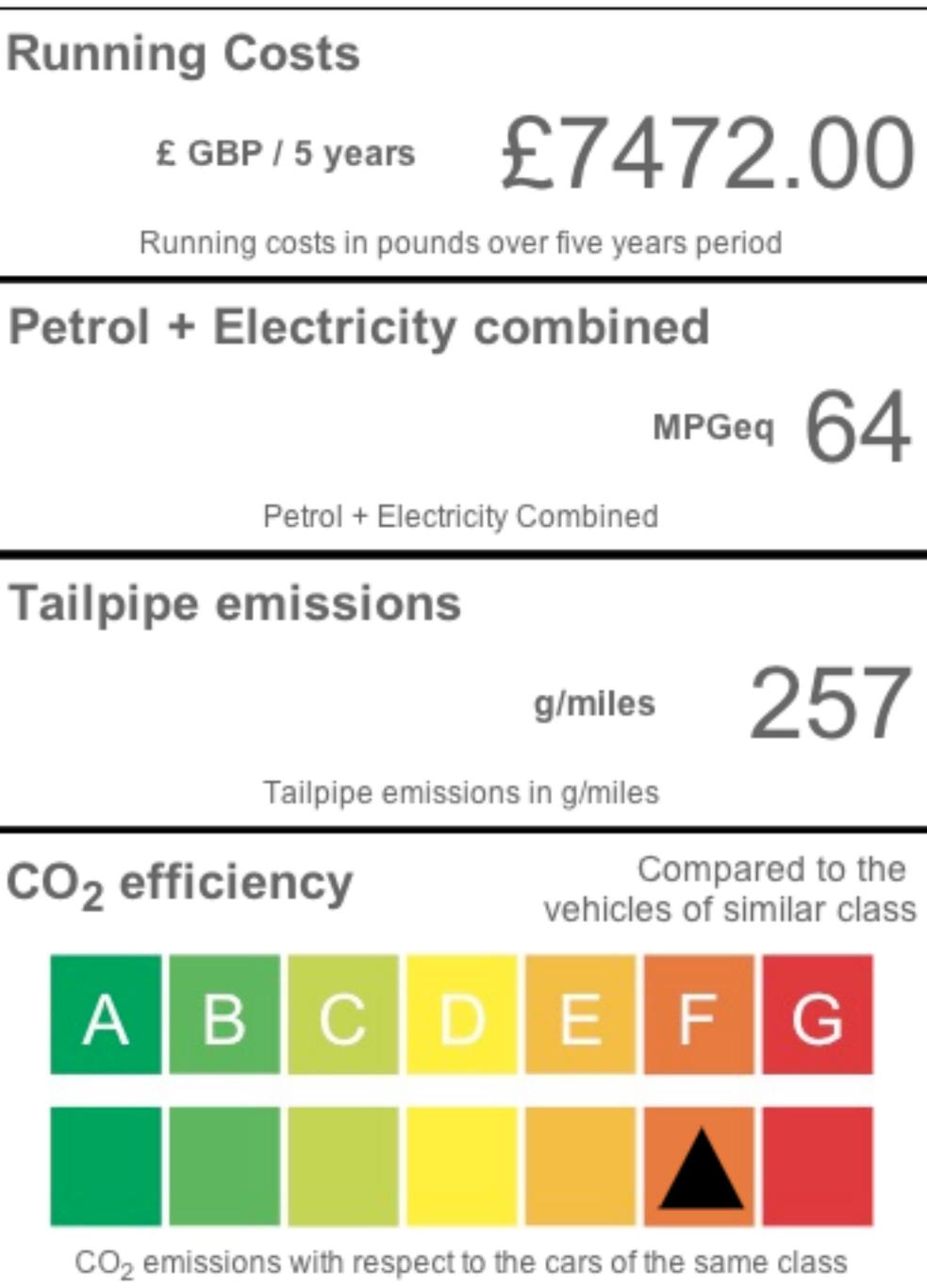
Running Costs

£ GBP / 5 years   **£7472.00**

Running costs in pounds over five years period

Petrol + Electricity combined

MPGeq **64**

Petrol + Electricity Combined

Tailpipe emissions

g/miles **257**

Tailpipe emissions in g/miles

CO$_2$ efficiency

Compared to the vehicles of similar class

| A | B | C | D | E | F | G |

CO$_2$ emissions with respect to the cars of the same class

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
6	Vertical	Per 5 years	Tailpipe + upstream	No	Separate
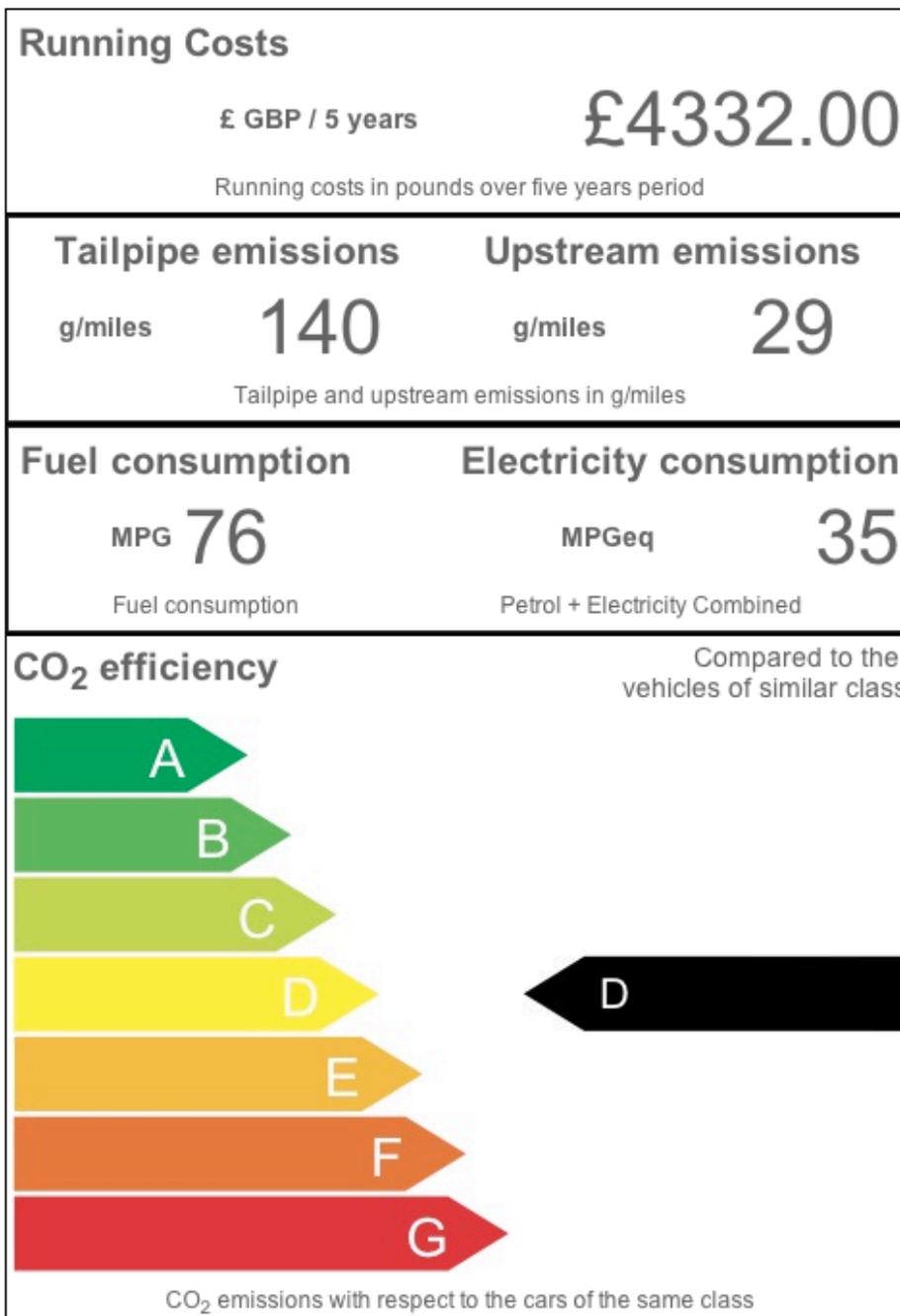
Running Costs

£ GBP / 5 years £4332.00

Running costs in pounds over five years period

Tailpipe emissions
g/miles 140

Upstream emissions
g/miles 29

Tailpipe and upstream emissions in g/miles

Fuel consumption
MPG 76

Fuel consumption

Electricity consumption
MPGeq 35

Petrol + Electricity Combined

CO_2 efficiency

Compared to the vehicles of similar class

A
B
C
D
E
F
G

D

CO_2 emissions with respect to the cars of the same class

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
7	Horizontal	Per 5 years	Tailpipe + upstream	Yes	Separate

Fuel consumption

MPG 74

Fuel consumption

Electricity consumption

MPGeq 34

Petrol + Electricity Combined

Fuel costs compared to the most efficient:

£ GBP + £4.5

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / 5 years £4440.00

Running costs in pounds over five years period

CO$_2$ efficiency

Compared to the vehicles of similar class

A B C D E F G

CO_2 emissions with respect to the cars of the same class

Tailpipe emissions

g/miles 159

Upstream emissions

g/miles 30

Tailpipe and upstream emissions in g/miles

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
8	Horizontal	Monthly	Tailpipe + upstream	Yes	Separate

Tailpipe emissions

g/miles **140**

Upstream emissions

g/miles **29**

Tailpipe and upstream emissions in g/miles

CO₂ efficiency

Compared to the vehicles of similar class

A B C D E F G

CO₂ emissions with respect to the cars of the same class

Fuel consumption

MPG **76**

Fuel consumption

Electricity consumption

MPGeq **35**

Petrol + Electricity Combined

Fuel costs compared to the most efficient:

£ GBP **+ £4.3**

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Running Costs

£ GBP / month **£72.00**

Running costs in pounds over one month period

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
9	Vertical	Monthly	Tailpipe only	No	Separate
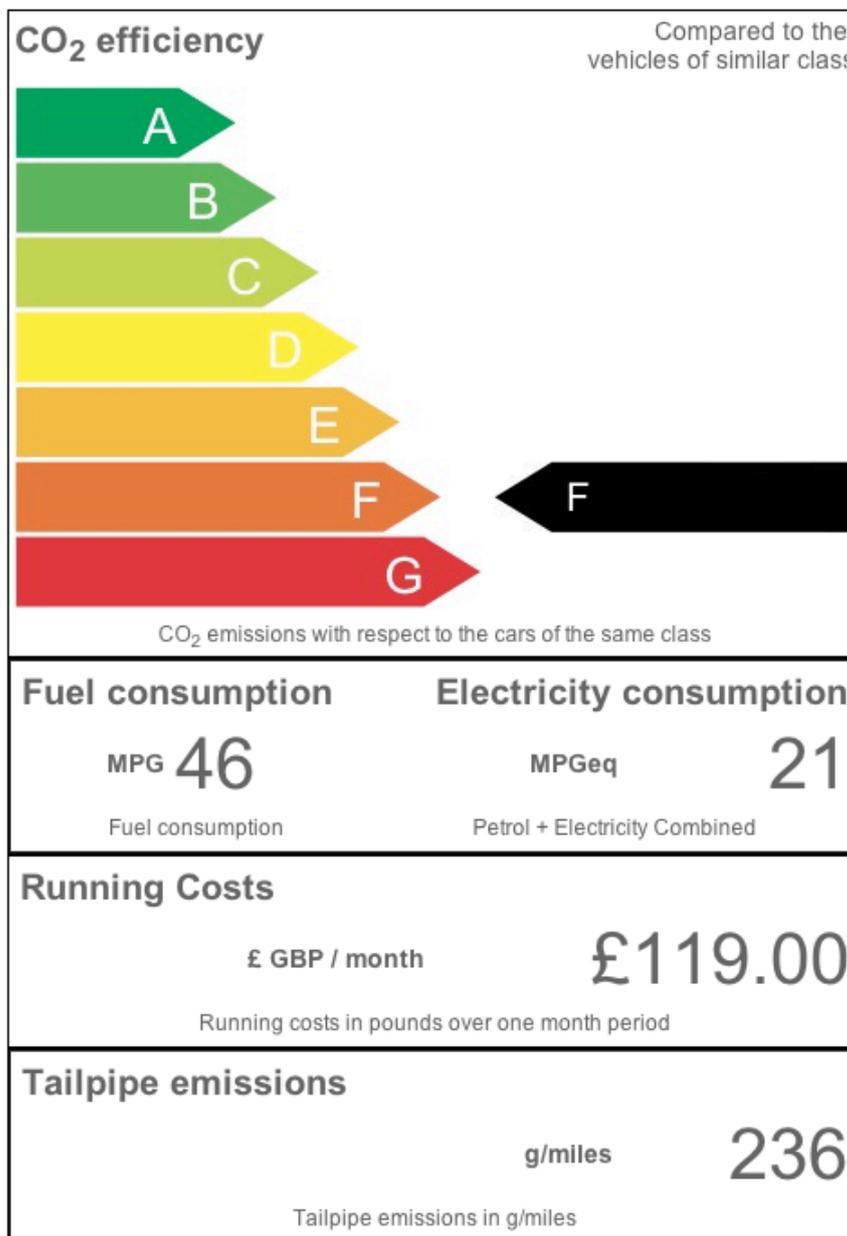
CO₂ efficiency

Compared to the vehicles of similar class

A
B
C
D
E
F
G

F

CO₂ emissions with respect to the cars of the same class

Fuel consumption

MPG 46

Fuel consumption

Electricity consumption

MPGeq 21

Petrol + Electricity Combined

Running Costs

£ GBP / month £119.00

Running costs in pounds over one month period

Tailpipe emissions

g/miles 236

Tailpipe emissions in g/miles

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
10	Horizontal	Per mile	Tailpipe only	No	Separate
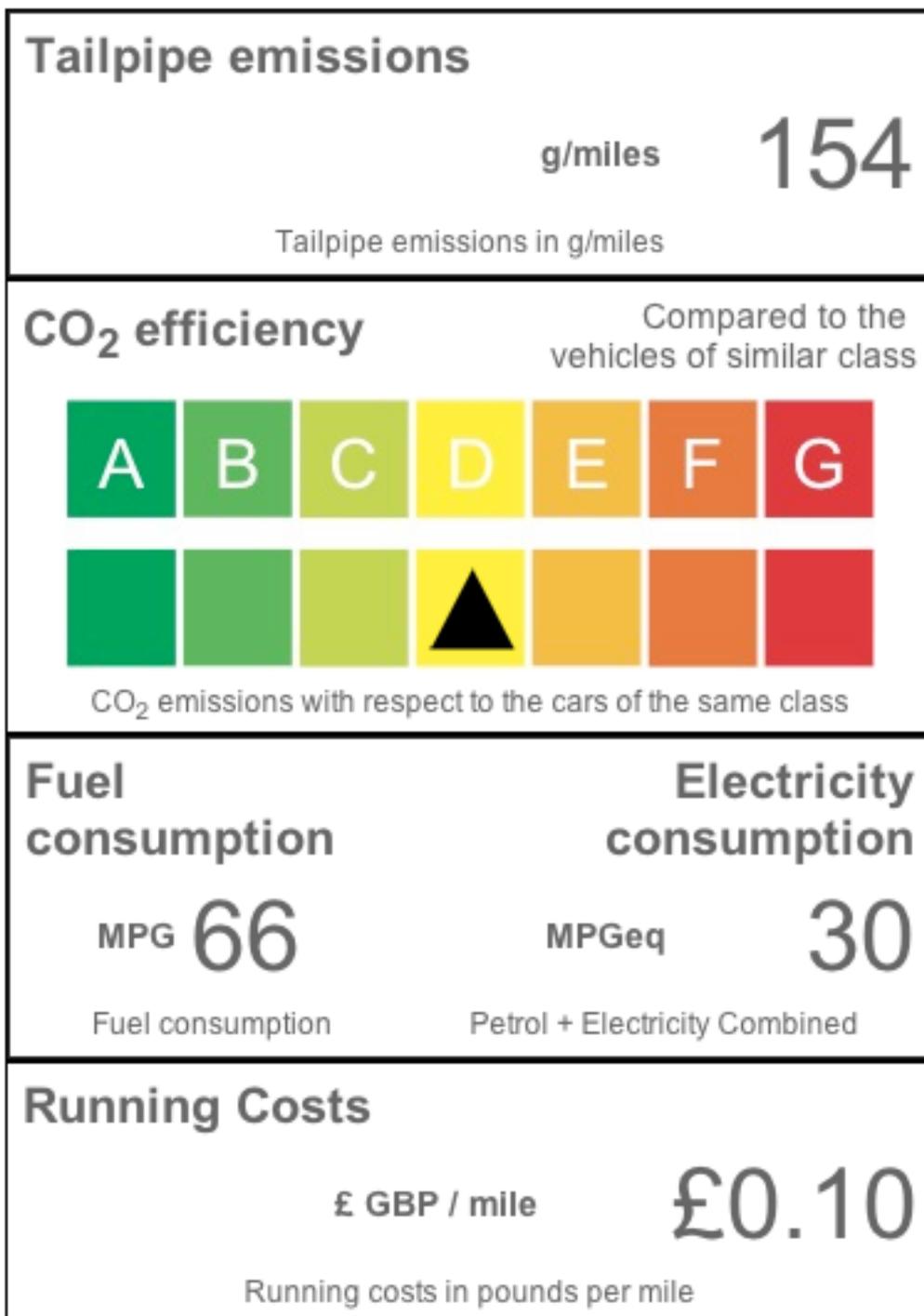
Tailpipe emissions

g/miles 154

Tailpipe emissions in g/miles

CO_2 efficiency

Compared to the vehicles of similar class

A	B	C	D	E	F	G

CO_2 emissions with respect to the cars of the same class

Fuel consumption

MPG 66

Fuel consumption

Electricity consumption

MPGeq 30

Petrol + Electricity Combined

Running Costs

£ GBP / mile £0.10

Running costs in pounds per mile

Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
11	Horizontal	Monthly	Tailpipe only	Yes	Combined
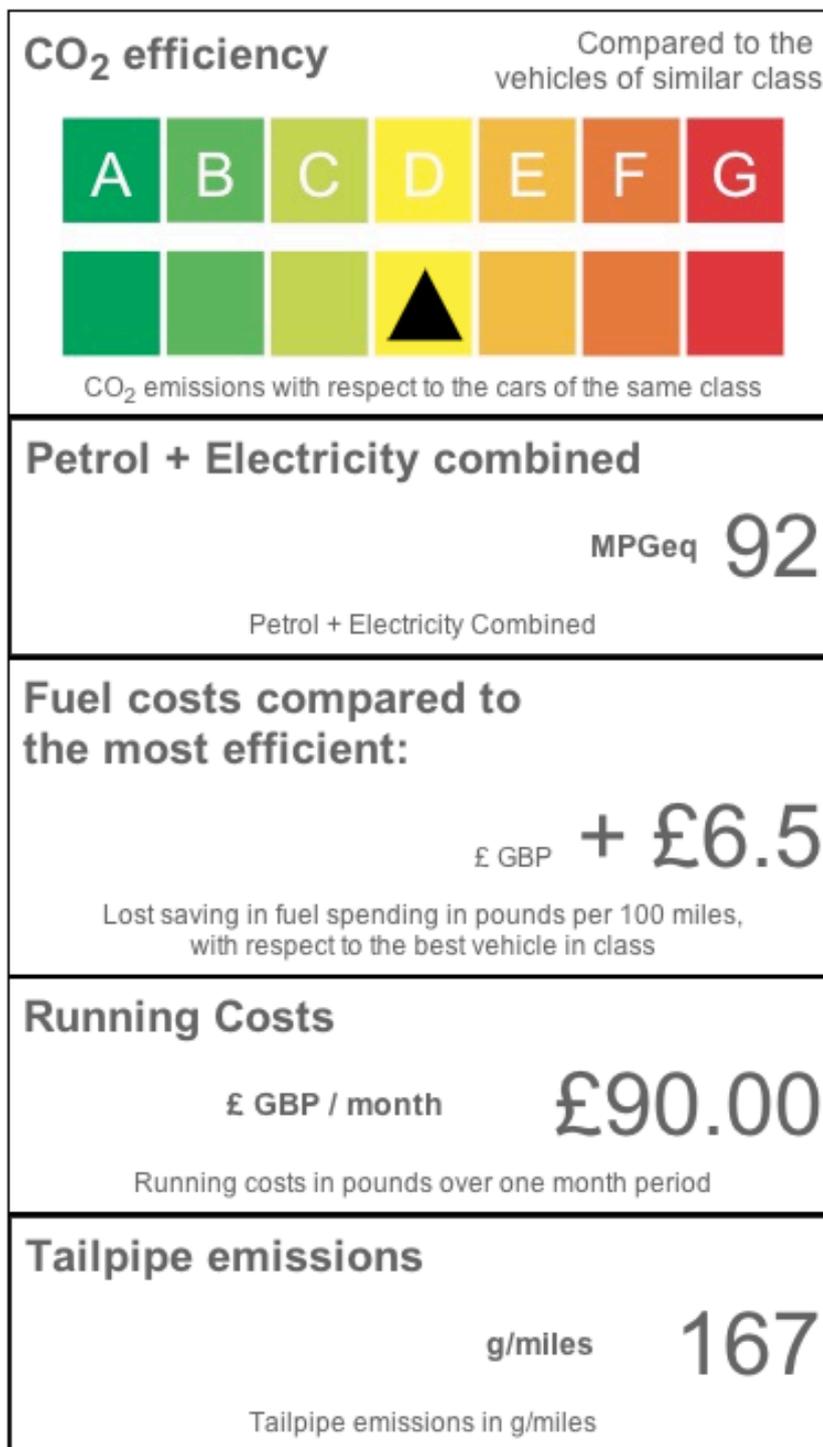
Run	Graphical layout	Running costs	Tailpipe and upstream	Lost savings in fuel	Consumption layout
12	Vertical	Monthly	Tailpipe + upstream	No	Combined

Running Costs

£ GBP / month £83.00

Running costs in pounds over one month period

Petrol + Electricity combined

MPGeq 96

Petrol + Electricity Combined

Tailpipe emissions **Upstream emissions**

g/miles 154 g/miles 33

Tailpipe and upstream emissions in g/miles

CO$_2$ efficiency Compared to the vehicles of similar class

A
B
C
D
E
F
G

D

CO$_2$ emissions with respect to the cars of the same class
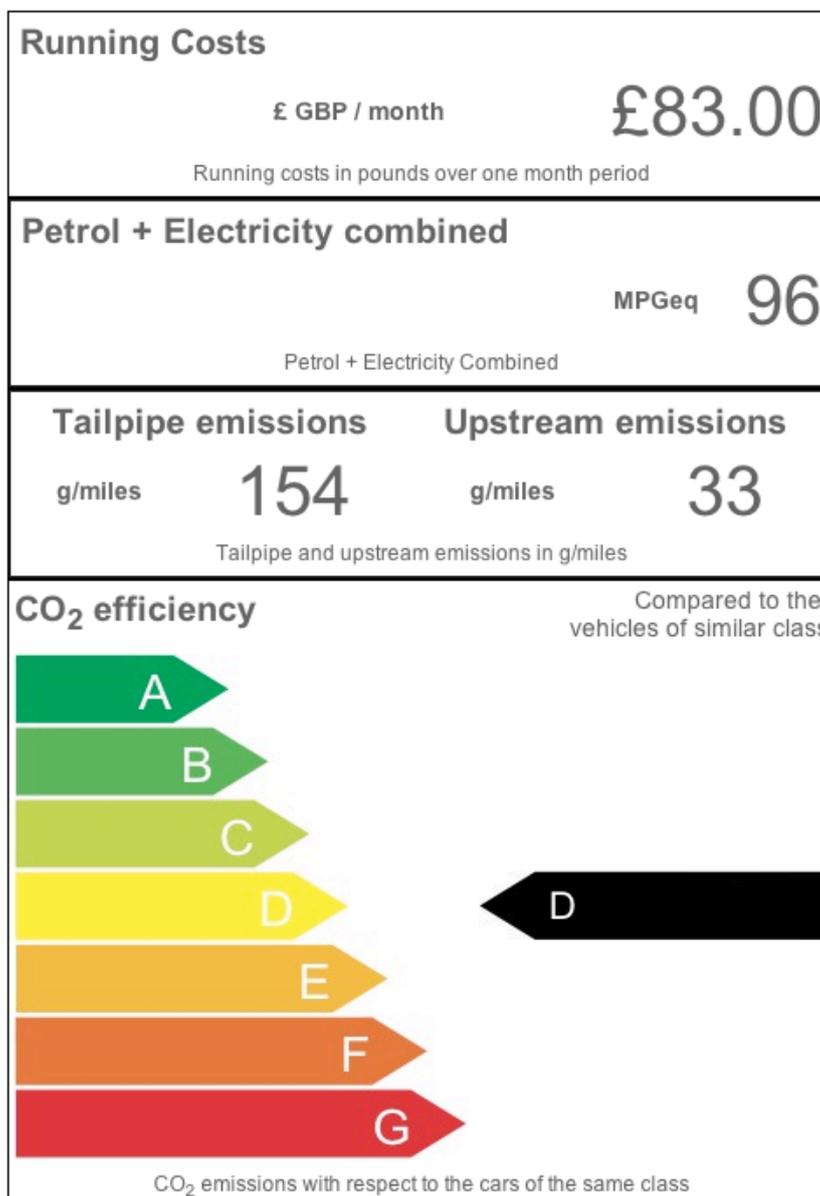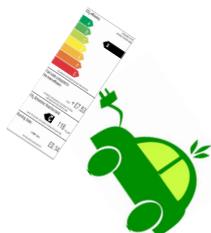
3 Online experiment

3.1 Online experiment: standard & hybrid car labels

Run	Basic	Running Costs	Lost Saving on Fuel	Fuel Economy
1	Vertical layout and Absolute classification	Per mile or KM	No	No
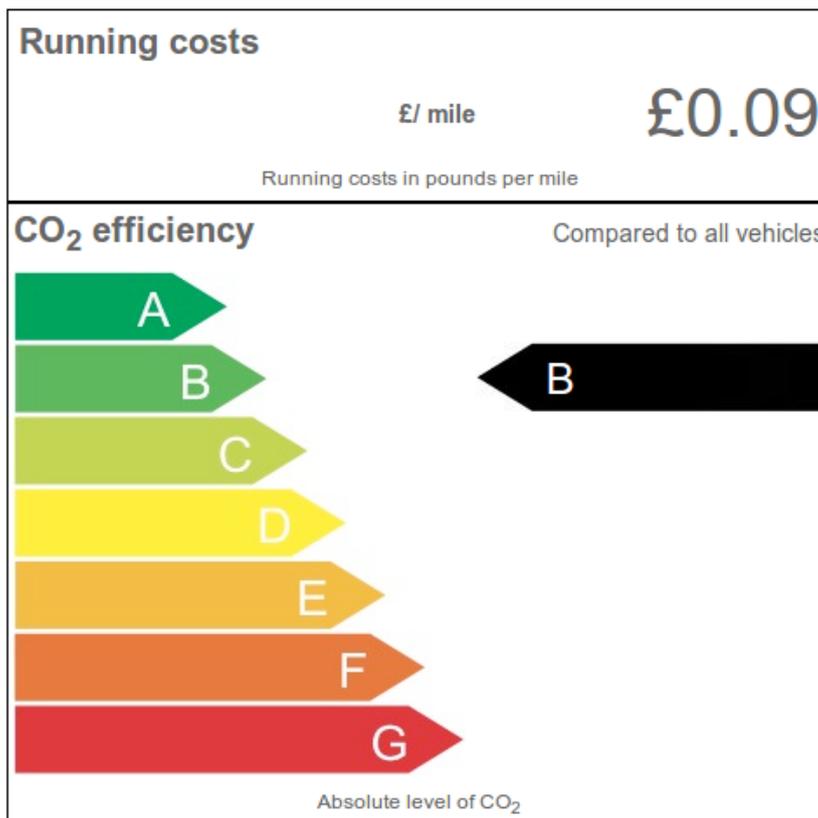
Run	Basic	Running Costs	Lost Saving on Fuel	Fuel Economy
2	Vertical layout and Absolute classification	Per 5 years	No	No

CO$_2$ efficiency — Compared to all vehicles

A
B
C
D
E
F
G

A

Absolute level of CO$_2$

Running costs

£/ 5 years   £4332

Running costs in pounds over five years period
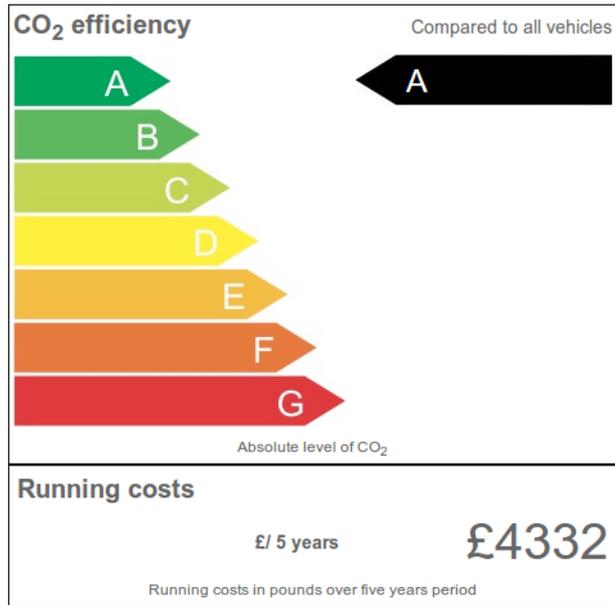
Run	Basic	Running Costs	Lost Saving on Fuel	Fuel Economy
3	Vertical layout and Absolute classification	No	Additional costs	No

CO$_2$ efficiency — Compared to all vehicles

A
B
C
D
E
F
G

C

Absolute level of CO$_2$

Additional fuel costs
compared to the most efficient:

+ £4.76
£/100 miles

Lost saving in fuel spending in pounds per 100 miles,
with respect to the best vehicle in class
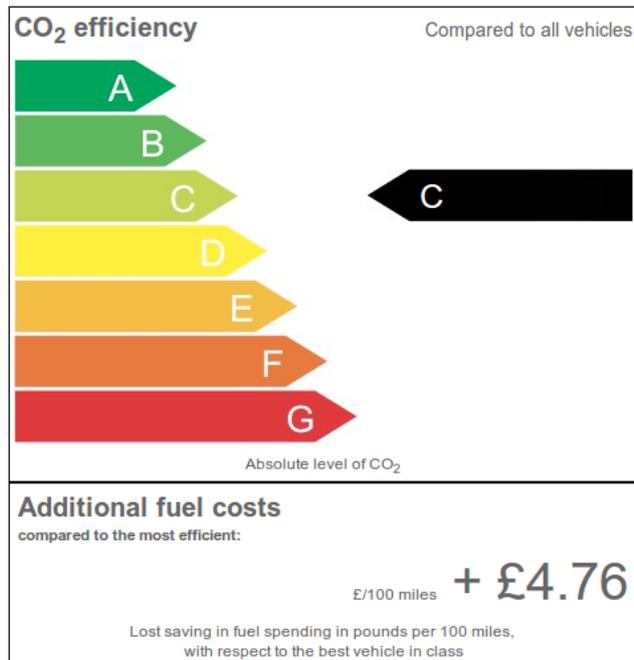
Run	Basic	Running Costs	Lost Saving on Fuel	Fuel Economy
4	Vertical layout and Absolute classification	No	Loss	No
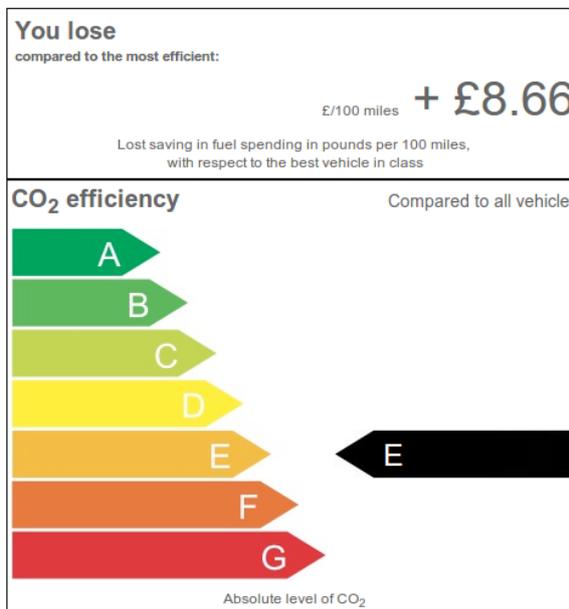
Run	Basic	Running Costs	Lost Saving on Fuel	Fuel Economy
5	Vertical layout and Absolute classification	No	No	Yes
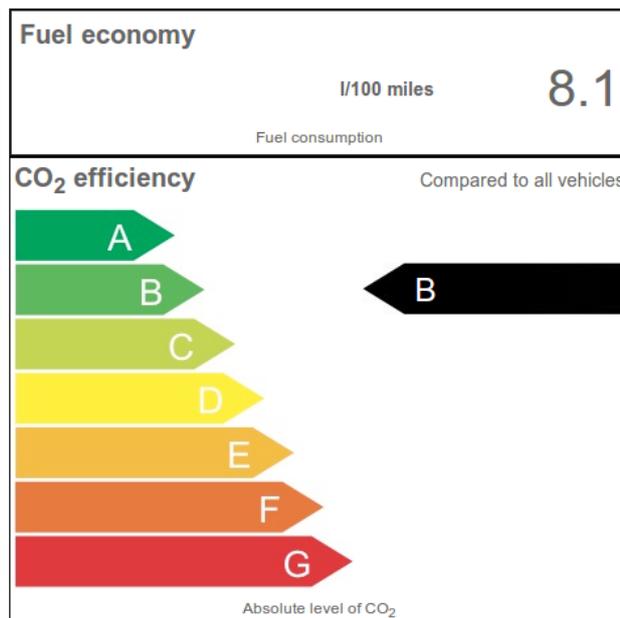
Run	Basic	Running Costs	Lost Saving on Fuel	Fuel Economy
Control	Vertical layout and Absolute classification	No	No	No
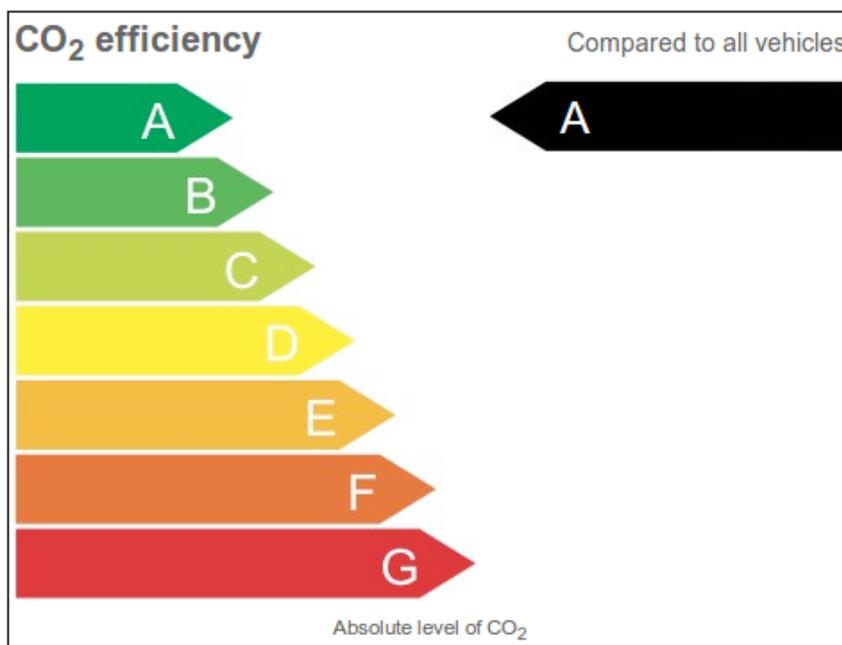
3.2 Online experiment: electric car labels

Run	Basic	Running Costs	Lost Saving on Fuel	Battery
1	Vertical layout and Absolute classification	Per mile or Km	No	No

Running costs

£/ mile   **£0.03**

Running costs in pounds per mile

CO₂ efficiency   Compared to all vehicles

A
B
C
D
E
F
G

A

Absolute level of CO₂
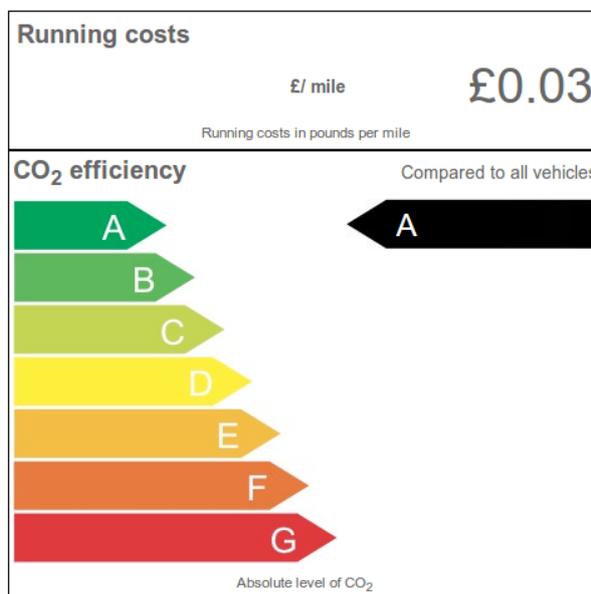
Run	Basic	Running Costs	Lost Saving on Fuel	Battery
2	Vertical layout and Absolute classification	Per 5 years	No	No

Running costs

£/ 5 years   **£843**

Running costs in pounds over five years period

CO₂ efficiency   Compared to all vehicles

A
B
C
D
E
F
G

A

Absolute level of CO₂
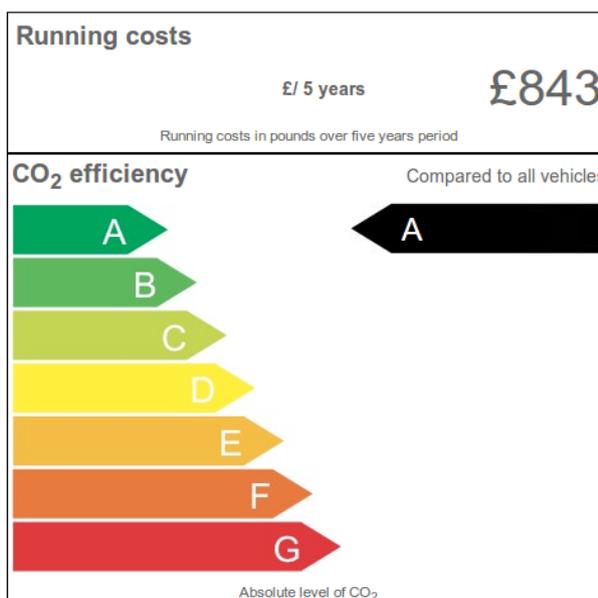
Run	Basic	Running Costs	Lost Saving on Fuel	Battery
3	Vertical layout and Absolute classification	No	Additional costs	No

Additional fuel costs
compared to the most efficient:

£/100 miles   + £1.12

Lost saving in fuel spending in pounds per 100 miles,
with respect to the best vehicle in class

CO$_2$ efficiency   Compared to all vehicles

A
B
C
D
E
F
G

A

Absolute level of CO$_2$
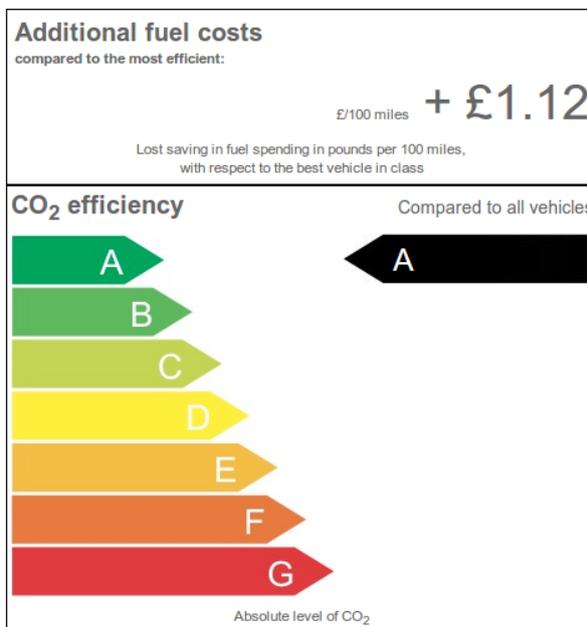
Run	Basic	Running Costs	Lost Saving on Fuel	Battery
4	Vertical layout and Absolute classification	No	Gain	No

You save
compared to the most efficient:

£/100 miles   + £2.97

Savings in fuel spending in pounds per 100 miles, with respect to the best conventional
vehicle in class

CO$_2$ efficiency   Compared to all vehicles

A
B
C
D
E
F
G

A

Absolute level of CO$_2$
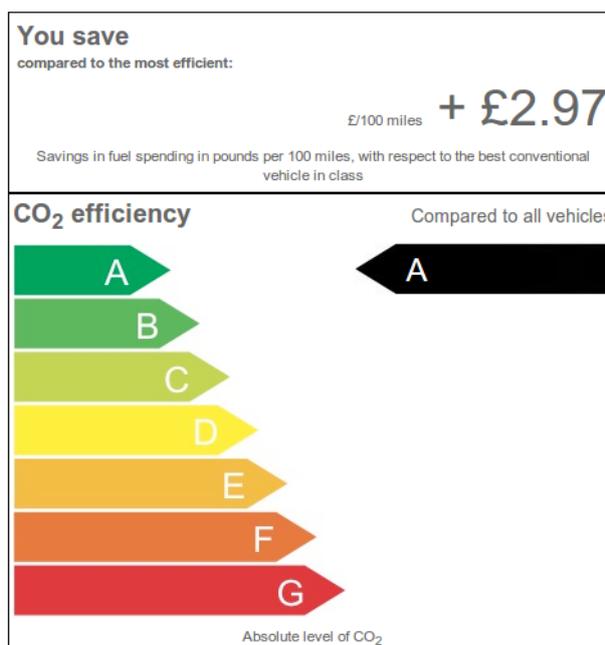
Run	Basic	Running Costs	Lost Saving on Fuel	Battery
5	Vertical layout and Absolute classification	No	No	Yes

Range full battery

miles **80**

Miles with fully charged battery

CO$_2$ efficiency

Compared to all vehicles

A

A

B

C

D

E

F

G

Absolute level of CO$_2$
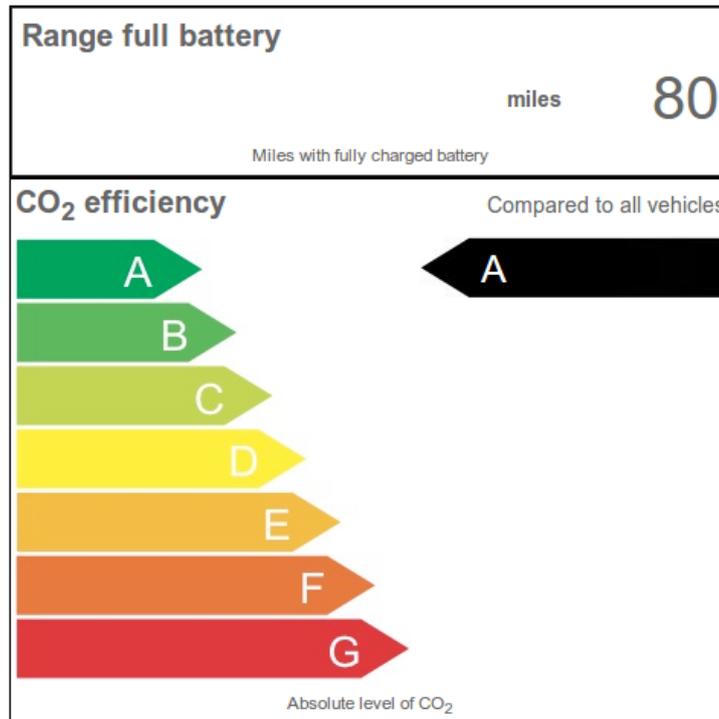
Run	Basic	Running Costs	Lost Saving on Fuel	Battery
Control	Vertical layout and Absolute classification	No	No	No

CO$_2$ efficiency

Compared to all vehicles

A

A

B

C

D

E

F

G

Absolute level of CO$_2$
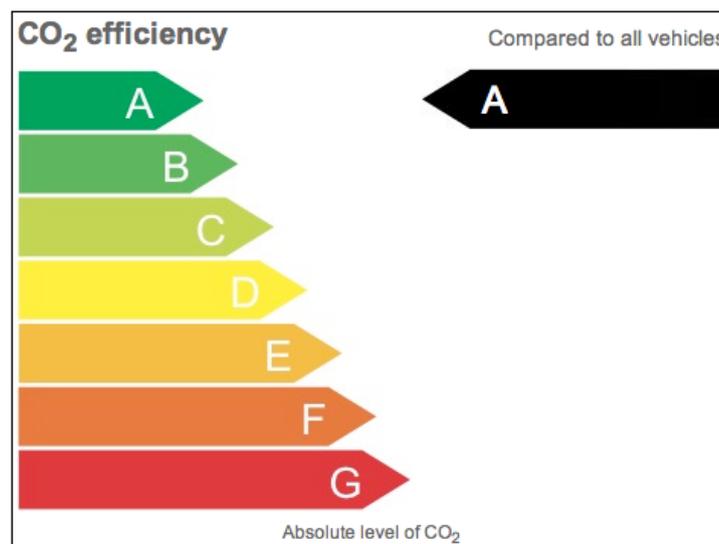
3.3 Online experiment: absolute versus German classification systems

Absolute label
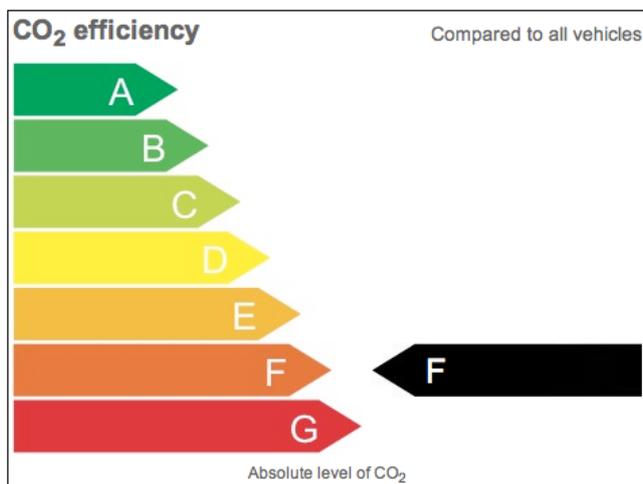
German label
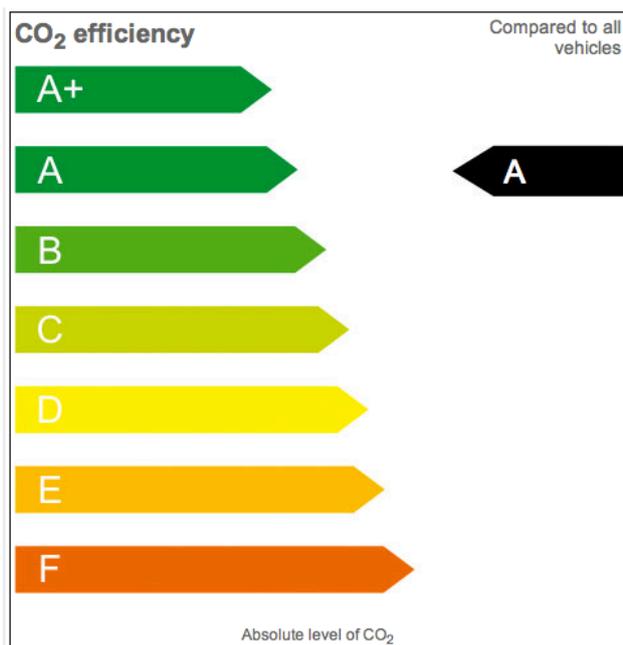
Full label
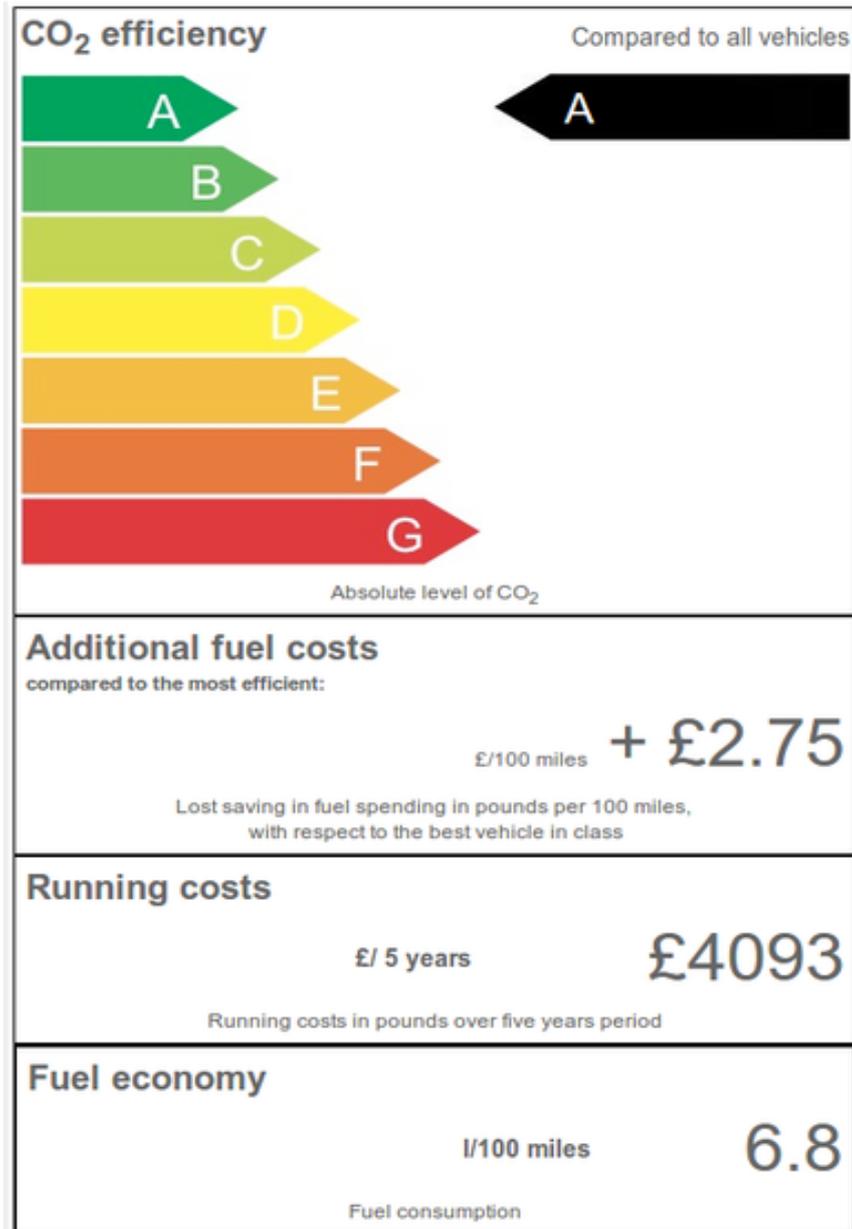
3.4 Online experiment: promotional material, standard cars

Run	General Format	Additional Element (AE)	Web Link
Control	Text Only	No	No

Chevrolet Spark

We will brighten your day!

Vehicle CO$_2$emission class C (191 g/miles)
Fuel economy 8.2l/100 miles

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Additional Element (AE)	Web Link
1	Only GE	Class	Yes

Chevrolet Spark

We will brighten your day!

Running costs*

£4971

£/ 5 years

To obtain full environmental information about the vehicle, please, click the link: Click Here

Vehicle CO$_2$emission class

C

Compared to all vehicles
Absolute level of CO$_2$

Note: Running costs in pounds over five years period

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Additional Element (AE)	Web Link
2	Text + GE	Combined	Yes

Mazda CX-7

We will brighten your day!

To obtain full environmental information about the vehicle, please, click the link: Click Here

Vehicle CO$_2$emission class G (391 g/miles)
Fuel economy 16.4l/100 miles

Vehicle CO$_2$emission class

G

Compared to all vehicles
Absolute level of CO$_2$

The car is manufactured and sold by Mazda. Presented Mazda CX-7 model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Mazda CX-7 is Petrol model and has engine of 2300. Acceleration of 0-100 miles/h (s) is equal to 5. Maximum speed 140 miles/h. Number of seats: 5. Trunk capacity is min 455 dm^3 and max. 1450 dm^3. Fuel economy: 16.4 l/100 miles. Overall car weight is 1800 kg.

Run	General Format	Additional Element (AE)	Web Link
3	Text + GE	RC note	No

Mazda CX-7

We will brighten your day!

Running costs* are equal to £9941 (£/ 5 years)

Vehicle CO_2emission class G (391 g/miles)
Fuel economy 16.4l/100 miles

Vehicle CO_2emission class

G

Compared to all vehicles
Absolute level of CO_2

Note: Running costs in pounds over five years period

The car is manufactured and sold by Mazda. Presented Mazda CX-7 model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Mazda CX-7 is Petrol model and has engine of 2300. Acceleration of 0-100 miles/h (s) is equal to 5. Maximum speed 140 miles/h. Number of seats: 5. Trunk capacity is min 455 dm^3 and max. 1450 dm^3. Fuel economy: 16.4 l/100 miles. Overall car weight is 1800 kg.

Run	General Format	Additional Element (AE)	Web Link
4	Only GE	RC note	No

Mazda CX-7

We will brighten your day!

Running costs* are equal to £9941 (£/ 5 years)

Vehicle CO_2emission class

G

Compared to all vehicles
Absolute level of CO_2

Note: Running costs in pounds over five years period

The car is manufactured and sold by Mazda. Presented Mazda CX-7 model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Mazda CX-7 is Petrol model and has engine of 2300. Acceleration of 0-100 miles/h (s) is equal to 5. Maximum speed 140 miles/h. Number of seats: 5. Trunk capacity is min 455 dm^3 and max. 1450 dm^3. Fuel economy: 16.4 l/100 miles. Overall car weight is 1800 kg.

Run	General Format	Additional Element (AE)	Web Link
5	Only GE	Class	No

Mazda CX-7

We will brighten your day!

Vehicle CO_2 emission class

G

Compared to all vehicles
Absolute level of CO_2

The car is manufactured and sold by Mazda. Presented Mazda CX-7 model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Mazda CX-7 is Petrol model and has engine of 2300. Acceleration of 0-100 miles/h (s) is equal to 5. Maximum speed 140 miles/h. Number of seats: 5. Trunk capacity is min 455 dm^3 and max. 1450 dm^3. Fuel economy: 16.4 l/100 miles. Overall car weight is 1800 kg.

Run	General Format	Additional Element (AE)	Web Link
6	Text + GE	Class	Yes

Mazda CX-7

We will brighten your day!

To obtain full environmental information about the vehicle, please, click the link: Click Here

Vehicle CO_2 emission class G (391 g/miles)
Fuel economy 16.4l/100 miles

Vehicle CO_2 emission class

G

Compared to all vehicles
Absolute level of CO_2

The car is manufactured and sold by Mazda. Presented Mazda CX-7 model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Mazda CX-7 is Petrol model and has engine of 2300. Acceleration of 0-100 miles/h (s) is equal to 5. Maximum speed 140 miles/h. Number of seats: 5. Trunk capacity is min 455 dm^3 and max. 1450 dm^3. Fuel economy: 16.4 l/100 miles. Overall car weight is 1800 kg.

Run	General Format	Additional Element	Web Link

(AE)			
7	Only GE	Combined	Yes

Chevrolet Spark

We will brighten your day!

Running costs*

£4971

£/ 5 years

Vehicle CO$_2$emission class

To obtain full environmental information about the vehicle, please, click the link: Click Here

C

Compared to all vehicles
Absolute level of CO$_2$

Note: Running costs in pounds over five years period

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Additional Element (AE)	Web Link
8	Only GE	Combined	Yes

Chevrolet Spark

We will brighten your day!

Running costs*

£4971

£/ 5 years

Vehicle CO$_2$emission class

C

Compared to all vehicles
Absolute level of CO$_2$

Note: Running costs in pounds over five years period

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Graphic Element (GE)	Web Link
9	Only GE	Combined	No

Chevrolet Spark

We will brighten your day!

Vehicle CO$_2$emission class C (191 g/miles)
Fuel economy 8.2l/100 miles

Vehicle CO$_2$emission class

C

Compared to all vehicles
Absolute level of CO$_2$

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Additional Element (AE)	Web Link
10	Text + GE	Class	No

Chevrolet Spark

We will brighten your day!

Running costs* are equal to £4971 (£/ 5 years)

To obtain full environmental information about the vehicle, please, click the link: Click Here

Vehicle CO$_2$emission class C (191 g/miles)
Fuel economy 8.2l/100 miles

Vehicle CO$_2$emission class

C

Compared to all vehicles
Absolute level of CO$_2$

Note: Running costs in pounds over five years period

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Additional Element (AE)	Web Link
11	Text + GE	RC note	Yes

Chevrolet Spark

We will brighten your day!

Running costs*

£4971

£/ 5 years

Vehicle CO_2 emission class C (191 g/miles)
Fuel economy 8.2l/100 miles

Vehicle CO_2 emission class

C

Compared to all vehicles
Absolute level of CO_2

Note: Running costs in pounds over five years period

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.

Run	General Format	Additional Element (AE)	Web Link
12	Text + GE	Combined	No

Chevrolet Spark

We will brighten your day!

Running costs* are equal to £4971 (£/ 5 years)

To obtain full environmental information about the vehicle, please, click the link: Click Here

Vehicle CO_2 emission class

C

Compared to all vehicles
Absolute level of CO_2

Note: Running costs in pounds over five years period

The car is manufactured and sold by Chevrolet. Presented Chevrolet Spark model is just a graphical depicture of the actual car. Actual interior and exterior color, décor and materials may vary depending on exact specifications chosen. Presented Chevrolet Spark is Petrol model and has engine of 1000. Acceleration of 0-100 miles/h (s) is equal to 9.6. Maximum speed 103 miles/h. Number of seats: 5. Trunk capacity is min 170 dm^3 and max. 900 dm^3. Fuel economy: 8.2 l/100 miles. Overall car weight is 950 kg.