

PRESS RELEASE

# AUTO INDUSTRY AND MOTOR TRADERS LAUNCH CLEAN DIESEL CAMPAIGN AS EURO 6 COMES INTO FORCE

**Brussels, 1 September 2015** – As of today, all new cars sold must meet the latest EU emissions legislation – Euro 6. To mark this occasion the automotive and motor trading industries are joining forces to launch [www.cleandieseltch.eu](http://www.cleandieseltch.eu).

The purpose of the online campaign is to raise awareness about clean diesel, which is made up of a three-part system that combines cleaner diesel fuel, advanced engines and effective emissions control technology. This campaign provides simple and accessible facts, figures and infographics to inform the general public and policy makers alike about the latest generation of diesel technology.

Since 1992, the EU has introduced increasingly stricter limits on vehicle emissions through a series of ‘Euro’ standards. The latest and most stringent of these standards is Euro 6. New car models have complied with Euro 6 since September 2014, and as of today all new cars sold must meet this standard. Over the last 15 years, nitrogen oxides (NOx) limits for diesel car engines have been reduced by 84%, and particulates (PM) by 90%. Diesel cars also have 15% lower CO2 emissions per kilometre than equivalent petrol-powered vehicles.

The campaign partners - the European Automobile Manufacturers’ Association (ACEA), the Association for Emissions Control by Catalyst (AECC), the European Council for Motor Trades and Repairs (CECRA) and the European Association of Automotive Suppliers (CLEPA) - are calling for technology-neutral and results-oriented policy to ensure the uptake of the latest low-emission vehicles. With this support, they will continue to work together to ensure that modern diesel remains one of the key pillars in the portfolio of low CO2 technologies for delivering clean and affordable transport for future generations.

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# NOTES FOR EDITORS

For more information visit [www.cleandieselttech.eu](http://www.cleandieselttech.eu) (#CleanDieselTech).

A one-page infographic can be found [here](#) and a media backgrounder is available [here](#).

## About the partners

- **ACEA's** members are BMW Group, DAF Trucks, Daimler, Fiat Chrysler Automobiles, Ford of Europe, Hyundai Motor Europe, Iveco, Jaguar Land Rover, Opel Group, PSA Peugeot Citroën, Renault Group, Toyota Motor Europe, Volkswagen Group, Volvo Cars, Volvo Group. More information can be found on [www.acea.be](http://www.acea.be) or @ACEA\_eu.
- **AECC** is an international non-profit scientific association of European companies making technologies for engine exhaust emissions control. The members of AECC are companies operating worldwide in the research, development, testing and manufacture of key technologies for emissions control.
- **CECRA**, the European Council for Motor Trades and Repairs, is the European federation bringing together 24 national professional associations, which represent the interests of motor trade and repair businesses, and 12 European Dealer Councils on behalf of vehicle dealers for specific makes. The main aim of CECRA is to promote the interests of its members and above all maintain a favourable European regulatory framework for the 380,000 enterprises of motor trade and repair businesses it represents through national associations and European Dealer Councils.
- **CLEPA** is the European Association of Automotive Suppliers. 113 of the world's most prominent suppliers for car parts, systems and modules and 24 national trade associations and European sector associations are members of CLEPA, representing more than 3,000 companies, employing more than 5 million people and covering all products and services within the automotive supply chain. Based in Brussels, CLEPA is recognised as the natural discussion partner by the European Institutions, United Nations and fellow associations (ACEA, JAMA, MEMA, etc).

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