

## Press Release

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# LANDMARK VICTORY FOR VOLVO'S EMISSIONS EQUALITY CAMPAIGN

## LANDMARK VICTORY FOR VOLVO'S EMISSIONS EQUALITY CAMPAIGN

- Success for Volvo's Emissions Equality campaign following Congestion Charge review
- Transport for London confirms 100% discount will be available to all sub-100g/km Euro 5 vehicles
- At 99g/km CO<sub>2</sub>, Volvo C30, S40 and V50 DRiVe are all Congestion Charge free under the new rules and could save owners up to £2,500 per year

Volvo Car UK is celebrating a landmark victory in its Emissions Equality campaign, following yesterday's decision by the Mayor of London to allow all sub-100g/km CO<sub>2</sub> and Euro 5 compliant cars to enter the Congestion Charge zone free of charge.

Volvo's recent campaign was designed to address what it saw as an unfair charging structure under the old rules, which enabled drivers of alternative fuel and hybrid vehicles to avoid the £8 entry charge despite emitting more CO<sub>2</sub> than many conventional petrol or diesel engine cars.

The new rules mean that any car, regardless of powertrain, will be entitled to a 100% discount on the London Congestion Charge. Volvo's current range includes three 99g/km CO<sub>2</sub> models - the C30, S40 and V50 DRiVe models.

Motorists can register for the Greener Vehicle Discount from 4th January, subject to a £10 annual payment per vehicle, provided their car emits less than 100g/km CO<sub>2</sub> and meets the Euro 5 standard for air quality.

With electric and hybrid plug-in vehicles set to arrive in the UK over the next 18 months, all of which will have significantly lower emissions levels than today's cars, Transport for London said it would continue to monitor developments in the market and keep discount criteria under review. Another review will be conducted in 2012, when officials will decide whether or not to reduce the 100% discount threshold to vehicles emitting under 80g/km CO<sub>2</sub>.

Volvo currently offers three models with CO<sub>2</sub> emissions of just 99g/km - the C30, S40 and V50 DRiVe. It has also shown a V70 estate with plug-in hybrid technology that emits less than 50g/km CO<sub>2</sub> - technology that will be launched in 2012 - and prototype versions of a full battery-electric C30.

Peter Rask, Volvo Car UK's Managing Director, said: "This decision recognises the huge progress made by manufacturers in reducing the emissions of conventional petrol and diesel engines to levels that are, in some cases, cleaner than those of hybrid vehicles.

"It levels the playing field for drivers seeking a true low-emission vehicle and is a genuine victory for Volvo and emissions equality in the UK."

Ends

Notes to editors:

Volvo launched its campaign for London Congestion Charge Zone emissions equality when it

wrote to Mayor Boris Johnson in June 2009.

Drivers affected by the charges were also encouraged to register their support at [www.volvocars.co.uk/emissionsequality](http://www.volvocars.co.uk/emissionsequality) and invited to follow the cause on <http://twitter.com/equality> or [www.facebook.com/pages/Emissions-Equality/119945287541](http://www.facebook.com/pages/Emissions-Equality/119945287541)

## Keywords:

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Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional. All information is correct at time of going to press and may be altered without prior notification.

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