

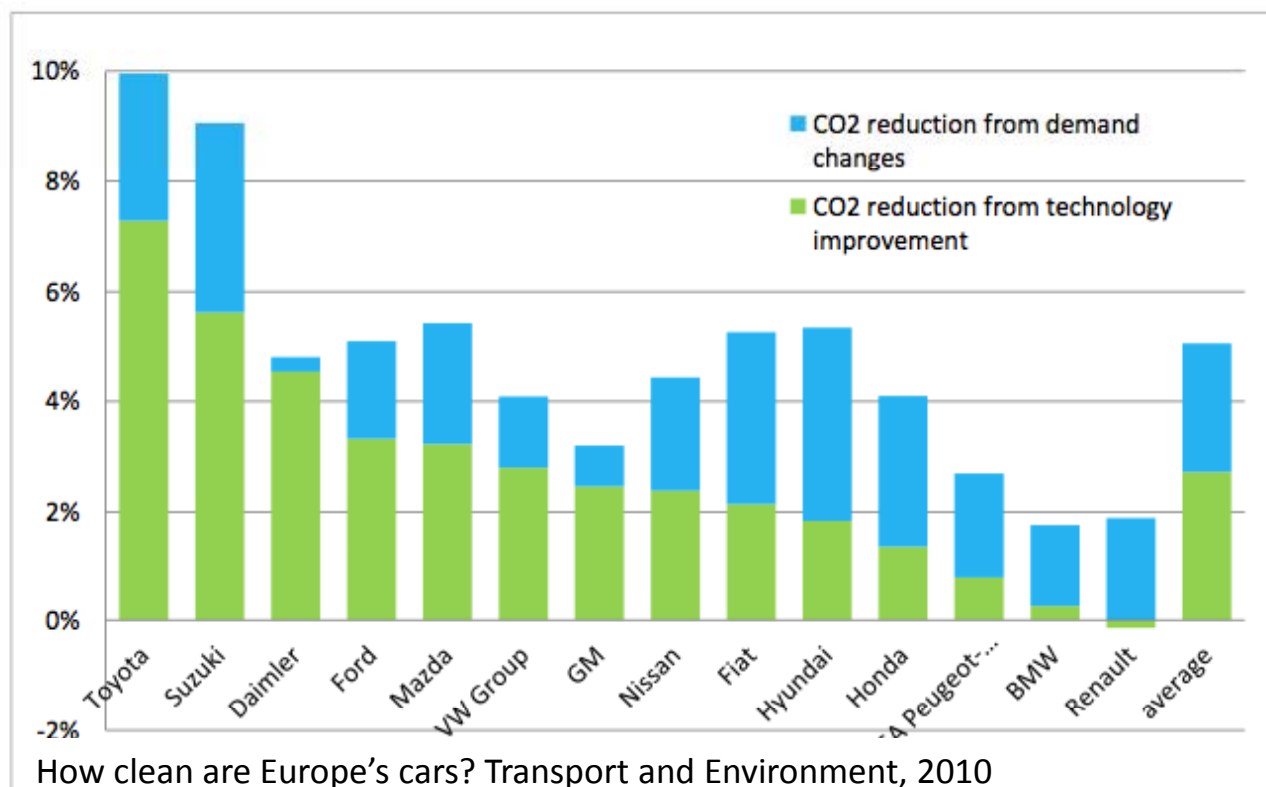
**The importance of model choice to reach EU CO<sub>2</sub>-emission targets for cars. An analysis of the Swedish car-market commissioned by the Swedish Transport Administration.**

Shahriar Gorjifar, Koucky & Partners

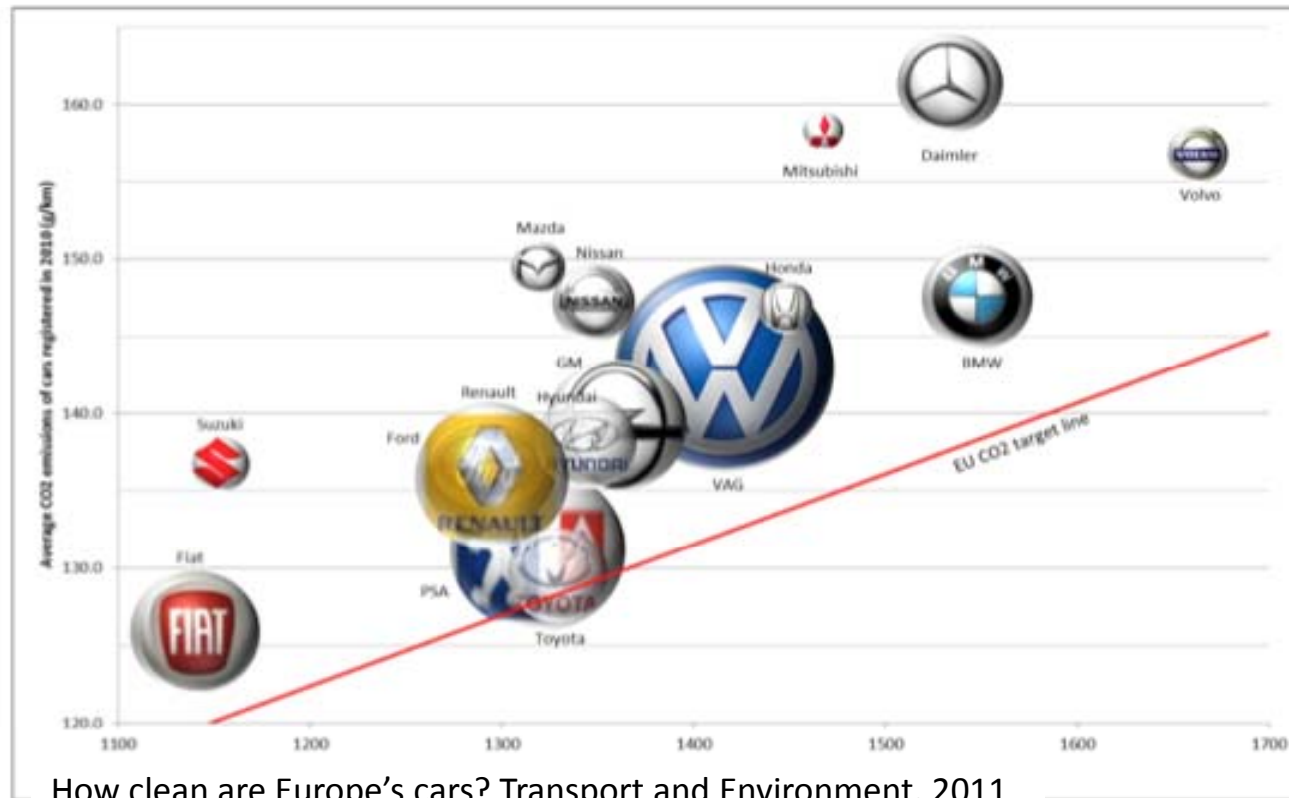
# Monitoring of CO<sub>2</sub>-emissions from passenger cars

- EU-guidelines for manufacturers:
  - 2015, average CO<sub>2</sub>-emissions: 130 g/km
  - 2020, average CO<sub>2</sub>-emissions: 95 g/km
- Target-value rises with vehicle mass
- Excess emission premium: €95 per sold vehicle and gram of CO<sub>2</sub> above target value

# Twin strategies for emission-reduction: Technology improvement and changes to demand



# Best selling brands in europe 2010



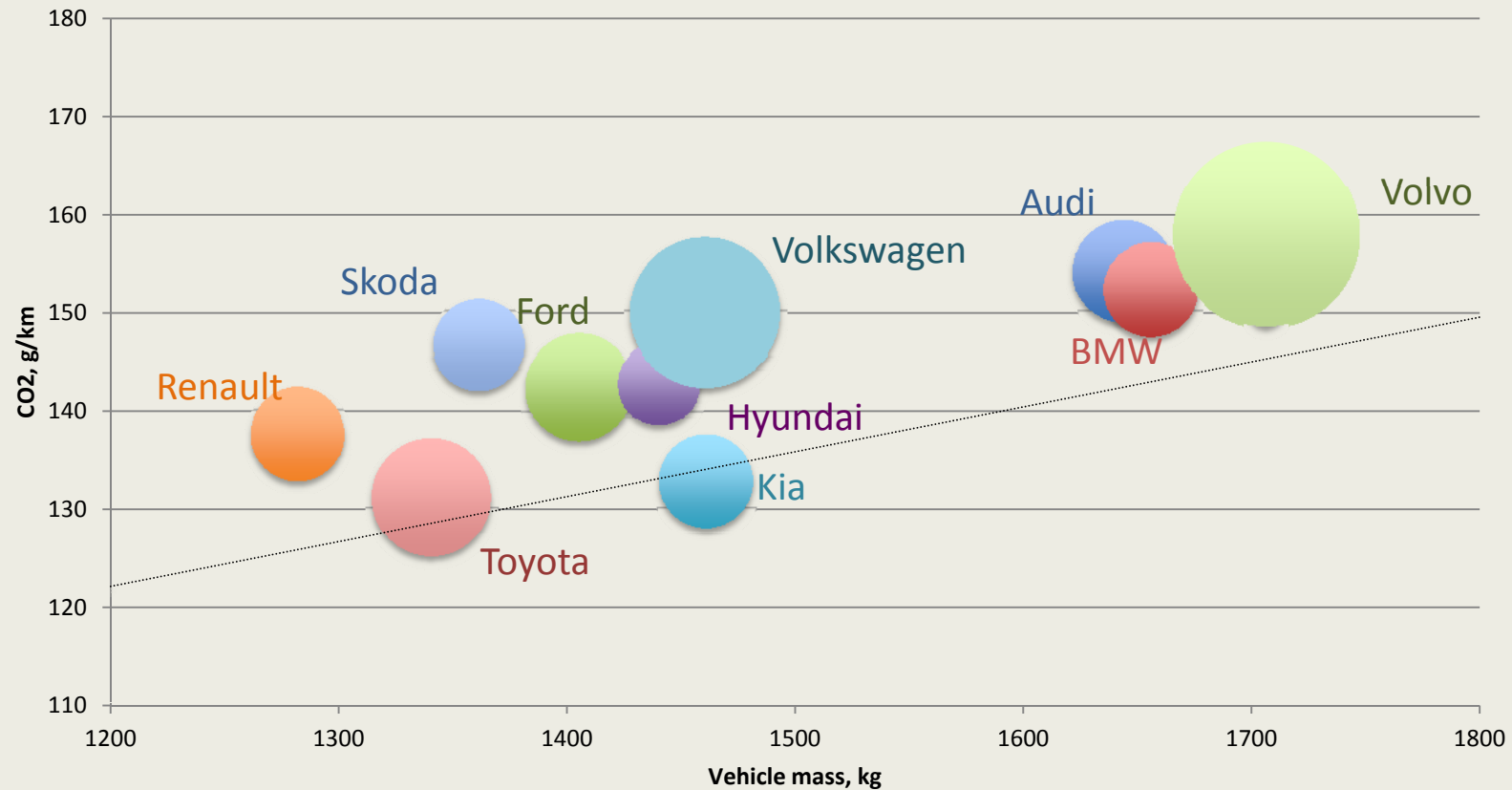
# The state of the market and the challenges faced

- What's the situation on the Swedish market?
- Sales of new cars for 2010
- What can the dealerships do to reduce the CO<sub>2</sub>-impact of sold vehicles?

# The ten best-selling brands on the Swedish market 2010

Brand	Vehicles sold	CO <sub>2</sub> [g/km]	Average vehicle mass [kg]	EU-target for CO <sub>2</sub>	Deviation from target
Toyota	21115	131	1341	129	3
Kia	13205	133	1461	134	-1
Renault	13216	138	1282	126	12
Ford	17102	142	1405	132	11
Hyundai	10097	143	1440	133	10
Skoda	12401	147	1361	130	17
VW	33644	150	1460	134	16
BMW	13462	152	1656	143	9
Audi	15682	154	1644	142	12
Volvo	51376	158	1706	145	13

# Brands in relation to EU target value. Average CO<sub>2</sub>-emissions: 147 g/km



# What can dealerships do?

- The effects of a shift to greener models in sales?
- The most fuel-efficient variant sold for every model
- Otherwise unchanged distribution among the selected brands



# The most fuel-efficient variant sold.

## Average CO<sub>2</sub>-emissions lowered to 118 g/km

