

RESULTS OF VEHICLE ECONOMY LABEL (VFEL) SURVEY Oct 2010.

The October survey into the use of the vehicle fuel economy label is complete, and the results are really positive. Thank you for the role you have played in this success.

The survey ran from 16 September until 29 October and for the first time it included used vehicle traders.

96 VFEL trader visits were carried out, 67 to used vehicle traders and 29 to franchise agencies. A total of 4,879 vehicles were checked for compliance.

We measured initial compliance when we first arrived, and then compliance 48 hours later after coaching and training in the way the system worked.

By vehicle, the results were:

- Vehicles from 2000 – 2005 - walk on-site compliance was 68% and 96% within 48 hrs.
- Vehicles from 2006 – 2010 - walk on-site compliance was 78% and 98% within 48 hrs.

The lower level of initial compliance for used vehicle traders is to be expected given they are new to the programme - we found many people were unfamiliar with exactly how the programme worked. What is really encouraging, however, is this appears to be easily fixed. The high level of compliance after training and coaching shows what can be achieved when everyone is clear on the process.

More labels available

We have been working hard to increase the number of labels that are available for used Japanese imports back to 2000, and this was evident in the increase we saw in cars on the yard.

We also got some good feedback from dealers using the model code on the vehicle ID plate and the industry login on the fuelsaver website to obtain economy labels for used Japanese imports before the vehicle is registered.

Placement in the vehicle

It is really encouraging to see such high levels of compliance, but as well as having the label in the vehicle, you must make sure it can be seen clearly.

We found that often a label was present, but it wasn't very visible. We found a lot of labels on seats, hanging behind dark tinted windows, or on the inside of the window card facing inside of vehicle.

The Regulations require that the ***“fuel economy label must be displayed clearly and prominently so that the text can be read from a reasonable distance”*** so you need to make sure that you put it in the window where customers can read it easily.

Work in progress

We want to do everything we can to increase the number of labels that are available. We are working with MIA, IMVIA and MTA on resolving:

- Labels not available for New Zealand new vehicles from 2000 – 2006
- Labels not available for used imported European vehicles from 2000 to 2006.

Well done guys!

Mike Small