

69% of French motorists, who intend to change their car in the near future, estimate that the governmental Eco-Bill (“éco-pastille”) will have an impact on their purchase

- Eco-Bill study by TNS Automotive in France -

The day after the environmental negotiations in the guise of Le Grenelle de l'Environnement, TNS Automotive in France, the national leader in market research and opinion studies, gave voice to consumers on the topic. A study was undertaken last weekend to analyse the impact and perception of the Eco-Bill amongst French motorists, with particular focus on drivers who intend to change their vehicles. The results show that 69% of the target group think that the bill will have an impact on their next purchase. 76% of respondents believe that the measure will contribute to the protection of the environment, and 62% deem the bill an encouragement to buy a less-polluting vehicle.*

Flagship Measure from the environmental negotiators captivates French drivers

The Eco-Bill is one of the flagship measures to result from the latest environmental negotiations in France. From 2008 onwards, the Bill will impose taxes on buyers of higher polluting vehicles, while crediting those drivers who choose “clean” vehicles. **97% of future vehicle buyers in France are already aware of the system of reward and penalty, of which 65% perceive it as a good initiative.** The bill will only affect new vehicles bought after January 1st 2008.

Eco-Bill fulfils French drivers' expectations for the protection of the environment

76% of French motorists believe **the measure contributes to the protection of the environment. 65% of buyers think the measure makes good sense**, even if fewer than **one in two is currently thinking of buying a car which will receive a tax credit.** The effect of the bill shows a desire to protect the environment, supported by a positive response to the measure, however costly it may be in certain cases (top-range vehicles, 4x4, minivans, etc.).

Finally, **62% of drivers said that the Eco-Bill will encourage them to buy a less-polluting car** (34% do not agree). In detail, 43% of them “mostly agree” with this notion and 19% “entirely agree”.

The Eco-Bill will have an impact on the automotive market and new-vehicle purchases

Over two in three French motorists (69%) said that this measure will have an impact on their next vehicle purchase.

Future new-vehicle buyers will be **more aware about their choice of motor, some of which will also contemplate** a downgrade to an inferior range in order to maximise the tax bonus or minimise and even totally avoid a tax penalty.

Finally, **48% of motorists believe that this measure will benefit French automobile manufacturers** (40% of respondents think the opposite). This can be explained by the fact that French manufacturers notably own the most important segments of the market with regard to small vehicles, which, by nature, will benefit from a tax bonus; which can only have a positive influence on their sales.

* A French government bill, developed during the recent environmental negotiations, which will consist of a reward and penalty system according to the level of CO2 emissions of new vehicles.

Eco-Bill Tax Credit – Penalty System: User guide

The Eco-Bill consists of a tax credit and penalty system for new vehicles according to the following guidelines:

Total credit	CO2 emissions/km
5000 €	less than 60 g
1000 €	less than 100 g
700 €	between 101 and 120 g
200 €	between 121 and 130 g

Total Penalty	Emission de CO2/km
2600 €	more than 250 g
1600 €	between 201 and 250 g
750 €	between 166 and 200 g
200 €	between 161 and 165 g

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Methodology:

1000 online interviews carried out from 7-9 December 2007, based on a sample of vehicle users who intend to change their vehicle within the next two years.

About TNS Automotive:

TNS Automotive is the leading global provider of market research and insights to the automotive industry, with a specialist network of over 300 dedicated researchers in over 50 countries.

Living and breathing automotive, our experts address the complex research needs of clients including major global automotive and tyre manufacturers, component suppliers, oil companies, repair specialists, parts distributors, dealerships and advertising agencies. Whether our clients are developing new products, optimising advertising and media expenditures, defining new market segments or consolidating their position in the marketplace, our complete portfolio of expert customised and syndicated automotive research solutions delivers added value.

We help our clients drive better business with innovative insights.

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