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Introduction

Efficient management of a company car fleet's environmental impact has become the number one priority in today's industry.

It stems from a number of perspectives. Inevitably, man's overwhelming desire to do more to limit the effect of vehicles on the earth's climate underpins the whole ethos of 'greener' motoring, but within this are a number of other issues specifically pertinent to fleet operations. Running a greener fleet should mean running a more efficient fleet, which by extension means running a less expensive fleet. But that has not always been the case as 'going green' historically has had a cost attached.

Then there is corporate social responsibility. Companies and organisations have the ability to lead from the front in helping society become more environmentally aware as, generally, they possess the money and organisational skills required. And when industry becomes an early adopter and displays best practice in the way things are done, others follow.

Then there are the drivers themselves. By initiating emissions-based incentives, a well-run fleet whose fleet manager is on top of the latest issues will help company drivers to be better off. Everybody wins.

In this Guide to Emissions, we look at the environmental issues facing the industry, explore the viability of alternative fuels, showcase Audi's advanced 'green' technology and offer tips on greener driving.



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Compared with the British car parc as a whole, the fleet sector is noticeably ahead of the retail sector in the adoption of lower-emission cars, driven mainly by fiscal incentives and, particularly, the need to cut Benefit in Kind tax.

According to figures from the British Vehicle Rental and Leasing Association, the average CO₂ emissions of around 1.6 million leased cars, which make up the majority of the three million or so company cars on our roads, have reduced to 144.0g/km, a drop of about 4% from the 149.9g/km reported in 2008 and around 9% down on 2007's figure of 157.4g/km.

This outstrips the decrease across total new car registrations: Society of Motor Manufacturers and Traders figures show that in 2009 the average CO₂ emissions for all new cars fell to 149.5g/km from 2008's figure of 164.9g/km.

Yet there is still some way to go before CO₂ emissions reach the target the European Parliament is keen to introduce – a 125g/km average for all new cars by 2015.

The relatively green track record in the fleet sector does not mean legislation will continue as it is, however.

The new emissions-based vehicle excise duty regime which came into force in April 2009 provides a glimpse of the Government's determination to reduce emissions from cars – see 'Emissions-based legislation' below. The scheme continues to tighten legislation based on CO₂ emissions.



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Exhaust emissions have been a key factor in the company car market for a number of years. What legislation is there that relates to CO₂, NO_x and particulates, and how does it relate to the everyday running of a fleet?

Company Car Tax

Since 2002, company car tax has been based on the CO₂ emissions produced by each car on a sliding scale of severity. In 2010/11 the scale runs from 10% to 35% of the car's taxable value and this is used to calculate the driver's Benefit in Kind liability.

The 10% figure is designed to incentivise drivers to choose lower-emitting models. In the 2010/11 tax year, any driver choosing a petrol company car with CO₂ emissions of 120g/km or less qualifies for the 10% rate.

However, all diesel cars suffer a 3% tax charge over petrol models with equivalent CO₂, to account for diesel's emissions of 'local' pollutants such as particulates and NO_x. The charge also applies to diesel cars with CO₂ emissions of 120g/km or less, which are therefore taxed at 13%, rather than 10%. So, for example, an Audi A3 1.6 TDI, emitting 109g/km of CO₂, incurs liability at 13% of taxable value.

For emissions of 120g/km or more, the band system starts at 15% for petrol, or 18% for diesel, from the lower threshold of 130g/km.

All manufacturers are required to publish emissions data for their models, which can be found at www.vca.gov.uk

You and your company car tax

Successful selection of a new company car needs to be based on emissions of CO₂ and purchase price as both go hand-in-hand when determining company car tax liability.

A look at the examples below shows how monthly tax liability in 2010/11 compares between selected Audi A3 Sportback TDI and BMW 120d and 116d models.

Benefit in Kind tax compared: Audi A3 Sportback BMW 1 Series

Audi A3 Sportback 2.0 TDI 140PS Sport
P11D price £21,410

CO₂ emissions 115g/km

BIK tax liability* £46/£92

Audi A3 Sportback 1.6 TDI Sport
P11D price £21,285

CO₂ emissions 109g/km

BIK tax liability* £46/£92

BMW 120d SE 5dr
P11D price £23,715

CO₂ emissions 125g/km

BIK tax liability* £71/£142

BMW 116d SE 5dr
P11D price £21,010

CO₂ emissions 118g/km

BIK tax liability* £45/£91

*Monthly Benefit in Kind tax payable in 2010/11 for 20%/40% tax payers

Class 1A NIC

A company that reduces its fleet's CO₂ emissions will also cut its tax liability as employers' Class 1A NIC is payable at 12.8% of taxable value on every company car relative to its emissions of CO₂.

So, a petrol car with a P11D price of £20,000 and CO₂ emissions of 135g/km, sitting in the 15% band in 2010/11, would incur annual liability based on 12.8% of £3,000 – £384.

Similarly, a £20,000 petrol car with CO₂ emissions of 240g/km falls into the 35% band incurring tax based on 12.8% of £7,000 – £896.

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Vehicle excise duty (VED)

The amount of vehicle excise duty payable on a car is based on its CO₂ emissions and the type of fuel used. Generally, the lower the emissions, the less tax is payable. The VED rates in 2010/11 are shown in the table (right).

From May 1, 2009, the vehicle excise duty rates were reformed to a new 13-band scale based on emissions of CO₂, with new first year rates including a first-year 'showroom tax' dependent on vehicle emissions.

Cars with CO₂ emissions of 166g/km and above (those in Band H) are liable for 'showroom tax' on a sliding scale up to a maximum of £515.

VED bands, 2010/11

VED Band	CO ₂ emissions (g/km)	2010/11 first year rate (£)	2010/11 standard rate (£)
A	Up to 100	£0	£0
B	101-110	£0	£20
C	111-120	£0	£30
D	121-130	£0	£90
E	131-140	£110	£110
F	141-150	£125	£125
G	151-165	£155	£155
H	166-175	£250	£180
I	176-185	£300	£200
J	186-200	£425	£235
K ¹	201-225	£550	£245
L	226-255	£750	£425
M	Over 255	£950	£435

1: Includes cars emitting over 225g/km registered between March 1, 2001 and March 23, 2006. Alternative fuel discount 2010/11: £10 for all cars

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Fuel cost reimbursement: AMAPs and private fuel

The amount of fuel a car uses is directly proportionate to its CO₂ emissions, so a number of allowances and taxes on fuel have been introduced mindful of the fact that limiting fuel use limits real world emissions.

The Approved Mileage Allowance Payments (AMAPs) currently allow private car owners using their cars on business to claim 40p per mile up to 10,000 miles, and 25p per mile thereafter, tax-free.

However, critics claim the AMAP system incentivises drivers to cover more business miles. Currently under review, the system may be changed to a scheme that links CO₂ and mileage to reflect the high initial costs of drivers using their own cars for business purposes, with a lowered rate to avoid incentivising unnecessary mileage.

Company car drivers receiving employer-provided 'free' fuel for private mileage will find the tax they pay on the benefit is rising too. Again, it is based on the emissions of their car.

For 2010/11, the tax payable is calculated using a Government set figure – £18,000. Their car's taxable percentage, based on the sliding scale of emissions, is multiplied by this set figure to give the amount on which tax is payable. Many drivers will have to cover thousands of private miles to make it worthwhile.

Euro 5 emissions standard

European emissions standards are designed to ensure cars become ever cleaner in terms of emissions of CO₂, particulates and NO_x.

Euro 5 emissions standards apply to new car type-approvals, and came into force in September 2009, with a second date of January 2011 for first registration of previously type-approved models.

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Fuel type	What is it?	The Pros	The Cons	Availability	Its future in fleet?
Biodiesel	A fuel oil derived from biological sources, eg palm oil	Easy to add to current fuel network. Can be produced from renewable or recycled sources. Most modern cars can run on a 5%-10% blend. Produces less 'soot', NOx, carbon monoxide and sulphur emissions. Carbon neutral in some cases	Environmental damage issues in crop production. Less availability. Quality standards for production vary. High mix (+60%) prone to 'waxing' in cold weather. Produces 10%-plus less power at combustion	Low. Government wants 5% of road fuels to be biofuel by 2010. All Audi TDI engines can use 5% biodiesel without modification	If production issues can be overcome, it has a strong future
Bioethanol	A crop-based fuel made from ethanol produced by sugar fermentation	Made from sustainable crop resource. In 5% quantities. Can be blended with fossil fuel. 85% bioethanol/15% petrol (E85) cuts CO2 by up to 70%. Produces more power than conventional fuels	Availability an issue. Engines need to be specially built to run on high mixes. Conversion cost may be prohibitive. Land needed to grow enough crops would be vast	Very low	Limited. Would need massive investment in infrastructure and vehicle modifications
LPG	Liquified petroleum gas derived from oil	Pump prices currently around half that of diesel. Decent availability in the fuel network. Car can also run on petrol, extending range	£1,500-£2,000 cost of conversion. Fuel burns less efficiently, offsetting some of the lower purchase price. Loss of boot space due to extra tank. Residual values of LPG cars poor	Around 1,300 fuel stations in the UK	Lack of conviction by industry in its advantages means future is limited
CNG	CNG (compressed natural gas) is sourced from underground reserves and stored under pressure	Can be used in a modified petrol engine, or as part of a bi-fuel set-up. Cheap and clean, with up to 10-15% less CO2 than diesel, 80% lower NOx and zero particulate emissions. Quieter than diesel	Reduction in load area due to storage tank, which needs to be pressure tested every three years. CNG energy content is also about 25% of diesel hindering performance and range	Poor. No nationwide fuelling network. Own bunkered storage system essential	Although it delivers lower CO2 and emissions, CNG is likely to remain a specialist fuel for fleets with bunkering facilities
Hybrid	Electric and petrol engines combine to power car	Recycles wasted energy through systems such as brake regeneration. Use of electric motor only at low speeds. Stop-start engine ability. Electric motor aids performance. Uses existing technology	Electric motor offers limited environmental benefit at motorway speeds. Battery pack cumbersome. Lack of model choice currently	Limited to two manufacturers in the UK – Honda and Toyota at present	Bright, as technology and model choice increases. Currently being explored by several manufacturers
Hydrogen	Hydrogen reacts with oxygen in a fuel cell to produce electricity	Only tailpipe emission is water. Seamless and instant production of power. No noise pollution. Hydrogen can be produced by solar, wind or water power	Storage issues. Production and refuelling infrastructure non-existent in UK. Battery range low. Very expensive technology. Political ramifications of change to 'hydrogen society' away from oil. Cold weather running causes problems	Almost impossible to run in the UK currently as refuelling infrastructure is effectively non-existent	Zero emissions make it hugely important, but currently a long way off owing to practical problems associated with refuelling network and fuel storage

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Extra-efficient TDI engines

All Audi A1 models, A3 and A3 Sportback 1.6 and 2.0 TDI models and A4 and A4 Avant 2.0 TDI 136PS models fall into the lowest tax band for diesel BIK tax in 2010/11 – 13%.

With CO₂ emissions from just 99g/km and combined fuel consumption of up to 74.3mpg, these models use new friction-minimising components, a manual gearbox with economy-biased ratios and an in-dash indicator informing the driver of the most effective gearchange points. Also, low rolling resistance tyres and revised aerodynamics help the car achieve maximum economy.

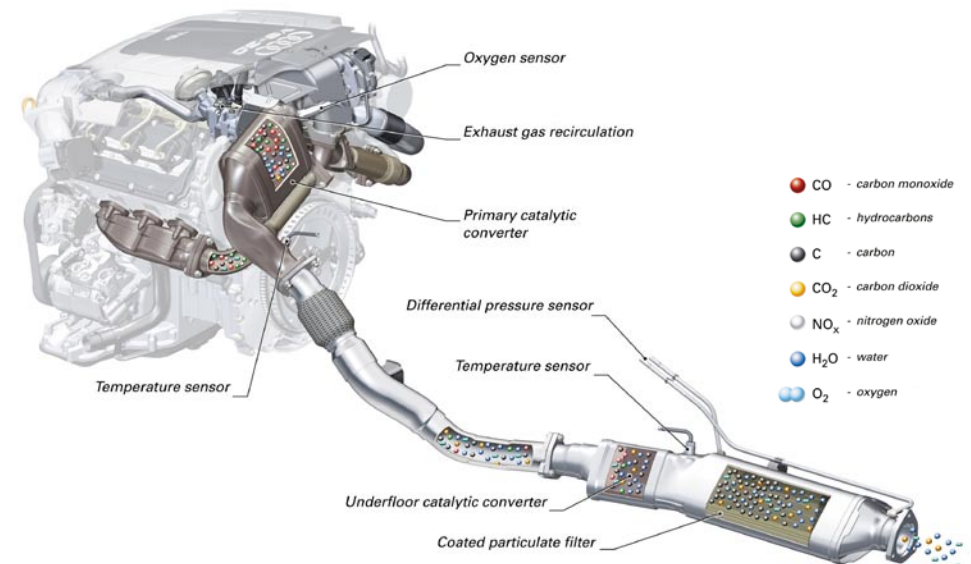
All Audi TDI models can use a 5% blend of biodiesel without modification.

Diesel particulate filter (DPF)

Audi's diesel particulate filter (DPF) removes particulate matter from the exhaust. Mounted behind the existing oxidation catalyst, exhaust gases pass through the DPF where the vast majority of particulate matter is removed.

In a further stage of chemical purification, the nitrogen dioxide (NO_x) created by the oxidation catalyst ensures particulate matter deposited in the DPF oxidises and is broken down, constantly regenerating the filter.

The advantage is up to 70% lower particulate emissions, no intervention or preparation required in the engine management system, and the system is maintenance-free.



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Audi start-stop

The following models benefit from automatic start-stop for greater fuel and CO₂ efficiency, while brake recuperation adds to optimal energy utilisation:

- ▶ A1 (all manual models).
- ▶ A3 (all manual models, excluding 1.6, 1.8 TFSI, 2.0 TFSI and S3).
- ▶ A4 (all 2.0 TDI and 2.0 TFSI manual).
- ▶ A5 (all 2.0 TDI and 2.0 TFSI manual).
- ▶ New A6 Saloon (C7) (all models).
- ▶ A7 Sportback (all models).
- ▶ TT (recuperation only).
- ▶ Audi Q5 (2.0 TDI and 2.0 TFSI manual).
- ▶ Audi Q7 (3.0 TDI models).

How it works: start-stop

▶ When a start-stop-equipped vehicle comes to rest with the gearstick in neutral and the driver's foot removed from the clutch pedal (or foot on the brake in automatic models), the engine switches off.

- ▶ Confirmation appears in the dash display.
- ▶ The brakes automatically maintain enough pressure to hold the car on a slope with a gradient up to 10%.
- ▶ The engine restarts as soon as the driver depresses the clutch pedal (or releases the brake pedal in automatic models). The starter motor restarts the engine in about two tenths of a second – faster, more quietly and more comfortably than on other cars equipped with similar systems.
- ▶ By the time the driver has engaged first gear and is ready to release the clutch (or released the brake pedal in automatic models), the engine has reached idle speed prior to driving away.
- ▶ Start-stop is activated automatically once the engine is warm, but can be deactivated at any time by pushing a button on the dash.

How it works: recuperation

Brake energy recuperation makes use of a car's kinetic energy during deceleration. The vehicle's alternator converts the kinetic energy produced during braking into electrical energy which is then stored in the battery, reducing the load on the alternator and helping to reduce fuel consumption.

Benefits to fleet operators and drivers: start-stop

- ▶ Reduced emissions of CO₂ promotes lower BIK tax for drivers than previously as start-stop-equipped models fall into lower tax bands than non-start-stop-equipped cars.
- ▶ Employers' Class 1A National Insurance Contributions are reduced as these are also based on CO₂ emissions.

The start-stop status is shown in the dash display, left, and can be disabled at the push of a switch, right



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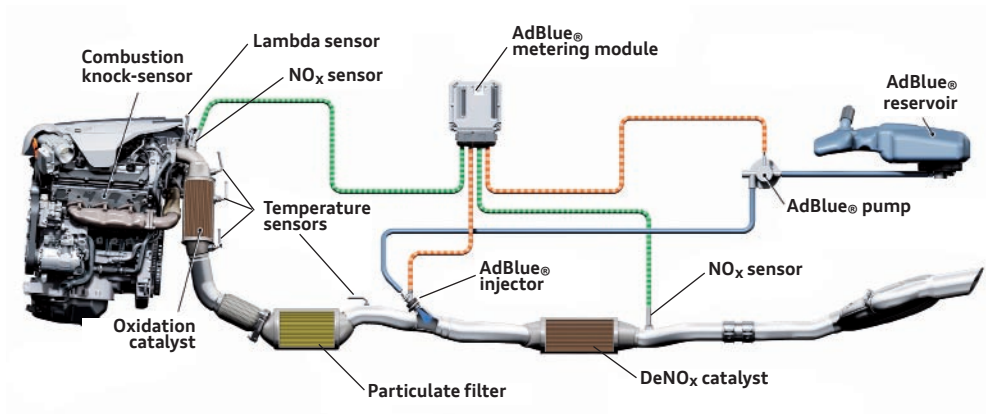
Audi technology: 3.0 TDI with AdBlue®

A5 3.0 TDI with ultra-low emission system (right)

This Audi A5 is powered by the world's cleanest diesel engine, meeting Euro 6 environmental standards.

Reduced raw emissions are achieved through a modified fuel injection system, exhaust gas recirculation and optimised turbocharging.

The ultra-low emission system uses a DeNOx catalyst, diesel particulate filter and injection of AdBlue®, a biodegradable urea and water-based additive that processes exhaust gases to remove harmful NOx emission (see diagram right).



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A6 2.7 TDI Avant with Innovative Energy Management Engine start/stop system:

After the car has been brought to a halt, the engine automatically switches off.

Electrical energy is supplied as required by supercapacitors, which complement the car's existing battery and are recharged under normal running.

Kinetic energy from deceleration is converted from heat in the brakes to useful electrical energy, helping to reduce fuel consumption in the experimental car by 0.4 litres per 100km (approximately 4.2mpg).



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The Audi A1 e-tron

Conceived as a four-passenger, two-door 'Mega City Vehicle' (MCV) for use in metropolitan areas, the Audi A1 e-tron is equipped with a powerful electric motor for zero-emission city driving, and also has an internal combustion engine that recharges the battery in exceptional circumstances. Continuous power output is rated at 61PS, with peak power of 102PS available in short bursts.

In zero-emission electric-only mode, the A1 e-tron can travel 31 miles, but for longer distances a 254cc single-chamber Wankel rotary petrol engine acts as a range extender by charging the battery.

With its fuel tank capacity of 12 litres, the A1 e-tron can travel up to 124 miles using the range extender; both operating modes yield a fuel economy figure of 148.7mpg, corresponding to overall CO₂ emissions of just 45g/km.



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A5 2.0 T-CNG

Alternative fuels such as compressed natural gas (CNG) provide a high efficiency environmentally friendly solution that's easily stored and transferred to a vehicle's tank.

Audi has produced a version of the A5 powered by a 2.0-litre turbocharged engine running on CNG. The results are impressive, with power output of 163PS, 0-62mph acceleration in 8.9secs and a top speed of 142mph.

Yet emissions of CO₂ are reduced by 20% compared with the petrol TFSI model.



A5 2.0 TFSI Ethanol E85

E85 Ethanol comprises 85% ethanol from renewable biocrops and 15% petrol, creating a fuel with low CO₂ emissions and high calorific value.

A version of the A5 powered by a 2.0 TFSI engine using E85 bioethanol has been developed by Audi, with power output of 180PS, fuel consumption of 9.0 litres per 100km (31.4mpg) and a CO₂ emissions balance that's 75% better than when running on pure petrol.



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Create pressure

Under-inflated tyres can increase fuel consumption by as much as 10%, negating the effect of other fuel-saving techniques or technologies. Under-inflation creates more resistance, making the engine work harder.

Drivers should check and adjust tyre pressures regularly, and especially before long journeys.

Correct tyre pressures also help to increase tyre life. However, over-inflated tyres can be dangerous, so check manufacturers' recommendations for tyre pressures, which can vary depending on the load.

Driving more slowly reduces CO₂

Figures from the Department for Transport show that, at 70mph, drivers could be using up to 9% more fuel than at 60mph, and up to 15% more fuel than at 50mph. Educating drivers to observe speed limits will help save fuel – and protect their licences.

Weight equals CO₂

One of the biggest causes of increased emissions is added weight. With the increased need for heavy safety engineering, manufacturers have to balance extra weight while also limiting the emissions it produces. However, those improvements in efficiency can be wiped out at a stroke if your car is full of unnecessary luggage, making the engine work harder, burning more fuel.

Keep moving, cut consumption

Watch how lorry drivers do everything they can to keep moving at all times. They know that every time they stop more energy is required to get going again. Even rolling along very slowly makes a difference.

By keeping an eye on vehicles ahead and slowing down early, while remaining in gear, means that by the time you reach traffic the likelihood is it will have started

moving again. Also, try and time your manoeuvres at roundabouts to feed into the flow of traffic without having to stop.

Don't over-rev your engine

With modern engine management systems, most cars, and especially diesels, produce high levels of torque from low engine speeds.

This allows you to make efficient progress with little performance difference by changing gear at 2,000-2,500rpm, rather than near the red line. As well as saving fuel, this practice will also reduce engine wear.

Be idle

When the engine is idling and the car is at a standstill, it is using fuel and adding to CO₂ emissions. If the situation is likely to continue for a few minutes, switch off the engine. Even though some manufacturers offer this as a feature on their cars, there's nothing to stop you introducing your own manual version.



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Q: What exactly is carbon dioxide?

A: CO₂ – carbon dioxide – is often misleadingly termed a ‘harmful’ emission. Although it is the gas that contributes greatly to global warming by trapping the earth’s heat in the atmosphere, in itself it is not harmful being non-poisonous, and is produced by the burning of fuels containing carbon. Carbon dioxide is also exhaled by animals and used by plants in photosynthesis. The CO₂ emissions of a car are directly proportional to the quantity of fuel consumed.

Q: I want an automatic transmission. Are there any on the market that do not increase emissions?

A: Many automatic transmissions increase fuel consumption and emissions. However, Audi’s multitronic is a continuously variable transmission (CVT) with a chain running in tension between two pairs of wheels of variable diameter. The arrangement gives an exceptionally wide range of effective ratios and allows the most efficient ‘gear’ to be selected at any time. As a result it achieves economy figures equivalent to a conventional manual transmission.

The same can be said of Audi’s S tronic dual-clutch gearbox, which has a two-part transmission shaft offering the function of two manual gearboxes in one, and always readying the next ratio for use. It can be used in semi-automatic or fully automatic mode with fuel consumption equivalent, or better, than a manual gearbox.

Q: What other emissions are produced by vehicles and what are their health implications?

A: There are a number of other exhaust emissions that manufacturers are working hard to limit. Oxides of nitrogen (NO_x) react in the atmosphere to form nitrogen dioxide (NO₂) which can have adverse effects on health, particularly among people with respiratory illness as it contributes to smog formation as well as reacting in the atmosphere to form fine particles, called secondary particles.

Carbon monoxide reduces the blood’s oxygen carrying capacity which can reduce availability of oxygen to key organs. Fine particles, often called particulate matter and more prevalent in diesel emissions, can have an adverse effect on human health, particularly among those with existing respiratory disorders. Hydrocarbons contribute to ground level ozone formation leading to risk of damage to the human respiratory system.

Technology in Audi models, such as Diesel Particulate Filters and new Euro 5 emission diesel models are significantly cutting the levels of these emissions.

Q: Will particulate filters cost me in SMR bills?

A: From mid-2009, all diesel cars were required to be fitted with particulate filters. In Audi’s case, all TDI models are equipped with a maintenance-free DPF.

Q: Where can I direct my drivers for emissions information?

For information on how to reduce emissions click on this link:
www.dft.gov.uk/ActOnCO2/

To calculate your carbon footprint click on this link:
www.direct.gov.uk/en/Environmentandgreenerliving

To find out official car fuel economy and emissions figures click on this link:
www.vcacarfueldata.org.uk

For more information and advice on how you can be more energy efficient click on this link:
www.energysavingtrust.org.uk

For information on Audi cars and their environmental credentials click on this link:
www.audi.co.uk