



## **EcoTour of Europe 2008**

### **What is the EcoTour of Europe?**

The EcoTour is a 7 day tour through nine European countries with 42 of the most fuel efficient cars. The tour will start in Barcelona (Spain) and finish in The Hague (Netherlands).

### **Why is it organized?**

The EcoTour of Europe is organised to draw attention of the EU citizens to the most fuel efficient cars in Europe. By using a competitive element it shows that 'eco-driving' can be fun. The secondary goal is to highlight the social responsibility of FIA, its clubs and the EcoTour sponsors and partners. Participation of teams from all over Europe is essential in reaching both goals.

### **History**

Exactly 10 years ago the last EcoTour of Europe was organised by the ADAC and the ÖAMTC. The route started in Bonn and finished in Monaco.

### **How the EcoTour works**

The tour contains 42 fuel efficient cars driven by 42 teams of 'eco-drivers'.

### **42 Cars**

The cars are divided in 6 ranges. The ANWB TOP10 list of most economical cars is used to provide the selection of the 7 most fuel efficient cars. In the end there will be 6 overall winners and 6 x 7 day winners. For details: see attachment 1.

<b>Petrol</b>	<b>Diesel</b>
7x Mini + supermini	7x Mini + supermini
7x Small family cars	7x Small family cars
7x Family cars	7x Family cars

### **42 Teams**

The 42 teams are formed by the FIA-clubs (personnel, journalists, members), the relations of FIA clubs (business partners and sponsors) and international sponsors. In the end there will be 6 overall winners and 6 x 7 day winners. There will be some cars for journalists, VIP's et cetera driving 'out of competition'. The Caravan Club will even drive a fuel efficient car with a light weight caravan to show caravanning can be fuel efficient as well.

### **EcoTour route**

The EcoTour will stop in 9 countries. Each day the program provides a lunch stop and a finish stop intended to create free publicity.

- 12 September Barcelona (prologue)
- 13 September Barcelona (start), Narbonne (lunch), Avignon (finish)
- 14 September Avignon (start), Lyon (lunch), Genève (finish)
- 15 September Genève (start), Alps (lunch), Como (finish)
- 16 September Como (start), Alps (lunch), Seefeld in Tirol (finish)
- 17 September Seefeld (start), München (lunch), Stuttgart (finish)
- 18 September Stuttgart (start), Strasbourg (lunch), Luxembourg (finish)
- 19 September Luxembourg (start), Bruxelles (lunch), Den Haag (finish)

### **Program**

Start	: 9:00
Arrival at lunch time	: 11:30
Departure from lunch event	: 13:30
Arrival at fuel station	: 16:00
Departure from fuel station	: 16:30
Arrival at finish event	: 17:00
End of finish event	: 19:00

### **Participating clubs**

The clubs that are already participating in this EcoTour are:

Spain	: RACC
France	: Automobile Club d'Alsace
Switzerland	: TCS
Italy	: ACI
Austria	: ÖAMTC
Germany	: ADAC
Luxembourg	: ACL
Belgium	: Touring
The Netherlands	: ANWB
Great Britain	: Caravan club

### **How to subscribe?**

Participating only costs 2000 euro per team consisting of two persons. This includes hotel rooms and catering from the evening of 12/9 to the morning of 20/9. If single rooms are preferred, the costs rise to 2500 euro. In both cases transport to Barcelona and from The Hague is not included.

### **Overview of sponsors**

Main international sponsors:

Arval (lease company) – head sponsor

BP/ARAL (oil company)

FIA Foundation

Dutch Ministry of Transport

And possibly: Bridgestone, Accor, TomTom

FIA clubs may seek local/national sponsors for their teams or local events as long as there is no conflict of interest with the international sponsors.

### **Roadshow**

Every day the EcoTour arrive at a central location in a major city. The 42 cars will be shown and some trailers will be set up with interactive elements for the public. The Ecodriven truck for example contains simulators and snack courses in ecodriving. Each day the car and the team winner will be announced by a national VIP presenter on the central stage. This in the hope to provide as much national and local free publicity as possible.

### **Link to congress ‘Towards Zero Emission’ in The Hague**

The EcoTour will finish at the ‘Kurhaus’ in Scheveningen (The Hague), the same afternoon that ANWB organises its congress on sustainable mobility: ‘Towards Zero Emission’. About 250 international guests from ARC and FIA clubs will attend the announcement of the overall winners.

### **Communication**

The primary goal is to create a win/win feeling: ecodriving saves money and the environment. The EU citizens should pick up ‘greener’ driving tips and take a better look at the economical car selections in their next car decision.

The platform of communication is provided by the ANWB, the FIA countries will adapt this to their local situation. A univocal communication is secured by the development of the EcoTour logo and house style. Central device is the internet site with information, news, press releases, results, links to sponsor sites, multimedia and interactive elements.

Communication is divided in 4 stages:

1. Announcement of EcoTour (July)
2. Announcement of teams (August)
3. EcoTour (September)
4. Follow up (October)

To achieve as much free publicity as possible a press kit will be produced. Each FIA club will be responsible for their national press contacts and in the end for the free publicity in their own country.

For example in The Netherlands the free publicity potential under consideration:

ANWB Auto	: 350.000 readers
ANWB.nl	: 500.000 viewers
Kampioen	: 4.000.000 readers
RTL 4 Television	: 350.000 viewers
Nederland 2 television	: 500.000 viewers
Telegraaf (providing team)	: 750.000 viewers
BNR radio	: 300.000 listeners

## Attachment 1. EcoTour: cars.

- 3 sizes: 'Mini + supermini', 'Small family cars' and 'Family cars'
- 2 fuels: petrol and diesel
- 6 categories (3 sizes x 2 fuels)
- Within each category in principle the 7 most fuel efficient cars, according to the CO<sub>2</sub> emission as measured during the EU type approval
- No more than 1 car of a brand in each category
- No cars that don't comply to the Euro5-standards (e.g. PM10 < 5 mg/km)

### PETROL

<u>Mini + Supermini (petrol)</u>	<u>CO<sub>2</sub>-emission (type approval)</u>
Smart ForTwo MHD	103 g/km
Daihatsu Cuore 1.0 12V	104 g/km
Peugeot 107 1.0 12V	108 g/km
Toyota Aygo 1.0	108 g/km
Citroën C1 1.0	108 g/km
Kia Picanto 1.0	117 g/km
Fiat 500 1.2 51 kW	118 g/km

<u>Small family cars (petrol)</u>	<u>CO<sub>2</sub>-emission (type approval)</u>
Toyota Prius 1.5 82 kW	104 g/km
Honda Civic 1.3i-Dsl	109 g/km
Audi A3	133 g/km
Renault Modus 1.2	134 g/km
BMW 116i	139 g/km
Seat Cordoba 1.2 44 kW	139 g/km
Volkswagen Golf 1.4 TSI	139 g/km

<u>Family cars (petrol)</u>	<u>CO<sub>2</sub>-emission (type approval)</u>
BMW 316i 90 kW	142 g/km
Audi A4 132 kW	154 g/km
Mercedes C180	155 g/km
Volkswagen Passat 1.4 TSI	157 g/km
Seat Toledo 1.4	158 g/km
Skoda Octavia 1.6 FSI	158 g/km
Mazda 6 1.8 sedan Exclusive	161 g/km

### DIESEL

<u>Mini + Supermini (diesel)</u>	<u>CO<sub>2</sub>-emission (type approval)</u>
Smart fortwo (no DPF)	88 g/km
Seat Ibiza 1.4 TDi	99 g/km
Volkswagen Polo 1.4 TDI	99 g/km
Mini Cooper D 81 kW	104 g/km
Skoda Fabia 1.4 D	109 g/km
Fiat 500 1.3 Multijet 16v	111 g/km
Opel Corsa 1.3 CDTI ecoFLEX	119 g/km

<u>Small family cars (diesel)</u>	<u>CO<sub>2</sub>-emission (type approval)</u>
Volkswagen Golf 77 kW	115 g/km
Renault Mégane 1.5 dCi	117 g/km
Seat Leon Ecomotive	118 g/km
Fiat Idea 1.3 JTD	118 g/km
Lancia Musa 1.3 JTD	118 g/km
Audi A3 1.9 TDIe	119 g/km
BMW 118d	119 g/km

<u>Family cars (diesel)</u>	<u>CO<sub>2</sub>-emission (type approval)</u>
BMW 318d 105 kW	123 g/km
Volvo S40 1.6 D 80 kW	129 g/km
Skoda Octavia 1.9 TDi 77 kW	130 g/km
Mercedes Benz C200 CDI	133 g/km
Audi A4 88 kW	134 g/km
Volkswagen Passat 1.9 TDI	136 g/km
Ford Mondeo 1.8	139 g/km