

June 11, 2025

## EU Evaluates Car Labelling Directive to Boost Digitalisation and Zero-Emission Vehicle Uptake

**Key policies:** *Car Labelling Directive (Directive 1999/94/EC), Regulation (EU) 2019/631 on CO<sub>2</sub> emission performance standards for cars and vans, European Green Deal, Fit for 55 package, EU Sustainable and Smart Mobility Strategy, Industrial Action Plan for the European Automotive Sector, EU Climate Neutrality Objective 2050*

On **5 June 2025**, the **European Commission** published a **Commission Staff Working Document** evaluating the implementation and effectiveness of the **Car Labelling Directive (Directive 1999/94/EC)**, which aims to inform consumers about fuel efficiency and CO<sub>2</sub> emissions of new passenger cars.

The evaluation assesses how the Directive contributes to consumer awareness, market transparency and the transition towards cleaner mobility in line with EU climate objectives.

### **Key findings: informed consumers and positive impact**

The evaluation concludes that the Directive has **generally succeeded in empowering consumers** to make more informed purchasing decisions in favour of vehicles with **lower CO<sub>2</sub> emissions and higher fuel efficiency**. Overall, the benefits of the Directive clearly outweigh its relatively modest implementation costs.

Since its adoption, **car-labelling schemes have been rolled out across all EU Member States**, establishing a consistent minimum standard that continues to guide consumer choices in car showrooms throughout the EU.

### **Opportunities for improvement through digitalisation**

While the Directive has proven effective, the evaluation identifies significant opportunities to **increase its efficiency and relevance**, notably by:

- Replacing **printed labels** with **digital information tools**
- Introducing a **single, harmonised car label** across the EU

Digital solutions would allow for more dynamic, user-friendly and up-to-date information, better reflecting technological developments in the automotive sector.

### **Supporting the uptake of zero-emission vehicles**

The evaluation also highlights the potential to better align the Directive with the EU's objective of accelerating the deployment of **zero-emission vehicles**.

This could include:

- Tailored information for **battery-electric vehicles**
- Dedicated information for **fuel-cell vehicles**
- Clearer communication on zero tailpipe emissions and operating costs

Such improvements would strengthen the Directive's role as a **demand-side policy instrument** supporting the clean mobility transition.

### Next steps

In the **Industrial Action Plan for the European Automotive Sector**, published on **5 March 2025**, the Commission announced a **review of the Car Labelling Directive in 2026**.

The upcoming review will aim to:

- Further support consumers in making sustainable mobility choices
- Enhance the Directive's contribution to increasing the uptake of zero-emission vehicles
- Reflect digitalisation and market developments in the automotive sector

### Background

**Directive 1999/94/EC** requires EU countries to provide prospective buyers and lessees of new cars with clear and comparable information on **fuel consumption and CO<sub>2</sub> emissions**.

The Directive seeks to:

- Encourage consumers to choose vehicles with lower fuel consumption
- Incentivise manufacturers to reduce emissions from new cars

As a **demand-side measure**, it complements the **CO<sub>2</sub> emission performance standards for car manufacturers** laid down in **Regulation (EU) 2019/631**.

Together, these instruments support the EU's broader objectives under the **European Green Deal** and the transition towards **climate-neutral mobility**.

Source: [https://climate.ec.europa.eu/news-other-reads/news/eu-evaluates-car-labelling-directive-drive-digitalisation-and-uptake-zero-emission-vehicles-2025-06-11\\_en](https://climate.ec.europa.eu/news-other-reads/news/eu-evaluates-car-labelling-directive-drive-digitalisation-and-uptake-zero-emission-vehicles-2025-06-11_en)