

Low Emission Zone launch campaign materials

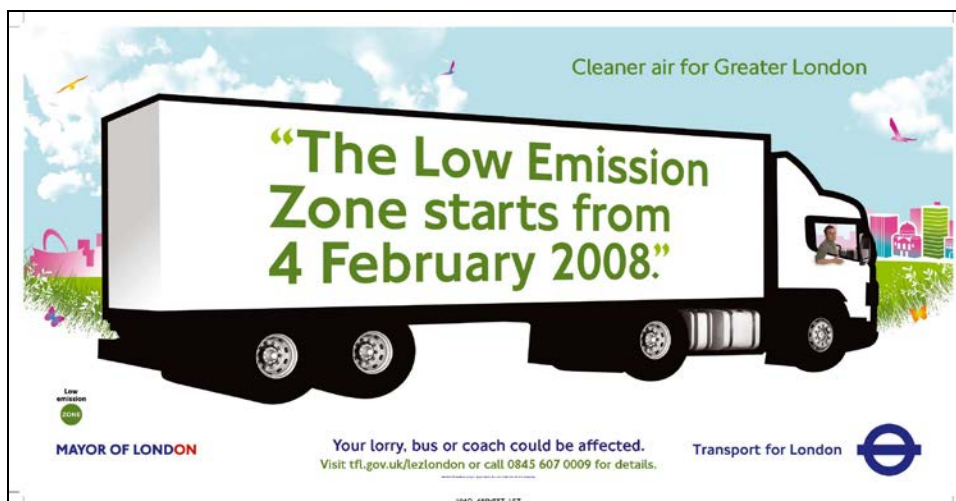
The Low Emission Zone has been implemented in a phased approach from February 2008. This paper provides examples of the communications materials used and the different channels and their reach or location.

Please note given the LEZ was first implemented eleven years ago, TfL cannot guarantee that we have included copies of every piece of communication or included an exhaustive list of channels.

2007-2008 communication materials to prepare vehicle owners for 2008 changes

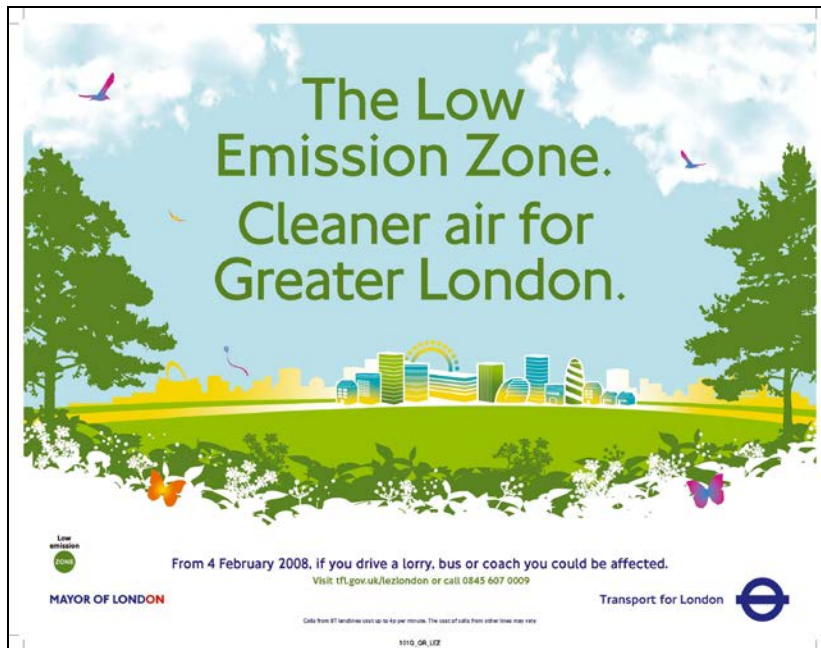
Advertising

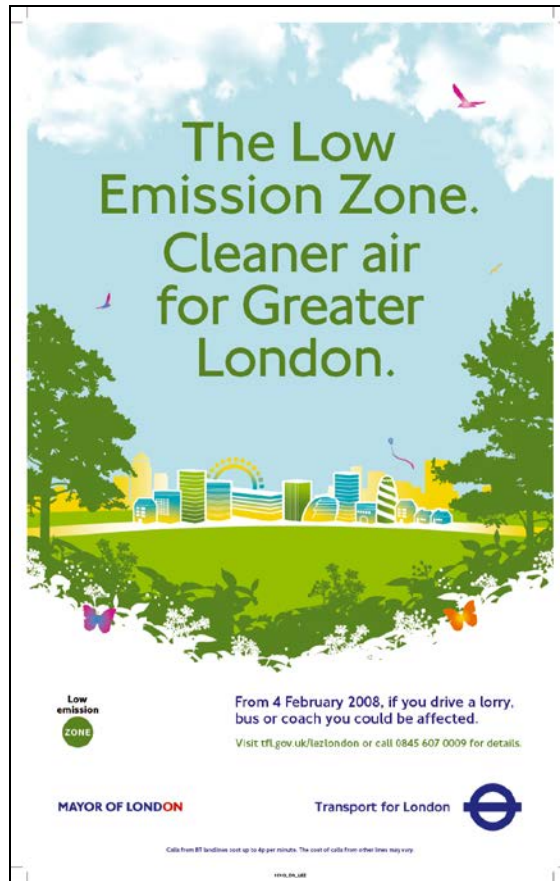
Posters appearing within London and on main arterial routes coming into London and at Eurotunnel (UK side outbound to Calais).



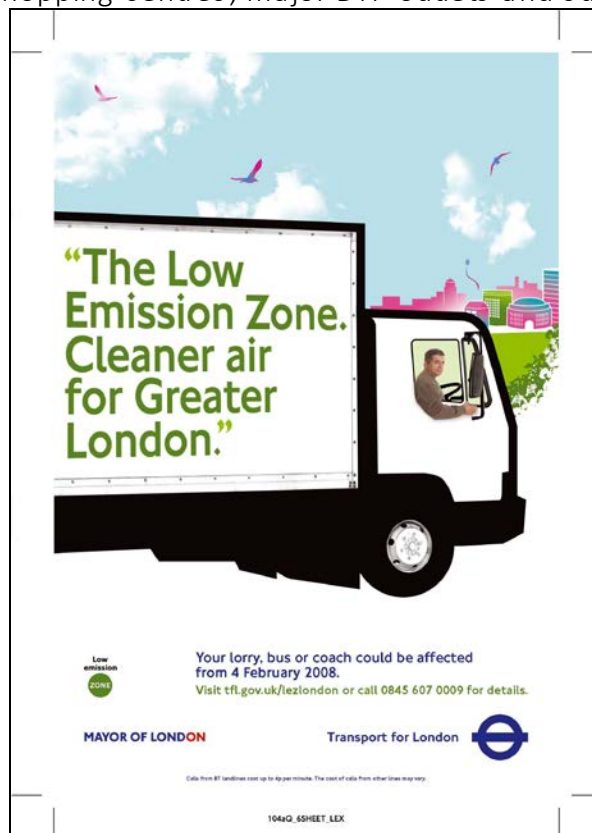


London bus shelter and tube posters



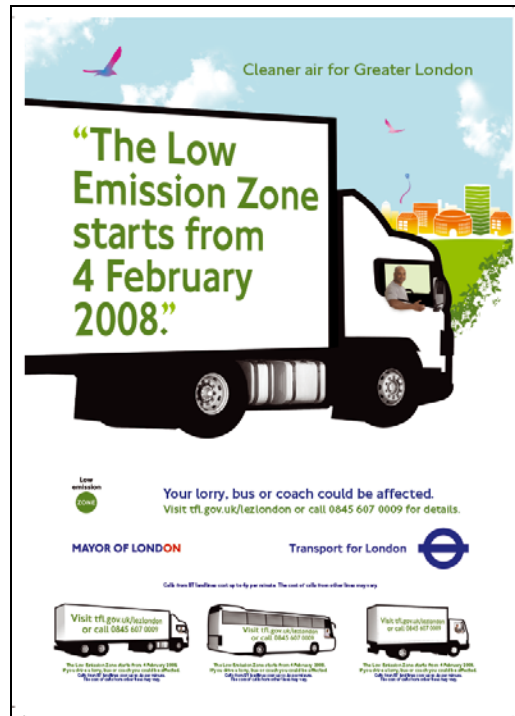


Posters in petrol stations, shopping centres, major DIY outlets and supermarkets



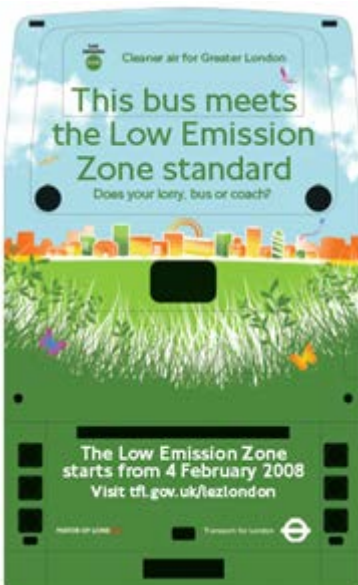
Washroom panels in motorway service stations

- o Tear off strips feature a heavy HGV, coach and light HGV with the website and call centre telephone number.



Bus mega rears

15 x London Buses mega rears



Press: Pan London and national press and ethnic press

National press

“The Low Emission Zone. Cleaner air for Greater London.”

Low emission ZONE

Your lorry, bus or coach could be affected from 4 February 2008.
Visit tfl.gov.uk/lezlondon or call 0845 607 0009 for details.

MAYOR OF LONDON Transport for London

Calls from BT landlines cost up to 4p per minute. The cost of calls from other lines may vary.

1044Q_440X286_LEZ

London Paper, London Lite, The Londoner

Cleaner air for Greater London

The Low Emission Zone will cover this area from 4 February 2008.

Low emission ZONE


Your lorry, bus or coach could be affected.
Visit tfl.gov.uk/lezlondon or call 0845 607 0009 for details.

MAYOR OF LONDON Transport for London

Calls from BT landlines cost up to 4p per minute. The cost of calls from other lines may vary.

106Q_340x264_LEZ


Metro



**“Cleaner air
for Greater
London.”**

Low
emission
zone

The Low Emission Zone starts from 4 February 2008.
Your lorry, bus or coach could be affected.
Visit tfl.gov.uk/lezlondon or call 0845 607 0009 for details.

MAYOR OF LONDON Transport for London 

Only from 01 January 2008 up to 31 July 2008. The cost of entry into the zone may vary.

1170_A40X386_LEZ

Specialists Press: UK

UK titles being used: Motor Transport, Commercial Motor, Auto Service & Repair, Freight, Roadway, Truck & Driver, Trucking Logistics & Transport, Focus, Coach and Bus Week, Bus and Coach Buyer, Route One, Coach Tourism Professional, Truck & Plant Trader, Building Products, Building Design, Disability Now, Horse and Hound, Motor Caravan Magazine, The Grocer, Retail Week, The Caterer

Double page spread targeting HGV operators

Cleaner air for Greater London

“The Low Emission Zone starts from 4 February 2008.”

The Greater London Low Emission Zone
 This will be introduced from 4 February 2008 to help improve air quality in Greater London. The most polluting diesel-engined lorries, buses, coaches, large vans and minibuses are required to meet specified emissions standards. The Low Emission Zone (LEZ) will not apply to cars, motorcycles or small vans (under 1.205 tonnes unladen weight). The LEZ is outlined by the red boundary line in the map opposite.

Your vehicle needs to meet the emissions standards shown in the table, which are based on European Standards. To work out if you're affected check the date of your vehicle's first registration as new on your vehicle registration document (V5C).

Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected. All owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will need to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges.

What if I am affected?
 If you are affected, you have the following options:

- Reorganise your fleet so only vehicles which meet the emissions standards travel within the zone.
- Modify your vehicle by fitting pollution abatement equipment to reduce particulate emissions. These must be independently certified devices and the vehicle must be inspected by VOSA, or a recognised certification authority, to check they have been fitted correctly.
- Upgrade your vehicle by purchasing a newer vehicle manufactured after the dates on the table.
- Pay the daily charge. Transport for London would prefer operators of affected vehicles to meet the emissions standards rather than pay a daily charge.

| Vehicle type and definitions | Date affected | Required emissions standards |
|---|---------------------------|---|
| Heavier lorries. Heavy diesel-engined vehicles exceeding 12 tonnes Gross Vehicle Weight including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles | February 2008 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| Lighter lorries. Heavy diesel-engined vehicles between 3.5 tonnes and 12 tonnes Gross Vehicle Weight including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles | July 2008 Euro III | From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| Large vans. Diesel-engined vehicles between 1.205 tonnes unladen and 3.5 tonnes Gross Vehicle Weight. Motor caravans and ambulances between 2.5 tonnes and 3.5 tonnes Gross Vehicle Weight | October 2010 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |

Visitors not meeting the emissions standards could be made to do so through modification to meet the relevant Euro standard for particulate matter.

MAYOR OF LONDON Visit tfl.gov.uk/lezlondon, call 0845 607 0009 (or +44 20 7310 8998 from overseas) for more information. **Transport for London**

Calls from BT landlines cost up to 4p per minute. The cost of calls from other lines may vary. International calls extra apply.

Single page targeting HGV operators

Cleaner air for Greater London

“The Low Emission Zone starts from 4 February 2008.”

Is your vehicle affected?

The Low Emission Zone (LEZ) is being introduced to help improve air quality in Greater London. From 4 February 2008 there will be a phased launch starting with the most polluting diesel-engined lorries. Lorries and large vans will need to meet specified emissions standards, which are based on European standards, by the following dates:

- Heavier lorries exceeding 12 tonnes must meet Euro III from February 2008.
- Lighter lorries between 3.5 tonnes and 12 tonnes must meet Euro III from July 2008.
- Larger vans between 1.205 tonnes (unladen weight) and 3.5 tonnes must meet Euro III from October 2010.
- All lorries over 3.5 tonnes must meet Euro IV by January 2012.

Buses, coaches and minibuses will also be affected by the Low Emission Zone. Cars, motorcycles and small vans (under 1.205 tonnes unladen weight) will not be affected.

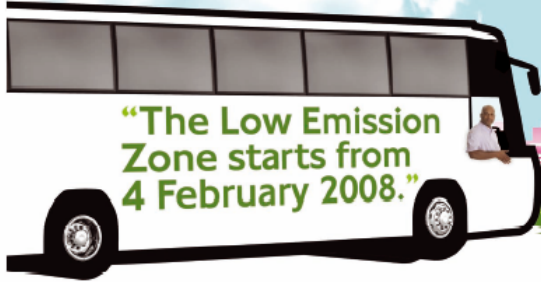
If your vehicle does not meet the above standards there are several options: you could avoid travelling in the zone, modify your vehicle by fitting approved pollution abatement equipment, upgrade to a newer vehicle or pay the daily charge. Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected. Owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.

Visit tfl.gov.uk/lezlondon, call 0845 607 0009 (or +44 20 7310 8998 from overseas) for more information.

MAYOR OF LONDON **Transport for London**

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Double page spread targeting bus, coach and minibus operators



“The Low Emission Zone starts from 4 February 2008.”

Low emission ZONE

Cleaner air for Greater London



The Greater London Low Emission Zone

This will be introduced from 4 February 2008 to help improve air quality in Greater London. It will be a phased launch starting with the most polluting diesel-engined lorries. Buses and coaches will be affected from July 2008 and diesel-engined minibuses (below 5 tonnes) are not affected until October 2010. The Low Emission Zone (LEZ) will not apply to cars, motorcycles or small vans (under 1.205 tonnes unladen weight). The LEZ is outlined by the red boundary line in the map opposite.

Your vehicle needs to meet the emissions standards shown in the table, which are based on European Standards. To work out if you're affected check the date of your vehicle's first registration as new on your vehicle registration document (V5C). Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected. All owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will need to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges.

What if I am affected?

If you are affected, you have the following options:

- Reorganise your fleet so only vehicles which meet the new emissions standards travel within the zone.
- Modify your vehicle by fitting pollution abatement equipment to reduce particulate emissions. These must be independently certified devices and the vehicle must be inspected by VOSA, or a recognised certification authority, to check they have been fitted correctly.
- Upgrade your vehicle by purchasing a newer vehicle manufactured after the dates on the table.
- Pay the daily charge. Transport for London would prefer operators of affected vehicles to meet the emissions standards rather than pay a daily charge.

Is your vehicle affected?


| Vehicle type and definitions | Date affected | Required emissions standards |
|--|--|---|
| Buses and coaches. Diesel-engined passenger vehicles with more than eight seats plus the driver's seat exceeding 5 tonnes Gross Vehicle Weight | July 2008 Euro III January 2012 Euro IV | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| Minibuses Diesel-engined passenger vehicles with more than eight seats plus the driver's seat below 5 tonnes Gross Vehicle Weight | October 2010 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |

Vehicles not meeting the emissions standards could be made to do so through modification to meet the relevant Euro standard for particulate matter.


MAYOR OF LONDON

Visit tfl.gov.uk/lezlondon, call 0845 607 0009
(or +44 20 7310 8998 from overseas) for more information.

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Transport for London 

Single page targeting bus, coach and minibus operators



“The Low Emission Zone starts from 4 February 2008.”

Low emission ZONE

Cleaner air for Greater London

Is your vehicle affected?

The Low Emission Zone (LEZ) is being introduced to help improve air quality in Greater London. From 4 February 2008 there will be a phased launch starting with the most polluting diesel-engined lorries. Buses, coaches and minibuses will need to meet specified emissions standards, which are based on European standards, by the following dates:

- Buses and coaches exceeding 5 tonnes must meet Euro III from July 2008.
- Minibuses below 5 tonnes must meet Euro III from October 2010.
- All buses and coaches exceeding 5 tonnes must meet Euro IV by January 2012.

Cars, motorcycles and small vans (under 1.205 tonnes unladen weight) will not be affected by the Low Emission Zone.

If your vehicle does not meet the above standards there are several options; you could avoid travelling in the zone, modify your vehicle by fitting approved pollution abatement equipment, upgrade to a newer vehicle or pay the daily charge. Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected.

Owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.

Visit tfl.gov.uk/lezlondon, call 0845 607 0009
(or +44 20 7310 8998 from overseas) for more information.

MAYOR OF LONDON

Transport for London 

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Double page spread targeting horsebox owners

Low emission ZONE Cleaner air for Greater London

"The Low Emission Zone starts from 4 February 2008."

The Greater London Low Emission Zone
 This will be introduced from 4 February 2008 to help improve air quality in Greater London. It will be a phased launch starting with the most polluting diesel-engined lorries. From February 2008 the heaviest diesel-engined horseboxes (over 12 tonnes) will be affected, with those between 3.5 tonnes and 12 tonnes affected from July 2008. Diesel-engined horseboxes between 1.205 tonnes and 3.5 tonnes are not affected until October 2010. The Low Emission Zone (LEZ) will not apply to cars, motorcycles or small vans (under 1.205 tonnes unladen weight). The LEZ is outlined by the red boundary line in the map opposite. Your vehicle needs to meet the emissions standards shown in the table, which are based on European Standards. To work out if you're affected check the date of your vehicle's first registration as new on your vehicle registration document (V5C). Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected. All owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges.

What if I am affected?
 If you are affected, you have the following options:
 • Avoid travelling within the zone.
 • Modify your vehicle by fitting pollution abatement equipment to reduce particulate emissions. These must be independently certified devices and the vehicle must be inspected by VOSA, or a recognised certification authority, to check they have been fitted correctly.
 • Upgrade your vehicle by purchasing a newer vehicle manufactured after the dates on the table.
 • Pay the daily charge. Transport for London would prefer operators of affected vehicles to meet the emissions standards rather than pay a daily charge.

| Vehicle type and definitions | Date affected | Required emissions standards |
|--|---------------------------|---|
| Motorised horseboxes. Heavy diesel-engined vehicles exceeding 12 tonnes Gross Vehicle Weight | February 2008 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| Motorised horseboxes. Heavy diesel-engined vehicles between 3.5 tonnes and 12 tonnes Gross Vehicle Weight | July 2008 Euro III | From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| Motorised horseboxes. Diesel-engined vehicles between 1.205 tonnes unladen and 3.5 tonnes Gross Vehicle Weight | January 2012 Euro IV | |
| Motorised horseboxes. Diesel-engined vehicles between 1.205 tonnes unladen and 3.5 tonnes Gross Vehicle Weight | October 2010 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |

Vehicles not meeting the emissions standards could be made to do so through modification to meet the relevant Euro standard for particulate matter.

MAYOR OF LONDON Visit tfl.gov.uk/lezlondon, call 0845 607 0009 (or +44 20 7310 8998 from overseas) for more information.

Transport for London

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Single page targeting horsebox owners

Low emission ZONE Cleaner air for Greater London

"The Low Emission Zone starts from 4 February 2008."

Is your vehicle affected?

The Low Emission Zone (LEZ) is being introduced to help improve air quality in Greater London. From 4 February 2008 there will be a phased launch starting with the most polluting diesel-engined lorries. Motorised horseboxes will need to meet specified emissions standards, which are based on European standards, by the following dates:

- Motorised horseboxes exceeding 12 tonnes must meet Euro III from February 2008.
- Motorised horseboxes between 3.5 tonnes and 12 tonnes must meet Euro III from July 2008.
- Motorised horseboxes between 1.205 tonnes (unladen weight) and 3.5 tonnes must meet Euro III from October 2010.
- All motorised horseboxes over 3.5 tonnes must meet Euro IV by January 2012.

Cars, motorcycles and small vans (under 1.205 tonnes unladen weight) will not be affected by the Low Emission Zone.


If your vehicle does not meet the above standards there are several options, you could avoid travelling in the zone, modify your vehicle by fitting approved pollution abatement equipment, upgrade to a newer vehicle or pay the daily charge. Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected. Owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.


Visit tfl.gov.uk/lezlondon, call 0845 607 0009 (or +44 20 7310 8998 from overseas) for more information.


MAYOR OF LONDON **Transport for London**

Calls from BT landline cost up to 4p per minute. The cost of calls from other lines may vary. International call rates apply.

Double page spread targeting motor caravan owners


Cleaner air for Greater London





The Greater London Low Emission Zone

This will be introduced from 4 February 2008 to help improve air quality in Greater London. It will be a phased launch starting with the most polluting diesel-engined lorries. From February 2008 the heaviest diesel-engined motor caravans (over 12 tonnes) will be affected, with those between 3.5 tonnes and 12 tonnes affected from July 2008. Diesel-engined motor caravans (between 2.5 tonnes and 3.5 tonnes) are not affected until October 2010. Motor caravans under 2.5 tonnes are not affected by the Low Emission Zone (LEZ) along with cars, motorcycles and small vans under 1.205 tonnes unladen weight. The LEZ is outlined by the red boundary line in the map opposite.

Your vehicle needs to meet the emissions standards shown in the table, which are based on European Standards. To work out if you're affected check the date of your vehicle's first registration as new on your vehicle registration document (V5C). Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected.

All owners of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will need to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges.

What if I am affected?

If you are affected, you have the following options:

- Avoid travelling within the zone.
- Modify your vehicle by fitting pollution abatement equipment to reduce particulate emissions. These must be independently certified devices and the vehicle must be inspected by VOSA, or a recognised certification authority, to check they have been fitted correctly.
- Upgrade your vehicle by purchasing a newer vehicle manufactured after the dates on the table.
- Pay the daily charge. Transport for London would prefer operators of affected vehicles to meet the emissions standards rather than pay a daily charge.

Is your vehicle affected?


| Vehicle type and definitions | Date affected | Required emissions standards |
|---|------------------------|---|
| Motor caravans. Heavy diesel-engined vehicles exceeding 12 tonnes Gross Vehicle Weight | February 2008 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| | January 2012 Euro IV | |
| Motor caravans. Heavy diesel-engined vehicles between 3.5 tonnes and 12 tonnes Gross Vehicle Weight | July 2008 Euro III | From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| | January 2012 Euro IV | |
| Motor caravans. Diesel-engined vehicles between 2.5 tonnes and 3.5 tonnes Gross Vehicle Weight | October 2010 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |

Vehicles not meeting the emissions standards could be made to do so through modification to meet the relevant Euro standard for particulate matter.


MAYOR OF LONDON

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(or +44 20 7310 8998 from overseas) for more information.


Call from BT landline costs 4p to 6p per minute. The cost of calls from other lines may vary. International calls may apply.

Transport for London 

Double page spread inserted into 'Auto service and repair' targeting garages


Cleaner air for Greater London

The Low Emission Zone starts from 4 February 2008



The Greater London Low Emission Zone

This will be introduced from 4 February 2008 to help improve air quality in Greater London. The most polluting diesel-engined lorries, buses, coaches, large vans and minibuses are required to meet specified emissions standards. The Low Emission Zone (LEZ) will not apply to cars, motorcycles or small vans (under 1.205 tonnes unladen weight). The LEZ is outlined by the red boundary line in the map above.

Vehicles will need to meet the emissions standards shown in the table, which are based on European Standards. To work out if a vehicle is affected check the date of the vehicle's first registration as new on the vehicle registration document (V5C). Owners of GB-registered vehicles can use the vehicle compliance checker at tfl.gov.uk/lezlondon or call 0845 607 0009 to see if they are affected.

All operators of non-GB-registered vehicles (including Northern Ireland) which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges.

What if I am affected?

Operators have a number of options:

- Their vehicle can be modified by fitting pollution abatement equipment to reduce particulate emissions. These must be independently certified devices and the vehicle must be inspected by VOSA, or a recognised certification authority, to check they have been fitted correctly.
- Upgrade their vehicle by purchasing a newer vehicle manufactured after the dates on the table.
- Reorganise their fleet so only vehicles which meet the emissions standards travel within the zone.
- Pay the daily charge. Transport for London would prefer operators of affected vehicles to meet the emissions standards rather than pay a daily charge.

Affected vehicles.


| Vehicle type and definitions | Date affected | Required emissions standards |
|--|------------------------|---|
| Heavier lorries. Heavy diesel-engined vehicles exceeding 12 tonnes Gross Vehicle Weight including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles | February 2008 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| | January 2012 Euro IV | |
| Lighter lorries. Heavy diesel-engined vehicles between 3.5 tonnes and 12 tonnes Gross Vehicle Weight including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles | July 2008 Euro III | From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| | January 2012 Euro IV | |
| Buses and coaches. Diesel-engined passenger vehicles with more than eight seats plus the driver's seat exceeding 5 tonnes Gross Vehicle Weight | January 2012 Euro IV | |
| Large vans. Diesel-engined vehicles between 1.205 tonnes unladen and 3.5 tonnes Gross Vehicle Weight. Motor caravans and ambulances between 2.5 tonnes and 3.5 tonnes Gross Vehicles Weight | October 2010 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| Minibuses. Diesel-engined passenger vehicles with more than eight seats plus the driver's seat below 5 tonnes Gross Vehicle Weight | | |

Vehicles not meeting the emissions standards could be made to do so through modification to meet the relevant Euro standard for particulate matter.

MAYOR OF LONDON

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(or +44 20 7310 8998 from overseas) for more information.

Call from BT landline costs 4p to 6p per minute. The cost of calls from other lines may vary. International calls may apply.

Transport for London 

Specialist Press: Europe

Ads appearing in key titles in Germany, Netherlands, Belgium, Ireland, Poland, Spain, Czech Republic, France, Denmark, Italy.

NB: European press insertions were translated

Double page spread targeting HGV operators

“London's Low Emission Zone starts from 4 February 2008.”

Cleaner air for Greater London

Is your vehicle affected?

| Vehicle type and definitions | Date affected | Required emissions standards |
|--|---------------------------|---|
| Heavier lorries. Heavy diesel-engined vehicles exceeding 12 tonnes Gross Vehicle Weight including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles | February 2008 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| Lighter lorries. Heavy diesel-engined vehicles between 3.5 tonnes and 12 tonnes Gross Vehicle Weight including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles | July 2008 Euro III | From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| Large vans. Diesel-engined vehicles between 1.205 tonnes unladen and 3.5 tonnes Gross Vehicle Weight. Motor caravans and ambulances between 2.5 tonnes and 3.5 tonnes Gross Vehicle Weight. | January 2012 Euro IV | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |
| | October 2010 Euro III | |

Visit tfl.gov.uk/lezlondon or call (+44) 20 7310 8998 for more information about registration.

MAYOR OF LONDON | Transport for London

Single page targeting HGV operators

“London's Low Emission Zone starts from 4 February 2008.”

Cleaner air for Greater London

Is your vehicle affected?

The Low Emission Zone (LEZ) is being introduced to help improve air quality in Greater London. From 4 February 2008 there will be a phased launch starting with the most polluting diesel-engined lorries. Lorries and large vans will need to meet specified emissions standards, which are based on European standards, by the following dates:

- Heavier lorries exceeding 12 tonnes must meet Euro III from February 2008.
- Lighter lorries between 3.5 tonnes and 12 tonnes must meet Euro III from July 2008.
- Larger vans between 1.205 tonnes (unladen weight) and 3.5 tonnes must meet Euro III from October 2010.
- All lorries over 3.5 tonnes must meet Euro IV by January 2012.

Buses, coaches and minibuses will also be affected by the Low Emission Zone. Cars, motorcycles and small vans (under 1.205 tonnes unladen weight) will not be affected.

If your vehicle does not meet the above standards there are several options; you could avoid travelling in the zone, modify your vehicle by fitting approved pollution abatement equipment, replace with a newer vehicle or pay the daily charge.

All operators of non-GB-registered vehicles which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.

Visit tfl.gov.uk/lezlondon or call (+44) 20 7310 8998 for more information about registration.

MAYOR OF LONDON | Transport for London

Double page spread targeting bus, coach and minibus operators

Cleaner air for Greater London

“London’s Low Emission Zone starts from 4 February 2008.”

The Greater London Low Emission Zone
 This will be introduced from 4 February 2008 to help improve the air quality in Greater London. It will be a phased launch starting with the most polluting diesel-engined lorries. Buses and coaches will be affected from July 2008 and diesel-engined minibuses (below 5 tonnes) are not affected until October 2010. These vehicles will be required to meet specified emissions standards. The Low Emission Zone (LEZ) will not apply to cars, motorcycles or small vans (under 1.205 tonnes unladen weight). The LEZ is outlined by the red boundary line in the map opposite.
 Your vehicle needs to meet the emissions standards shown in the table which are based on European Standards. To work out if you’re affected check the date of your vehicle’s first registration as new on your vehicle registration document.

What if I am affected?
 If you are affected you have the following options:
 • Re-register your fleet so only vehicles which meet the LEZ emissions standards travel within the zone.
 • Modify your vehicle by fitting pollution abatement equipment to reduce particulate emissions.
 Operators need to submit evidence of the modification from a recognised certification authority in their own country of registration.
 • Replace your vehicle with one manufactured after the dates on the table.
 • Pay the daily charge. Transport for London would prefer operators of affected vehicles to meet the emissions standards rather than pay a daily charge.
 All operators of non-GB-registered vehicles which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.

Is your vehicle affected?

| Vehicle type and definitions | Date affected | Required emissions standards |
|--|--|---|
| Buses and coaches. Diesel-engined passenger vehicles with more than eight seats plus the driver’s seat exceeding 5 tonnes Gross Vehicle Weight | July 2008 Euro III January 2012 Euro IV | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 October 2001 are assumed to be Euro III, so will meet the LEZ emissions standards. From January 2012 the required emissions standards are raised to Euro IV. All Euro IV vehicles will meet the LEZ standard. Vehicles first registered as new on or after 1 October 2006 are assumed to be Euro IV, so will meet the LEZ emissions standards. |
| Minibuses. Diesel-engined passenger vehicles with more than eight seats plus the driver’s seat below 5 tonnes Gross Vehicle Weight | October 2010 Euro III | All Euro III vehicles meet the LEZ standard. Vehicles first registered as new on or after 1 January 2002 are assumed to be Euro III, so will meet the LEZ emissions standards. |

Vehicles not meeting the emissions standards could be made to do so through modification to meet the relevant Euro standard for particulate matter.

MAYOR OF LONDON Visit tfl.gov.uk/lezlondon or call (+44) 20 7310 8998 for more information about registration.

Transport for London

International call rates apply.

Single page targeting bus, coach and minibus operators

Cleaner air for Greater London

“London’s Low Emission Zone starts from 4 February 2008.”

Is your vehicle affected?

The Low Emission Zone (LEZ) is being introduced to help improve air quality in Greater London. From 4 February 2008 there will be a phased launch starting with the most polluting diesel-engined lorries. Buses, coaches, minibuses and large vans will need to meet specified emissions standards, which are based on European standards, by the following dates:

- Buses and coaches exceeding 5 tonnes must meet Euro III from July 2008.
- Minibuses below 5 tonnes must meet Euro III from October 2010.
- Larger vans between 1.205 tonnes (unladen weight) and 3.5 tonnes must meet Euro III from October 2010.
- All buses and coaches exceeding 5 tonnes must meet Euro IV by January 2012.

Cars, motorcycles and small vans (under 1.205 tonnes unladen weight) will not be affected by the Low Emission Zone.

If your vehicle does not meet the above standards there are several options: you could avoid travelling in the zone, modify your vehicle by fitting approved pollution abatement equipment, replace with a newer vehicle or pay the daily charge.

All operators of non-GB-registered vehicles which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.

Visit tfl.gov.uk/lezlondon or call (+44) 20 7310 8998 for more information about registration.

MAYOR OF LONDON **Transport for London**

International call rates apply.

Single page targeting motor caravan owners



Low emissions
2008

Cleaner air for Greater London

"London's Low Emission Zone starts from 4 February 2008"

Is your vehicle affected?

The Low Emission Zone (LEZ) is being introduced to help improve air quality in Greater London. From 4 February 2008 there will be a phased launch starting with the most polluting diesel-engined lorries. Motor caravans will need to meet specified emissions standards, which are based on European standards, by the following dates:

- Motor caravans exceeding 12 tonnes must meet Euro III from February 2008.
- Motor caravans between 3.5 tonnes and 12 tonnes must meet Euro III from July 2008.
- Motor caravans between 2.5 tonnes and 3.5 tonnes must meet Euro III from October 2010.
- All motor caravans over 3.5 tonnes must meet Euro IV by January 2012.

Cars, motorcycles and small vans (under 1.205 tonnes unladen weight) will not be affected by the Low Emission Zone.

If your vehicle does not meet the above standards there are several options; you could avoid travelling in the zone, modify your vehicle by fitting approved pollution abatement equipment, replace with a newer vehicle or pay the daily charge.

All operators of non-GB-registered vehicles which meet the LEZ emissions standards will have to register their vehicles with Transport for London to drive in the LEZ without incurring any penalty charges. You can register your vehicle from 30 July 2007.

Visit tfl.gov.uk/lezlondon or call (+44) 20 7310 8998 for more information about registration.

MAYOR OF LONDON

Transport for London 

International call rates apply

Radio

London stations: Total LBC, Heart 106.2 FM, Magic 105.4, Spectrum, Sunrise. National stations: Virgin, Talksport

'Voice From Lorry' – 30"

SFX: Inside a lorry in central London. We can hear the sounds of the city outside.

MV: you may have heard about London's low emission zone... and you might be thinking what's that all about?

... well... it's a new scheme to help clean up the air in greater London...

As he speaks the sounds of the city start to become less urban. We can hear birds singing.

... by getting the most polluting diesel-engined lorries... buses... and coaches to meet European emissions standards ...

... if you own or drive one of these, you could be affected

Soon the sounds of the city are completely replaced by the sounds of the countryside.

... To find out more visit tfl.gov.uk or call 0845 607 0009.

London's Low Emission Zone. Starts from 4 February 2008

'Voice From Café' – 30"

SFX: Inside a motorway service station café. We can hear the sound of traffic whizzing by outside.

MV: do you want to know when London's low emission zone could affect you... ?

As he speaks the sounds of the motorway begin to fade away. We can hear birds singing.

... Well, it'll be launched in stages from 4 February 2008 starting with the most polluting diesel engined lorries. Buses and coaches will be affected later.

Soon the sounds of the motorway are completely replaced by the sounds of the countryside.

... To find out what choices you have visit tfl.gov.uk or call 0845 607 0009.

London's Low Emission Zone. Starts from 4 February 2008.

Leafletting

32 page leaflet mailed to operators/drivers upon request. Visual below is of the front cover and some example interior pages. A version was also distributed with the DVLA mailings and at VOSA test stations to operators who passed or failed their retrofit vehicle test as well as direct mailed using commercially available lists

“The Low Emission Zone. Cleaner air for Greater London.”

MAYOR OF LONDON Transport for London

When does the Low Emission Zone operate?

The Low Emission Zone (LEZ) operates 24 hours a day, 7 days a week, every day of the year including weekends and public holidays.

Please note that the central London Congestion Charging scheme is in operation from Monday, Friday, 05:00am - 6:00pm, including weekends and public holidays.

How does the Low Emission Zone operate?

To inform you that you are entering the LEZ, there are signs at the side of the road.

There are no barriers or bollards. The LEZ is entered through road and mobile cameras which read your vehicle registration number plate as you drive into the LEZ and check it against a database of vehicles which meet the LEZ emissions standards, or are either exempt or registered for a 100% discount, or if the LEZ daily charge has been paid.

For GB registered vehicles, this database is compiled using data from the Driver and Vehicle Licensing Agency (DVLA), the Vehicle and Operator Services Agency (VOSA) and the Society of Motor Manufacturers and Traders (SMMT), together with information from vehicle operators who register their vehicle details with Transport for London (TfL).

For operators of non-GB (including Northern Ireland) registered vehicles, the database contains details of those vehicles that have been registered with the DVLA operators of non-GB registered vehicles who meet the LEZ emissions standards, must register their vehicles with TfL to drive in the LEZ without having to pay a daily charge or incurring any penalty charges. Further information about the registration process can be found on page 22 of this leaflet.

Once your vehicle registration number plate has been matched to the TfL database, ensuring that it meets the emissions standards, that a valid charge has been paid, or that you do not have to pay a charge because your vehicle is either exempt or registered for a 100% discount, the photographic image of your vehicle will automatically be deleted.

All vehicles that do not meet the LEZ emissions standards, or qualify for an exemption or a 100% discount, must pay the daily charge.

Where does the Low Emission Zone operate?

The Low Emission Zone (LEZ) covers most of Greater London, **EXCLUDING THE CENTRAL LONDON CONGESTION CHARGING ZONE**. In some places the LEZ also takes in areas from which tolling is used to allow for sustainable transport routes and recreational paths.

All roads, including those at Twickenham and on the M25, are included as a PM and PM2.5 within the LEZ boundary are included. **THE M25 CONGESTION CHARGING ZONE IS NOT INCLUDED IN THE LEZ**, as is any area 10 years within the boundary.

PLEASE NOTE that if your vehicle needs to pass through the central London Congestion Charging zone, you may need to pay the Congestion Charge in addition to any LEZ charges. Visit CONGESTIONCHARGE.COM for further details.

How much is the daily charge if I am driving a vehicle that does not meet the Low Emission Zone emissions standards and how do I pay it?

You need to pay a daily charge for each day the vehicle is driven within the zone and does not meet the required emissions standards. The charging day operates from midnight to midnight. Charges apply every day of the year including weekends and public holidays.

| Daily charge | Date affected from | Vehicle | Weight |
|--------------|--------------------|---|------------------------------------|
| £200 | 4 February 2008 | Lorries (7.5tonne maximum Gross Vehicle Weight) | Exceeding 12 tonnes |
| | 7 July 2008 | Lorries (7.5tonne maximum Gross Vehicle Weight) | Between 3.5 and 12 tonnes |
| £100 | 4 October 2010 | Lorries (7.5tonne maximum Gross Vehicle Weight) | Between 12.01 tonnes and 25 tonnes |
| | | 7.5-tonne lorries | Between 3.5 and 12 tonnes |

How to pay

The most common way to pay is by credit or debit card on the day of travel, or up to midnight on the day of travel, or up to midnight on the day following the day of travel. The charge will be taken from your card on the day of travel or up to midnight on the day following the day of travel.

You can pay the charge for more than one vehicle at a time. If you have to advance which vehicle will be advanced this the week, on which days, payment can only be made by debit or credit card or cheque.

- Please note that it is important to pay for the correct Vehicle Registration Plate (VRM) and for the correct date of travel.
- If payment is made for the wrong VRM or date of travel, then the registered keeper of the vehicle may be issued a Penalty Charge Notice (PCN).

Pay online

You can pay by credit or debit card online at ONLINE.PAYMENT.COM. Online payments can be made 24 hours a day - please remember to make a note of your payment number. You can request a receipt to be sent via email or post.

Pay by phone

Simply call 0845 807 8009 between 9:00am and 7:00pm, Monday to Friday, or between 9:00am and 7:00pm on Saturdays. Remember to have your VRM and the correct date of travel to hand.

Callers from abroad can call 0448 207 310 8996.

Operators can set up a Low Emission Zone LEZ customer account with Transport for London (TfL) and will be able to use the 24-hour automated telephone payment system.

| Vehicle type and definitions | Date affected | Required emissions standards |
|---|---|--|
| Heavier lorries: Heavy diesel-engined vehicles exceeding 12 tonnes Gross Vehicle Weight, including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles. | 4 February 2008 3 January 2012 Euro IV for PM | All Euro III vehicles meet the LEZ standard. From 4 February 2008 the LEZ emissions standard is Euro III for particulate matter (PM). Vehicles first registered as new with the DVLA on or after 1 October 2001 are assumed to meet these standards in 2008. Vehicles not meeting the emissions standards could be made to do so by modifying them to meet the Euro III standard for PM. Vehicles not meeting the LEZ emissions standards will need to pay a daily charge if used within the LEZ. |
| Lighter lorries: Heavy diesel-engined vehicles between 3.5 and 12 tonnes Gross Vehicle Weight, including goods vehicles, motor caravans, motorised horseboxes and other specialist vehicles. | 7 July 2008 Euro III for PM | Vehicles not meeting the LEZ emissions standards will need to pay a daily charge if used within the LEZ. From 3 January 2012 the required emissions standards are raised to Euro IV for PM. All Euro IV vehicles will meet the LEZ standards in 2012. Vehicles first registered as new with the DVLA on or after 1 October 2006 are assumed to meet this standard. Vehicles not meeting the emissions standards could be made to do so by modifying them to meet the Euro IV standard for PM. Vehicles which do not meet the LEZ emissions standards would need to pay a daily charge if used within the LEZ. |
| Trucks and coaches: Diesel-engined passenger vehicles with more than eight seats, plus the driver's seat, exceeding 5 tonnes Gross Vehicle Weight. | 3 January 2012 Euro IV for PM | Vehicles not meeting the LEZ emissions standards could be made to do so by modifying them to meet the Euro IV standard for PM. Vehicles which do not meet the LEZ emissions standards would need to pay a daily charge if used within the LEZ. |
| Large vans: Diesel-engined vehicles between 1.205 tonnes and 3.5 tonnes Gross Vehicle Weight and motor caravans and ambulances between 2.5 tonnes and 3.5 tonnes Gross Vehicle Weight. | 4 October 2010 Euro III for PM | From 4 October 2010 the emissions standard is Euro III for PM. Vehicles registered as new with the DVLA on or after 1 January 2002 are assumed to meet this standard. Vehicles not meeting the emissions standards could be made to do so by modifying them to meet the Euro III standard for PM. Vehicles which do not meet the LEZ emissions standards would need to pay a daily charge if used within the LEZ. |
| Minibuses: Diesel-engined passenger vehicles with more than eight seats, plus the driver's seat, below 5 tonnes Gross Vehicle Weight. | | Vehicles which do not meet the LEZ emissions standards would need to pay a daily charge if used within the LEZ. |

N.B. The vehicle weight is a good guide as to when your vehicle is affected by the LEZ. If your type of vehicle does not appear here you should use the weight limits used for trucks and large vans as a guide and/or contact your vehicle manufacturer or Transport for London for guidance.

Roadshow face to face activity

Venues included ports, ferries, motorway service stations, transport cafes, destination markets e.g. S Smithfields, DIY stores

| Activity | Destination | Type | Date |
|----------|------------------|---------------|----------|
| MSS | London Gateway | Welcome Break | Sept-Nov |
| MSS | Newport Pagnell | Welcome Break | Sept-Nov |
| MSS | Leicester Forest | Welcome Break | Sept-Nov |

| | | | |
|-----|--------------------------|---------------|----------|
| | East | | |
| MSS | Birchanger | Welcome Break | Sept-Nov |
| MSS | South Mimms | Welcome Break | Sept-Nov |
| MSS | Membury | Welcome Break | Sept-Nov |
| MSS | Oxford | Welcome Break | Sept-Nov |
| MSS | Warwick Southbound | Welcome Break | Sept-Nov |
| MSS | Toddington Northbound | MOTO | Sept-Nov |
| MSS | Toddington Southbound | MOTO | Sept-Nov |
| MSS | Donnington Park | MOTO | Sept-Nov |
| MSS | Medway | MOTO | Sept-Nov |
| MSS | Medway | MOTO | Sept-Nov |
| MSS | Medway | MOTO | Sept-Nov |
| MSS | Ferry Bridge | MOTO | Sept-Nov |
| MSS | Pease Pottage | MOTO | Sept-Nov |
| MSS | Thurrock | MOTO | Sept-Nov |
| MSS | Thurrock | MOTO | Sept-Nov |
| MSS | Thurrock | MOTO | Sept-Nov |
| MSS | Heston (Eastbound) | MOTO | Sept-Nov |
| MSS | Heston (Westbound) | MOTO | Sept-Nov |
| MSS | Reading (Eastbound) | MOTO | Sept-Nov |
| MSS | Reading (Westbound) | MOTO | Sept-Nov |
| MSS | Leigh Delamere (East) | MOTO | Sept-Nov |
| MSS | Severn View | MOTO | Sept-Nov |
| MSS | Cherwell Valley | MOTO | Sept-Nov |
| MSS | Watford (S) | Roadchef | Sept-Nov |
| MSS | Northampton (N) | Roadchef | Sept-Nov |
| MSS | Tibshelf (S) | Roadchef | Sept-Nov |
| MSS | Tibshelf (S) | Roadchef | Sept-Nov |
| MSS | Maidstone | Roadchef | Sept-Nov |
| MSS | Maidstone | Roadchef | Sept-Nov |
| MSS | Clacket Lane (north) | Roadchef | Sept-Nov |
| MSS | Clacket Lane (south) | Roadchef | Sept-Nov |
| MSS | Clacket Lane (north) | Roadchef | Sept-Nov |
| MSS | Clacket Lane (south) | Roadchef | Sept-Nov |
| MSS | Rownhams (N) | Roadchef | Sept-Nov |
| MSS | Rownhams (N) | Roadchef | Sept-Nov |
| MSS | Stafford (S) | Roadchef | Sept-Nov |
| MSS | Winchester | Roadchef | Sept-Nov |
| MSS | Winchester | Roadchef | Sept-Nov |

| | | | |
|--------------------------------|--------------------------|--|-----------------------------|
| Port | Dover | Face to Face | Sept-Nov (6 days total) |
| Port | Tilbury | Face to Face | Sept-Nov (2 days total) |
| Port | Southampton | Face to Face | Sept-Nov (2 days total) |
| Port | Dover | Leaflet racking | Sept-Nov |
| Port | Tilbury | Leaflets with tickets | Sept-Nov |
| Port | Holyhead | Leaflet racking | Sept-Nov |
| Port | Immingham | Leaflet racking | Sept-Nov |
| Port | Felixstowe | Leaflet racking | Sept-Nov |
| Port | Harwich | Leaflet racking | Sept-Nov |
| Port | Ramsgate | Leaflet racking | Sept-Nov |
| Port | NewHaven | Leaflet racking | Sept-Nov |
| Port | Ostend | Leaflet racking | Sept-Nov |
| Activity | Destination | Type | Date |
| Ferries/E urotunnel | P & O | Leaflet racking | Sept-Nov |
| Ferries/E urotunnel | S tenaLine | Leaflet racking | Sept-Nov |
| Ferries/E urotunnel | TransE uropa | Leaflet racking | Sept-Nov |
| Ferries/E urotunnel | Transmarche | Leaflet racking | Sept-Nov |
| Ferries/E urotunnel | E urotunnel | Leaflet racking | Sept-Nov |
| Transport Cafes | independently owned | Leaflet racking | Sept-Nov (15 activity days) |
| Market | New Covent Garden Market | - | Sept-Nov (3 activity days) |
| Market | Bilingsgate Market | - | Sept-Nov (2 activity days) |
| Market | New Spitalfields Market | - | Sept-Nov (3 activity days) |
| Market | Smithfields Market | - | Sept-Nov (1 activity day) |
| Market | Borough Market | - | Sept-Nov (1 activity day) |
| Horse Box Owners | Horse of the Year Show | - | October |
| Horse Box Owners | London | Royal Olympia Horse Show | 17 - 22 December 2007 |
| Horse Box Owners, vintage cars | London | Uffington White Horse Show | 26 - 27 August 2007 |
| Motor Home | NEC, Birmingham | International Caravan & Motorhome 2007 | 16 - 21 October 2007 |
| Motor Home | London | Caravan & Outdoor Leisure Show | Jan 2008 - tbc |

| | | | |
|---------------------|---------------------|--------------------------|---------------------------------------|
| UK Trade Show | North West | Truckfest North West | Saturday 15th & Sunday 16th September |
| UK Trade Show | NEC, Birmingham | Coach & Bus Live | 10-11 October 2007 |
| Activity | Destination | Type | Date |
| Port | Dover | Leaflet racking | Until mid Dec |
| Port | Tilbury | Leaflets with tickets | Until mid Dec |
| Port | Holyhead | Leaflet racking | Until mid Dec |
| Port | Immingham | Leaflet racking | Until mid Dec |
| Port | Felixstowe | Leaflet racking | Until mid Dec |
| Port | Harwich | Leaflet racking | Until mid Dec |
| Port | Ramsgate | Leaflet racking | Until mid Dec |
| Port | NewHaven | Leaflet racking | Until mid Dec |
| Port | Ostend | Leaflet racking | Until mid Dec |
| Ferries/E urotunnel | P & O | Leaflet racking | Until mid Dec |
| Ferries/E urotunnel | StenaLine | Leaflet racking | Until mid Dec |
| Ferries/E urotunnel | TransEuropa | Leaflet racking | Until mid Dec |
| Ferries/E urotunnel | Transmarche | Leaflet racking | Until mid Dec |
| Ferries/E urotunnel | E urotunnel | Leaflet racking | Until mid Dec |
| Transport Cafes | independently owned | Leaflet racking | Sept-Nov (15 activity days) |
| Horse Box Owners | London | Royal Olympia Horse Show | 17 - 22 December 2007 |

2011-2012 communication materials to prepare vehicle owners for 2012 changes

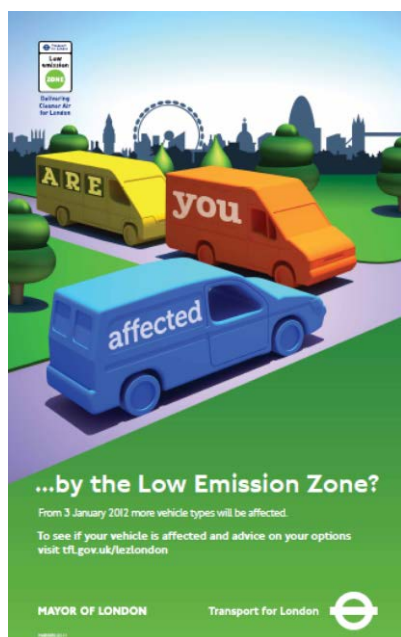
Communications ran from January 2011 – March 2012

Specialist press (Auto Trader, Van User, Fleet Van, Commercial Motor, Motor Transport, Freight, Truck and Driver, Trucking, Logistics & Transport Focus, Professional Builder, Building Products, Caravan Club Magazine, Motor Home Monthly, Route One, Bus & Coach Buyers, Horse & Hound, OOH, What Van, Roadway, Motor Caravanner, Freight Industry Times, Coach and Bus Week, CTA Journal, Environment Industry Magazine, Bus & Coach Professional, minPlus, International Horse Show Guide.

National press (Sun, Daily Star, Daily Mirror, Daily Express, Daily Mail, Guardian, Times, Independent)

London titles (Evening Standard, City AM)

European press titles across several countries (Belgium, Germany, France, Czech Republic, Spain, Poland, Hungary, Netherlands, Denmark, Ireland, Lithuania, Italy)



Posters on main arterial routes coming into London and within the Low Emission Zone, selected motorway service stations (M1, M25, M4), petrol pumps, washroom media, ports (Dover, Harwich, Portsmouth, Newcastle, Poole, Southampton, Hull, Newhaven, Holyhead), Eurotunnel

Have you taken action?

For advice on your options or to pay the £100 daily charge, call 0845 607 0009 or visit tfl.gov.uk/lezlondon

MAYOR OF LONDON Transport for London

...from 3 January 2012 and this could affect you.

See how by visiting tfl.gov.uk/lezlondon

MAYOR OF LONDON Transport for London

...by the Low Emission Zone?

From 3 January 2012 more vehicle types will be affected.

To see if your vehicle is affected and advice on your options visit tfl.gov.uk/lezlondon

MAYOR OF LONDON Transport for London

...and this could affect you.

From 3 January 2012 there will be tighter emission standards.

To see if your vehicle is affected and advice on your options visit tfl.gov.uk/lezlondon

MAYOR OF LONDON Transport for London

...for 3 January 2012?

Lorries, buses and coaches will need to meet the tighter Euro IV emissions standard for particulate matter.

The Low Emission Zone covers most of Greater London and operates 24 hours a day, every day of the year.

Visit tfl.gov.uk/lezlondon

MAYOR OF LONDON Transport for London



Radio

National (Absolute, Bauer, Smooth, Gold, LBC, XFM Kiss, Magic, TalkSport, Newslink) and London stations (XFM, TalkSport, Magic, LBC, Heart, Absolute)

Script is unavailable

Digital advertising

Caterer and Hotelkeeper, Road Transport, SED 365, Van trader, Truck Trader, Plant Trader, Farmers Trader, AdTrader, eBay Motors, Context web (network)

Copies of this creative are not available

Leafleting

Leaflet front cover – leaflet available on demand via call centre and used as part of the DVLA mailings targeting owners of non-compliant vehicles. Mailings took place April, July, Aug, Oct, Nov 2011).

Emails were also sent to customers registered on the TFL database in Nov 2011.



Example of information on the Tfl website in the run up to the 2012 changes

Home Live travel news Getting around Tickets **Road users** Corporate Business & partners

Low Emission Zone

From 3 Jan 2012 there will be tighter standards. More vehicle types will be included.

Which vehicles are affected?
What are my options?

[Check if your vehicle is affected](#)

Vehicles registered outside Great Britain

Following Cleaner Air for London

Affected vehicles at a glance - cars and motorcycles are not affected

- Articulated lorries
- Lorries
- Flat bed lorries
- Coaches
- Larger vans
- Minibuses
- Smaller vans
- Horseboxes
- Motorised caravans
- Light 4x4 Utilities
- Pickups

Home Live travel news Getting around Tickets **Road users** Corporate Business & partners

Low Emission Zone

[About the LEZ](#) |
 [Which vehicles are affected?](#) |
 [What are my options?](#) |
 [Do I need to register?](#) |
 [Penalty Charges](#) |
 [Make a payment](#) |
 [Information for manufacturers and fitters](#)

Which vehicles are affected?

From 3 January 2012 the Low Emission Zone is changing. More vehicle types will be affected, and standards for vehicles already affected will be tightening.

- Lorries, buses, coaches & heavy specialist vehicles
- Larger vans, minibuses & specialist diesel vehicles
- [Check if your vehicle is affected](#)
- Exemptions and discounts

Lorries, buses & coaches and heavy specialist vehicles

If you want to drive a lorry, bus, coach or other specialist heavy diesel vehicle in the Low Emission Zone (LEZ) without paying a daily charge, it needs to meet certain emissions standards.

Related links

- [VOGA information](#)
- [DVLA](#)

2019 communication materials to prepare vehicle owners for 2020 changes

Adverts will appear in specialist press titles that are distributed nationally, London radio stations which also reach a radius of 20-25 miles outside London, Google search to deep link customers to the LEZ web pages, and we will also be emailing operators registered on the TfL database. Later on in the campaign we are planning to send letters via the DVLA to owners of non-compliant vehicles seen in the zone.

All key stakeholders have been informed about the launch of the new Direct Vision S standard HGV permit system affecting heavy goods vehicles over 12 tonnes and that the Low Emission Zone standards will be tightening at the end of October 2019. We are communicating these campaigns jointly, as they affect similar stakeholder groups. Given the Low Emission Zone affects heavy vehicles we will work closely with the freight, coach and bus industry both nationally and regionally over the coming year to ensure that companies and drivers are fully aware of the new emissions standards and are prepared in advance. We will also work with other key stakeholders including London boroughs, and nationally and regionally with business groups and the leisure and tourism industries.

Low Emission Zone Specialist press: Bus & Coach Buyer, Commercial Motor, Motor Transport, Truck & Driver, Fleet World, What Van?



MY LORRIES WILL
DELIVER
ON THE
TOUGHER
NEW
EMISSIONS STANDARDS

The Low Emission Zone standards across Greater London are getting tougher for lorries, vans and other specialist vehicles over 3.5 tonnes as well as coaches, buses and minibuses over 5 tonnes. The new Euro VI standard comes into effect from 26 October 2020, to help clean up our toxic air.

Start preparing. Check your vehicles, search Low Emission Zone.

Low emission ZONE CLEANER AIR FOR LONDON

MAYOR OF LONDON TRANSPORT FOR LONDON EVERY JOURNEY MATTERS



My Coaches
ARE
TONNES LESS TOXIC

The Low Emission Zone standards across Greater London are getting tougher for lorries, vans and other specialist vehicles over 3.5 tonnes as well as coaches, buses and minibuses over 5 tonnes. The new Euro VI standard comes into effect from 26 October 2020, to help clean up our toxic air.

Start preparing. Check your vehicles, search Low Emission Zone.

Low emission ZONE CLEANER AIR FOR LONDON

MAYOR OF LONDON TRANSPORT FOR LONDON EVERY JOURNEY MATTERS

Radio (Radio X, Gold London, Absolute Radio, Jazz FM, LBC) – London channels but they also reach a radius of 20-25 miles around London

Script

Driver VO1: **My lorry's already delivering on the Low Emission Zone's tougher standards...**

Driver VO2: **...that come into effect across Greater London from October 2020;**

Driver VO3: **...to help clean up our toxic air.**

Driver VO4: **Diesel-engined heavy lorries, buses, coaches...**

Driver VO5: **...motorised caravans and horseboxes and other large vehicles will be affected.**

Driver VO1: **Make sure you're on board with the new standards, like us.**

Driver VO2: **Search Low Emission Zone to check your vehicle.**

Driver VO3: **To the Mayor of London and TFL, every journey matters**

Direct marketing – letters will be going out to owners of non-compliant vehicles seen in the zone from 2020 via the DVLA.

Combined Low Emission Zone and Direct Vision Communications

Washroom panels in motorway service stations on the way from Dover to London



European Press (France Routes - France, Ciężarówki - Poland, Sólo Camión & Solo Furgó – Spain, Truckstar – Netherlands)

And

Specialist UK press (Commercial Motor & Motor Transport)

New safety and tougher emission standards are coming to London

The new Direct Vision Standard and tougher low emission standards are coming to Greater London to help improve road safety and air quality for everyone.

From 26 October 2020, heavy goods vehicles over 12 tonnes will require a HGV safety permit and will need to meet the new Euro VI emission standards.

Check your vehicle and start to prepare. Search 'HGV checker'



MAYOR OF LONDON



Leaflet – distributed by a number of teams (including Metropolitan Police Service, DVSA and Work Related Road Risk team) and at a variety of stakeholder events (e.g. RHA member briefings)

A brief guide to the new Direct Vision Standard and the tougher Low Emission Zone standards

Coming London-wide from 26 October 2020



MAYOR OF LONDON

