

# Ultra Low Emission Zone

## Copies of the advertising campaign materials which appeared in channels distributed outside of London

National Press: The Sun, Daily Mail, Metro



The Sun, Daily Mail, Metro,



Metro



Metro



Metro




# The Central London Ultra Low Emission Zone will operate from 8 April

This is part of the commitment by the Mayor, Sadiq Khan, and TfL to help Londoners breathe cleaner air.

Search 'ULEZ' to check your vehicle and see if you need to pay.



Let London breathe

MAYOR OF LONDON





# Check your vehicle to see if the Ultra Low Emission Zone will affect you

This is part of the commitment by the Mayor, Sadiq Khan, and TfL to help Londoners breathe cleaner air.

Search 'ULEZ' to check your vehicle and see if you need to pay.




Let London breathe

MAYOR OF LONDON






Metro


Metro



# The Ultra Low Emission Zone covers the same area as the Congestion Charge

MAYOR OF LONDON



The Sun

## Specialists Press:

Business Car, Bus & Coach Buyer, Truck & Driver, Ride, Classic Bike, Motorcycle News, Commercial Motors, Fleet World, What Van?

**CLEANER AIR FOR LONDON**

### The Central London Ultra Low Emission Zone now operates 24/7

Vehicles that do not meet the new stricter emission standards will pay a daily charge. Cars and vans (up to and including 3.5 tonnes) will pay £12.50 and lorries and vans (over 3.5 tonnes) will pay £100 when driving in the same area as the Congestion Charge.

You can pay online, via the TfL app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

Search 'ULEZ' to see if you need to pay.

Ultra low emission  
**ULEZ**  
**ZONE**  
At all times

MAYOR OF LONDON

**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

Fleet World, Truck and Driver, What Van?

**CLEANER AIR FOR LONDON**

**8 April 2019**  
The Ultra Low Emission Zone is coming  
24/7 in central London

The £100 daily charge for coaches will apply in addition to the Congestion Charge.

Search 'ULEZ' to check your vehicle meets the standards and to plan your options.

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MAYOR OF LONDON

**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

Business Car, Bus and Car Buyer



**8 April 2019**  
 The Ultra Low Emission Zone is coming  
 24/7 in central London

The £12.50 daily charge for motorcycles will apply in addition to the Congestion Charge.

Search 'ULEZ' to check your vehicle meets the standards and to plan your options.

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LET LONDON BREATHE

MAYOR OF LONDON



TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS

Ride, Classic Bike, Motorcycle News



**8 April 2019**  
 The Ultra Low Emission Zone is coming  
 24/7 in central London

The £100 daily charge for lorries will apply in addition to the Congestion Charge.

Search 'ULEZ' to check your vehicle meets the standards and to plan your options.

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LET LONDON BREATHE

MAYOR OF LONDON



TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS

Truck and Driver



**Commercial Motors , What Van?, Fleet World**

**Radio**

**London stations with a radius of 25 to 30 miles around London subject to terrain:** Capital, Heart, Kiss, Capital XTRA, Smooth, talkSPORT Trading, LBC 97.3, Absolute, Magic, Sunrise, Radio X, Classic FM, Gold FM, Jazz FM, Radio Jackie, First Radio

We are unable to supply specific population information for the airtime that ran outside London.

**Radio script 40" - May 2018**

*We hear an instrumental version of The Air That I Breathe by London Youth Choir behind the VO.*

VO: Every Child in London is breathing toxic air, mainly caused by road vehicles.

To help tackle this, the Ultra Low Emission Zone is coming to central London (for petrol and diesel vehicles). It will operate 24 hours a day, every day of the year, from the 8th of April 2019, in addition to the weekday Congestion Charge.

Search 'ULEZ' to check your vehicle meets the emission standards and to plan your options.

To the Mayor of London and TfL, every journey matters.  
 Music: Sometimes, All we need is the air that we breathe, And to love you.

Search 'ULEZ' to check your vehicle and see if you need to pay.  
 To the Mayor of London and TfL, every journey matters

## **Radio script - December 2018**

VO: Most radio adverts begin in a pristine recording studio. But not this one. We're recording on the streets of Central London, polluted by toxic air.

Because there's no better place to tell you that the Central London Ultra Low Emission Zone is coming on the 8th of April this year.

It will apply 24 hours a day, every day of the year, in the same area as the Congestion Charge zone.

Unless your car, motorbike or smaller van meets the new stricter emission standards, you will have to pay the £12.50 daily charge.

Search 'ULEZ' to check your vehicle and see if you need to pay.  
To the Mayor of London and TfL, every journey matters.

## **Radio script Commercial Drivers - December 2018**

VO: Most radio adverts begin in a pristine recording studio. But not this one. We're recording on the streets of Central London, polluted by toxic air.

Because there's no better place to tell you that the Central London Ultra Low Emission Zone is coming on the 8th of April this year.

It will apply 24 hours a day, every day of the year, in the same area as the Congestion Charge zone. Unless your lorry, bus, coach or specialist vehicle meets the new stricter emission standards you will have to pay the £100 daily charge.

## **Radio script 6 WEEKS TO GO - February 2019**

*SFX: We hear the busy sound of London's streets throughout.*

VO: Most radio adverts begin in a pristine recording studio. But not this one. We're recording on the streets of Central London, polluted by toxic air.

Because there's no better place to tell you that the Central London Ultra Low Emission Zone is coming on the 8th of April this year.

For vehicles that don't meet the new stricter emissions standards, it will apply 24 hours a day, in the same area as the Congestion Charge Zone. From the 8th of April, you can either pay the daily charge online, via the free official TfL app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

Search 'ULEZ' to check your vehicle and see if you need to pay.  
To the Mayor of London and TfL, every journey matters.

## **Radio script - Post Launch - April 2019**

*SFX: We hear the busy sound of London's streets throughout.*

VO: Most radio adverts begin in a recording studio. But not this one. We're recording on the streets of Central London, because there's no better place to tell you that the Ultra Low Emission Zone is here to help tackle our toxic air.

It now operates 24 hours a day, every day of the year in the same area as the Congestion Charge Zone, and the £12.50 daily charge applies if your car, motorbike or smaller van is non-compliant.

You can pay the charge online, via the TfL pay to drive in London app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

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### **Radio script (Commercial drivers) - Post Launch - April 2019**

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VO: Most radio adverts begin in a recording studio. But not this one. We're recording on the streets of Central London, because there's no better place to tell you that the Ultra Low Emission Zone is here to help tackle our toxic air.

It now operates 24 hours a day, every day of the year in the same area as the Congestion Charge Zone, and the £100 daily charge applies if your lorry, bus coach or specialist vehicle is non-compliant.

You can pay the charge online, via the TfL pay to drive in London app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

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