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Ultra-Low Emission Zone Expansion Advertising 25 November to 11 January
2023

Message	Channel
Ultra Low Emission Zone not in	Social
operation on 25 December	Posters
	Digital display
Ultra Low Emission Zone Operating	Posters
Today	Digital display
The Ultra Low Emission Zone is	TV advert, Video on demand, Screens
expanding to help clear London's air	in Service station and Gyms
from 29 August 2023	https://youtu.be/Bdaui_eKljk
	Press
	Radio advert
	Paid search ads





Radio script

Drivers, we need you to check your vehicles.

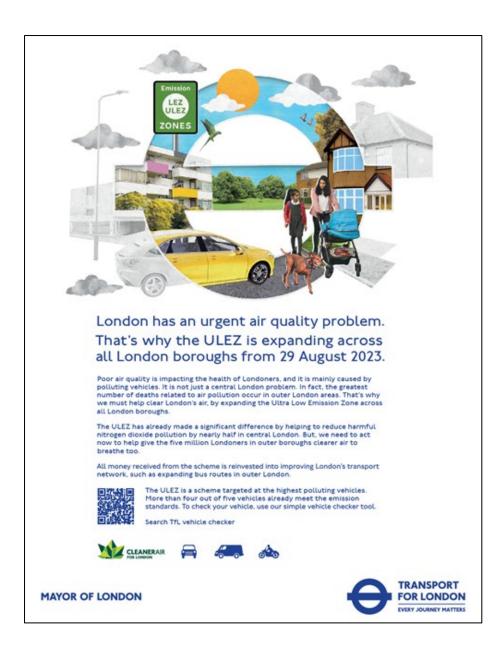
Because the Ultra Low Emission Zone is expanding across all London boroughs from the 29th of August this year...

To help clear London's air, and improve health

for you, your family and every Londoner.

So, if you drive a petrol vehicle over 16 years old, or a diesel over 6, check if it meets the emission standards by searching TfL Vehicle Checker.

To the Mayor of London and TfL, every journey matters



Ultra-Low Emission Zone Expansion Advertising 12 January 2023 - 21 February 2023

Message	Channel
Avoid fines. Auto Pay is now free. It is now free to register for Auto Pay, to help you avoid the increased £180* fine for any unpaid Congestion Charge and ULEZ daily charges	Press
It is now free to register for TfL Auto Pay to avoid any fines for unpaid Congestion Charge and ULEZ daily charges.	Radio script
Avoid fines. Auto Pay is now free. Register for Auto Pay for free to avoid Congestion Charge and ULEZ fines	Digital display
The Ultra Low Emission Zone is expanding to help clear London's air from 29 th August 2023	TV advert and social video <u>https://youtu.be/Bdaui_eKljk</u> Poster Radio script Trade press Digital display Press



Radio Script

If you're planning to drive in London TfL Auto Pay allows you to pay any Congestion Charge and Ultra Low Emission Zone daily charges automatically, so you won't even have to think about it.

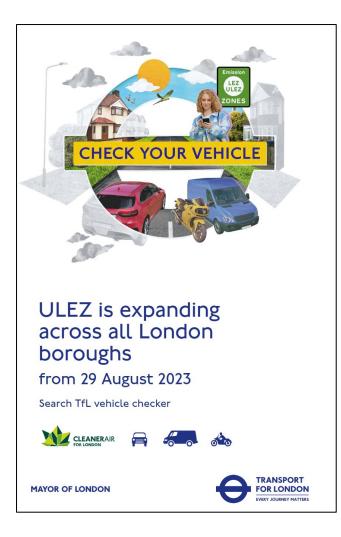
And now it is free to register for TfL Auto Pay. This makes it even easier to avoid any fines for unpaid Congestion Charge and ULEZ daily charges.

Search TfL Auto Pay to register.

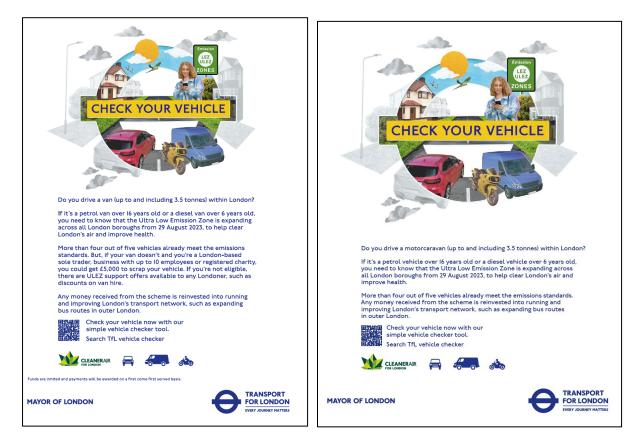
To the Mayor of London and TfL, every journey matters.











Radio Script

Presenter: Did you know that most air pollution related deaths actually occur in outer London areas.

Public 1: Oh wow

Public 2: No I didn't know that, it's higher than in central London.

Public 3: It's obviously a concern, considering our parents are more vulnerable.

Presenter: That's why the Ultra low emission zone, it's expanding across all London boroughs from the 29th August this year to help make the air clearer.

Presenter: Have you checked your vehicle yet?

Public 4: I will be going on and checking yes

Presenter: If you drive a petrol vehicle over 16 years old or a diesel over 6, search TfL vehicle checker.

To the Mayor of London and TfL, Every Journey Matters

