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

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





Ultra low  
emission

**ULEZ**

**ZONE**

not in operation  
on 25 December

MAYOR OF LONDON



TRANSPORT  
FOR LONDON  
EVERY JOURNEY MATTERS



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## **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



**London has an urgent air quality problem.  
That's why the ULEZ is expanding across  
all London boroughs from 29 August 2023.**

Poor air quality is impacting the health of Londoners, and it is mainly caused by polluting vehicles. It is not just a central London problem. In fact, the greatest number of deaths related to air pollution occur in outer London areas. That's why we must help clear London's air, by expanding the Ultra Low Emission Zone across all London boroughs.

The ULEZ has already made a significant difference by helping to reduce harmful nitrogen dioxide pollution by nearly half in central London. But, we need to act now to help give the five million Londoners in outer boroughs clearer air to breathe too.

All money received from the scheme is reinvested into improving London's transport network, such as expanding bus routes in outer London.



The ULEZ is a scheme targeted at the highest polluting vehicles. More than four out of five vehicles already meet the emission standards. To check your vehicle, use our simple vehicle checker tool.

[Search TfL vehicle checker](#)



**MAYOR OF LONDON**



**TRANSPORT FOR LONDON**  
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**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 <sup>th</sup> August 2023	TV advert and social video <a href="https://youtu.be/BdauieKljk">https://youtu.be/BdauieKljk</a>
	Poster
	Radio script
	Trade press
	Digital display
	Press



\*Fines may be reduced if paid within 14 days or increased if not paid within 28 days. visit [tfl.gov.uk](http://tfl.gov.uk)

## **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.

**Avoid fines**

**AUTO PAY**  
is now free

**Register for Auto Pay for free to avoid Congestion Charge & ULEZ fines**

MAYOR OF LONDON

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EVERY JOURNEY MATTERS



# ULEZ is expanding to help clear London's air from 29 August 2023

[Search TfL Vehicle Checker](#)



MAYOR OF LONDON





## ULEZ is expanding across all London boroughs

from 29 August 2023

Search TfL vehicle checker



MAYOR OF LONDON







**London has an urgent air quality problem. That's why the ULEZ is expanding across all London boroughs from 29 August 2023.**

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All money received from the scheme is reinvested into improving London's transport network, such as expanding bus routes in outer London.



The ULEZ is a scheme targeted at the highest polluting vehicles. More than four out of five vehicles already meet the emission standards. To check your vehicle, use our simple vehicle checker tool. Search TFL vehicle checker



MAYOR OF LONDON



Do you drive a van (up to and including 3.5 tonnes) within London?

If it's a petrol van over 16 years old or a diesel van over 6 years old, you need to know that the Ultra Low Emission Zone is expanding across all London boroughs from 29 August 2023, to help clear London's air and improve health.

More than four out of five vehicles already meet the emissions standards. But, if your van doesn't and you're a London-based sole trader, business with up to 10 employees or registered charity, you could get £5,000 to scrap your vehicle. If you're not eligible, there are ULEZ support offers available to any Londoner, such as discounts on van hire.

Any money received from the scheme is reinvested into running and improving London's transport network, such as expanding bus routes in outer London.

Check your vehicle now with our simple vehicle checker tool. Search TFL vehicle checker



Funds are limited and payments will be awarded on a first come first served basis.

MAYOR OF LONDON



Do you drive a motorcaravan (up to and including 3.5 tonnes) within London?

If it's a petrol vehicle over 16 years old or a diesel vehicle over 6 years old, you need to know that the Ultra Low Emission Zone is expanding across all London boroughs from 29 August 2023, to help clear London's air and improve health.

More than four out of five vehicles already meet the emissions standards. Any money received from the scheme is reinvested into running and improving London's transport network, such as expanding bus routes in outer London.

Check your vehicle now with our simple vehicle checker tool. Search TFL vehicle checker



MAYOR OF LONDON





## 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

We open on the brief moment when the 'negative' world transitions to the 'positive' world.

Positive world animation plays for a few seconds.

Wipe to ULEZ messaging, which appears from right to left.

Wipe from right to left to more positive world animation.

Wipe from right to left to secondary messaging.

**Check your vehicle now**

MAJOR OF LONDON TRANSPORT FOR LONDON

Comments text:  
If you drive a petrol vehicle over 16 years old or a diesel over 6, you should check to see if you'll be affected. Search TfL vehicle checker.



The ULEZ is  
expanding across  
all London boroughs  
from 29 August 2023

[Check your vehicle now >](#)

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OF LONDON



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