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20  
2008  
12:17pm

## Holding car companies like Toyota to acc advertising

Posted by James Kanter in Consumer Consciousness, Automobiles, General

As car companies increasingly pander to buyers looking to go green, environmentalists are fighting back with some demands of their own.

Environmentalists have [successfully complained about a number of advertisements](#) to national advertising standards authorities, which have found the is an advertisement for Toyota's hybrid vehicle Prius.

The Belgian advertising authority, [Le Jury d'Ethique Publicitaire](#), said this week that a recent advertisement for the Prius in the European Voice newsp which is mandatory under Belgian rules. The authority also said Toyota used a misleading slogan that wrongly suggested the car emitted no carbon w

Now groups including Friends of the Earth Europe and Greenpeace have established a website to help citizens shopping for a new car to press car m [www.advertiseco2.eu](http://www.advertiseco2.eu), encourages consumers to scan advertisements that do not clearly display CO2 emissions and upload a complaint to the site.

The groups also are pressing for car companies in Europe to be obliged to devote 20 percent of space in advertisements to information on fuel econor car advertisements resemble some cigarette packages, which now contain large warnings.

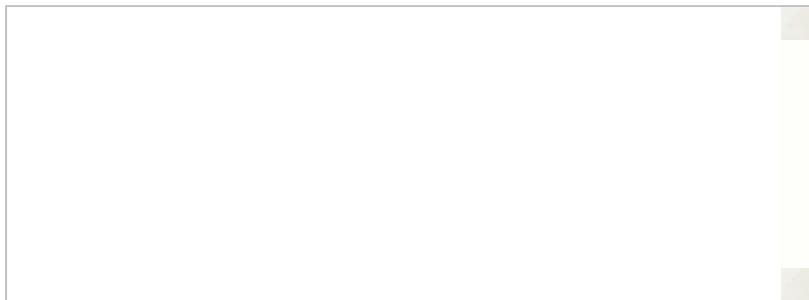
Does that seem overly prescriptive? Or do you think that might make a real difference to the way car buyers make their decisions?

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## About the Authors

### James Kanter



James Kanter has been covering European and global business issues for the International Herald Tribune since 2005, including European U World Trade Organization and links between transportation and the environment. He won an M&A International Media Award for 2006 and w: Europe. His previous experience as an editor and as a reporter includes The Cambodia Daily (Phnom Penh), Dow Jones Newswires (Brusse received a Bachelor of Arts degree in history from Columbia University in 1990 and a masters degree in international journalism from City Un Law School, earning a masters degree.

### Elisabeth Rosenthal



Elisabeth Rosenthal is an award-winning journalist as well as a trained physician. For the past three years, she has been correspondent. Previously, she wrote about public opinion related to the U.S. presidential campaign for The New York Ti developed landmark coverage on health care in China, including the spread of AIDS, the demise of the rural health care : City, Rosenthal received a B.A. degree in history and a B.S. degree in biology from Stanford University in 1978. From 19: England where she received an M.A. degree in English literature. Rosenthal also holds an M.D. degree from Harvard Me

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