



























































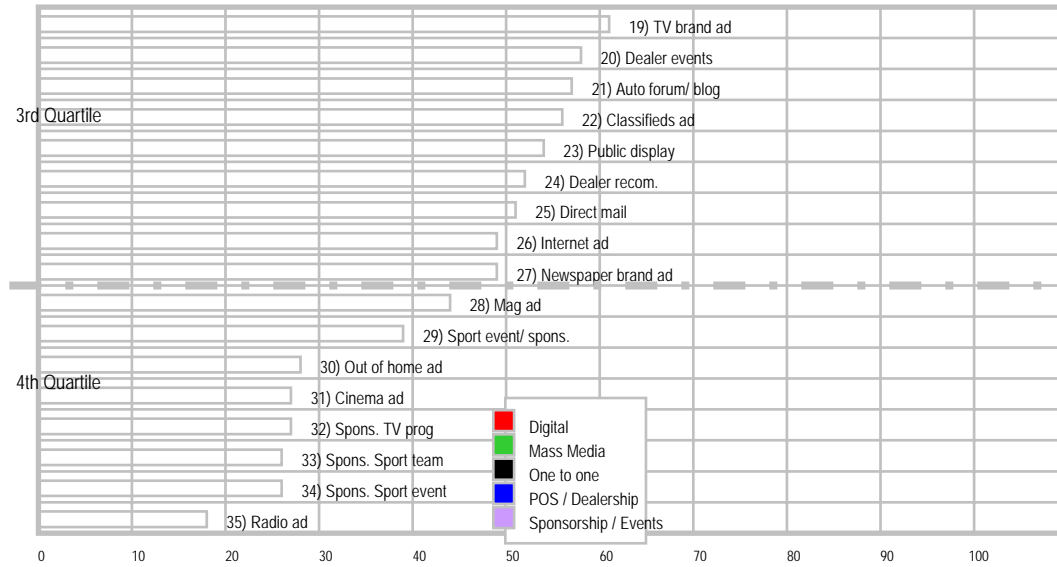








CCF: Ranking & Values  
 Automotive - Australia: 17/35 Contacts below average CCF at 63 • Purchase intender (n=521)



**Figure 9b – Above average influence contacts for New Car Intenders**

## **5.6 Standards/ Labelling Requirements for Non-engine Components Which Impact on Fuel Consumption**

It is GM Holden's strong view that the introduction of standards for non-engine components to reduce emissions from vehicles will not represent an efficient policy outcome.

As noted previously, mandates or performance measures generally are extremely blunt instruments, costly, require significant government resources to effectively enforce, and generally constrain innovation and disrupt normal market forces.

GM Holden has dedicated significant resources and investment to increasing fuel efficiency with non-engine components for over 5 years. For example, a tyre pressure monitoring system exists on GM Holden's long wheel base Caprice model, and further fuel efficiency improvements will be made across the Holden Commodore range with advances in low rolling resistance tyres. With regards to air conditioning systems developed for locally produced vehicles, GM Holden is also aggressively pursuing improvements that have to date contributed to improving the fuel efficiency of every new model in the GM Holden Commodore range.

In the design and engineering of a vehicle, various criteria warrant different levels of priority. A fine balance is struck among issues of safety, comfort, noise and handling, cost and environmental outcomes. These considerations are derived from both consumer preference and emerging societal trends.

To mandate fuel efficiency requirements for non-engine components results in a car engineered to meet policy requirements alone. It values environmental criteria above all else and as such, may compromise other areas of equal importance such as safety.