

Electric vehicles: Helping consumers identify the right recharging option with standardised labels

Brussels, 1 March 2021 – A brand new harmonised set of labels for electric vehicles and charging stations will start to be used throughout Europe as of 20 March this year, in line with the requirements of the EU Directive on the deployment of alternative fuels infrastructure (2014/94/EU).

As well as appearing on charging stations, the labels will be placed on all newly-produced electric cars, vans, trucks, buses, coaches, mopeds, motorcycles, tricycles and quadricycles in a clear and visible manner. The aim is to help consumers identify the right recharging option for their battery electric and plug-in hybrid-electric vehicles by harmonising labelling across the entire EU.

In order to assist both consumers and the operators of charging points to understand these new labels, a coalition of European vehicle manufacturers, charging infrastructure operators and the electricity industry have published informative brochures. These brochures, in Q&A format, explain the purpose of these labels, their design and in which vehicles they will appear.

The brochures are now available online at www.fuel-identifiers.eu, alongside information on the harmonised fuel labels for internal combustion engines which were introduced in 2018.

Notes for editors

- A standard by the European Committee for Standardisation (CEN) defines the technical design and format of the new labels (CEN Standard EN 17186), in line with the prescriptions of Directive 2014/94/EU.
- The brochures on labels for electric vehicles and charging infrastructure have been prepared by the European Automobile Manufacturers' Association (ACEA), the Motorcycle Industry in Europe (ACEM), ChargeUp Europe, CharIN and Eurelectric.

About ACEA

- The European Automobile Manufacturers' Association (ACEA) represents the 15 major Europe-based car, van, truck and bus makers: BMW Group, CNH Industrial, DAF Trucks, Daimler, Ferrari, Ford of Europe, Honda Motor Europe, Hyundai Motor Europe, Jaguar Land Rover, Renault Group, Stellantis, Toyota Motor Europe, Volkswagen Group, Volvo Cars, and Volvo Group.
- More information about ACEA can be found on www.acea.be or www.twitter.com/ACEA_eu.
- Contact: Cara McLaughlin, Communications Director, cm@acea.be, +32 485 88 66 47.

About ACEM

- The European Association of Motorcycle Manufacturers (ACEM) represents manufacturers

of mopeds, motorcycles, three-wheelers and quadricycles (L-category vehicles) in Europe. ACEM members include 18 manufacturing companies: BMW Motorrad, Bombardier Recreational Products (BRP), Ducati Motor holding, Harley-Davidson, Honda, Kawasaki, KTM, KYMCO, MV Agusta, Peugeot Scooters, Piaggio, Polaris Industries, Qooder, Royal Enfield, Suzuki, Triumph Motorcycles, Yamaha and Zero Motorcycles. ACEM also represents 20 motorcycle industry associations in 17 different European countries.

About ChargeUp Europe

- ChargeUp Europe is the industry association for the electric vehicle (EV) charging infrastructure sector. Our association works to accelerate the switch to zero emission mobility and ensure that EV drivers can enjoy a seamless charging experience with access to high quality, readily available charging infrastructure across Europe. As of today, our 13 member companies are active in all 27 EU member states, the UK and EFTA, with over 300,000 charging points in the EU.
- More information: www.chargeupeurope.eu; twitter.com/chargeupeurope?lang=en
- Contact: secretariat@chargeupeurope.eu

About CharIN

- The Charging Interface Initiative eV (CharIN eV) is a registered association with over 210 members along the whole value chain from all over the world. It is open to all interested parties and has offices in Germany, Brussels, Hong Kong, China, South Korea, India, Japan and the US.
- Please find more information at: www.charinev.org.
- Contact: info@charinev.org, +49 30 288 8388-0

About Eurelectric

- Eurelectric represents the interests of the European electricity industry. With members in over 30 European countries, we speak for more than 3,500 companies in power generation, distribution and supply. In line with our mission, we seek to contribute to the competitiveness of our industry, provide effective representation in public affairs and promote the role of electricity in the advancement of society.
- For more information, visit: www.eurelectric.org and <https://twitter.com/eurelectric>.
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