



EURO 7: CHEAP OR EXPENSIVE?

The Euro 7 proposal is a complicated and costly reform. It will lead to higher prices for consumers and operators, who risk holding on to their older, more polluting vehicles for longer. This would be detrimental to the environment and disruptive for vehicle manufacturers.

Euro 7 is a new regulatory proposal put forward by the European Commission in November 2022 to further reduce pollutant emissions, such as nitrogen oxides (NOx) and particles, from all new vehicles.



EURO 7

The **Euro 7 proposal** would bring minimal air quality benefits and is likely to **slow down the transition to Europe's decarbonisation** of road transport.

It would pose **significant costs** to the **European automotive industry, logistics companies, and consumers**, thereby damaging an already fragile European economy.

IMPACT ON EUROPEANS

The current Euro 7 proposal is likely to:



€2,000

Increase the purchase price of **new cars** by €2,000.



€700

Increase in fuel consumption, amounting to a lifetime **cost of €700**.



Lead to the discontinuation of some **affordable** models.



Delay access to more **affordable** zero-emission vehicles.

IMPACT ON THE AUTOMOTIVE INDUSTRY

Because of the **increase in car prices**, Euro 7 is likely to lead to:



Reduction in the new car market



Plant closures



Job losses



Reduced investments in electrification

HIGHER COSTS OF EURO 7

Complying with Euro 7 will mean increased costs to:

- Reflect all the additional research, development, production, and testing expenses.
- Cover major new test facilities.
- Account for the much wider boundary conditions in the new **Euro 7** tests, requiring additional on-road testing, complemented by new, in-lab Real Driving Emissions (RDE) test simulations.

IMPACT ON TRUCKS

The Euro 7 proposal may:



Significantly **increase the price of trucks**, leading to a rush to buy the last Euro VI trucks.

