



第四届中国绿车排行榜发布会 2014 China Green Car of the Year

Press Release

June 13, Olympic Village





Part I

2014 PRESS RELEASE OPENING

2014 发布会开场致辞

一起戴中国绿车排行榜口罩

Participants trying on their China Green Car masks



深度呼吁：“你们甭戴，我戴”

Demonstrating the potential: “Don’t put masks on, I will”



开场致辞：引导消费者的绿色选择

Key notes: Guide consumers towards sustainable choices



张世刚 | Zhang Shigang

联合国环境署驻华代表

UNEP China Coordinator

“汽车是中国重要经济产业的支撑部分，对它的产品进行一个绿色的检验和排行，不仅要有坚实的科学研究、调查、分析、评估的基础，还要具备非常大的勇气，不但要向污染宣战，还要向这个行业的传统观念宣战，以此来引导社会正确的价值取向，引导消费者的绿色选择。”

“As cars compose one of China’s pillar industries, introducing their environmental and health impacts through green scores and smog index requires not only research, analyses, and evaluation methodologies but also great persistence. Such work declares war not solely on pollution, but also on the traditional (car) industry in an attempt to expose the true economic value of car usage and direct more sustainable consumption choices”.

开场致辞：对抗雾霾，我们需要每个人的力量！

Key notes: Emissions prevention requires a joint task-force!



江莲 | Jiang Lian
秘书长 | Secretary

“说起来应对雾霾，其实要在我们的生活当中方方面面，衣食住行各个方面都需要大家行动起来。媒体朋友要以各种形式让公众，让政策的决策者能看得到，希望在大家共同努力下，为我们自己，为我们子孙后代争夺更多的蓝天白云。”

“When speaking of how to combat pollution, it is clearly a task that each and every one of us should take upon ourselves in our day-to-day life. Mass media’s proactive role is crucial for creating environmental awareness among the general public and regulatory decision-makers. Such endeavors by the media and its audience will help securing a better environment and blue sky for our future generations.”



开场致辞: 大强度的创新思维和更大范围的参与度

Key notes: Creative and collaborative approaches required



龚慧明 | Gong Huiming
交通项目主管
Transportation Program Director

“中国现在面临着严重的污染问题，现在咱们的空气雾霾范围的广度、强度，还有持续的时间，已经达到了很高的程度。在这样的状况下，需要大强度的创新思维和更大范围的参与度，来解决这些问题。”

“China is facing unprecedented pollution threats. The extent and intensity of China's air pollution have reached severely high levels. Under such circumstances, creative approaches and collaboration efforts are required for delivering impactful solutions.”





Part II

2014 PRESS RELEASE

2014 内容发布

安锋博士对2014中国绿车的关键点进行讲解

Dr An's delivers 2014 China Green Car Highlights



在线评估系统：中国绿车网

The Online System: Green Car China

www.GreenCarChina.org

查询
Search



在线评估系统：中国绿车网

The Online System: Green Car China

对比
Compare

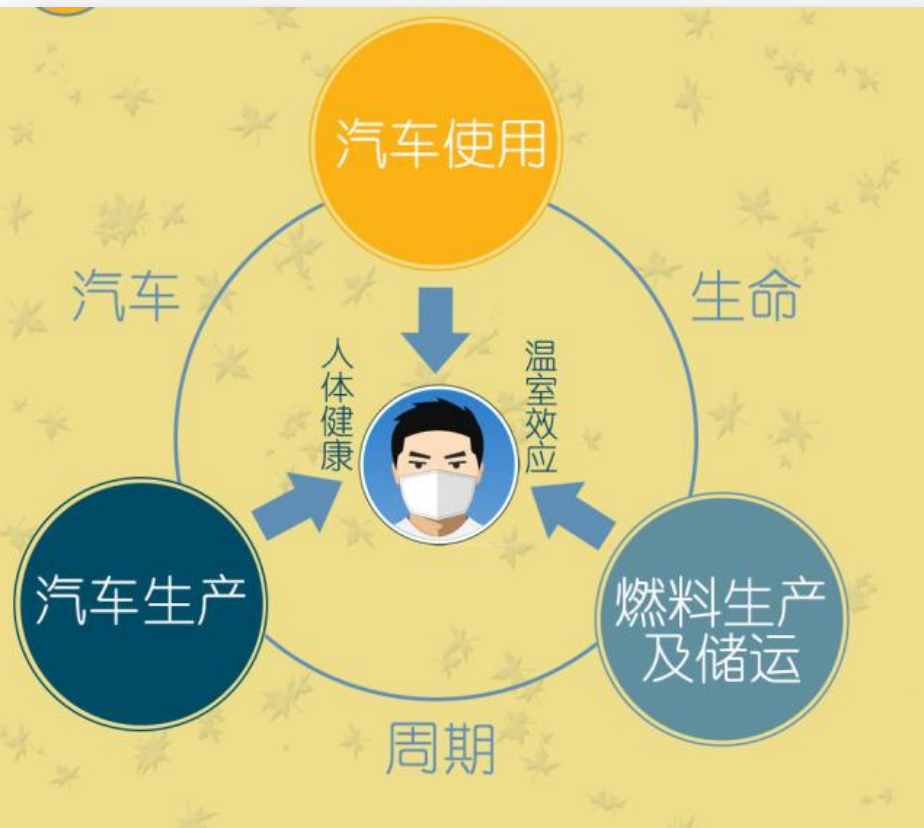


计算排放
Calculate
emissions



评估方法

The Rating Methodology



评估指标
Evaluation indexes

综合指标——绿色得分

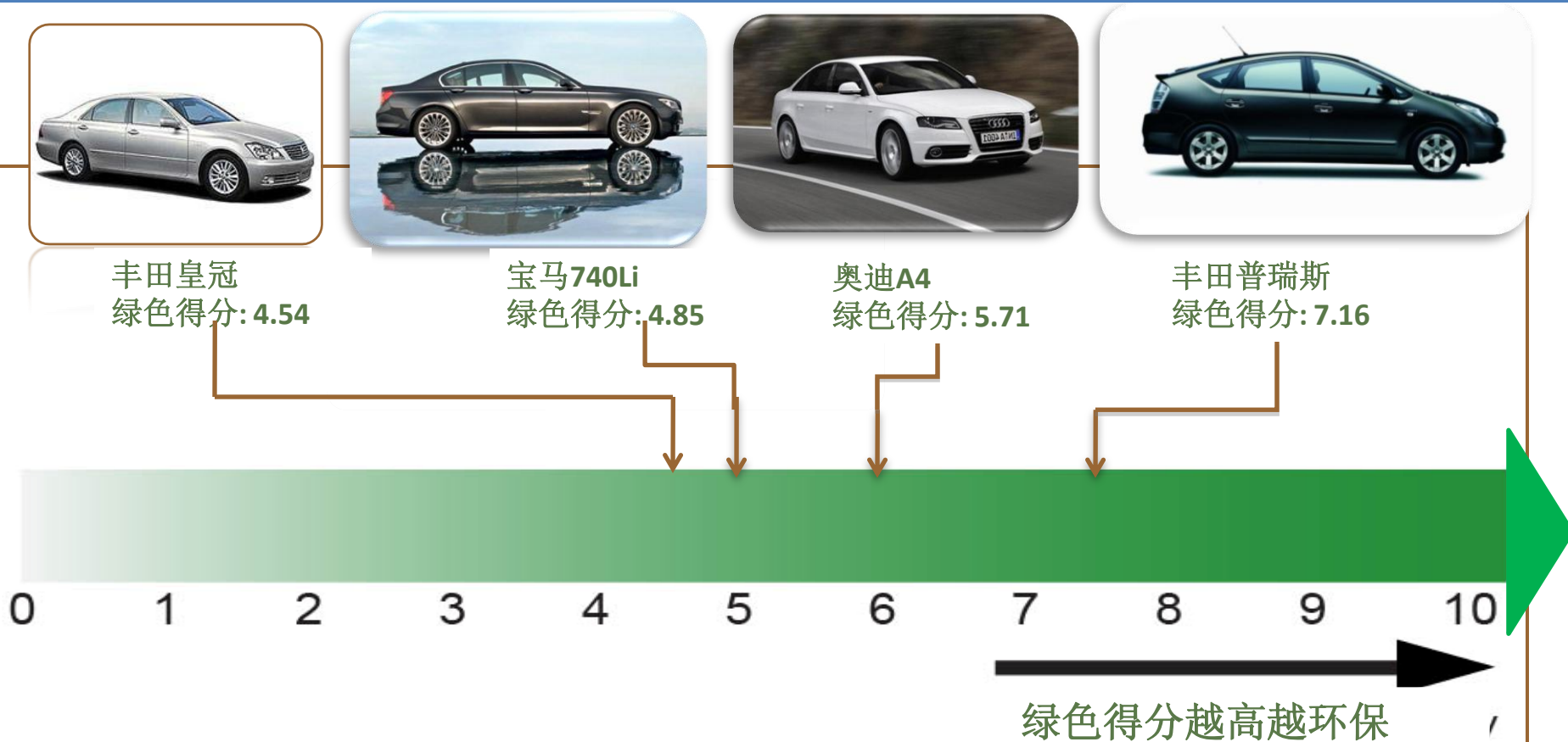
Complete Impacts – Green Score

健康指标——雾霾指数

Health Impacts – Smog Index

综合指标：绿色得分，分越高越环保

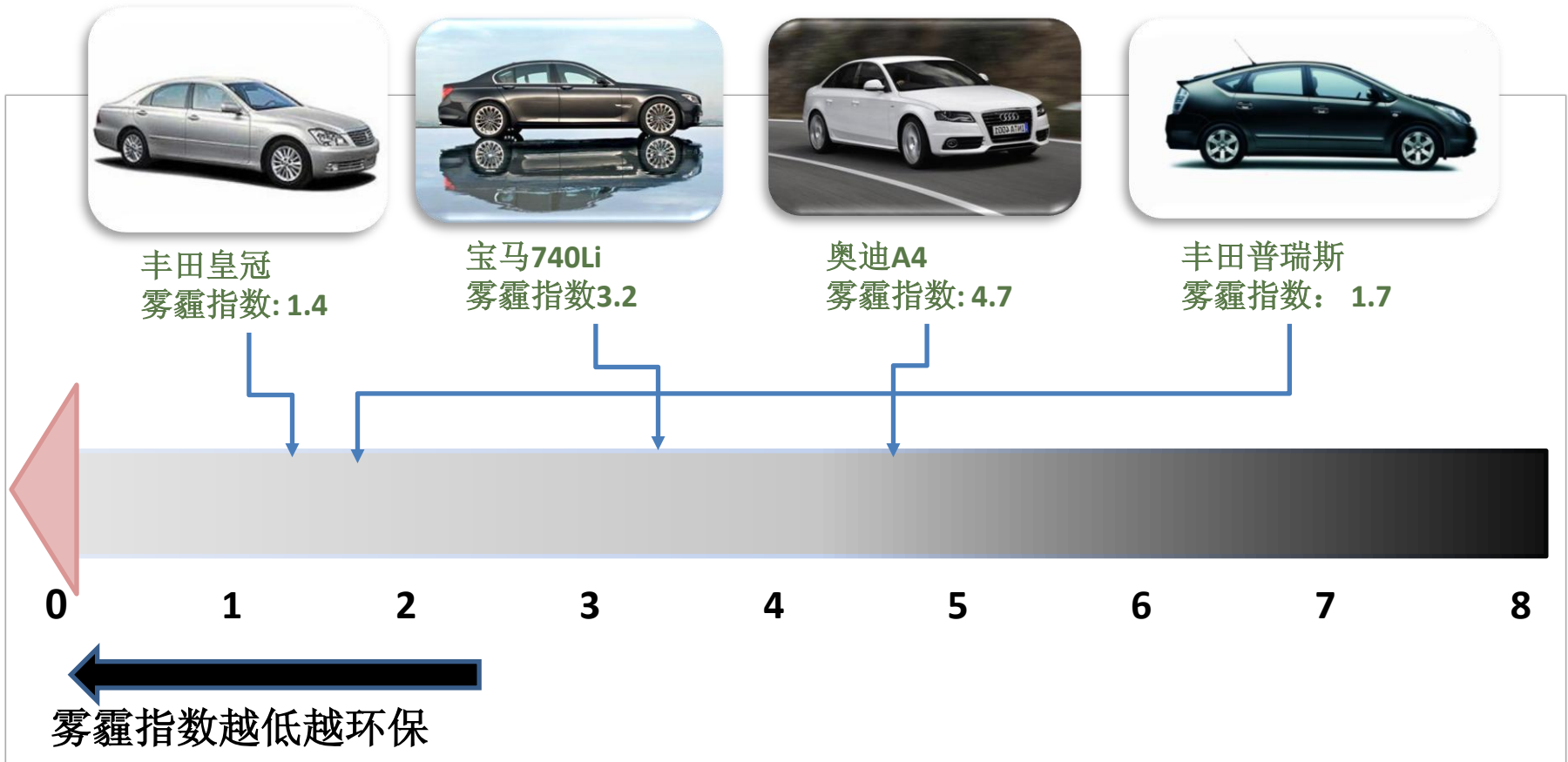
Complete Impacts – Green Score: the higher the better



根据汽车和燃料在整个生命周期中导致的环境损害的不同，
每一个车型都会获得一个（0-10）绿色分值，分值越高，环境影响越小，越环保。
Based on the lifecycle impact assessment, every vehicle obtains a green score (0-10). The
higher the green score, the lower its environment impact is.

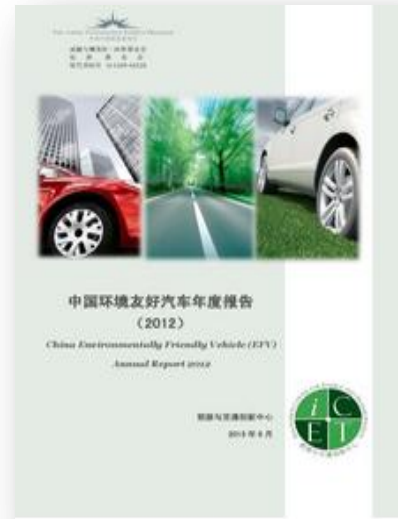
健康指标：雾霾指数，越低越环保

Health Impacts – Smog Index: the lower the better

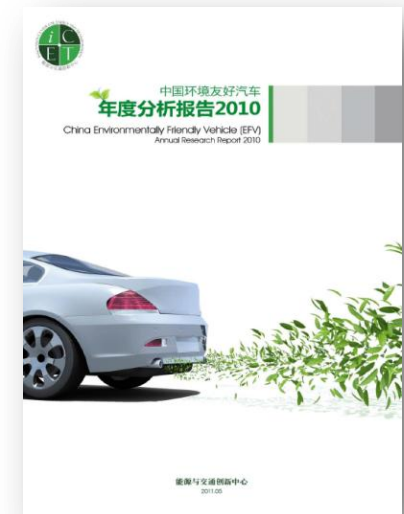


根据每辆汽车尾气排放的对人体健康影响进行货币量化，
每一个车型都会获得一个（1-8）雾霾指数，分值低，环境影响越小，越环保。
After normalizing the health impacts of tailpipe emissions, every vehicle obtains a smog index scores (1-8). The lower the smog score, the higher its eco-friendly level is.

历年发布研究报告 Annual Research Reports



2013



2012

2011

2014年度中国绿车排行榜：小型车

China's 2014 Small Cars Green Rating



小型车第一名
Small car NO.1 :

奔驰Smart

绿色得分

Green Rating:

7.0

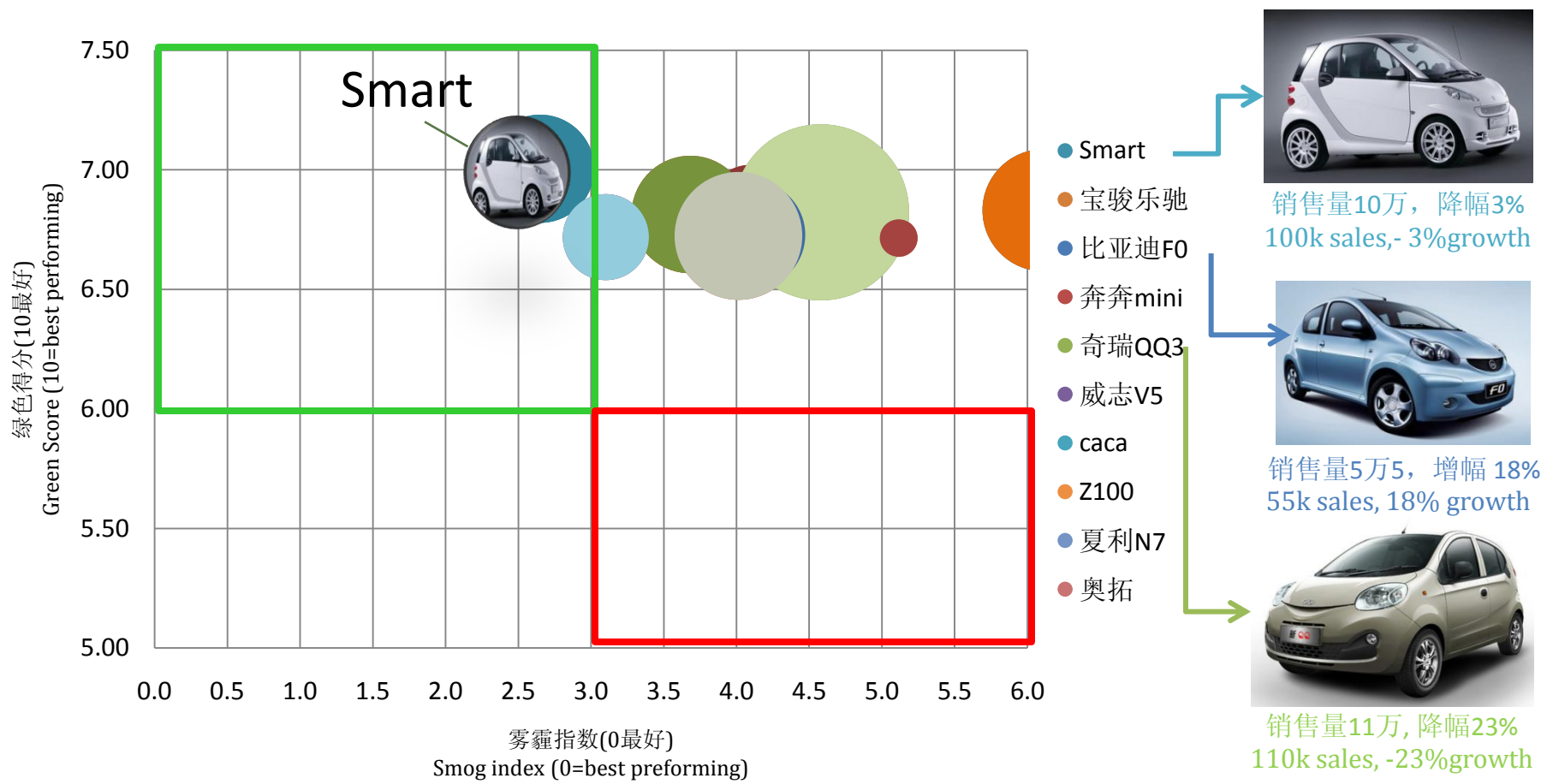
雾霾指数

Smog Index:

2.64

小型汽车总体绿色得分高，但排放控制水平低, 仅Smart 进入绿框

Small cars score weakly on the smog index



注释：气泡大小代表其2013年年度销量大小
Note: Relative sales volumes are represented by the bubble size.

2014年度中国绿车排行榜：紧凑型车

China's 2014 Compact Cars Green Rating



紧凑型车第一名
Compact Car NO.1:
日产阳光Sunny

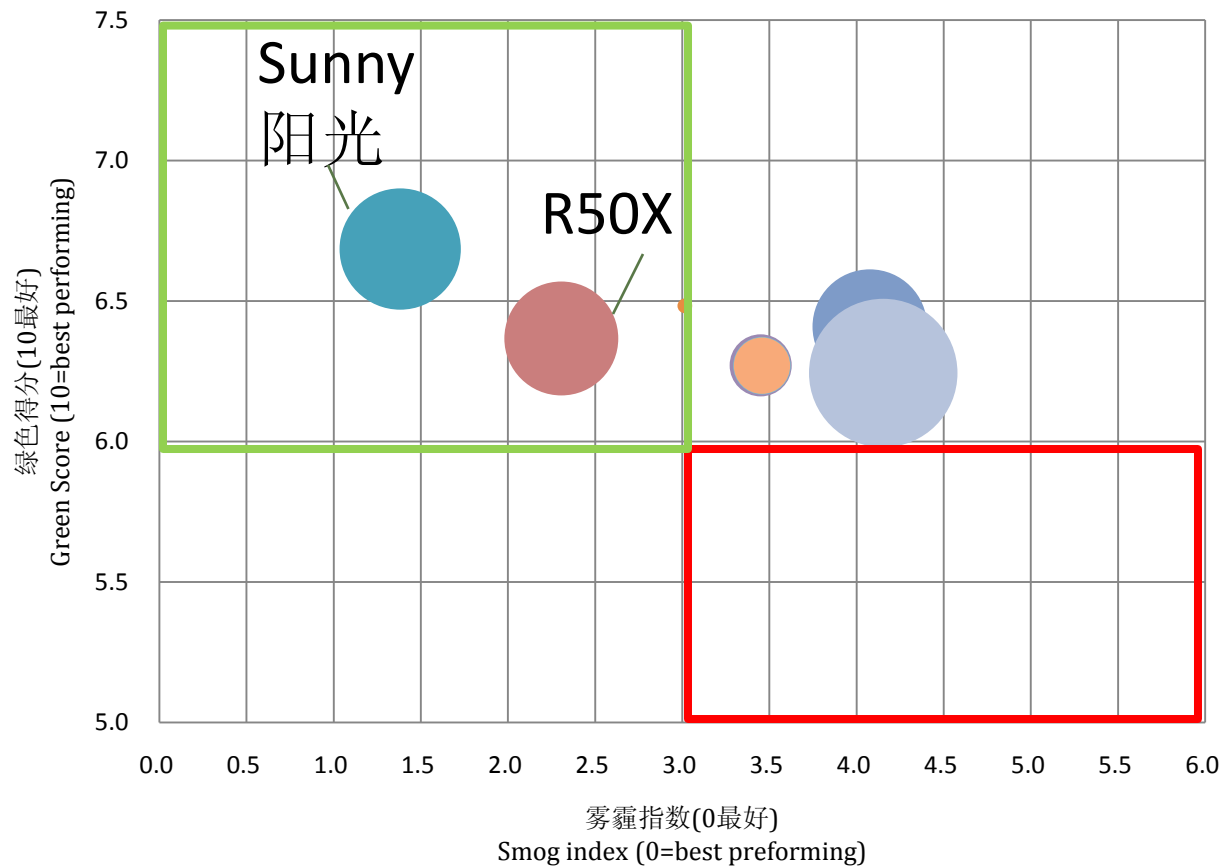
绿色得分
Green Rating :

6.7

雾霾指数
Smog Index :

1.38

阳光绿色得分高，污染控制水平也高，同厂家R50X也在双优的行列 Sunny is the compact green and smog rating leader



- 阳光
- S-CROSS
- Golf 1.4
- 启辰R50X
- H30
- 天语 SX4三厢
- A60
- S30
- 新桑塔纳
- 新朗逸



销售量12万, 降幅18%
120K sales, -18% growth



销售量38万, 增幅52%
380k sales, 52% growth

注释：气泡大小代表其2013年年度销量大小

Note: Relative sales volumes are represented by the bubble size.

2014年度中国绿车排行榜：SUV

China's 2014 Top 10 Green SUVs



SUV第一名：
SUV NO.1：
奇瑞X1Chery

绿色得分

Green Rating :

6.6

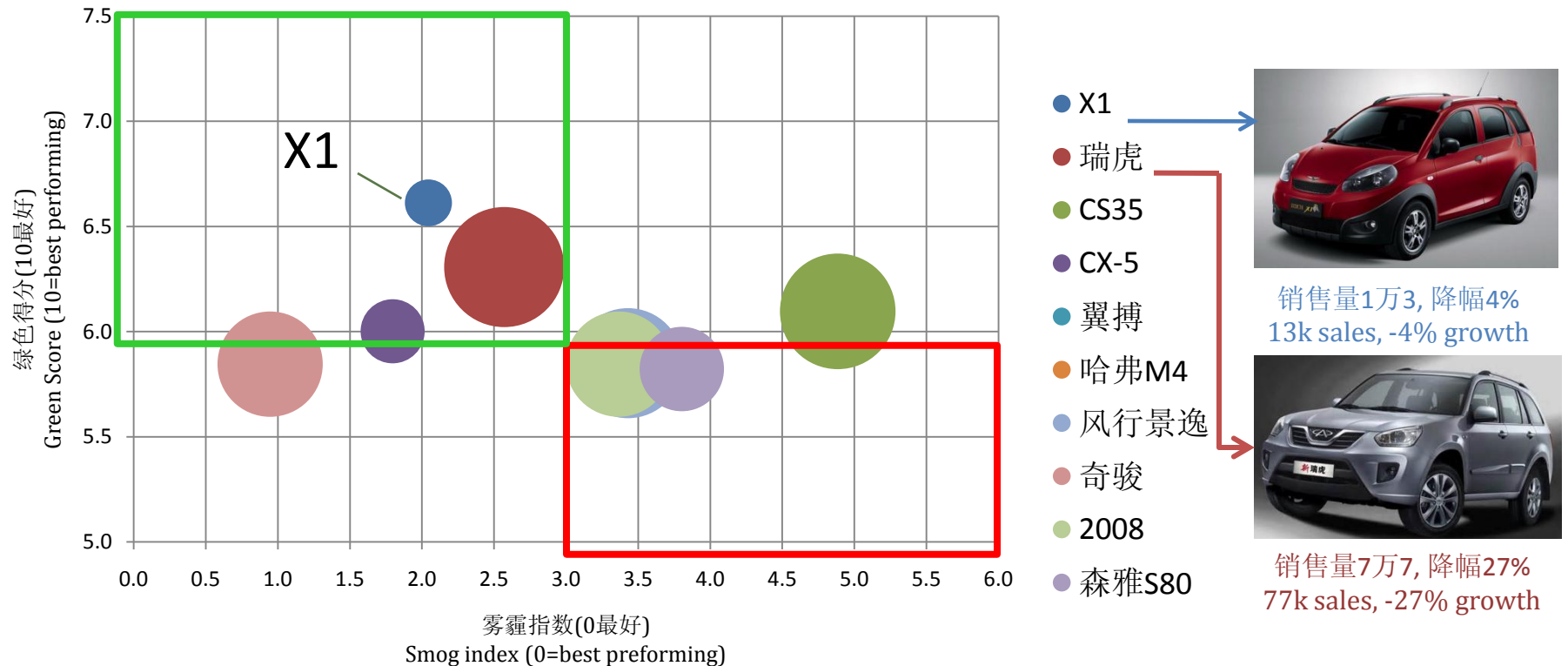
雾霾指数

Smog Index:

2.05

近年销量增幅最快的SUV雾霾指数分布宽, 排放控制水平差异较大

Growing SUV segment's smog is spreaded along index



注释: 气泡大小代表其2013年年度销量大小
Note: Relative sales volumes are represented by the bubble size.

2014年度中国绿车排行榜：混合动力

China's 2014 Top 10 Green Hybrid Cars



混合动力第一名
Hybrid Car NO.1:

丰田普锐斯Prius

绿色得分
Green Rating:

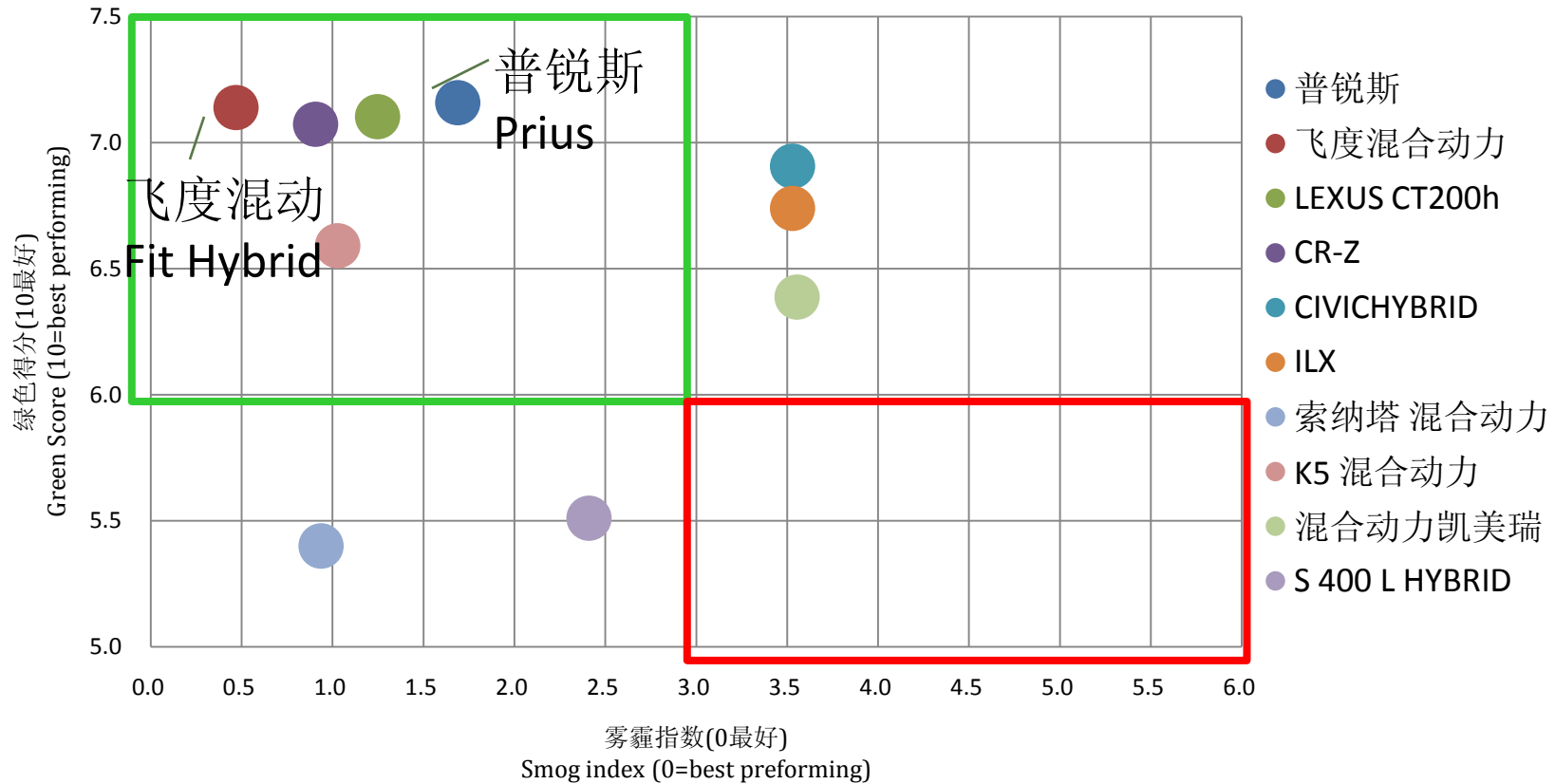
7.2

雾霾指数
Smog Index:

1.69

混合动力车型整体水平较高有一半车型进入双优行列

Hybrids perform well on both green and smog ratings



注释：气泡不表示销量

Note: Bubble size does not represent sales volumes

2014各类汽车最环保车型

2014 Best green score by car segment

小型
Small



奔驰Smart GR:7 SI:2.7

大型
Large



奔驰E200 GR:5.94 SI:1.6

跑车
Sports



大众尚酷 Scirocco GR:5.95 SI:3.1

紧凑
Compact



日产阳光 Sunny GR:6.69 SI:1.4

SUV



奇瑞CheryX1 GR:6.61 SI:2.0

豪华
Luxury



捷豹Jaguar XJ GR:5.16 SI:2.3

中型
Midsize



大众帕萨特 Passat GR:6.04 SI:4.6

MPV



欧宝麦瑞纳 Meriva GR:5.64 SI:2.4

混合动力
Hybrid

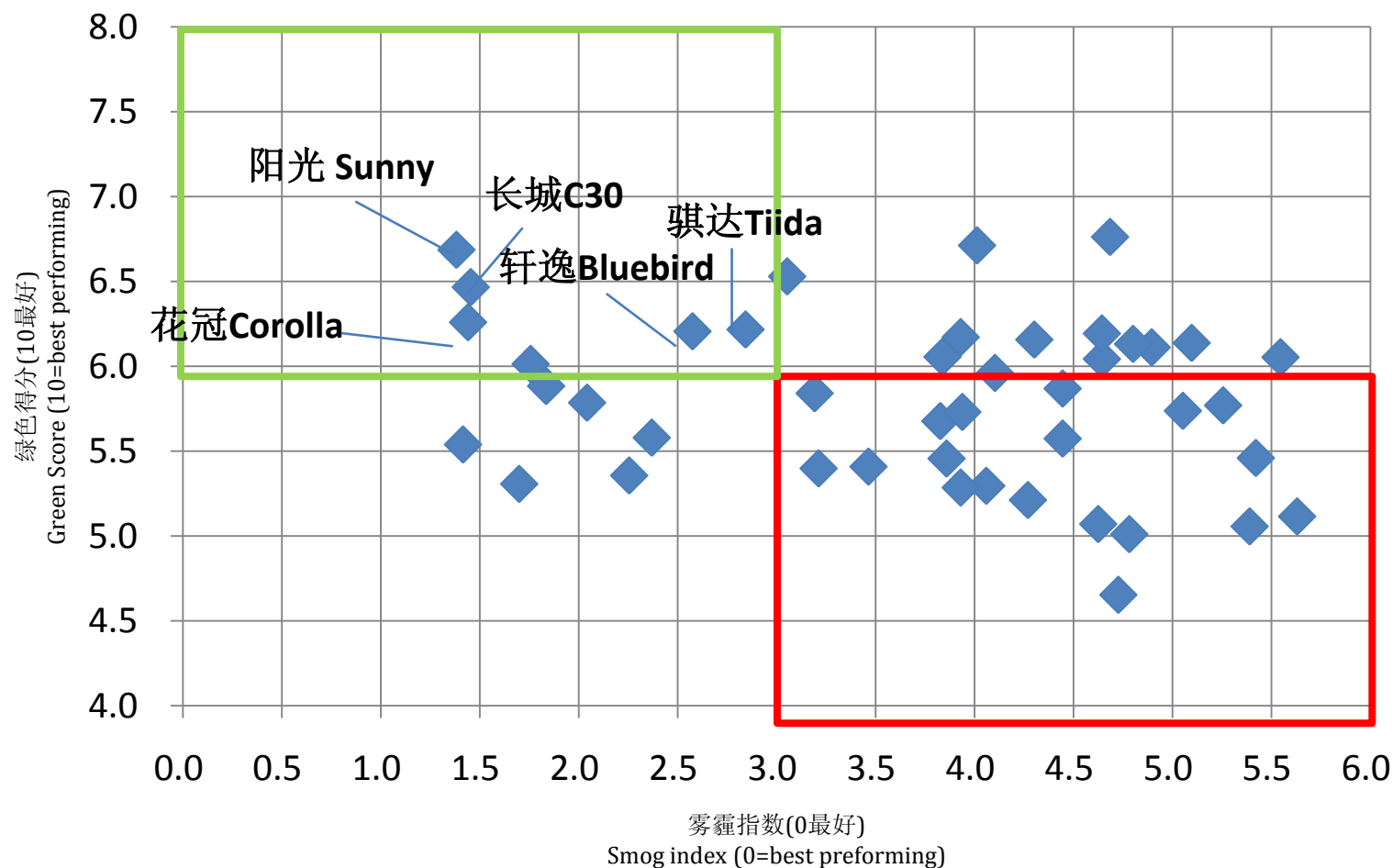


丰田普锐斯 Prius GR:7.16 SI:1.7

注释: GR=绿色得分, SI=雾霾指数 Note: GR=Green Score; SI=Smog Index

2013销量前50车型以紧凑车为主，雾霾指数分散，五款车进入双优

2013 Top 50 Sales: only 5 cars perform well on both



销售量前50车型中的五款双优车型

2014 Top 5 Green Rated of China's 2013 Top 50 Sales



日产轩逸Bluebird

绿色得分: 6.2

雾霾指数: 2.6



长城Great Wall Motor C30

绿色得分: 6.5

雾霾指数: 1.5



日产阳光Sunny

绿色得分: 6.7

雾霾指数: 1.4



日产骐达TIIDA

绿色得分: 6.2

雾霾指数: 2.8



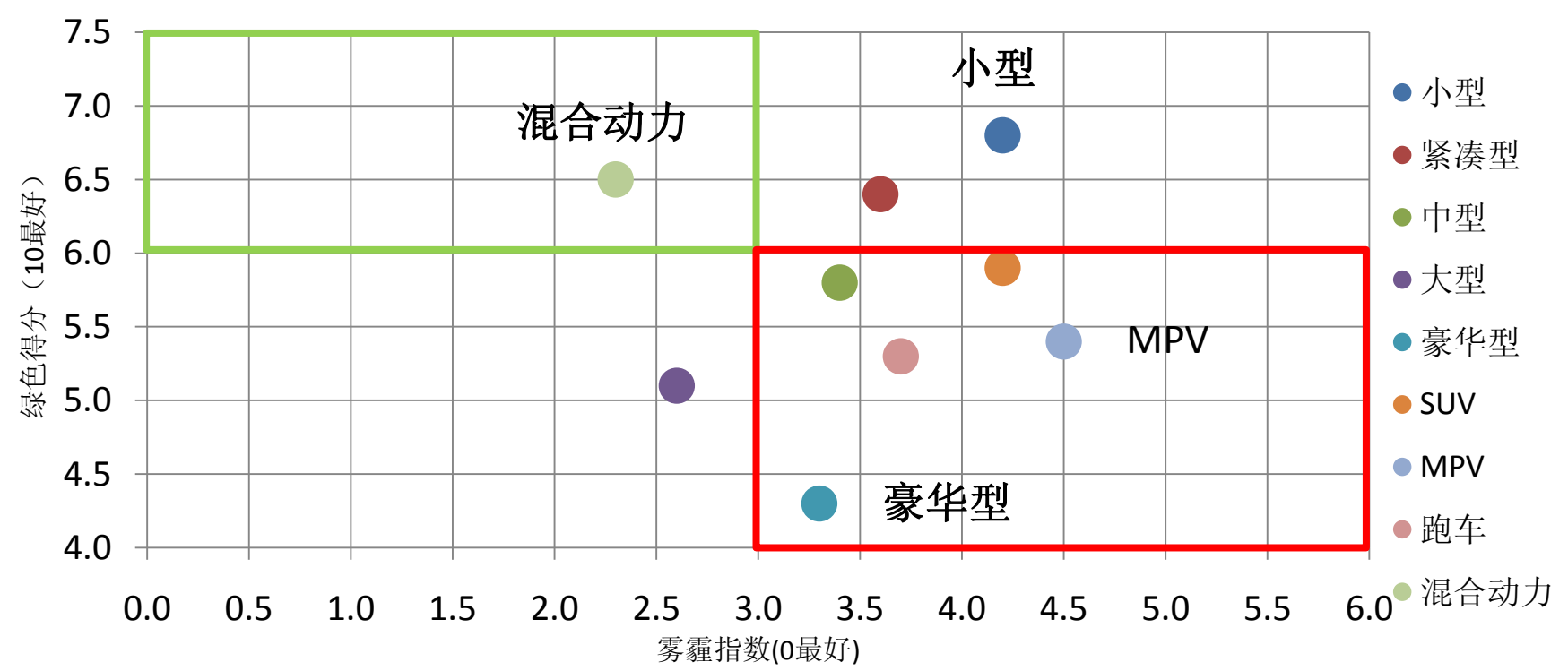
丰田花冠Corolla

绿色得分: 6.3

雾霾指数: 1.4

按车型平均分析，混合动力汽车的绿色得分与雾霾指数均有 极佳表现，明显优于其他类型，是唯一进入双优的车型

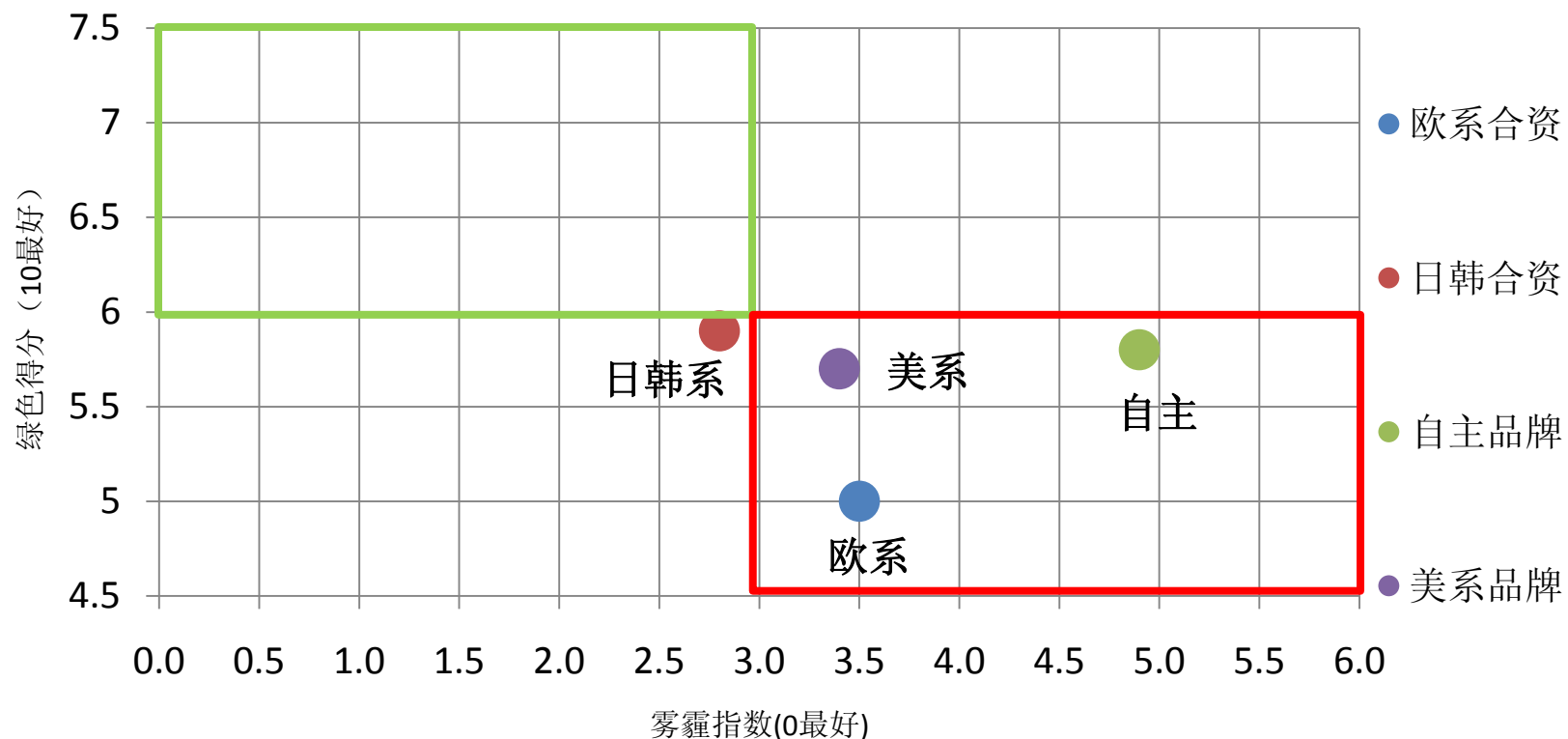
Only hybrids performs very well on both green rating and smog index



	小型 Small	紧凑型 Compact	中型 Mid-size	大型 Large-size	豪华型 Luxury	SUV	MPV	跑车 Sports	混合动力 Hybrids
平均雾霾指数 Smog Index	4.2	3.6	3.4	2.6	3.3	4.2	4.5	3.7	2.3
平均绿色得分 Green Score	6.8	6.4	5.8	5.1	4.3	5.9	5.4	5.3	6.5

按不同车系之间比较,日韩系最优

JP/KR brands reach best on-average performance on both ratings



	欧系 (含合资) EU JVs	日韩系 (含合资) JP-KR JVs	自主品牌 Independent Domestic	美系* (含合资) US JVs
平均雾霾指数 Smog Index	3.5	2.8	4.9	3.4
平均绿色得分 Green Score	5.0	5.9	5.8	5.7

注释: * 以上数据根据入围上榜车型进行统计;

* 入围车型美国车系仅4辆; 欧系车44款; 日韩系30款; 自主品牌30款



Part III

2014 EXPERT PANEL DISCUSSION

认识一下专家讨论组成员！

Meet the experts panel discussion members!



龚慧明
Gong Huiming



汤大钢
Tang Dagang



张世刚
Zhang Shigang



安锋
An Feng



杜少中
Du Shaozhong

在机动车消费上我们的主流观念和世界的主流观念

Our mainstream ideology merged with international projections



杜少中 | Du Shaozhong

北京环境交易所董事长

Beijing Environment Exchange
Chairman

“在机动车消费这个问题上，我们主流的思想是什么，世界的主流观念是什么。解决机动车污染防治问题是一个系统工程，既需要政府部门，也需要社会组织和每个人积极参与。”

“One of the main challenges in vehicle consumption is too match China's main goals with global trends and projections. Vehicle's smog issues are part of a complex ecosystem, where not only regulations should be put in place but also stakeholders and the general public's participation is required.”



空气质量代表了国家的形象是软实力的象征

Air quality represents a nation's image, a symbol of soft power



张世刚 | Zhang Shigang

联合国环境署驻华代表

UNEP China Coordinator

“一国的环境质量，空气质量代表了国家的形象，代表了国家的软实力，我们向国际社会承诺的是不是能实现。好多时候，这种情况已经超出了技术本身，超出了环境本身，甚至超出了国界，这就是我在我这个岗位上所看到的这样的事情。”

“Nation's environmental conditions and air quality represent nation's image and reflect its regulatory capacity. Can we fulfill our commitment to the international society? Mostly, in my opinion, the answer is beyond technological implementation, beyond local conditions, beyond national boundaries.”



推动汽车产业向健康方向发展

Promote a healthy development of the vehicle industry



张世刚 | Zhang Shigang

联合国环境署驻华代表

UNEP China Coordinator

“今天的报告向各界，特别是消费者，还有产业界，传达出一个信息，我们以后要选择什么样的产品，制造什么样的汽车，采纳什么标准，这非常重要。从一辆汽车到一个家庭到社会，影响的不仅是一代人，年轻一代要更好地推动这个产业向健康的方向发展。”

“Today’s report conveys a message to all walks of life, especially the consumers and industry players: what will be our choice of car hereafter? What kind of vehicle should be designed and manufactured? What is the most suitable standard to regulate the system? These are major questions. A vehicle connects a family and has an important social role. Our young generation needs to take the task of leading the vehicle industry towards healthier development.”



法制法规的完善是中国最大的问题

China's most thorny issues is the imperfection of the law



汤大钢 | Tang Dagang

原环保部机动车排污监控中心主任

Former VECC-MEP Director

“在中国最大的问题，应该说是法制法规的不完善，今年有可能会出台新的法律，对汽车的污染防治也会提出来更详细、具体、明确的法律要求，同时需要一定的条件来加严汽车的排放标准，其中一个重要的就是燃料的品质。”

“The biggest problem in China is the imperfection of the law. The authorities are expected to promulgate new regulation on vehicle pollution control this year. A more explicit, detailed and concrete regulation is likely to be disclosed soon imposing stricter emissions framework of which fuel quality regulations play a very important role.”

集思广益提出解决性方案

Branstorming leads to the soving scheme



龚慧明 | Gong Huiming

交通项目主管

Transportation Program Director

“第三方机构在这里起到一个桥梁、智囊、催化剂和润滑剂的作用，也需要大家共同集思广益，集中专注的进行这个领域的研究，才能提出解决性的方案。”

“Third-party institutions perform as a bridge, a knowledge and research source, and a catalyst for innovative thinking. The capacity to influence depends on all parties collaborative work and jointly advanced solutions.”



Part IV

2014 Q&A 问答

日产在中国的发动机排放标准可以达到日本和欧盟水平

Dongfeng-Nissan's engine displacement in China conforms to the Japanese and European standards

车企看法: 日产

Automakers' Views: Dongfeng-Nissan



“我们公司在这个领域可以说是领导者，在国内我们发动机的排放标准可以达到跟日本或者欧盟的排污是一样的，我们也会继续扩展新能源汽车的车型，不单单是乘用车，也会推出纯电动汽车。”

“Dongfeng-Nissan captures a leading position in the field of environmental protection. Our engine displacement standard in China basically conforms to the Japanese standard and European standard. We are on the way for producing new green cars, not only by improving conventional passenger cars but also designing electric cars.”

消费者是否理解我们在环保问题上的投入和努力

Whether or not the consumers comprehend our efforts to the environmental protection

车企看法: 宝马

Automaker's views: BMW



“我们在企业遵守能耗方面规定的同时，面临一个问题，我们消费者到底买不买账，我们企业做出很多努力，也非常希望对中国的能源，还有环保事业做出自己的一份贡献，在中间有些困惑，我们的消费者能否理解，并且支持企业做出的努力。”

“While we make efforts to conform to high efficiencies standards, we face a realistic problem: whether or not will our consumers support us by being willing to purchase better environmentally performing cars.”

政府组织是否有计划推出惩罚措施？

Q&A : Is government developing operable policy mechanism?

媒体提问:凤凰汽车

Media question: iFeng Auto

“政府组织有没有可操作性的政策，或者是一些惩罚措施，比如车型的退出，我不给你发某种证，你很难进入市场，实行末位淘汰，咱们之前有没有这样的想法，或者未来会不会有这样的规划？”

“Have government entities developed or developing operable regulations, which for example include enforcing mechanism that would ban the production through disapproval of permits?”





Part V

2014 INITIAL MEDIA REFLECTIONS

2014媒体报道

超过20家主流媒体参加发布会

Over 20 major media channels already engaged!



部分报道链接

Selected initial media reflections...

凤凰汽车 iFeng Auto

http://auto.ifeng.com/pinglun/20140617/1016186_all.shtml

中国经济导报网 China Economic Herald

<http://www.ceh.com.cn/UCM/wwwroot/zgjfdb/cjpd/2014/06/416379.shtml>

科技日报网 China Science Daily

http://wokeji.com/qc/tj/201406/t20140616_750228.shtm

中国汽车报网 China Auto News

http://car.cnautonews.com/xw/hy/201406/t20140616_311533.htm

Sohu Auto News

<http://auto.sohu.com/20140620/n401101481.shtml>



感谢以下机构的大力支持！

THANKS YOU FOR YOUR SUPPORT!

FOR COMMENTS, SUGGESTIONS AND INFORMATION:
INFO@ICET.ORG.CN

