

MEDIA INFORMATION

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Italy proves green tax breaks move markets

The Association of Manufacturers of Domestic Appliances (AMDEA) gave Brussels a glimpse of the UK *Time to Change* campaign www.t2c.org.uk during **EU Sustainable Energy Week**. AMDEA Chief Executive, Douglas Herbison, took the stage to reiterate the ambitious aims of *Time to Change* as it endeavours to effect the replacement of 15.4 million outdated appliances still in use in the UK, with new energy efficient models. Replacing these relics with today's high efficiency fridges, freezers and washing machines could save 3.6 TWh of electricity a year; sufficient energy to light a large town - or a million homes - for an entire year.

Sharing the platform on market transformation the Italian appliance association, CECED Italia, demonstrated how fiscal incentives have effected a sea change in the Italian domestic refrigeration market, in just one year. Their government backed scheme has more than doubled year on year sales of high efficiency models.

Piero Moscatelli, President of CECED Italia says of the successful scheme, "2007 incentives have been a great success. We are delighted that the programme has now been extended until 2010. Such measures contribute significantly to cutting polluting emissions and reducing energy imports."

Italy is now leading the way in replacing its 9 million share of Europe's pool of aging fridges and freezers; riding a major sales boost from an income tax rebate of up to €200 for each Italian customer replacing an old model with an A+ or A++ appliance.

As the Italian public flock to replace their old models, not only will they be rewarded with significant savings on their energy bills, but it is predicted that by 2010 they will have helped reduce carbon emissions by 100,000 tonnes - the equivalent of taking 220,000 cars off Italian roads.

At the launch of *Time to Change*, AMDEA forewarned the British Government that fiscal or financial incentives would be the surest means to mobilise British households to reduce their carbon emissions. The Italian example now amply supports this claim. Douglas Herbison says "*Time to Change* is creating consumer awareness, but if the British government adopted a similar green reward scheme it would provide a practical catalyst to reduce our steep number of old fridges and meet the country's environmental targets."

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Notes to editors:

1. *Time to Change* is the UK segment of a pan-European programme, organised by the European Committee of Domestic Equipment Manufacturers (CECED), to encourage the replacement of 188 million old, large domestic appliances still in use across Europe.
2. AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry. Members are all manufacturers, importers or distributors of household appliances.
3. The Italian incentive scheme started on 1 January 2007 and has now been extended until 31 December 2010. In 2007 approximately 600,000 high efficiency models were sold.

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