



3rd
INTERNATIONAL WORKSHOP
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD”

Evaluation of Factors Influencing the Purchase of a Vehicle, Based on the Vehicle Brazilian Labeling Program

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Abstract

At the end of the twentieth century many countries designed laws and benefits in order to reduce the waste of energy. Thus, is created in Brazil in 1993, the Brazilian Program Labeling that aimed to inform consumers the energy performance standard of domestic appliances. However, cars, which are responsible for a large share of fossil fuels, were not included in the program. So in 2008 was created the Brazilian Labeling Program (PBE vehicle), which aimed to classify vehicles in terms of energy consumption. Thus the present study analyzed the EBP vehicular regarding their knowledge to consumers, and its use when buying a vehicle. As a result it was evident that the program requires greater dissemination to be more recognized by the market consumer, and a new policy for the participation of assemblers, since some cars that have greater popularity are not included in the program

Keywords: *Vehicle Brazilian Labeling Program; Brazilian Automotive Industry; Car Passangers*
