

## **Reviewer's report**

**Title:** Vehicle emissions and consumer information in car advertisements

**Version:** 1 **Date:** 12 December 2007

**Reviewer:** James Woodcock

### **Reviewer's report:**

Discretionary revisions

1. This is a good article on an important issue and should be accepted for publication. Generally only minor amendments are necessary but I think comparing the vehicles advertised against New Zealand vehicle sales (see point 7) would considerably improve the article and allow the authors to draw stronger conclusions.
2. Abstract: Results: I think this should be rewritten to indicate that while around half the articles provided information on engine type and a bit less on engine size, hardly any provided information on fuel efficiency or emissions.
3. Abstract: Results: The last sentence in the first paragraph is unclear as there is no comparator against vehicle sales.
4. Paragraph 2: last sentence: It would be helpful to indicate this is a hybrid vehicle.
5. Introduction: line 3: Could the authors indicate if this include emissions from aviation?
6. Results: More information on the rating system for vehicle emissions would be useful and could be included in another table. I think this information is part of the methods and not results and should be included in that section.
7. Discussion: It would be improve the article if the authors compared the vehicles advertised with New Zealand vehicle sales. Although the vehicles are higher emitters than the EU vehicle fleet and new EU targets, they may not be higher than the vehicles advertised in the EU if vehicles with larger engines have a bigger advertising campaign. Either this comparison should be made or it should be recognised in the Limitations section. In particular the authors have shown what is marketed during this period in a given media, not what is available.
8. It would be interesting to have more information on the demographic targeting of these magazines and how this might affect the vehicles advertised and information provided.
9. Last paragraph of discussion: I would see these suggestions around tighter efficiency regulations, fuel taxes and promotion of human powered transport as

additional measures to advertising regulation and not as alternatives to be used if advertising restrictions are deemed politically impractical.

10. Table 1: The presentation of percentages in this table is confusing.

11. English points: I follow Mark Twain in regarding very as very unnecessary.

**What next?:** Accept after discretionary revisions

**Level of interest:** An article of importance in its field

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.