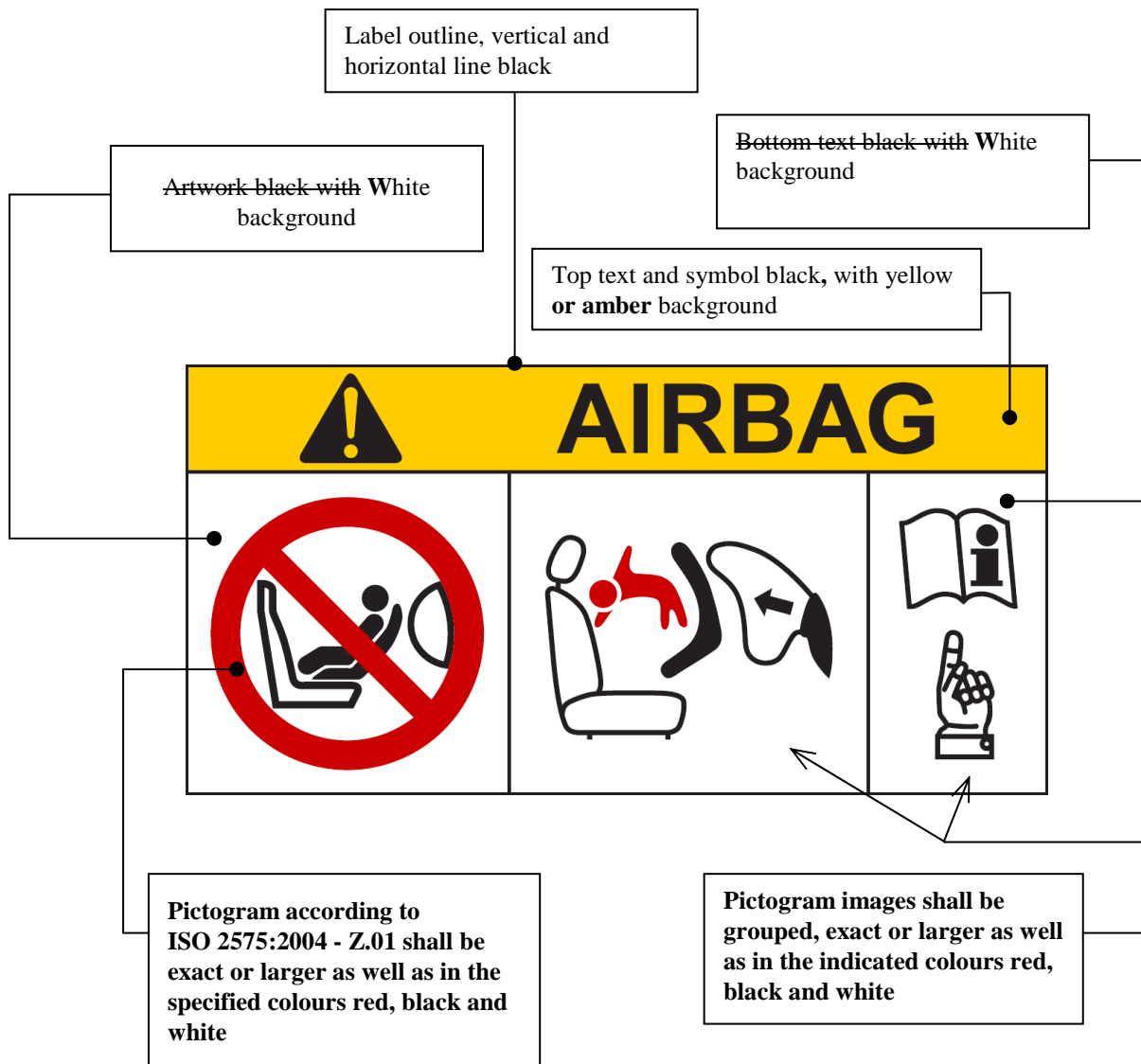


I. Proposal

Paragraph 6.2.1., in working document ECE/TRANS/WP.29/GRSP/2010/31, replace the image (including the text boxes):



II. Justification

1. Preliminary results of the study carried out by TRL (U.K.) on behalf of the European Commission, indicate that the overall comprehension rating of the original label (“Version A”, with translated text) is nearly equal (i.e. no statistically significant difference) to the rating of a newly proposed label (“Version C”, without relevant text) which has been developed in cooperation with Consumers International, ANEC, OICA, JAMA, CLEPA, Dorel and the European Commission. The originally proposed label (“Version B”, without relevant text) rates lower than the other versions.
2. Almost a third of the respondents in the research, which viewed the proposed label (“Version C”) understood that in addition to the general message of the label, relevant information could be found in the instruction manual or booklet. Although this number may not be overwhelming, the original label scores less than just 1% on any link to relevant instructions.
3. Taking into account the above findings, the proposed label (“Version C”) as included in this informal document, should be taken into consideration instead of the label which is currently included in the working document.
4. The full report will be made available on the website of the European Commission in January 2011 and will contain the above mentioned elements, along with the detailed analysis.
5. A high resolution image of the label will be made available to all stakeholders, along with the report.
6. The Commission wishes to stress that in light of the findings, it has a neutral opinion on any of the proposed labels, as well as the current label (i.e. no change).
