

5 August 2004

## **PRESS RELEASE**

### **WADE COMPLAINT TO UK ADVERTISING STANDARDS AUTHORITY:**

## **UK ASA: RWE ELECTRICITY ADVERTISEMENT WAS 'MISLEADING'**

Following the appearance of a one page advertisement by RWE in the 6 April 2004 edition of the Financial Times, WADE made a complaint about its contents to the UK Advertising Standards Authority. In reply, the ASA stated that they consider the advertisement to be misleading and addressed its concerns to RWE.

The advertisement appeared several times in European editions of both the Financial Times and the Economist magazine in April and May and is available for viewing today on the RWE website<sup>1</sup>. The advertisement states:

*"At RWE we go the extra mile for our clients. And sometimes we even climb 100 meters. We do this to make sure that every single watt we generate for you arrives at its destination: your home."*

The advertisement features an engineer on a high voltage transmission line, with several pylons in an attractive natural landscape.

WADE's complaint stated:

*"This is factually incorrect, technically impossible and therefore misleading. In the UK, indeed every country, a significant proportion of electricity that is generated at remote power stations is lost in the transmission and distribution system. In the UK, losses in 2002 were 7.8% of all electricity generated. In other words, only 92.2% of generation reaches 'your home' - not every single watt."*

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<sup>1</sup> At: <http://www.rwe.com/generator.aspx/rwe-world/campaign/id=1402/campaign-home.html>

In reply to WADE, the ASA stated that:

*“We have requested the advertisers written assurance that they will remove the misleading term ‘make sure’”.*

The ASA has today told WADE that it received such an assurance from RWE.

WADE’s Director, Michael Brown, stated:

*“We are surprised that RWE, which is a technically competent company, allowed such a mistake in a major advertising campaign. It is common knowledge in the power industry that significant T&D losses occur. It is also well known that such losses can be dramatically reduced by generating electricity closer to demand through high efficiency decentralized power generation. Sadly, the general public and policymakers are not so familiar with the extraordinary energy waste in the sector, dominated by remote centralized plants, through both conversion and T&D losses. In Europe and worldwide, these losses amount to more than 60% of primary energy input. WADE will continue to highlight inaccurate claims in order to increase awareness about this waste.”*

**For more information, please contact:**

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