

**Case law****Case Details**

**National ID:** J.nr.: 12/03125

**Member State:** Denmark

**Common Name:** J.nr.: 12/03125

**Decision type:** Other

**Decision date:** 18/04/2013

**Court:** The Danish Consumer Ombudsman

**Subject:**

**Plaintiff:** Forbrugerombudsmanden (the Danish Consumer Ombudsman)

**Defendant:** DanTaxi

**Keywords:** environmental claim, environmental marketing, false impression, inaccurate information, misleading advertising, misleading statements

**Directive Articles**

Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6, 1., \(b\)](#)

**Headnote**

A statement by a trader that its services offered are more environment-friendly than those of its competitors, where that trader cannot prove this allegation, constitutes a misleading advertising.

**Facts**

The defendant, a taxi company, had a label on its taxis saying that the taxi company used more environment-friendly taxis than any other Danish taxi company.

However, the defendant did not provide any proof of this allegation.

**Legal issue**

The Danish Consumer Ombudsman stated that the defendant could not prove the accuracy of its statement and thus the company was required to remove the label.

**Decision**

Does a statement by a trader that its services offered are more environment-friendly than those of its competitors, where that trader cannot prove this allegation, constitute a misleading advertising?

URL: <http://www.forbrugerombudsmanden.dk/Nyheder-fra-FO/Pressemeddelelser/Taxiselskabs-markedsfoering-med-klimavenlig-koersel-var-vildledende?tc=D74929A5CD4D4F43909476CBFC7C9FE1>

Full text: [Full text](#)

**Related Cases**

No results available

**Legal Literature**

No results available

**Result**

The taxi company was required to remove the label.