

# DID YOU KNOW?

Excess carbon emissions (CO<sub>2</sub>) and air pollutants (CO, NO<sub>x</sub>, HC, PM) released from exhaust pipes of vehicles have an undesirable impact on public health and environment, which is evaluated in monetary terms (₹ per km)

This 'hidden' cost increases the price consumers pay for owning a vehicle, which are added to calculate the real cost of ownership (RCO)

## COMMONLY KNOWN COST OF OWNERSHIP

## REAL COST OF OWNERSHIP



Maintenance & Repair



Depreciation



Fuel



Insurance



Taxes



Maintenance & Repair



Depreciation



Fuel



Insurance



Taxes



Environmental cost



Health costs