

## An ambitious TTIP deal would mean:

- ✓ *An extra £400 per year for an average family of four<sup>1</sup>*
- ✓ *Lower prices*
- ✓ *Greater choice of products and suppliers*
- ✓ *Easier online purchases from the US*
- ✓ *Stronger consumer protection when you buy from the US*

## TTIP will not:

- ✗ *Lower consumer safety, labour or environmental standards*

## TTIP brings consumer benefits without lowering consumer protection

TTIP would reduce costs from businesses having to comply with both European and US regulatory standards.

**But only where this would not decrease regulatory standards.**

**And we would retain the right to regulate in the public interest.**

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To find out more, contact us at:  
[TTIP.team@bis.gsi.gov.uk](mailto:TTIP.team@bis.gsi.gov.uk)  
or see

[www.gov.uk/government/collections/transatlantic-trade-and-investment-partnership-ttip](http://www.gov.uk/government/collections/transatlantic-trade-and-investment-partnership-ttip)  
and [ec.europa.eu/trade/policy/in-focus/ttip/](http://ec.europa.eu/trade/policy/in-focus/ttip/)



Department  
for Business  
Innovation & Skills

# Transatlantic Trade and Investment Partnership

*What's in it for me?*

## *The consumer benefits of TTIP*

Part of a series of leaflets on the Transatlantic Trade and Investment Partnership (TTIP)

<sup>1</sup><http://trade.ec.europa.eu/doclib/html/150737.htm>

## Lower prices

TTIP aims to remove tariffs (import charges) on substantially all trade between the EU and the US.

Tariffs increase costs for businesses, who then pass these on to you, the consumer. There are some areas – like cars, clothes, and food and drink – where removing tariffs would mean significant savings.



## More competition, more choice

TTIP will open up the EU and US markets.

**There would be more companies selling a wider range of products in the EU.**



## Increased protection when you buy from the US

We want TTIP to strengthen consumer protection when you buy from non-EU traders, by:

- Setting strong rules for online trading and giving buyers the chance to seek compensation for any problems with online purchases.
- Putting in place better cooperation between EU and US consumer and competition enforcers.

Increased competition gives you more choice and drives down prices to give you better value.

TTIP could remove import tariffs, saving you:

10% on cars  
12% on jeans



## Addressing hidden fees when ordering online from the US

**Unexpected customs duties delay orders for online shoppers.** TTIP could:

- Raise the level under which no import duty is payable, currently £135.
- Make the total cost of an order (price, delivery, VAT and customs duties) clear when buying, so you can make an informed decision about whether to buy from outside the EU.
- Let customers pay their import duty at the point of purchase, so there are fewer delays to deliveries.