

**Question for written answer E-002969/2023  
to the Commission**  
Rule 138  
**Dita Charanzová** (Renew)

Subject: Extended 'lifetime' warranties and misleading marketing tactics

Extended warranties are often presented to consumers in a misleading way. Manufacturers and retailers alike employ persuasive marketing campaigns to encourage consumers to pay for additional service plans offering enhanced and/or lengthened warranties. 'Lifetime' guarantees are a common misleading pledge on packaging or in sales information.

However, the value of these warranties becomes questionable when the product suffers a malfunction a few years later: either the conditions are impractical or impossible to meet or the warranty only reimburses the depreciated value (which might even be deemed to be zero) instead of offering a repair or replacement. While these conditions might be set out in the small print or posted on a website, consumers do not often read them until they try to use the 'lifetime' guarantee.

1. How does the Commission intend to address this situation, beyond the proposed right to repair directive<sup>1</sup>?
2. Does the Commission agree that such warranties might constitute unfair trading practices and so be covered by the Unfair Commercial Practices Directive<sup>2</sup>?
3. What actions can the Commission take to prevent the misleading marketing and sale of extended warranties that may not align with the true economic value of the associated product?

Submitted: 9.10.2023

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<sup>1</sup> Proposal for a Directive on common rules promoting the repair of goods and amending Regulation (EU) 2017/2394, Directives (EU) 2019/771 and (EU) 2020/1828 (COM(2023)0155).

<sup>2</sup> Directive 2005/29/EC of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC and Regulation (EC) No 2006/2004, OJ L 149, 11.6.2005, p. 22.