



LOWCVP NEWS

23 April 2020

LowCVP welcomes new Technical and Programme Director

James McGeachie has joined the Low Carbon Vehicle Partnership as Technical and Programme Director. Coming to LowCVP from Prodrive - the leading motorsport and advanced technology company - James will lead on the delivery of the Partnership's annual work programme as well as taking technical responsibility for the Partnership's projects and outputs.

His appointment comes at a critical time for the low emissions agenda in road transport following the Government's commitment to achieve net zero carbon by 2050 and the announcement that a detailed Transport Decarbonisation Plan will be published by autumn 2020.

Throughout his career, James has been directly involved in the development of electric and hybrid vehicle technology, from academic case studies whilst at university through to programmes such as the Ford PHEV Transit demonstrator fleet, successfully trialled in London and now on sale to the general public.

James joins LowCVP from Prodrive where, as Director of Engineering, he was responsible for engineering content and delivery within the company's Advanced Technology business. In this role he interfaced with a wide range of engineering departments and disciplines including mechanical design, structural analysis, transmissions and drivelines, electrical and electronic design, control system development and vehicle integration.

Prior to joining Prodrive in 2008, James was an engineering graduate with British Steel before moving to work at Jaguar Land Rover where he spent ten years responsible for the delivery of electrical systems into production vehicle platforms.

In his new role at LowCVP, James will provide a focal point for the work programme, project development and management across all stakeholders.

He is a chartered engineer with over 20 years' experience in the automotive and related industries. In addition to a first-class BEng degree in electrical and electronic engineering, James holds an MSc in engineering and manufacturing management.

He has regularly contributed to articles on automotive issues and presents at industry events and seminars. He also retains membership of the Midland Aerospace Alliance (MAA) Technology Development Group.

Commenting on James' appointment, LowCVP's Managing Director, **Andy Eastlake**, said: "I'm delighted that James has joined the LowCVP secretariat team. His experience and knowledge of the sector should help him to hit the ground running and will help to bring focus and extra technical rigour to the Partnership's activities and outputs at a critical time for this agenda. Increasing our links and contacts in the automotive and wider industries such as motorsport and aerospace highlights how diverse this agenda is and emphasises how the LowCVP's collaborative approach is needed on the Road to Zero.

"Reading that James had been likened to the young 'Q' from James Bond in a German magazine certainly gave his application a bit of extra oomph! And, already, in true engineering style he has repurposed an old mobile phone as a webcam to enable him to join the virtual team meetings while in the current lockdown!"

James McGeachie said on his appointment: "It's great to be joining the LowCVP at such an important time in the history of road transport. Achieving the goals laid out for 2050 represents a significant challenge and will undoubtedly require technical innovation, sector expertise and a great deal of focused effort!

"Spanning both industry and government, LowCVP is at the heart of these efforts and I'm excited to be joining such a skilled and capable team as they drive towards a zero carbon future."



NOTES TO EDITORS

The **LowCVP** (www.lowcvp.org.uk), which was established in 2003, is a public-private partnership that exists to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK businesses. Nearly 200 organisations are engaged from diverse backgrounds, including automotive and fuel supply chains, government, vehicle users, academics, environment groups and others.

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For further information, please contact:

Neil Wallis, Head of Communications. neil.wallis@lowcvp.org.uk Tel: 0207 304 6806 M: 07974 255720