



Andy Eastlake Keep an eye on the bigger picture

I write this as I travel by train to chair a conference hosted by PACTS (the Parliamentary Advisory Council for Transport Safety). What's the LowCVP MD doing at a safety conference you may ask? The event entitled 'The Triple Whammy' is focusing on why modern road transport needs to consider and support the 'three pillars' of sustainability, safety, and health.

Sometimes I find our relentless focus on the environmental benefits of low carbon vehicles means that we don't always see the bigger picture and observe how other agendas can complement – and sometimes conflict with – our own. Of course as fleet managers you are drawn into each and every aspect of the transport activity. But as we are charged with helping to develop public policy, it's important that we occasionally lift our eyes to see the wider story to better understand the broad issues faced by our policy makers as well as our industry stakeholders.

So as we take a broader view and plan how to shape our transport systems for the longer term, it is worthwhile considering the other benefits attainable through the introduction of low carbon vehicles. We often speak about their running cost advantages and sometimes this is the primary motive for their introduction. But the environmental benefits in terms of local air pollution as well as CO₂, contribute to a more healthy society and, increasingly, may enable operation inside low emission zones.

New model vehicles are also being designed and built with higher safety standards and more embedded driver aids and this, together with training on safer and more efficient driving techniques, is contributing to a downward trend in road traffic deaths and injuries. Efficiency and safety are also enhanced by the introduction of telematics and monitoring systems, enabled by new technologies, in many fleet operations.

Perhaps an important element of the 'triple whammy' that has been overlooked is the 'health and well-being' benefit to staff and individuals who come into contact with the latest low carbon vehicles. Low noise, smoother driving, lower emissions and the use of the latest technology can help to give our drivers the feeling of being valued as individuals, and enable greater focus on the job in hand, helping to engender a 'virtuous circle' of improvements.

It can sometimes be difficult to put a £s figure on the wide ranging benefits of sustainable, safe and healthy transport but as managers we all know how giving someone the 'best tools for the job' makes things better for all of us.

FURTHER INFORMATION
tinyurl.com/q75hpyv

Andy Eastlake is managing director of the Low Carbon Vehicle Partnership (LowCVP)

CAR SHARING

Oxford Brookes University opens low-emission car club

A new car club has been opened up at Oxford Brookes University enabling more than 3,000 staff and 18,500 students to rent low-emission and electric cars from Hertz by the hour. Hertz 24/7 vehicles will be available for staff use during working hours, with availability for students and private requirements during evenings, weekends and holidays.

The Hertz 24/7 fleet for the University's car club includes low emission Ford Fiestas, and an all-electric Mitsubishi iMiEV.

Henning Thiel, Sustainability Manager of Oxford Brookes University, said: "Hertz 24/7 will be an important addition to the University's suite of transport solutions which provides an excellent service to our staff and students. While increasing the quality of the student experience, the car club will also help the University in reducing our environmental impacts and will have a positive effect on our local



community by alleviating traffic and parking conditions."

Students and staff can easily book the vehicles online, by phone, or by using iPhone or Android apps and, as with all 24/7 vehicles, RFID technology allows keyless entry to any vehicle in the fleet.



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XL1 destined for the UK

VW has announced that its ground-breaking eco car, the XL1, is to go on sale in Britain with a price tag of £90,000. The XL1 combines a small diesel engine with an electric motor, and, according to the manufacturer, is capable of 300mpg, a 99mph top speed and 0-60 in 11.9 seconds, with CO₂ at 24g/km. The car can travel for 22 miles on electric power alone. Only 30 models are expected to reach the UK.