



LowCVP 'Low Carbon Road Transport Challenge'

Developed by industry experts (UK Government and 200+ industry partners) through a series of workshops and events.

June 2015

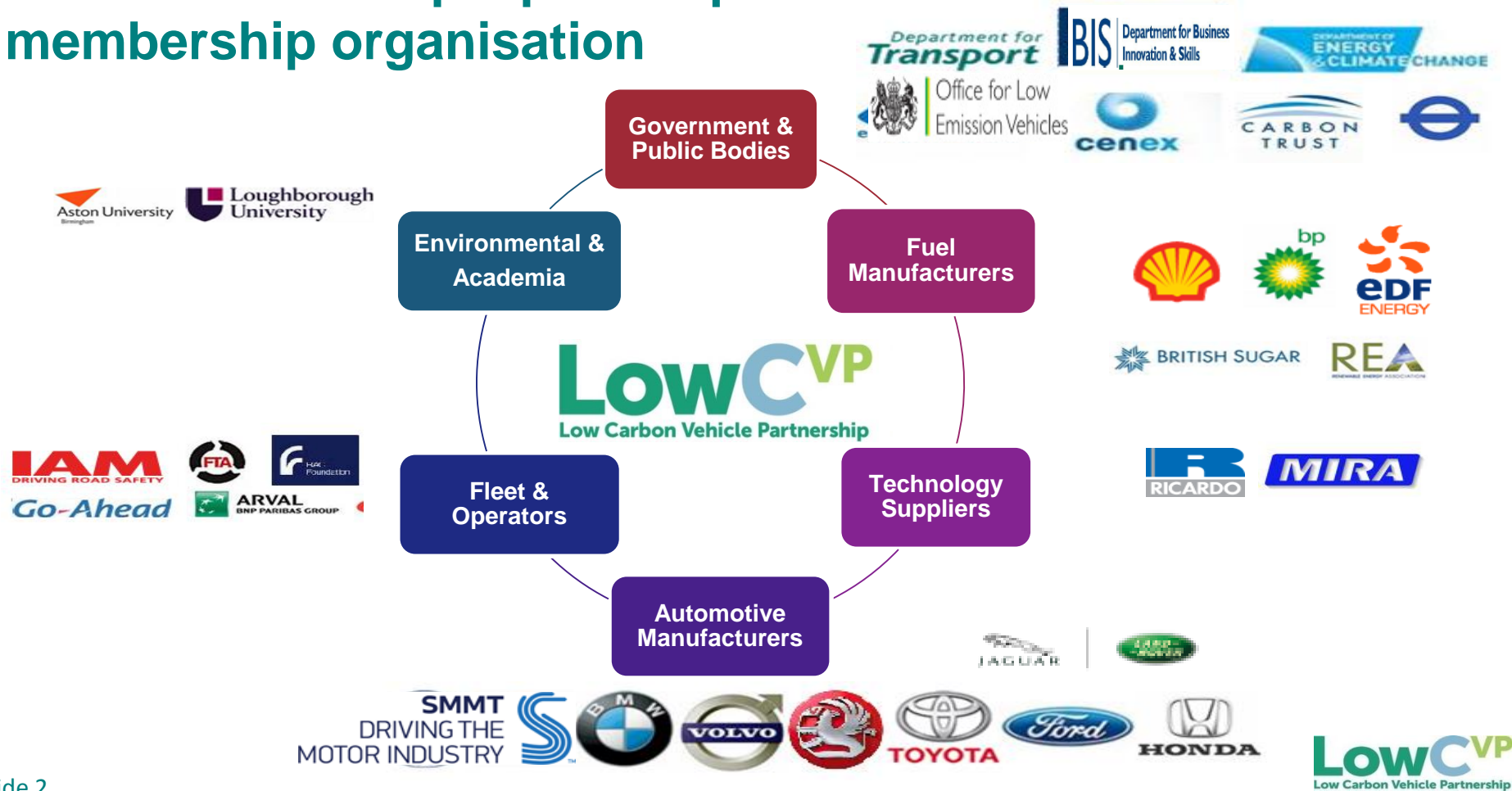


# ULEV Innovation in the Automotive Industry

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 London, 22 July 2015  
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# LowCVP is a unique private-public stakeholder membership organisation



# What is Innovation?

*The act of introducing something new*

– The American heritage dictionary

*Innovation is creativity with a job to do*

– John Emmerling

*The ability to deliver new value to a customer*

– Jose Campos

“Innovation is the **market implementation** of new ideas”

– Andy Eastlake

# Automotive needs clear long-term targets

Don't try to pick 'winners' (or define 'losers'!)

Let the engineers find the best technology to meet policymakers' objectives.



Volvo offer V60 Plug-in **Diesel** Hybrid, Euro 6 emissions, 48g/km CO2

ULEMCo offer a **Hydrogen dual-fuel** conversion to run a Transit on Diesel/Hydrogen, 59g/km CO2



Earlier this year the first Hydrogen Fuel Cell Vehicle went on sale in the UK.



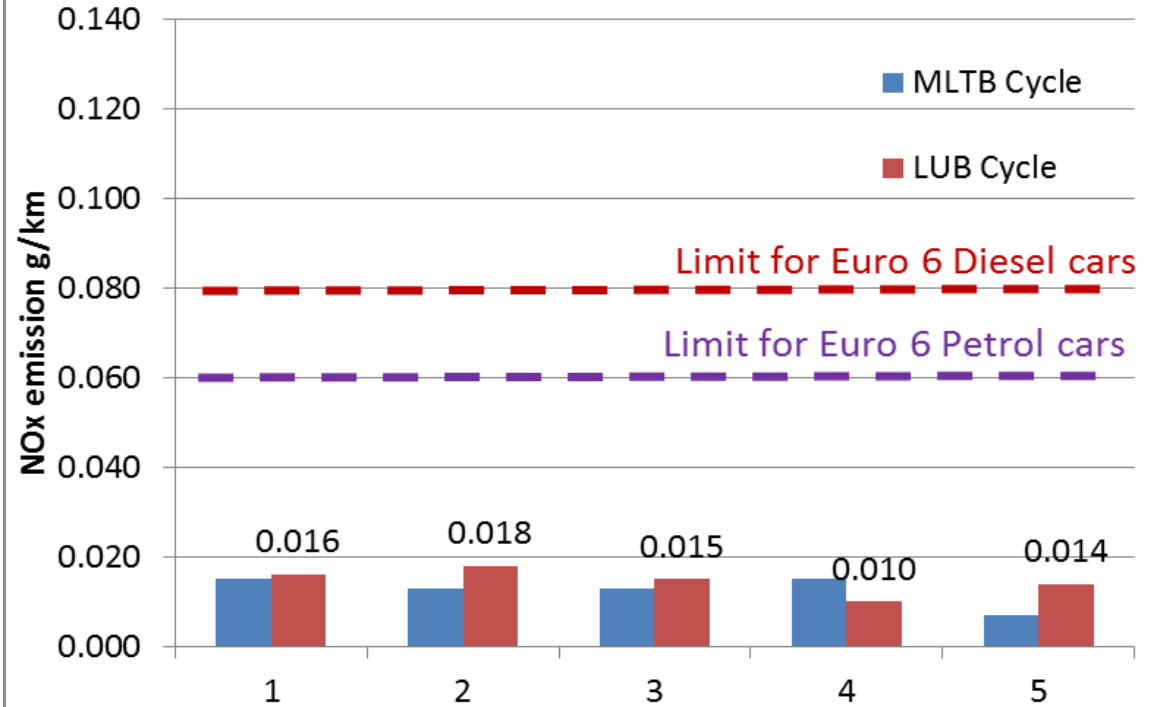
# Emissions

Ultra-Low NOx emissions can be delivered with robust exhaust after treatment

And Ultra Low CO2 (75g/km) emissions can now be delivered without plugging in!



## LowCVP NOx emissions from new Euro VI Diesel Buses 5 buses from 4 different manufacturers





# All Vehicle Categories are innovating



# Fuels and infrastructure too!



Biodiesel from waste



Inductive charging



Gas powered vans



Hydrogen filling stations



# Support needed for to make innovation attractive



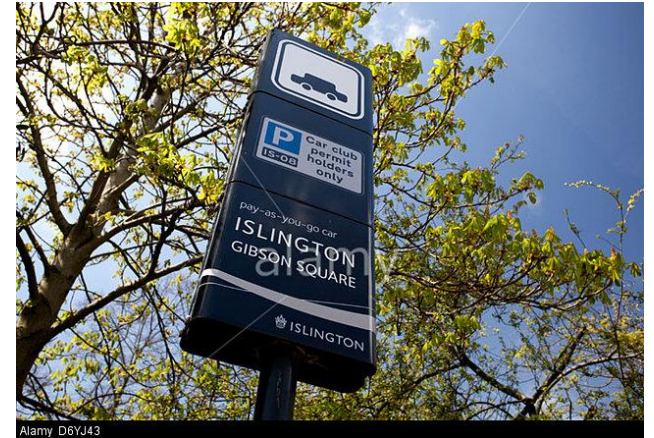
Infrastructure expansion

Priority access



Shared use and car clubs

Incentives through policy



Alamy D6YJ43



# Innovative ULEV vehicle types are growing in number

Go Ultra Low - 7 manufacturers, range of 12 cars



Plug-in Car grant – 18 manufacturers, 27 Cars



VCA database shows – 13 Full Electric Cars and 27 Plug-ins below 75g/km CO2

# Auto industry playing its part in the ULEV delivery plan

- ULEVs for car clubs
- ZEC (Zero Emission Capable) taxis and PHVs from 2018
- ULEVs into freight and fleets
- Geo-fencing for ZEC vehicles
- Demonstrate and test new technology and approaches
- Preparing for commercial Hydrogen vehicles

**Without implementation an innovation is just a good idea!**

**London is the ideal location for ULEV market success**

- Success will be achieved through the Low Carbon Vehicle Partnership



Connect  
Collaborate  
Influence