



Encouraging investment: industry collaboration, vehicle innovation and opportunities for the transport network

Andy Eastlake
Managing Director - LowCVP

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The 3 'C's you can never have too much of.



Clarity – Having a clear long-term vision of what we are trying to achieve and how it will be measured/evaluated. Carbon targets, Air Quality targets, Efficiency, Congestion Robust test methods, Tailpipe, Well-to-Wheel, Life-cycle?



Consistency – Maintaining the vision and taking positive steps towards the aim.

Maintaining the policy direction, not picking winners (or losers) but keeping a focus on the specific vision.



Collaboration – Working together to share the vision and articulate how each party can contribute towards to common aim.

Understanding the interactions and mutual benefits.

The UK Bus Market Exemplar

- Clear focus on all greenhouse gases and well-to-wheel
Complementing international standards
Test process developed with user (operators) and maker (industry)
- Government support maintained over several years
Technology neutral approach (outcome focussed)
Rewarding progressive ambition (scaled support)
- Global market leading manufacturers
Transparent reporting
Operators, manufacturers, fuel suppliers, infrastructure providers and SME technology all working in harmony
- Widest range of technology options, delivering true low carbon and low emissions

