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INNOVATORS IN GREEN TRANSPORT CELEBRATED

THE most innovative solutions to greener transport across a range of sectors were honoured at a new awards ceremony.

The inaugural LowCVP Low Carbon Champions Awards recognise best practice in vehicle manufacturers, fleet operators and developers of products and services that reduce greenhouse gases. The winners were announced at the Low Carbon Vehicle Partnership (LowCVP) Annual Conference during an Awards Dinner held at Twickenham Stadium.

Greg Archer, Managing Director of the LowCVP, said: "These Awards define excellence and innovation, identifying the leaders in accelerating the shift to low carbon vehicles and fuels.

"The quality of the entries was exceptional and demonstrates the vibrancy of UK businesses and organisations in striving to create new markets for lower carbon vehicles."

The winners include Oxford YASA Motors, a spin-out from Oxford University that has developed a high-efficiency, lightweight electric motor for use in electric and hybrid vehicles. The company was only founded in September 2009 but has already achieved sales of more than £200,000.

Dr Tim Woolmer, Chief Technical Officer at Oxford YASA Motors, said: "We are delighted to win this award which will help raise our profile in this exciting market.

"Innovation is the foundation of the company and we believe that our technology will form a key part of exciting new high performance vehicles with low carbon emissions."

Winner of the Special Award, Ali Clabburn founder car-sharing website *liftshare* said: "It is such a privilege to do something you love, and something which really makes a difference to society. We put real passion into helping people travel more sustainably, so to be recognised as Low Carbon Champions is the icing on the cake – especially

when there are so many organisations doing other great things to help reduce our impact on the environment.”

Ali founded the car-sharing website when he was still a student in 1998. Today, *liftshare* is the UK’s largest national network of 1,300 car-sharing schemes. More than 375,000 individuals have signed up, sharing about 250,000,000 miles and saving over 80,000 tonnes of CO₂ each year.

Following a rigorous judging process, a total of 22 companies and organisations made the shortlist. Now in its seventh year, the Low Carbon Vehicle Partnership (LowCVP) Annual Conference is the UK’s leading conference on low carbon transport policy and practice.

NOTES TO EDITORS

Winners for the LowCVP Low Carbon Champions Awards 2010:

1. Buses Award

For the company or organisation that has positively influenced the market for low carbon buses through their manufacture, operation or other activity.

Winner: TfL London Bus Services

TfL is implementing a low carbon bus programme to reduce its carbon footprint in line with the Mayor’s Climate Change Action Plan by rapidly introducing fuel efficient, cleaner and quieter hybrid buses in the short and medium term. Long term, TfL’s strategy is to shift to zero emission vehicles, such as hydrogen powered fuel-cell technology.

For further details, contact the TfL press office: 0845 604 4141 pressoffice@tfl.gov.uk

What the judges said: “A ground-breaking initiative and key enabler to the commercialisation of low carbon buses nationally.”

Runner-up: Go Ahead London

Commended: Alexander Dennis Ltd (ADL)

(Award sponsor: Millbrook)

2. Fuels Supplier or Retailer Award

The organisation that has done the most to bring forward low carbon sustainable fuel technology or the supply of sustainable low carbon fuels into the market.

Winner: *Greenergy International*

Greenenergy International Ltd. – Driven by the company objective of responsible sourcing, Greenenergy has embraced biofuel sustainability with ambition and serious commitment. By sourcing biofuels with the best sustainability characteristics to supply a third of all biofuels in the UK, the company has delivered sustainable transport fuels to the UK on a very significant scale.

A company spokesman said: “Greenenergy is proud to be a winner of the first Low Carbon Champions Awards. The scope and scale of our activities in this sector has required significant commitment right across our business.”

For further information, contact Alex Lewis, Head of Communications:
alex.lewis@greenergy.co.uk; 020 7404 7700.

Commended: Gasrec

(Award sponsor: Renewable Fuels Agency)

3. Innovation Award

To the SME, start-up, academic or other small organisation or business, that has brought forward the most promising technology for reducing vehicle carbon emissions.

Winner: Oxford YASA Motors

Oxford YASA Motors was founded in September 2009 to commercialise the lightweight, high efficiency YASA electric motor developed in partnership with Delta Motorsport. The YASA motor has demonstrated an outstanding torque-to-weight ratio, offering weight-saving benefits to electric and hybrid vehicles. The company, a spin-out from Oxford University, has already achieved sales of £200,000 of sales and has a strong order book for its direct drive motor.

Dr Tim Woolmer, Chief Technical Officer at Oxford YASA Motors, said: “We are delighted to win this award which will help raise our profile in this exciting market.

“Innovation is the foundation of the company and we believe that our technology will form a key part of exciting new high performance vehicles with low carbon emissions.”

What the judges said: “We were impressed by Oxford Yasa Motors’ early sales and the speed of market introduction. Another company demonstrating that the UK can be a leader in electric vehicles.”

For further details, contact Nick Farrant, Chief Executive:
nick.farrant@oxfordYASAmotors.com; 01235 535513.

Runner-Up: Gordon Murray Design

Commended: Intelligent Energy, Controlled Power Technologies

(Award sponsor: Michelin)

4. Low Carbon Road Transport Programme Award

For the organisation running or managing the most effective consumer or business-facing programme to stimulate low carbon vehicle or fuels uptake or more efficient fleet management or driving practices. This includes both publicly and privately funded programmes.

Winner: LeasePlan UK

In 2005, LeasePlan became the first major leasing company to launch a low carbon initiative. 'GreenPlan' has evolved into a programme enabling organisations to implement sustainable measures to reduce CO2 emissions, achieving TÜV Rheinland accreditation in 2009. Over the last 2 years, GreenPlan has accounted for over 22,500 tonnes of CO2 emissions reduction.

What the judges said: "We were particularly impressed by the high rate of client take up achieved by LeasePlan and its tangible results from doing simple things well."

For further details, contact 0844 493 5809 or marketing@leaseplan.co.uk

Runner-up: Department for Transport

(Award sponsor: Base Communications)

5. Road Freight Award

For the company or organisation that has most positively influenced the manufacture of low carbon commercial vehicles or operation of a low carbon freight fleet. This may be through bringing innovative technology to market or through its enthusiastic and effective adoption. It encompasses both technology and other techniques leading to lower carbon operation.

Joint Winners: Commercial Group; Iveco

Iveco offers the most extensive range of low carbon commercial vehicles available in Europe. Its natural gas-powered range spans the complete 3.5 to 26 tonne sector

and includes the cleanest and greenest heavy truck available in the UK. It also manufactures an innovative electric-powered light commercial range.

For further details, contact James Keeler, Garnett-Keeler Public Relations
jk@garnett-keeler.com; (0)20 8647 4467

Commercial Group

Commercial Group – Commercial demonstrates that successful businesses can operationally use low carbon transport to offer better, more efficient and more environmentally responsible services to customers. Through its innovative DRS and sustainable biodiesel used by the entire van fleet, the company has reduced its audited fleet emissions by over 70% since 2006.

For further details, contact 01242 703400

Commended: Smith Electric Vehicles

(Award sponsor: Freight Transport Association)

6. Special Award

For the outstanding individual, NGO, community group or academic organisation that has made the greatest contribution to the achievement of the low carbon road transport agenda.

Winner: Ali Clabburn (founder of *liftshare*)

Ali Clabburn founded car-sharing website *liftshare* when he was still a student in 1998. Today, *liftshare* is the UK's largest national network of 1,300 car-sharing schemes. More than 375,000 individuals have signed up to *liftshare*, sharing about 250,000,000 miles and saving over 80,000 tonnes of CO₂ each year. A social enterprise, *liftshare* generates turnover from corporate sales to the public and private sector, meaning it can offer free membership to private individuals.

Ali said: "It is such a privilege to do something you love, and something which really makes a difference to society. We put real passion into helping people travel more sustainably, so to be recognised as Low Carbon Champions is the icing on the cake – especially when there are so many organisations doing other great things to help reduce our impact on the environment."

What the judges said: "Awarded for the excellence and originality of his organisation's work in reducing traffic and energy use."

For further details, contact Cecilia Bromley-Martin, Communications & PR Manager

01953 451166; cecilia@liftshare.com

Runner-up: One North East

Commended: The Green Car Website, Blake Ludwig of We are Futureproof

(Award sponsor: Institute for Advanced Motorists)

7. Vehicle Manufacturer or Retailer Communications Award

For the manufacturer or retailer that has done the most in the last year to communicate to consumers the benefits of low carbon choices through advertising, marketing, labelling, sales or other activity that promotes the purchase of low carbon vehicles.

Winner: BMW Group

The BMW Group is committed to dealing with resources in a sustainable and responsible manner. BMW's Efficient Dynamics technologies already feature in every new BMW and MINI and its benefits are communicated to consumers consistently and concisely.

What the judges said: "BMW's advertising campaign sets a new benchmark for communicating the message that great cars can also be green, creating new mass market appeal."

For further details contact Jason Reakes, Jason.Reakes@bmwgroup.com

Runner-up: Mitsubishi Motors

Commended: ThinkGlobal, Vauxhall

(Award sponsor: HPI)

Full details for the LowCVP Awards: <http://www.lowcvp.org.uk/news/1408/lowcvp-low-carbon-champions-awards-2010-call-for-nominations/>

Full details on the LowCVP Annual Conference 2010:
<http://www.lowcvp.org.uk/events/889/the-lowcvp-annual-conference-14-15-july-2010/>

The LowCVP (www.lowcvp.org.uk) was established in 2003 to take a lead in accelerating the shift to low carbon vehicles and fuels in the UK and to help ensure that UK business can benefit from that shift. It is a newly incorporated partnership of

approaching 200 organisations from the automotive and fuel industries, the environmental sector, government, academia, road user groups and other organisations with a stake in the low carbon vehicles and fuels agenda.

For further information, please contact:

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