

**ADVANCED PRESS  
NOTICE**  
*For immediate release*  
**LOW CARBON  
VEHICLE  
PARTNERSHIP**  
**24<sup>TH</sup> June 2015**



# INVITATION PRESS CONFERENCE



**Wednesday 24<sup>th</sup> June 2015 09.00 – 09.45**

**Energy Room, One Birdcage Walk, Westminster, London.**

## **Can Formula E electrify mainstream motoring?**

This year's LOWCVP conference will focus on future fuels for transport and the infrastructure required to support them, particularly in the city environment.

Timed to take place in the week leading up to **Britain's first FIA Formula E electric car race** – to be held in London's Battersea Park the following weekend (27-28 June) – the LowCVP Annual Conference will provide an opportunity to find out how electric vehicle motor racing will affect the mainstream car market.

*Participants in press conference will include:*

**Alejandro Agag**, Chief Executive, FIA Formula E  
**Darran Messe**m, Chairman and **Jonathan Murray**, Deputy Director, LowCVP  
**Edmund King**, President, AA  
**Pascal Couasnon**, Director, Michelin Motorsport,

*Participants will be talking about the following:*

- How Formula E is helping to drive cleaner technology into the mainstream
- Results of AA Populus Survey of mainstream motorist opinion about electric vehicles
- Results of LowCVP 'expert stakeholder' survey into adoption of lower carbon fuels
- Technology trickle-down. Efficient tyre developments and links with Formula One

The participants will speak for around 5 minutes each, followed by approximately 20 minutes Q&A.

The newly-appointed transport minister **Andrew Jones MP** will give the keynote address at the LowCVP Annual Conference which follows the press conference at around 10.15am. (For the latest agenda [click here.](#))

**Notes to Editor:**

The LowCVP was established in 2003 and is a public-private partnership working to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK business. Around 200 organisations are engaged from diverse backgrounds including automotive and fuel supply chains, vehicle users, academics, environment groups and others.

The LowCVP Conference 2015 is sponsored by: **EDF Energy**.  
**Michelin** is sponsor of the post-conference VIP drinks reception

**FOR PRESS ACCREDITATION PLEASE CONTACT [LOWCVP@CONNECTPA.CO.UK](mailto:LOWCVP@CONNECTPA.CO.UK) or [neil.wallis@lowcvp.org.uk](mailto:neil.wallis@lowcvp.org.uk).** Please indicate if you will be attending the press conference and/or the LowCVP Annual Conference.

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For full programme details and further information go to: [www.lowcvp.org.uk/events/conference15](http://www.lowcvp.org.uk/events/conference15)  
or contact: Fiona Gardner, Connect Conferences, tel: 020 7222 217, Mobile 07980 869927