

LowCVP's Andy Eastlake

GreenFleet 100: "The more things change the more they stay the same"

"Plus ça change, plus c'est la même chose," said novelist Jean Baptiste Alphonse Karr. 2017 promises to be the most exciting year yet for fleets wanting to 'go green' with a raft of new cars and vans coming to the market, extending electric range as well as the choice of fuels and vehicles for lower carbon operation. Couple this with the impressive technology offerings from the telematics and driver assistance industries and you have a 'perfect storm' of opportunity for cleaner, greener transport.

While we look forward to the new year, this 100th issue of *GreenFleet* magazine also prompts me to reflect on more than ten years of great fun highlighting the benefits of fuel saving technology, tuition and tenacity. I've been fortunate enough to work with Jason, Colin and the *GreenFleet* team since the relaunch of the magazine.

Our support for the first Arrive 'n' Drive event at Silverstone around that time (2006) included the first '*GreenFleet* Fuel Challenge'. There a Toyota Aygo diesel achieved over 90mpg (about 82g/km CO₂) beating its NEDC quoted fuel consumption by more than 30%. In that first year, the cars were driven on the Silverstone circuit and all competitors were given eco driving tuition by the IAM. Even then we were focusing not only on the vehicle technology but also on the driver. In another category of the challenge, we took three identical petrol cars and demonstrated the dramatic difference between aggressive and eco driving (18 and 56 mpg respectively).

A year later the first *GreenFleet* Capital Fuel Challenge took place at Guildhall in the City of London. In this first real-world fuel economy challenge, 17 teams competed to deliver parcels to specific addresses across London in the most fuel efficient way. Vehicles included the Vectrix electric scooter, Modec's electric van, Ford's E85 ethanol Focus, two OEM LPG vehicles and a brace of Toyota Prius. We used a 'well-to-wheel' (WTW) approach for the first time as the range of competing fuels meant that the standard comparator no longer worked. With the GPS tracking available to us, together with more accurate fuel measurement systems, the competition clearly highlighted that fleet managers must consider a lot more than just vehicle technology to ensure they get green right. Some clear messages emerged – pick your route. The distance travelled to deliver to the same addresses varied by almost 40 per cent. Drive efficiently. All the teams drove in central London at the same time but even across the six Prius vehicles we saw fuel consumption vary by 35 per cent. Get the right vehicle. The best result – of 50g/km WTW – was, as you might expect, the electric scooter. (By the way, at the 2008 Capital Fuel Challenge there were no fewer than eight fully electric vehicles taking part. I must add that the LowCVP team – with our Jonathan Murray at the wheel – were winners that year!)

Fast forward to 2017, via *GreenFleet* Scotland, West, Nottingham, York, the Evolution shows, 'Beat the Sprig', plus the inaugural commercial event last year and the long association with Rockingham for the Arrive 'n' Drive and we can see just how far the team have come. In that time, we've seen an increased emphasis on air quality as well as climate change, but vehicles that are both clean and green continue to drive the industry. So the basic themes for fleet managers haven't changed. If I've said it once I've said it in different ways in 100 *GreenFleet* magazines. Maybe now more than ever, the message is... right vehicle, right route, right foot! Here's to the next 100.

FURTHER INFORMATION

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