



25th September 2008 • Twickenham • Hosted by Richmond-upon-Thames Council

PRESS INFORMATION - 26th September 2008

2008 GREENFLEET AWARDS WINNERS ANNOUNCED

The 2008 GreenFleet Awards, held on 25th September at Twickenham Stadium, once again recognised pioneers in environmental transport and green fleet management. A spectacular awards evening, hosted by comedian Hugh Dennis, was attended by manufacturers, transport experts and government representatives that all champion ways to reduce the environmental impact of fleet transport.

Hosted by Richmond-upon-Thames Council, the GreenFleet Awards has become a key date in the industry calendar. Among this years 23 winners were BMW, which scooped the Car Manufacturer of the Year Award for its EfficientDynamics enhancements. The Electric Vehicle of the Year Award went to NICE Car Company for MyCar, launched at this years' motor show.

Light Commercial Vehicle Manufacturer of the Year went to Citroën, which has introduced its new LCV Airdream programme, featuring LCVs that have CO2 emissions of less than 120g/km, or are fitted with a diesel particulate filter system. The Private Sector Innovation Award went to Green Fuels for FuelPod2, an easy to use machine that converts waste burger grease, chip fat and cooking oil into fuel.

Earlier in the day, Twickenham Stadium also hosted to the GreenFleet conference, which featured presentations from Jonathan Murray of the Low Carbon Vehicle Partnership, John Webb of the Institute of Car Fleet Management, and Andy Eastlake, Head of Laboratories at Millbrook.

After their sessions, the climax of the the Transport for London Private and Public Sector Fleet Awards took place - the G Factor. Shortlisted entrants each gave a 5 minute presentation on the initiatives they have undertaken to improve their fleet's emissions and efficiency, and why they think their fleet should win the award. Earlier in the year, they had all competed in the Capital Fuel Challenge, which assigned a freight task to each entrant in order to measure its fuel efficiency.



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Before and after the challenge, the vehicles were scrutinised by engineers at Millbrook Laboratories, and the results formed part of the scoring for the award.

The presentations were judged by an expert panel including Charles Tucker, Workplace Travel Demand Manager at Transport for London, Gordon Telling, Head of Policy for London & South East, Freight Transport Association; John Webb, Institute of Car Fleet Management; Jonathan Murray, Deputy Director of the Low Carbon Vehicle Partnership, and conference chair Malcolm Noyle, who received the Outstanding Achievement Award later in the evening for his contribution to the green fleet industry.

Speaking at the Event, Deputy Mayor of London Richard Barnes said: "I was delighted to take part in the Capital Fuel Challenge earlier this year, and at the Awards it was great to see examples of how industry is making progress in reducing carbon emissions. We should all continue to support these initiatives."

Openreach, part of the BT Group, were triumphant in the TfL Private Sector Fleet Category, with Royal Mail scooping the Public Sector Fleet category. Jonathan Murray and Greg Archer of the Low Carbon Vehicle Partnership were named winners of the Eco Driver Category, which saw four teams take part in identical vehicles, courtesy of Green Motion Vehicle Rental, to complete the Fuel Challenge Course using the least amount of fuel.

ENDS

Photography from the event is available at www.greenfleet.net

For further information, contact Colin Boyton on 020 8532 0055 or email colin@pse-events.co.uk

Full list of winners follows



ALTERNATIVE FUEL SUPPLIER OF THE YEAR

Winner: Gasrec

Gasrec produces Liquid Biomethane - fuel produced from from biodegradable material such as waste food, garden waste, paper and newspapers. When used in a gas engine, CO2 emissions are reduced by up to 70% compared with a diesel counterpart. Additional benefits include reduced engine noise and a 90% reduction in particulate matter.

Commended: Autogas, FES AutoGas

BREAKDOWN/RECOVERY COMPANY OF THE YEAR

Winner: AA

The AA has returned to roots by bringing back motorbikes and bicycles to tackle congestion and emissions. It launched a fleet of 50 motorbike patrols in cities across the UK, including eight zero-emission electric scooters. Its employees have also saved 90,000 litres of fuel simply by not driving to work.

Commended: Environmental Transport Association, RAC, Green Flag

CAR MANUFACTURER OF THE YEAR

sponsored by LPG Fleet Solutions

Winner: BMW

Introduced a series of technological advancements that combine to reduce CO2, BMW have improved fuel consumption and improved performance. These include Auto Start-Stop, Active Aerodynamics, Reduced Rolling Resistance Tyres, and Brake Energy Regeneration.

Commended: Toyota, Renault UK, Citroen UK, Lexus

DEALERSHIP OF THE YEAR

Winner: Envy Motors

Representing the best of low emission technology in a showcase that was not brand loyal, Envy Motors has sounded out the best products in the market. Future offerings will include the world's first Electric Range Rover and an electric Trail bike for off roading.

Commended: Jemca Toyota, Evans Halshaw (Mansfield)

DRIVER TRAINING COMPANY OF THE YEAR

Winner: DriveTech (UK)

DriveTech (UK) was awarded the contract to create and provide 'train the trainer' instruction for the 'SAFED for Vans' fuel economy course which, during 2006/7, proved beyond doubt that fuel efficient driving is a win win situation for all road users, and that the use of safe and fuel-efficient driving techniques will make a major contribution to reducing CO2, particularly in the LCV sector.

Commended: Institute of Advanced Motorists, A2om, Active Risk Management, E-Training World Ltd



ELECTRIC VEHICLE OF THE YEAR

sponsored by Elektromotive

Winner: NICE Car Company - MyCar

The winning vehicle was introduced to nearly half a million visitors at the British International Motor Show. According to the manufacturers, running costs are around one fifteenth of those compared to a conventional petrol or diesel model, and depending on the electricity tariff used to charge the vehicle, owners will pay around 2p per mile.

Commended: Aixam Mega, Think UK, Modec, Stevens Vehicles

FLEET MANAGER OF THE YEAR (PRIVATE SECTOR)

sponsored by SAFED

Winner: Christopher Pascall - EDF Energy

EDF Energy is aiming for a 20 per cent reduction in transport emissions by 2012. New initiatives to help achieve this include a Driver Risk Assessment and Driver Training Programme, a 10% target reduction in all business mileage, a four year trial for Electric cars and a partnership with vehicle manufactures to develop Plug-in Hybrids.

Commended: Robert Paddock - Commerical Ltd, Paul Smart - LHR Express Cars, Zoe Powers - Greater London Hire, Martin Davies - AEA Technology

FLEET MANAGER OF THE YEAR (PUBLIC SECTOR)

sponsored by Civica

Winner: Ben Davis - Government Car & Despatch Agency

Together with improved operations processes, GCDA has seen the average mileage per vehicle dropped by 3% and fuel consumption reduced by 13% over the past 12 months, saving 313 tonnes of CO2. The judges commented: "This years' winner has clearly demonstrated year on year improvements in environmental performance."

Commended: Graham Telfer - Gateshead Council, Alan Hocking - Humberside Police

GREEN MOTORING JOURNALIST OF THE YEAR

sponsored by DriveTech (UK)

Winner: John Whitmore, Daily Telegraph

As well as finding time to pen regular articles that investigate new technologies and promote safer and greener driving, John Whitmore is rated as the Number One Business Coach by the Independent newspaper and is one of the leading figures in the international coaching community. But before all this, he made a name for himself by winning the British Saloon Car Championship in 1961, and enjoyed an extraordinary string of racing successes in a Lotus-Cortina four years later. His motoring column for the Daily Telegraph wins him the 2008 Green Motoring Journalist of the Year Award.

Commended: Dan Ilett - greenbang.com, Jonny Smith - Fifth Gear



GREEN MARKETING CAMPAIGN OF THE YEAR

sponsored by O2

Winner: BMW

The communication plan adopted by BMW throughout 2008 demonstrates the benefits of its recent environmental improvements in a highly effective way. The brand campaign, currently running on TV, Outdoor, and Online has been delivered across a variety of mediums, and included an Open Weekend, which provided a forum for the dealer network to practically demonstrate the benefits communicated in the advertising, which featured on outdoor posters, fuel pumps, city centre buses and through targeted fleet campaigns.

Commended: Warranty Direct, NICE Car Company, Citroen, Marches Energy Agency

HGV MANUFACTURER OF THE YEAR

Winner: Volvo Trucks

During the last year, Volvo has instigated further environmental initiatives towards sustainable truck transport. One of its assembly plants has made steps towards climate change neutrality, as energy is supplied from wind turbines, heating from bio-oil in the summer and wood waste pellets in the winter, and with additional electricity purchased from hydro-electric schemes. Field tests of two hybrid refuse trucks also started this year

Commended: Dennis Eagle, MAN, Scania, Renault Trucks

INDUSTRY INNOVATION AWARD

sponsored by Modul System

Winner: Ashwoods Hybrid Drive

Ashwoods has launched a retro fit Hybrid system which can easily be developed to fit different vehicle brands and models without modification. Installation can be completed in under three hours, and although only recently announced, it has attracted much interest from manufacturers and blue chip companies alike.

Commended: BMW, CMS SupaTrak, ITM Power, Origo Industries

IT/COMMUNICATIONS PRODUCT OF THE YEAR

Winner: Trafficmaster

This years winner has a dedicated research & development team that continually looks for new scope on its fleet management products. Trafficmaster regularly surveys its customer base to measure how its technology can help improve efficiency and business performance.

Commended: Chevin Fleet Solutions, Nav Man Wireless, TomTom Work , CMS SupaTrak – Eco Trak



IT INNOVATION AWARD

Winner: GreenRoad

This 2008 winner has an in-vehicle device that provides feedback and comprehensive online reporting for drivers. Detailed skill and safety analysis is made available to the driver and fleet manager through a password-protected web site, which also provides recommendations for safer, greener driving.

Commended: Airmax, Civica, Cybit, Eagle-i Telematics

LCV MANUFACTURER OF THE YEAR

sponsored by Trafficmaster

Winner: Citroen

The winning manufacturer has just carried out a major product upgrade programme which has not only expanded its LCV range but also offers major environmental benefits. All of its LCVs carrying the Airdream logo have either CO2 emissions of less than 120g/km, or are fitted with the diesel particulate filter system, and are designed to be 95% recoverable at the end of life.

Commended: Aixam Mega, Modec

LEASING/RENTAL COMPANY OF THE YEAR

sponsored by RAC

Winner: Enterprise Rent-a-Car

Since launching its environmental platform in 2007, Enterprise has implemented a range of measures to improve its environmental performance. Worldwide, the company now offers more alternative-fuelled cars than any other rental firm, with 54,000 FlexFuel and 3,000 hybrids, including 136 Toyota Prius' in the UK.

Commended: Arval, Leasedrive Velo, Lloyds TSB Autolease, Leaseplan

PRIVATE SECTOR FLEET OF THE YEAR

sponsored by Toyota

Winner: Commercial Group

In May 2006, Simone Mann, Sales Director, was invited by BSkyB to an audience with Al Gore, including a screening of The Inconvenient Truth. She returned to the office passionate that Commercial would be a leader in environmentally responsible business practice.

Commended: Center Parcs, City Sprint, British Airways, LHR Express Cars



PRIVATE SECTOR INNOVATION

Winner: Green Fuels Ltd

Three years ago, Green Fuels started the development of an easy to use machine that converts waste burger grease, chip fat and cooking oil into fuel. The fuel can be used in any diesel model, without the incidences of damaged engines that plague other biofuels. The company now has a range of converters that cover every kind of user, from motorists driving to and from work to large fleets who need thousands of litres a week.

Commended: Ashwoods, Connaught Engineering, Keir Building Maintenance, Elsbett Group

PUBLIC SECTOR FLEET OF THE YEAR

sponsored by Enterprise Rent-a-Car

Winner: Government Car & Despatch Agency

Improving environmental performance is a strand of the GCDA's strategy which it takes very seriously. It was the first Executive Agency to be awarded ISO 14001, the environmental management standard, and has maintained accreditation ever since. The Government administrative fleet is required to reduce carbon emissions by 15% by 2011 compared with a 2005/6 baseline. GCDA already exceeds this target.

Commended: Gateshead Council, Humberside Police

TFL PUBLIC SECTOR FLEET OF THE YEAR

sponsored by Transport for London

Winner: Royal Mail

Commended: City of Westminster (Westminster Transerv), Transport for London - London Streets
London Borough of Camden , London Borough of Islington

TFL PRIVATE SECTOR FLEET OF THE YEAR

sponsored by Transport for London

Winner: Openreach part of the BT group

Commended: CitySprint, Carillion Fleet Management, Prins Alternattech, AEA Technology plc
GreenMotion

ECO-DRIVER CHALLENGE

sponsored by Green Motion

Winner: Jonathan Murray & Greg Archer - The Low Carbon Vehicle Partnership

Commended: Institute of Advanced Motorists, Hillingdon Council

Further information about the winners and runners-up, along with photography, can be found at www.greenfleet.net/awards