



Case Study

E.ON UK plc
Westwood Way
Westwood Business Park
Coventry
West Midlands
CV4 8LG
eon-uk.com

Coventry and Birmingham's CABLED fleet of electric vehicles reduces its transport carbon footprint by a third

- CABLED fleet reduces CO2 emissions by one third and reduced fuel costs by over 70%¹
- Local Driver Edward Jones talks about his experience

Electric car drivers in Coventry and Birmingham, taking part in the CABLED project, have to date reduced their driving CO2 emissions by one third. The CABLED project is the UK's largest public study into low carbon vehicles and is due to complete in the summer of 2012. The results will help shape and support future decisions around low carbon transport and infrastructure planning in the West Midlands and nationwide.

Local CABLED participant Edward Jones has saved around 530 kgs of CO2 and nearly £400 in fuel costs in his first nine months in the trial, allowing him to focus on a less carbon intensive lifestyle.

Edward, said: "I feel it's imperative to be at the forefront of the revolution in low and zero carbon transport. I also wanted to reduce my reliance on diesel at pump prices which are increasing exponentially."

Edward uses his electric car for both social and commuting purposes and has covered almost 5,000 miles in the nine month period. He said: "I find

E.ON Energy Solutions Limited
Registered in
England and Wales
No 3407430
Registered Office:
Westwood Way
Westwood Business Park
Coventry CV4 8LG



the city centre charging points in Birmingham and Coventry handy because of the proximity to facilities and the technology is really easy to use. I even managed a trip from Birmingham to London by having a brief shopping trip in Coventry on the way down!

“If there were more charge points in locations close to facilities where people spend decent amounts of time such as leisure facilities and supermarkets then I would feel more confident about being able to replace my diesel car completely.

“To increase my ‘fuel economy’ I attended a very helpful Energy Saving Trust smarter driving day organised by E.ON. By following the tips, such as easing off the accelerator before junctions and travelling at a steady speed in congestion I learnt how to make fuel economy savings of almost 10%.”

Charles Bradshaw-Smith, Head of E-Mobility R&D at E.ON, said: “We’re proud to help make eco-driving even easier in Birmingham and Coventry and to be part of the CABLED project.

“It’s great to see drivers like Edward making the most of the facilities available to him and sharing his experience with others who want to get energy fit. Results like these show that miles travelled in an electric car saves both carbon and money. As electric vehicle costs reduce, e-mobility will become more compelling still.”

Edward offers his ten top tips for anyone in the West Midlands considering switching to a low carbon vehicle:

1. Think carefully about the kind of journeys that you will do. If you want to be able to do 70mph for 150 miles without a recharge then a hybrid



or electric vehicle with a range-extending engine/generator may be more suitable to your needs.

2. Pick a car which suits most of your practical needs so that you will use the car a lot; you need to do as much of your driving in the electric car as possible to make it economically viable.
3. Don't take the car dealer's word on range. Insist on a test drive over a reasonable distance on the kind of journeys that you will travel and see for yourself. You might be pleasantly surprised.
4. If you do not intend to have a second conventionally-fuelled or hybrid car, investigate the cost of car hire or a local car sharing scheme so that you know the potential costs if you need to go on a longer journey.
5. Consider whether purchasing the vehicle or renting on an unlimited mileage contract will be better than renting it on a fixed mileage contract.
6. If you have Economy 7 electricity, find a car on which you can delay the start of a charge to maximise your savings on fuel costs.
7. Look at smarter ways of driving to improve your fuel economy such as the Smarter Driving Day run by E.ON and the EST.
8. Research the location of public charge points and any available means of finding them. Find out whether your car can locate them and has a system which can be updated as new locations happen. Insist on a real-life demonstration of any promised online systems on a vehicle before you commit.
9. Find out whether your car allows fast charging and whether charge points that you might use have this facility. You may find that you can do a large percentage of charging overnight at home so make sure **it's** worth paying the extra for a fast charging facility.
10. Use the Google maps facility to plan the shortest journey possible; routes can be adjusted more easily than most car navigation systems.

Ends



Notes to editors:

Interviews and photography available

¹ The CABLED fleet has saved 31.4% of CO2 emissions compared to an equivalent Diesel on an urban drive cycle (both on a well to wheels basis). The CABLED fleet fuel economy was 2.68p/mile whilst the equivalent Diesel came in at 10.35p/mile which is an overall cost saving of 74.1%. Original data compiled by Aston University as part of the CABLED project.

About the CABLED consortium

CABLED - short for Coventry and Birmingham Low Emission Demonstrators – is made up of 12 organisations that will develop and demonstrate 110 road-worthy vehicles to be trialled in the two cities over 12 months. The 12 organisations are Arup, Aston University, Birmingham City Council, University of Birmingham, Coventry City Council, Coventry University, Coventry University Enterprises, E.ON, Jaguar Landrover, Mitsubishi Motors, smart and Tata.

CABLED is the largest of eight consortia from across the UK to participate in the Technology Strategy Board's £25 million Ultra Low Carbon Vehicle Demonstrator programme as well as being the first to begin vehicle trials. The aim of the project is to find out how the cars are used - and when they need charging - to get a better idea of the drivers' experience of electrical cars. Regional Development Agency Advantage West Midlands has supported the CABLED consortium from the start and has invested £2.5million in the project, ensuring the Region's participation in the competition

More information can be found at www.cabled.org.uk

The **Technology Strategy Board's Ultra Low Carbon Vehicles Demonstrator programme**, launched in 2009, is the largest demonstrator trial of its kind in Europe. In all, 340 vehicles ranging from high performance vehicles to small city cars and vans have been driven by private and fleet drivers in seven different demonstrator hubs across the UK. The £25m programme is supported by the Government's Office for Low Emission Vehicles. The aim of the trial is to show that ultra low carbon vehicle technology in the UK is at a promising stage of development and that the vehicles are suitable for everyday use so we are well placed to play a competitive role in an emerging global low carbon vehicles market.

E.ON

E.ON is working with CABLED to provide the charging infrastructure for the project's electric vehicles. In addition, E.ON is carrying out work to understand and manage the impact of electric vehicle charging on the distribution network. In addition to the UK activities, numerous initiatives are underway within the E.ON group to enable the commercial use of electric cars in the future. In order to bundle



these activities groupwide and systematically advance their development, E.ON has launched a groupwide E-Mobility initiative.

E.ON is one of the UK's leading power and gas companies - generating electricity, and retailing power and gas - and is part of the E.ON group, one of the world's largest investor-owned power and gas companies.

For more information contact:

Louise Nottage on 02476 181942 or louise.nottage@eonenergy.com