

greentomatocars goes zero emissions in 2012

Submitted by: Synuron

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greentomatocars, London's most innovative private hire company, is electrifying its leading green fleet with two state of the art 100% electric Renault Fluence Z.E. cars. Complementing their existing fleet of more than 200 hybrid and bio-fuelled vehicles, the two electric vehicles (EVs) will make greentomatocars the first private hire company to offer a fully electric solution to its clients.

greentomatocars' introduction of the private hire industry's first zero emission vehicles[1] onto London's streets comes as a boost to the capital as it struggles to meet air quality targets, currently ranking as one of the worst polluted cities in Europe[2].

Co-Founder and Managing Director, Jonny Goldstone, said, "We're delighted to be taking delivery of the industry's first two EVs and already know that our clients will be as impressed by their performance and credentials as we are. In 2011, greentomatocars became the 1st company to offer environmentally friendly alternatives to executive cars and people carriers, by adding biodiesel-fuelled vehicles to our blend of cars. So it's especially pleasing to kick off 2012 with another first by offering our excellent EV service to our most forward-thinking clients".

He added, "We know our customers want to make a consciously green decision when choosing a private hire provider. We've already taken bookings for 40% of our EV capacity with orders from corporate customers for our Zero Emission shuttle services. We fully intend to add more Zero Emission vehicles to our expanding fleet this year."

Andy Heiron, Head of Electric Vehicle Programme, Renault UK commented, "We are delighted to have teamed up with greentomatocars who have consistently provided innovative solutions in London's private hire market. We believe that the Renault Fluence Z.E. is a sleek, comfortable and spacious vehicle well-suited to the requirements of London's demanding clientele. We look forward to working closely with greentomatocars and helping to reduce air pollution in London."

With an official combined NEDC[3] range of 115 miles the Renault Fluence Z.E. will be strategically used for specific shuttle runs and events for greentomatocars' clients, rather than for the full range of journeys that are currently undertaken by the company. Using the vehicles for these purposes, such as between a company's office and the nearest station at the start and end of the working day, maximises the reduction in emissions, and ensures the vehicles stay well within their daily mileage limits.

On the occasion that the cars require a mileage uplift, drivers are able to plug in at many of the public electric charging points available in London, as well as at the offices of some of greentomatocars' clients that have their own charging infrastructure or greentomatocars' own fleet and vehicle servicing facility.

Fluence Z.E. is one of a range of four electric vehicles to be launched by Renault in less than 12 months. The 100% electric line-up includes Kangoo Van Z.E., a commercial vehicle and Twizy, a compact urban 2-seater. The fourth and final vehicle will be Zoe, a stylish five-seat supermini that will go on sale at the end of the year.

With over 200 environmentally-friendly vehicles now on London's roads, greentomatocars has firmly positioned itself as the greenest option for the Capital's private taxi and minicab-users and remains the most forward-thinking private hire service in town.

ENDS

Notes to Editors

[1] Whilst in use.

2<http://sootfreecities.eu/city>

3 The New European Driving Cycle is a driving cycle consisting of four repeated ECE-15 driving cycles and an Extra-Urban driving cycle (EUDC). The NEDC is supposed to represent the typical usage of a car in Europe, and is used, among other things, to assess the emission levels of car engines.

http://en.wikipedia.org/wiki/New_European_Driving_Cycle

About greentomatocars:

greentomatocars is London's original and leading green private hire (quality minicab) service. Established in 2006, the fleet of 220 vehicles consists exclusively of the most viable environmentally-friendly cars on the market.

The company "double offsets" any unavoidable emissions by planting trees and engaging in energy-saving projects, while office and other equipment is procured from environmentally-friendly sources wherever possible.

Prices are in line with, and often lower, than competitors meaning that choosing the green option represents financial as well as environmental best practice.

For general information or to book a greentomatocar:

www.greentomatocars.com

download the free "What's Hot" iPhone Booking App from the iTunes App Store

For a media trial, more information about going zero emissions, images or interviews, please contact:

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[2] <http://sootfreecities.eu/city>