

ECODRIVE

Helping fleets make greener choices





REDUCE COSTS & BENEFIT THE ENVIRONMENT

With environmental issues now high on the agenda for fleets, Lex has teamed up with leading manufacturers to make it easy for you and your drivers to try out a selection of environmentally friendly vehicles. EcoDrive is designed to help our customers assess the real world benefits of hybrid and low CO₂ vehicles with the aim of integrating them into fleets.

On a global basis, CO₂ emissions contribute about 70% of the potential global warming effect of greenhouse gases. Road transport is responsible for over 20% of total UK man-made carbon emissions – equivalent to more than 33 million tonnes of carbon dioxide in 2006. Keeping a modern fleet and integrating more hybrid and low CO₂ vehicles into your fleet can reduce the negative effects of carbon dioxide emissions on the environment, whilst reducing lifetime running costs by thousands of pounds.

EcoDrive lets you and your selected drivers sample hybrid and low CO₂ vehicles in real world conditions for an extended period. Following an initial 48 hour test drive to familiarise yourself with the vehicle and ensure that it is fit for purpose, Lex can liaise with the relevant manufacturer(s) to arrange for an extended testing and evaluation period. During that time, we'll help you to calculate the cost savings compared to conventional cars. After the demonstration period is over, Lex can interpret your data and verbal feedback to provide a detailed report showing how well the vehicle(s) has performed in your fleet.

Lex has already helped customers like the Ministry of Defence and the Scottish Environmental Protection Agency to make their fleets cleaner. Call your Lex Key Account Manager today to find out how you can make a difference to the environment whilst reducing your bottom line costs.

Give your drivers the green experience

Most manufacturers now offer vehicles with emissions below 120g/km, with the range and number of qualifying vehicles set to rise dramatically over the coming months and years. In addition, there is a range of hybrid vehicles now available catering to all market sectors from small family hatchbacks through to large executive saloons and SUVs.

At the time of writing, a small selection of vehicles that qualify under the Lex EcoDrive scheme is listed below:

Qualifying vehicle examples*

- › Volkswagen Polo BlueMotion 1.4 TDi
- › Mini Cooper D
- › Renault Mégane 1.5 dCi
- › BMW 118d
- › Citroën C4 1.6 HDi 16v
- › Honda Civic 1.4 IMA ES (hybrid)
- › Toyota Prius 1.5 VVT-I E-CVT (hybrid)
- › Lexus RX400h E-CVT (hybrid)
- › Lexus GS450h E-CVT (hybrid)

*An up-to-date listing of all qualifying vehicles can be obtained by contacting Lex.





“EcoDrive from Lex offers an attractive and visible commitment to reducing your fleet’s impact on the environment”

How hybrid and low CO₂ vehicles can reduce your fleet costs

- Vastly reduced fuel bills
- Lower benefit-in-kind taxation for employees
- Lower National Insurance contributions for employers
- Exemption from London Congestion Charge for hybrids (as well as many alternatively-fuelled vehicles)
- Improved cash-flow for companies (due to 100% first-year writing-down allowance for vehicles with CO₂ emissions below 120g/km)

For companies wanting to demonstrate their green credentials, EcoDrive from Lex offers an attractive and visible commitment to reducing your fleet’s impact on the environment. It also makes a bold statement in your Corporate Social Responsibility (CSR) policy.

About hybrids

In principle, hybrid technology is very straightforward, with vehicles deriving their power by means of a traditional petrol/diesel engine coupled with an electric motor. At idle and low speeds the electric motor is used, providing quiet and emission-free motoring as well as swift acceleration. At higher speeds, the traditional engine takes over, where it can operate at maximum efficiency.

Hybrid powerplants process a variety of data including speed, engine load and battery condition to determine which power source to employ. In normal circumstances, the electric motor will power the vehicle at low speeds (up to 15mph). If the central computer detects that the batteries are running low or the motor is running out of power (usually at around 15mph) it gently fires up the engine and switches seamlessly between the two – all of which goes unnoticed by the driver.

During deceleration, the energy flow is reversed to send power back to the batteries, recharging them ready for use once the speed falls below 15mph again. The latest generation of hybrids also feature regenerative braking. In normal circumstances, braking dissipates all the initial energy required to make the car move. Regenerative braking recovers some of that wasted energy and channels it back to the batteries for swifter recharging.

The no-compromise alternative

Modern hybrids are a cost-effective and environmentally friendly alternative to traditional petrol and diesel vehicles, with no need to compromise on styling, performance, reliability or overall driving experience.





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