



Department  
for Transport

# PEOPLE, POLICY OR PRODUCT

Dr Bob Moran, Head of Environment Strategy





## The Road to Zero ...

- ▶ Confirms the long term ambition
- ▶ And sets a core 2040 mission

Sets out how we will:

- ▶ Reducing emissions from the vehicles already on our roads, including HGVs
- ▶ Drive uptake of the cleanest new vehicles
- ▶ Put the UK at the forefront of the design and manufacture of zero emission vehicles
- ▶ Host one of the best EV infrastructure networks in the world
- ▶ Support local action



## The Road to Zero

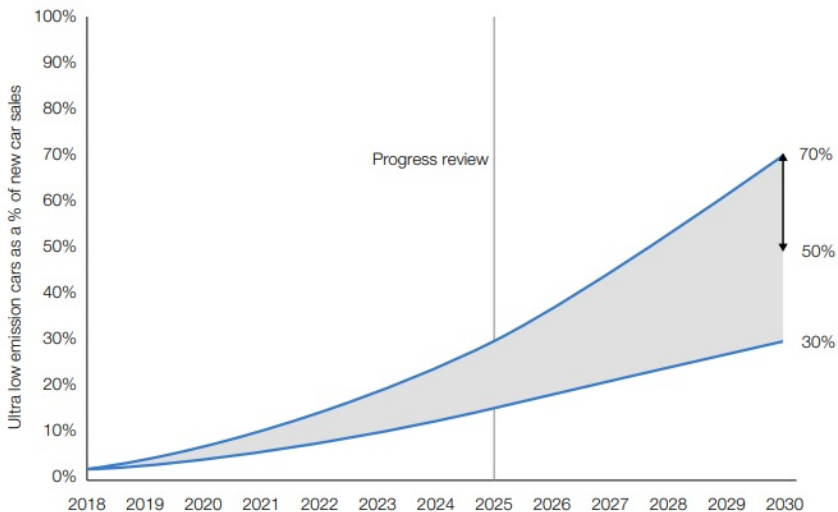
Next steps towards cleaner road  
transport and delivering our  
Industrial Strategy





# POLICY: 2040 mission is central to The Future of Mobility and Clean Growth Industrial Strategy Grand Challenges and core of Road to Zero

- ▶ At least 50%, and as many as 70%, of new car sales and up to 40% of new van sales to be ultra low emission by 2030.
- ▶ We expect this transition to be industry and consumer led, supported by Road to Zero.



Building our #IndustrialStrategy

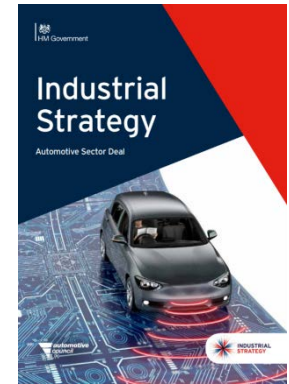


Department for Environment, Food & Rural Affairs | Department for Transport

Improving air quality in the UK: tackling nitrogen dioxide in our towns and cities

Draft UK Air Quality Plan for tackling nitrogen dioxide

May 2017





**PRODUCT:** Technology to deliver our ambitions for cars and vans exists and is being driven today. Today's EVs can cover 98% of UK journeys.

- ▶ As set out in the NO<sub>2</sub> plan we will end the sale of new conventional petrol and diesel cars and vans by 2040.
- ▶ By 2050 we want almost every new car and van to be zero emission.
- ▶ We want to put the UK at the forefront of the design and manufacturing of zero emission vehicles AND to lead the world in associated technologies – including infrastructure and vehicle-to-grid.
- ▶ Adequate vehicle choice and supply of existing models is currently a key constraint on the market.
- ▶ Ensure new houses/offices are EV ready.





## PEOPLE: Provide clear information to consumers about the environmental performance of different fuel and vehicle choices.

- ▶ Continue to offer grants for plug-in cars, vans, trucks, taxis and motorcycles.
- ▶ Launch a new 2018/19 Go Ultra Low campaign and continue our work with industry on consumer communications.
- ▶ Set up a new Road Transport Emissions Advice Group, bringing government, industry and consumer groups together to help ensure clear and consistent consumer messaging and advice on fuel and technology choices.

# Running low on facts? Recharge here.

Got questions about owning an electric car?  
Get the answers at [GoUltraLow.com](http://GoUltraLow.com)  
You can find out how easy it is to charge your car at home, as well as how much you can save by switching from a traditional car. Our journey range calculator can even tell you how far you can travel on a full charge. Any more questions? You know where to go.







## Publication of the Road to Zero is a rallying call ...

- ▶ To speed up efforts to clean up and decarbonise road transport.
- ▶ Keep up our early momentum.
- ▶ Grasp a substantial share of the opportunity - £1trillion pa by 2030.



### The Road to Zero

Next steps towards cleaner road transport and delivering our Industrial Strategy

