



MEDIA INVITATION TO ATTEND:

Low Carbon Vehicle Partnership Annual Conference

'People, Policy or Product – How far can consumers take the drive to zero emissions?'

Thursday 12th July 2018

One Birdcage Walk, Westminster, London.

Themes and elements:

- Government policy and the drive to zero emissions transport
- Electric vehicles; is the revolution shifting gear?
- What role for finance and leasing?
- Future disruption; will we even need to own a vehicle?
- Consumer attitudes; results of AA Populus survey commissioned for the event
- The role of energy networks in the EV transition
- Real time delegate polling, interactive features, networking and exhibitors
- Action-oriented focus
- Promoting cross-sector collaboration

The LowCVP 2018 Annual Conference will address what it's going to take to bring consumers on the zero emission journey. What are the most effective ways to motivate car buyers and 'mobility consumers' to change their choices for the better? How do we capture their imagination and tap into what's important to them?

LowCVP's Managing Director, **Andy Eastlake** said: *"This is an exciting time to be involved in the drive to ultra-low and zero emissions transport. Things are changing fast as big players become more and more engaged and insurgent companies make inroads into key markets.*

"With so much talk about electric vehicles and other ULEVs, automation, connectivity and mobility shifts, joining up our messages and delivering these clearly is critical. The LowCVP Conference will focus on the actions that key players are taking and identify those that need to be taken by other stakeholders while working to ensure that there is effective coordination and cross-sector collaboration."

"I hope to see you on July 12!"



Confirmed speakers include:

- **Keynote: Jesse Norman MP**, Parliamentary Under Secretary of State for the Department for Transport (invited)
 - **Prof Jillian Anable**, Institute of Transport Studies, Leeds University
 - **Greg Archer**, Transport & Environment (T&E)
 - **Dustin Benton**, Green Alliance
 - **Graeme Cooper**, National Grid Electricity Transmission
 - **Andy Eastlake**, Low Carbon Vehicle Partnership
 - **Ted Foster**, EV Experience Centre
 - **Ed Gillespie**, Futerra
 - **Edmund King OBE**, The AA
 - **Sinead Lynch**, Shell UK Ltd
 - **Lorna McAtear**, Royal Mail
 - **Chris Perry**, Maas Global
 - **Martin Reeves**, Lombard Vehicle Solutions
 - **Charlie Simpson and Christoph Domke**, Future of Mobility, KPMG
- Plus other leading speakers**

Notes to Editors:

The LowCVP was established in 2003 and is a public-private partnership working to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK business. Around 200 organisations are engaged from diverse backgrounds including automotive and fuel supply chains, vehicle users, academics, environment groups and others.

The LowCVP Conference 2018 is sponsored by: **Shell** and hosted by the **Institution of Mechanical Engineers**.

The main Conference will run from 10am to 5pm. There will be a **VIP drinks reception** (5-7pm), supported by National Grid, after the Conference, to which registered members of the media will be invited.

FOR PRESS ACCREDITATION PLEASE CONTACT: neil.wallis@lowcvp.org.uk

For further programme details and information go to: www.lowcvp.org.uk/events/conference
or contact: Jimmy Coles, Connect, lowcvp@connectpa.co.uk Tel: 020 7592 9490 Mob: 07980 869927