

## **MEDIA RELEASE**

**14 October 2013**

### **LowCVP launches improved website to enhance member experience, functionality and access**

The Low Carbon Vehicle Partnership (LowCVP), which was established over ten years ago to accelerate the shift to low carbon vehicles and fuels, has launched an improved website with many upgraded features for members and improved functionality and access for all.

The LowCVP website ([lowcvp.org.uk](http://lowcvp.org.uk)) contains a major library of information with nearly 2,000 news stories and over 3,000 reports, presentations and resources, charting progress in tackling climate change in the road transport sector over the last decade.

With a wealth of updated content, the new website provides easier access to the LowCVP's vast store of information and introduces a range of new features including:

- Enhanced and easy-to-navigate LowCVP members' area
- New 'Projects' section providing details of LowCVP activities currently under way
- More multimedia content including video commentaries from leading stakeholders, recorded webinars and other video resources from the LowCVP's YouTube channel
- Greater integration with social media including Twitter, LinkedIn and YouTube
- LowCVP Twitter feed provides live, up-to-the-minute information on the latest policy, industry, technical and other developments
- Information tailored to the preferences of logged-in members
- Improved search functionality powered by Google
- Refreshed design and branding including an updated logo
- Greater visibility for members including display of logos and profiles
- Project sites are incorporated into the main design with better access, content and visibility
- Members map enabling members and others to make connections in their locality

The new website is built with responsive design functionality which means that whatever platform – pc, laptop, smartphone or tablet – the site is viewed through, it will appear in an optimised, easy-to-read and use format.

In addition to the new website, the LowCVP is working on other initiatives designed to enhance the experience and value of being a member of the LowCVP.

Managing Director, Andy Eastlake, said: "The new LowCVP website will provide our members with a more effective and easy-to-use area for networking, information-gathering and planning for Partnership meetings as well as providing more opportunities for them to showcase their products and ideas."

“It will also give visitors to the website more of an insight into what the LowCVP is working on at a project level. This is the first of several initiatives we are taking to enhance the stakeholder experience. We hope and believe that this will encourage more of them to join us in helping to accelerate the shift to low carbon vehicles and create opportunities for low carbon business in the UK.”

**Note:** The website features links to a new on-line Low Carbon Automotive Directory (LCAD) ([www.lowcdirectory.lowcvp.org.uk](http://www.lowcdirectory.lowcvp.org.uk)). LCAD - hosted by the LowCVP on behalf of BIS and UKTI - is a comprehensive resource designed to link businesses and other key stakeholders in the low carbon automotive arena.

Visit [www.lowcvp.org.uk](http://www.lowcvp.org.uk) and experience LowCVP’s new website for yourself!

#### NOTES TO EDITORS

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The new LowCVP website has been created for the LowCVP by Isle Interactive:  
[www.isleinteractive.co.uk](http://www.isleinteractive.co.uk)

#### About LowCVP

The LowCVP is a public-private, not-for-profit partnership that exists to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK businesses. The LowCVP has been – and continues to be - mainly funded by the Department for Transport but with increasing contributions via membership fees and sponsorship/project income. Around 170 organisations are members, from diverse backgrounds including automotive and fuel supply chains, vehicle users, academics and environment/not-for-profit bodies.

The LowCVP’s five working groups focus on the main areas of activity and establish project teams for specific tasks. The Partnership’s strategic direction is determined by a Board of leading stakeholders representing the different stakeholder constituencies. The Members Council oversees the work programme and supports the permanent Secretariat which is headed by the LowCVP Managing Director.

For more information visit: [www.lowcvp.org.uk](http://www.lowcvp.org.uk)