

LowCVP News Release

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LowCVP Conference focuses on enabling transition on the ‘Road to Zero’ AA Populus survey finds that ‘Mr & Mrs mainstream motorist’ are some way from embracing the switch to electric cars

The Low Carbon Vehicle Partnership’s 15th Annual Conference, being held today in Westminster, is focusing on consumers and their role in relation to that of producers and policy makers in driving progress towards the emissions reductions outlined in the ‘Road to Zero’ which was announced by the Government earlier this week

A survey by AA Populus (of over 10,000 drivers), commissioned for the event, found that over 70% of respondents would consider buying an electric vehicle, leaving nearly 30% who said they will never buy one. The ‘Road to Zero’ includes a target for the complete phase-out of conventional petrol and diesel cars by 2040 and for 50-70% of cars to be ultra-low emission (below 50g/CO₂ per km) by 2030, but many groups are calling for this target to be brought forward.

AA Populus found that the key barriers to EV uptake are purchase price and the availability of public charging points. Uncertainty about aspects of the technology: vehicle range, the availability and accessibility of charging points, battery durability and service and repair infrastructure were also found to be of considerable concern.

Edmund King, AA President, presenting the results at the LowCVP Conference said: “In order to meet the Government’s Road to Zero targets a concerted effort is required to demonstrate the benefits of EVs and dispel some of the myths. The range, charging speed and charging point infrastructure are all on the increase. There needs to be a more concerted effort by us all to sell the benefits of electric vehicles to consumers.”

The LowCVP, a 200-member multi-stakeholder partnership is working to accelerate the shift to low emission vehicles and fuels. Funded by government and industry, the Partnership – which was responsible for the introduction of the colour-coded fuel economy label for new cars - is focusing on addressing barriers to consumer uptake based on uncertainty and misconceptions.

The Partnership has, for example, been working to convene the Road Transport Emissions Advice Group (RTEAG) which is bringing government, industry and consumer groups together to ensure clear and consistent consumer messaging and advice on fuel and technology choices, including in relation to the definition of a ‘ULEV’, the new WLTP tests and vehicle/fuel labelling.

LowCVP’s Managing Director, **Andy Eastlake**, said: “The LowCVP is tackling the ‘People, Product, Policy’ conundrum (the Conference headline theme) on a range of fronts, aligned with the key Government strategy recently launched.

“Not only are we working to address misconceptions on the part of consumers which may act as a barrier to clean vehicle uptake, but we’re also working to tackle the blockages either real or perceived, in terms of policy and product availability and performance.

“For example, as an increasing number of new cars are leased rather than purchased, we’re working with the finance and leasing community to work out how they can accelerate progress on this agenda.

“We’re also bringing government, energy companies, vehicle makers and other key stakeholders together through the EV Energy Task Force (EVET) which will help ensure the energy system can cope with – and benefit from – the large-scale transition to electric vehicles.

“The LowCVP is also leading work on the communication and labelling of cars, both new and used, to help drivers choose the best technology for both their journeys and their wallets.”

The ‘Road to Zero’ strategy clearly acknowledges that Government must collaborate with all stakeholders in this space. Transport Secretary **Chris Grayling**¹ said: “Government cannot deliver these ambitions alone. At the heart of this strategy is a commitment to work in partnership with industry, businesses, academia, environmental groups, devolved administrations, local government, consumers and international partners.”

Commenting further on the strategy, the LowCVP’s Managing Director, **Andy Eastlake**, said: “There’s every reason to believe that the ‘Road to Zero’ objectives can not only be delivered, but significantly surpassed.

“This revolution in mobility and in the technologies and energy we use to get us around can only be achieved if people – government, businesses and householders - work together and pull in the same direction. The strategy helps by focusing us all on where we need to get to and, importantly, also includes some interim steps.

“The LowCVP’s great strength lies in being able to help bring this all together and create the consensus for success.”

[PICTURES FROM THE LOWCVP 2018 ANNUAL CONFERENCE ARE AVAILABLE HERE.](#)

NOTES TO EDITORS

The LowCVP (www.lowcvp.org.uk), which was established in 2003, is a public-private partnership that exists to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK businesses. Nearly 200 organisations are engaged from diverse backgrounds, including automotive and fuel supply chains, government, vehicle users, academics, environment groups and others.

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¹ Foreword to ‘Road to Zero’ Strategy, July 2018