

MOTORISTS TARGETED: company promotes alternative fuel on website



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GREEN DRIVE:

Greenfuel director Noel Lock urges motorists to switch to LPG fuel.

PICTURE: Lloyd Ellington

Bid to turn cars green

A NEW green company in Bath is hoping to persuade motorists to convert their petrol-guzzling cars to alternative fuels.

The Greenfuel Company has launched a website to advise people how to convert their cars to liquefied petroleum gas (LPG), how much it will cost and how much they will save on future fuel bills.

Greenfuel director Noel Lock said, although the LPG market in the UK had grown in recent years, it was still a long way behind countries such as Italy and Japan.

"It's very difficult to get your car converted and a lot of people don't know about LPG. There are a great

By Hywel Lloyd

deal of different standards in terms of the quality of the conversions," he said.

"We thought the only way to get more people interested is to make it as easy as possible to find out about it, so we have tried to make the information very readily accessible through the website.

"Our website will ask for basic information about you and tell you what the story is as far as your car is concerned.

"That includes whether you can get a grant, where you can get your car converted, how much it will cost, and how much you will save."

Greenfuel, which was launched earlier this year at the Carpenter House Innovation Centre in Bath, has set itself up as a customer-focused company and provides the best options for anyone wanting to convert their car.

"Many companies, especially the large oil companies, have realised the huge potential of autogas," said Mr Lock.

"But at the moment those organisations that have set up as specialist installers of conversion equipment tend to focus on the mechanics of converting the car rather than converting the drivers first.

"Our focus is on the drivers and to do this we needed to make all the information associated with conver-

sion as easily available as possible."

The website was designed by Bristol-based company Nameless UK.

Managing director Jaya Chakrabarti said: "Our challenge was to funnel the many complex databases, environmental information and the latest Government grant and exemption schemes into one simple information-gathering exercise for a website visitor looking to convert their car or van.

"Its ability to provide an instant quote, recommending the most appropriate system and the savings based on annual mileage, makes it particularly attractive to individuals as well as those responsible for company car fleets."

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