

## Brighton to London - the low fuel way

November 6<sup>th</sup> 2010

The Global Fuel Economy Initiative has taken part in the Brighton to London 'Future Car Challenge', entering two cars on the 60 mile event which aimed to showcase the performance of low energy impact vehicles.

In total, 63 vehicles were put to the test at the inaugural RAC Future Car Challenge on November 9th, in which participants were asked to use the lowest amount of energy possible. The two cars entered by the GFEI were the Toyota Prius and the BMW 320d, with the latter winning its category for most efficient use of fuel by an internal combustion engine passenger car.



FIA Foundation Director General David Ward drove the winning BMW, accompanied by BBC Business Features Editor Jorn Madslie and co-driver Avi Silverman. Driving the Toyota Prius was FIA Foundation Trustee Tim Keown with Director of Environment Sheila Watson as co-driver.

A range of on-road, concept and development vehicles were entered including: the Gordon Murray T.25 City Car, the Tesla Roadster, Tata's Indica Vista Electric and the 'Nemesis' developed by wind power entrepreneur Dale Vince. Other entries were from VW, Skoda, Mercedes, Vauxhall, MG, Mitsubishi and Ford.

The route was the reverse of the London to Brighton Veteran Car Run, which took place the following day. Drivers were given advice on fuel efficient driving including keeping acceleration to a minimum, gentle braking and low use of the car's electrics.

Commenting on winning the award and taking part in the Challenge as a whole, FIA Foundation Director General David Ward said:

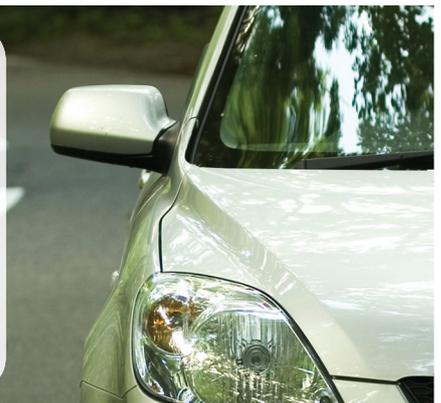
"Our car was an example of what can be done using today's technology. It was a highly fuel efficient run, with just a conventional internal combustion engine. I was particularly impressed with the 'stop start' feature which allowed us to save fuel when we were kept stationary in heavy traffic just outside London.

"Through the GFEI, we are working to make huge improvements in the fuel economy of all cars globally. While the Future Car Challenge has been a great opportunity to communicate the importance of fuel economy to the public, it's also been a valuable demonstration of the environmental performance of these cars in real-life conditions on the road."

Watch the film on [www.globalfueleconomy.org](http://www.globalfueleconomy.org)



The Global Fuel Economy Initiative believes that huge gains could be made in fuel economy which could help every country to address the pressing issues of climate change, energy security and sustainable mobility. We will continue to raise awareness, present evidence, and offer support, in a way which enables those countries to adopt effective fuel economy standards and policies which work in their circumstances and with their fleet.



## African Motoring Clubs sign up to support GFEI

October 14<sup>th</sup> 2010

In October, Maputo, Mozambique played host to the Annual Congress of FIA's African Motoring Clubs. Delegates from Kenya, Uganda, Tanzania, South Africa, Mozambique and Botswana, heard expert presentations about the mobility, pollution and energy security issues facing their countries, and the wider continent, as well as the specific environmental challenges which are likely to arise from the expansion of the fleet which they face.

From the Mozambique Government, Vice Minister of Transport Dra. Manuela Ribeiro gave an opening address to the conference and pledged her country's



support to the '50 by 50' Global Fuel Economy Initiative.

The conclusion of the meeting saw a commitment by all of the delegates to a new FIA ACTA Declaration of Support for the GFEI.

Speaking after the meeting, Sheila Watson, Executive Secretary of the GFEI said "it was great to take the GFEI to the heart of sub-Saharan Africa, and to share it with such important guests. We at GFEI are particularly excited at the Declaration, and look forward to working with these African Clubs in their own countries in the future."

### WORKING PAPERS

In the first of a new series of working papers launched at the Fifth regional EST Forum in Bangkok in November, the GFEI and CAI Asia consider the place of fuel economy in the ASEAN region. The report concludes that much more needs to be done to drive this issue forward in the region.

Other papers in the series are:

**Working Paper # 2**  
Mexican Climate Change Mitigation Workshop Report

**Working Paper # 3**  
Central and Eastern Europe Workshop Report

## Global Fuel Economy Initiative - Transport and Environment Report Launch

**Toward 50by50:  
An Assessment of Prospects and Progress**  
By George Eads

**Tuesday January 25th 2011 7.30 - 9.30am**  
Independence Room, Lobby Level,  
Hilton Hotel, Washington DC

No-one doubts that the growth in the global car fleet to 2010 will have a massive impact on the planet. From road safety to pollution, congestion to CO<sub>2</sub>, a projected tripling of the car fleet to 2050, 80%+ of that in the developing world, poses real challenges.

A move across the global fleet towards far better fuel economy at a scale which is already technically achievable, could save over 6 billion barrels of oil per year by 2050, and close to half of CO<sub>2</sub> emissions from cars - '50 by 50' - as well as generate significant local

air pollution benefits and all using existing, cost-effective technologies.

Join us on January 25th 2011 when we will present the findings of a key piece of research into the current state of fuel economy across the globe. This study - conducted by George Eads of Charles River Associates, Washington - examines two key questions. First, is the 50by50 challenge a realistic one? Secondly, are we on target to achieve it? The conclusions will be publically presented for the first time at this meeting.



- 7.30** Registration and breakfast
- 8.00** Welcome: Robert E. Skinner, Jr., Executive Director, TRB
- 8.05** Introduction to the GFEI: David Ward, Director General, FIA Foundation
- 8.15** The GFEI report: George Eads, Charles River Associates
- 8.30** Questions and Discussion
- 9.30** Close

For more details please contact the GFEI Secretariat.

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## UK Transport Minister learns about 50by50 at Low Carbon conference

July 22<sup>nd</sup> 2010

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Norman Baker MP, the UK Parliamentary Under Secretary of State for Transport, was briefed on the 50by50 campaign at the annual Low Carbon Vehicle Partnership (LowCVP) conference in July.

Experts in the field of low carbon vehicle technologies were meeting at the Twickenham Rugby Stadium for the LowCVP meeting – ‘Moving to a Low Carbon Future’.

In his speech to the conference, Norman Baker began by emphasizing the important role which mobility plays. He emphasised that ‘the enemy is not the car, the enemy is the carbon’, before going on to outline the new UK coalition Government’s plans to support a greener car

industry in the context of substantial cut-backs in public spending.

The Minister did not confirm whether the previous Government’s £5,000 subsidy for each electric vehicle purchase would continue (since confirmed), reinforcing the view that it is not yet clear which technology would dominate as more and more technological solutions to the carbon impact of driving are developed. He then found time to visit the ‘50by50’ stall in the Conference’s exhibition, and to hear more about the work which the Global Fuel Economy Initiative (GFEI) is doing to promote fuel economy globally.

Amongst many others presenting their thoughts and ideas on the future of mobility were Lew Fulton of the IEA which is a partner of the FIA Foundation on the GFEI, and Drew Kodjak of ICCT and a member of the GFEI’s Advisory Board. The two focused on likely future energy scenarios, and current global activities to curb emissions, respectively.

Lew Fulton, who called for ‘a revolution in technology and behaviour’, laid out some startling facts about the scale of the challenge facing the transport sector as it grows to become the biggest global emitter by 2050. Addressing the issue of fuel efficiency, he predicted that with trillions of dollars being spent on cars globally by 2050, the small additional costs which might be incurred to improve their efficiency would be marginal, compared



to the huge gains which they could bring in terms of reduced CO<sub>2</sub>.

Speaking after the meeting, Sheila Watson, Executive Secretary of the GFEI said:

“It is important that we have as much clarity as possible from Governments all around the world on the future of green mobility at this crucial moment.

We really do not have any time to lose in addressing the issue, and we need global leaders who can show others across the world how important it is to act now to improve fuel economy and to promote new technologies. That is why we in the GFEI are continuing with our busy programme of work promoting the issue of fuel economy globally, and in particular helping countries to develop effective fuel economy policies.”

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## Australian Green Zone Drive hailed a success

October 26<sup>th</sup> 2010

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The world-first Green Zone Drive held in Australia in early October, and sponsored by the GFEI, has been hailed as an overwhelming success by organisers.

Far in excess of 1,000 test-drives of low emission vehicles were completed during the unique, inaugural public awareness event, which took place in the Docklands precinct of Melbourne.

The aim was to offer motorists a hands-on opportunity to sample a wide array of vehicles and technologies, all of which were existing, ready-to-purchase low emission solutions to their mobility needs.

The full range of showroom-ready low emission technologies was on offer, from high efficiency petrol and high torque diesel, through to petrol-electric hybrids and full electric vehicles. Much of the event’s success lay in drawing attention to the practicality and availability of low emission vehicles and the contribution they can make to lowering emissions and reducing fuel costs.

The 21 test vehicles from 10 manufacturers covered a total of 3,720km during the seven day public trial. Emissions from the test were fully offset.

The Victorian Transport Minister, The Hon. Tim Pallas M.P. formally opened the event on 1st October. He was introduced by John Isaac, President and Chairman of the Board of the RACV.

Other partners in the event were the RACV, the Victorian Government, the Australian Conservation Foundation, and Greenwheels; the joint initiative of Future Climate Australia, RACV and EPA Victoria, which provides an online guide to low emission passenger vehicles sold in Australia ([www.greenwheels.com.au](http://www.greenwheels.com.au)).



“We hope the Green Zone Drive event in Melbourne has prompted more car buyers to seriously consider specifying a low-emission vehicle for their next new car,” said Henry O’Clery, Director of the Low Emission Vehicle Automotive Partnership, and organiser of the Green Zone Drive event in Melbourne. “In this way we will be making a meaningful contribution to the reduction in CO<sub>2</sub> emissions.”

## Who are the partners?

The Global Fuel Economy Initiative (GFEI) is a partnership of four organizations – IEA, ITF, UNEP and FIA Foundation – which seeks to promote the potential of a substantial but attainable improvement in vehicle fuel economy as a contribution to the debates on how we might address climate change, energy security and more sustainable mobility on a global basis.



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## Support our campaign

### Global action needed now to promote greater fuel efficiency

We face a massive challenge to address the issue of man-made climate change, and in particular, the role which transport plays within that. With a global car fleet predicted to triple by 2050 - over 80% of that in the developing world - and now, with a global economy facing huge difficulties, we have to find a way to reconcile legitimate aspirations for mobility, an ambitious reduction in CO2 from cars worldwide, and global economic recovery.

We believe that a move across the global fleet towards far better fuel economy at a scale which is already technically achievable, could save over 6 billion barrels of oil per year by 2050, and close to half of CO2 emissions from cars, as well as generate significant local air pollution benefits - and all using existing, cost-effective technologies. This is simply too good to ignore.

We want to:

- promote further research, discussion and action to improve fuel economy worldwide
- work with Governments in developing policies to encourage fuel economy improvement for vehicles produced or sold in their countries
- support regional awareness initiatives that provide consumers and decision makers with the information they need to make informed choices.

Join our campaign at [www.50by50campaign.org](http://www.50by50campaign.org)

## Who are the secretariat?



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## Upcoming GFEI events

**9-11 November 2010, Singapore**  
BAQ 2010 Conference

**25 January 2011, Washington DC (during TRB)**  
Global Fuel Economy - Transport and Environment  
Report Launch

**18-22 May 2011, Berlin, Germany**  
The 11th edition of Challenge Bibendum

## Contact us

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