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## GOING GREENER WITH GOINGREEN

GoinGreen, the pioneering retailer of the Reva G-Wiz electric car is building on its successful launch of the G-Wiz in London by expanding the range of products it sells to include other environmentally friendly vehicles. Customers will now be able to go to GoinGreen for the smart LPG fortwo and forfour, the Toyota Plug-in Prius, the Mega range of compact electric vans and trucks and LPG and electric scooters. The G-Wiz was launched in May 2004 and with over 400 already on London's roads, with more on order, the company is on target to achieve sales of 500 in London by the end of April, making the G-Wiz the best-selling electric car to date.

Keith Johnston, managing director of GoinGreen says: 'The G-Wiz is a great city runaround, with fantastic benefits, both environmentally and financially. Our aim is to provide green transport solutions to a range of private, business and fleet buyers, and for GoinGreen to become Europe's premier zero and low emission vehicle retailer '.

Exclusive to GoinGreen is the Toyota Plug-in Prius, an award-winning conversion of the standard hybrid car developed by an Anglo-American collaborative, which launches in April. It offers up to 130mpg, more than two-and-a-half times that of the hybrid Prius, up to 30 miles in electric, emission-free mode (30 times more than the standard Prius), does close to 1,000 miles on a single tank of fuel and has a top speed of 115 mph. Simply plugging it into a standard electric socket charges the car and if the car isn't charged, it reverts to standard hybrid mode. GoinGreen will be running an early-adopter programme from April, where a limited number of hand-built conversions will be available to private individuals in return for access to the road data the car generates. The commercially produced conversions will be available from September 2006.

The ultra compact range of Mega electric commercial vehicles are perfect for small businesses, especially in London, where they benefit from the same concessions as the G-Wiz such as exemption from the London Congestion Charge and free parking in Westminster and the City. Available as a van, truck or pick-up, the Mega has the lowest total cost of ownership and has an eight-hour duty cycle capable of working a shift without recharging.

Also new to GoinGreen is the smart LPG range, an ideal car for city and inter-city driving. The conversion offers dual fuel capability - LPG (Liquid Petroleum Gas) is less than half the price of petrol and particulate emissions are 90% lower and CO2 emissions are approximately 20% to 40% lower than for other similar size cars.



GoinGreen sells new and second hand smart LPG for two (2 seater, 84mph, 60mpg combined cycle) and for four (4 seater, 103mph, 60mpg combined cycle) in the pulse, pure and passion models and also offers the LPG conversion of customers' existing smart for two and for four cars to dual-fuel. The cost of the conversion is quickly recovered from savings on the cheaper fuel and, if driven in London, exemption from the £8 Congestion Charge.

Electric scooters are emission-free and deliver the equivalent of 1,000 mpg and GoinGreen will have a selection to choose from. For a little more power and range, there is the new Vialli LPG scooter, which is a very cost-effective mode of transport that also cuts down on particulate and CO<sub>2</sub> emissions. Both offer exceptional value for money and clean, low carbon transport.

GoinGreen sells direct to the customer via its website [www.goingreen.co.uk](http://www.goingreen.co.uk). There are no dealers, no showrooms, no advertising and no brochures and the savings are passed on to the customer. Test drives are bookable on-line and the company provides a full after-sales service via their team of mobile engineers. All CO<sub>2</sub> produced by GoinGreen in its operations is off-set and a small 'climate levy' is added to every vehicle sold.