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VOLVO AT THE ENVIRONMENTALLY FRIENDLY VEHICLE CONFERENCE

During a speech at The Environmentally Friendly Vehicle Conference in Birmingham on 11th November, Gerry Keaney, Volvo Car Corporation's senior vice president of sales, marketing and service, stated that:

- The key issue for controlling and reducing CO2 emissions is the need to overcome the many political, economic, social and behavioural barriers - as well as an under-developed infrastructure and low demand.
- Volvo Cars believes that the introduction of the European Biofuel directive is essential in order to introduce alternative fuels on a wider scale and welcomes the Renewable Transport Fuels Obligation in the UK announced by Alistair Darling at the EFV conference yesterday.
- Incentives and tax deductions are necessary to kick start the market for low emissions vehicles - eg. Sweden offers up to a 40 per cent tax deduction on company cars powered by alternative fuels and powertrains.
- A co-ordinated approach by all stakeholders is essential to make environmentally friendly cars successful - eg. 'Biogas Cities' project in Sweden.
- Volvo has had a range of Bi-Fuel cars for 10 years, but lack of co-operation and infrastructure has made market growth a constant uphill struggle.
- Only one percent of Volvo Bi-Fuel customers claim the environment as their main reason for buying, while more than 85 per cent base their choice on economy (fuel costs).
- To boost the demand for alternative fuels environmental cars must be cool and desirable to consumers - eg, Volvo's 3CC sustainable mobility concept car.



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