



BRIGHTON
to LONDONTM
05.06.07

Revolve Global Ltd
101 Hornsey Lane
London N6 5LW
+44 7711 994 160
info@revolve.ws
www.revolve.ws

PRESS RELEASE 23.05

The Prince of Wales to Launch Revolve Eco Car Events during London Sustainability Weeks

As a lead up to the UK's first ever eco-car rally on World Environment Day, HRH The Prince of Wales will lend his support at a pre-rally launch demonstrating some of the cars involved on Monday 4 June at Hampton Court Palace. This event will give a preview of the vehicles in action at the rally, and allow The Prince to show his personal support for technological solutions that will move us towards zero emissions and sustainable motoring.

The following day Revolve, an organisation which champions sustainable transport, will stage the Brighton-to-London Eco Car Rally on World Environment Day, Tuesday, 5 June 2007. The event will allow many of the major car-manufacturers, a number of innovative small businesses and key UK public-bodies to share their vision for sustainable transport.

Revolve founder, Steven Glaser, says "Revolve's mission is to promote and encourage the take up of sustainable transport technologies. We aim to demonstrate that solutions for a sustainable future are being sought, and to reclaim the positive aspects of personal mobility."

The events will showcase a range of vehicles – from scooters to vans to limousines – that use potential future fuels and technologies such as hydrogen fuel cells, hydrogen ICE*, hybrids/batteries and biofuels. The events will also promote car-sharing, through WhizzGo's chauffeuring of our celebrities and dignitaries in their hybrid and LPG vehicles.

Quentin Willson, TV personality and motoring journalist, will launch the rally in Brighton. There will be a pit-stop en route in central Croydon where the Minister for Science and Innovation, Malcolm Wicks MP, will lead a public address. The finish line is Trafalgar Square, where the vehicles will be formally welcomed into the city by London's Deputy Mayor Nicky Gavron.

Nicky Gavron said: "The Brighton to London eco car rally is a great way to showcase the vehicles of the future. As the Chair of the London Hydrogen Partnership I want to demonstrate that new vehicles using alternative fuels and new technologies can offer the potential for lower carbon emissions and help to prevent runaway climate change.

"While these vehicles are being developed, you can still make choices to reduce your carbon emissions - I would urge Londoners when they next change their car, to choose the most fuel efficient car they can. CO2 emissions from road transport would fall by as much as 30 per cent if people simply bought the most fuel-efficient version of the car they want."

Throughout the day at Trafalgar Square there will be prototype vehicles on display for the public to see, eco-driving demonstrations and video clips of the rally vehicles and other shorts.

Many of the vehicles will be on public display at the Science Museum for a week from Sunday, 3 June.

* - internal combustion engine

--- END ---

Notes to Editors

Rally Participants include:

- BMW
- Ford
- General Motors/Vauxhall/Opel
- G-Wiz (GoinGreen)
- Honda
- Intelligent Energy
- Microcab
- Modec
- Nice Car Company
- Ricardo (modified Citroen)
- Saab
- Vectrix
- Volkswagen [to be confirmed]

Confirmed Celebrities/Dignitaries:

- HRH Prince Charles (June 4)
- Malcolm Wicks MP
- Chris Grayling MP
- Jenny Jones MP
- Julia Goldsworthy MP
- Quentin Willson (both days)
- Stirling Moss (both days)
- Lisa Rogers
- Robert Llewelyn

For more information see: http://www.revolve.ws/downloads/EcoRally_Vehicle_Facts.doc

Event Partners/Sponsors include:

- Transport for London
- Greater London Authority
- London Hydrogen Partnership
- Institution of Mechanical Engineers
- Linde
- GreenFleet/PSE
- ISIS/Science & Technology Facilities Council
- Westminster City Council
- Croydon Council
- Croydon BID
- Brighton & Hove Council
- WhizzGo
- Ricardo
- Love London (London 21 Sustainability Network)

The public will be able to get close to the vehicles on 5 June from 10am to 11am at the start line on Madeira Drive, Brighton, then from 12:30 to 2:00pm at the Croydon pit-stop in North End, and from 3:30pm to around 6pm in Trafalgar Square. A big LED screen will be erected in Trafalgar Square to display the progress of the rally, as well as broadcasting a selection of eco-driving films and clips of the vehicles in action.

Media accreditation for the pre-rally event at Hampton Court Palace:

All press or media wishing to report on the Hampton Court event involving The Prince of Wales must apply for a pass through Clarence House. A Royal Rota Pool system will be operated in the normal way, allowing media to access pooled footage of the event.

For more information contact:-

Ben Overlander, Press Officer to TRH The Prince of Wales and The Duchess of Cornwall.

Phone: 020 7024 5510, Email ben.overlander@royal.gsx.gov.uk. www.princeofwales.gov.uk .

For further information on the 2007 Eco-Car Rally please see the Revolve website and blog at <http://www.revolve.ws>

For further information on World Environment Day please go to the UN website at <http://www.unep.org/wed>

For further information on London Sustainability Weeks please go to Love London's website at <http://lovelondon.london21.org>

For further information on go to the exhibiton at the Science Museum please visit their website at <http://www.sciencemuseum.org.uk>

Media Contacts

Revolve - Steven Glaser, steveng@revolve.ws, +44 (0) 771199 4160

Transport for London - Stephen Taylor, stephentaylor@tfl.gov.uk, 020 7126 4377

Greater London Authority - Nicola Dillon, nicola.dillon@london.gov.uk, 020 7983 4755

London Hydrogen Partnership - Zoe Jennings, Zoe.Jennings@london.gov.uk, 020 7983 4727

IMechE - Rita Congera, R_Congera@imeche.org, 020 7304 6877 or 07730 644 134

Linde - Carolyn Diehl, carolyn.diehl@linde.com, +49 89 35757 1324

GreenFleet/PSE – Jason Devoto, jason@pse-events.co.uk, 020 8532 0055

ISIS, Science & Technology Facilities Council - Martyn Bull, m.j.bull@rl.ac.uk, 07909 536 983

London 21, Christopher Harris, christopher@lovelondon.org.uk, 020 8968 4601

WhizzGo - Rossana Tich, rossana@rossanatich.co.uk, 020 8985 8935 or
Celine Gallerne, Celine.Gallerne@WhizzGo.co.uk, 0870 446 6000.

Ricardo - James Harrington, james.harrington@ricardo.com, 01273 455 611 or 07771 764 717

Westminster City Council - Oliver Finegold, ofinegold@westminster.gov.uk, 020 7641 2259 or
Charles Begley, cbegley@westminster.gov.uk, 020 7641 2259

Croydon Council - Richard Gibbs, Richard.Gibbs@croydon.gov.uk, 020 8760 5644

Croydon Town Centre BID - Georgina Dawkins, georgina.dawkins@croydonbid.com, 020 8686 2233

Brighton & Hove Council - Alan Stone, Alan.Stone@brighton-hove.gov.uk, 01273 291 034

Science Museum - Gaetan Lee, Gaetan.lee@sciencemuseum.org.uk, 07818 061 629

Reg. No. 05883023

VAT Reg. 899 1222 87

our partners

