

# Ashwoods Automotive Ltd



# Ashwoods Automotive Overview

- Fastest growing Cleantech company in Europe
- LPG heritage – Largest Supplier of LPG Vans to the London Market
- Quick to see market shift towards hybrid and electric Vans
- Invested heavily in the development of hybrid technology
- UK's largest supplier of hybrid vans
- Continually working on new and more efficient ways of reducing CO2



# Recent Highlights

- Sole supplier of over 130 Hybrid Vans to LCVPP, run by Cenex.
- Approved Hybrid van supplier through Transport Scotland's LCVPS
- Awarded £1.8 million Technology Strategy Board (TSB) grant to advance the development of hybrid and electric drive systems
- Sold US license for development and distribution
- Winner of 2010 Technology in Van Fleet World Honours
- Winner of Shell Springboard 2011
- Fastest growing Cleantech company in Europe

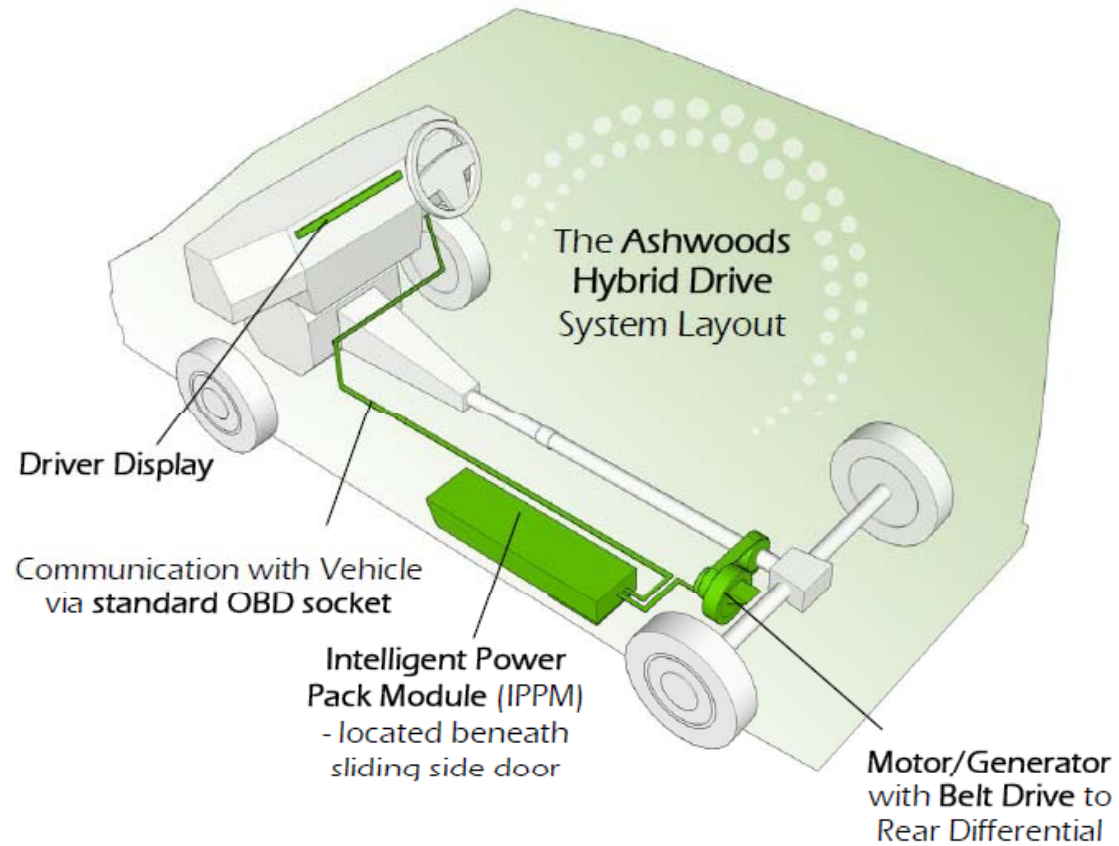
Technology Strategy Board  
Driving Innovation

LCVPP

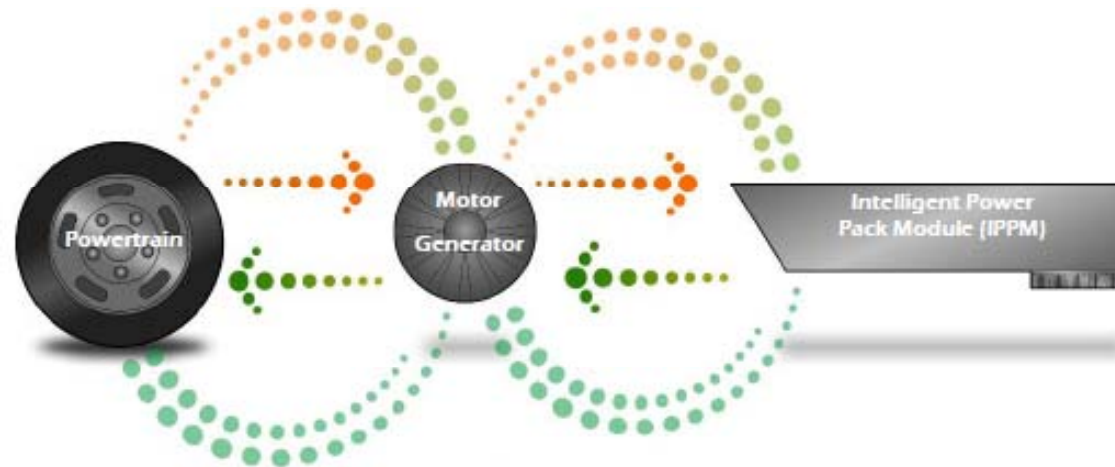


Ash Woods  
THE HYBRID PEOPLE

# Ashwoods Hybrid Transit



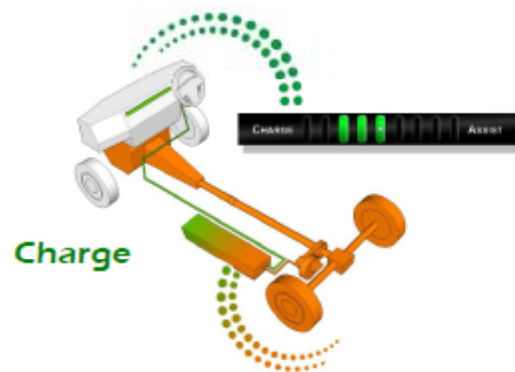
## How does it work?



- Charge - The Hybrid Drive captures energy normally wasted during braking and deceleration.
- Assist - The Hybrid Drive uses the stored energy to assist the vehicle during acceleration .

# What is the Driver Experience?

- Looks like, feels like and drives like a regular diesel Ford Transit
- The vehicle is fitted with a Driver Display on the dashboard for system feedback



# Why Ashwoods hybrid Vans?

- We cannot switch to All-Electric vehicles overnight
- Commercial Vehicle Market will be a slower adopter than Passenger Vehicle Market
- When it comes to commercial vehicles we are aware the operational functionality and vehicle reliability are paramount
- Hybrid vans provide an necessary stepping stone towards full electrification
- Hybrid vans are the solution for today's commercial vehicle fleets



# Ashwoods Technology Selling Points

- **No** range limitations
- **No** infrastructure or charging requirements
- **No** residual value risks
- **No** warranty uncertainty
- **No** risk or change to fleet operational performance
- **No** downtime
- **No** excessive cost
- **No** more excessive fuel bills. 15% to 25% fuel and co2 savings





# Evidence of acceptability of Hybrid Vans

Ashwoods vehicles make up over 65% of all vehicles supplied to the Low Carbon Vehicles Procurement Programme (LCVPP) run by Cenex.

LCVPP



*Department for*  
**Transport**



# Transport Scotland's LCV PSS

- Approved supplier of low carbon vehicles to Transport Scotland
- First vehicles under the programme delivered in December 2010.
- Lead times from 4 – 16 weeks (dependant on specification)
- Average cost differential between a standard van and the hybrid van is under £12,000
- Vehicles can be supplied through your normal route but acquired through Ashwoods



# Ashwoods EcoDrive

The EcoDriveTransit is Ashwoods' low cost low carbon entry level product



# EcoDrive Functionality

- Communicates with the driver through both sight and sound
- Real time and long term performance feedback to the driver
- Improves driving style and fuel efficiency
- Simple and user friendly monthly reporting to the Fleet Manager
- EcoDrive leads to lower fuel bills, lower maintenance bills, better drivers and well informed Fleet managers



# Some of Ashwoods low co2 technology Customers



## What our Customers say.

*"Just some quick feed back concerning our new Ashwood's hybrid transits. Usually, local authority drivers are very sceptical about new Eco Friendly technology adapted for their vehicles. Saying that, 100 % of the feed back we have received has been very positive and all drivers are very impressed with performance and economy".*

*Alan Dewhirst - Senior Fleet and Transport Officer*

*Liverpool City Council*

One of many testimonials that can be found at [www.ashwoods.org](http://www.ashwoods.org)



Any Questions.....?

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