

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

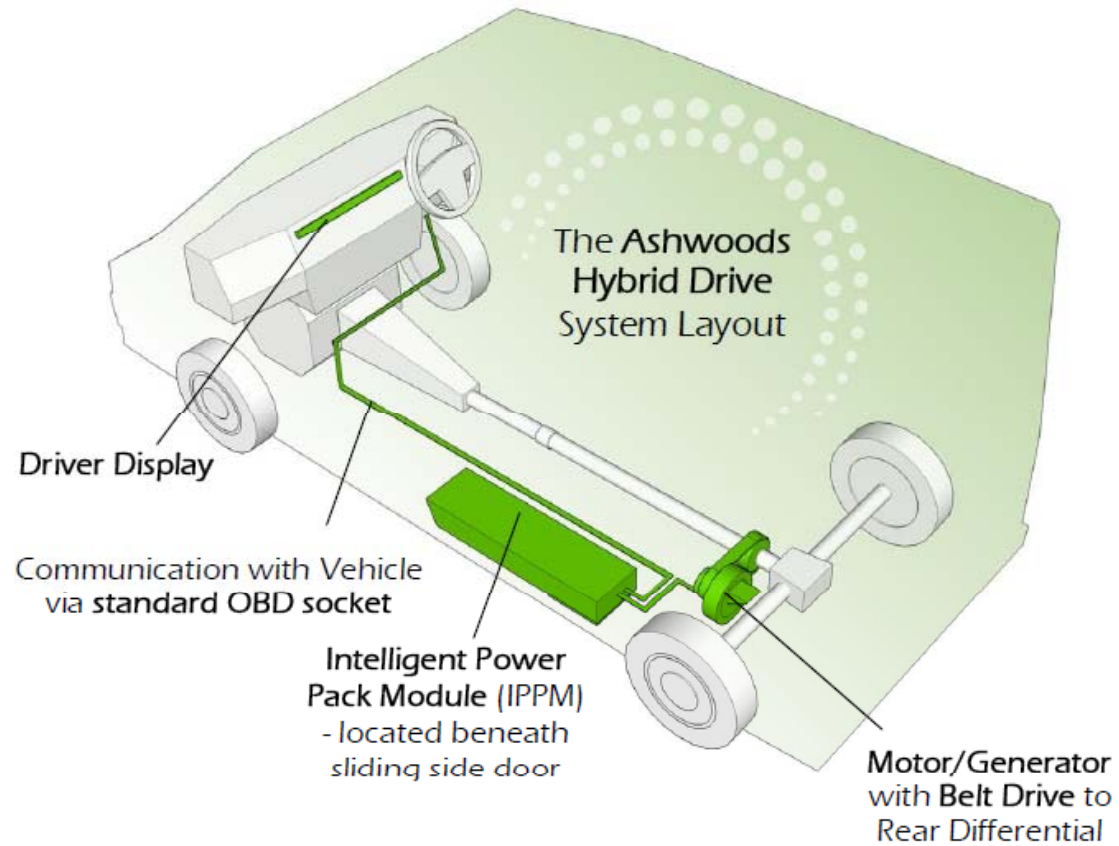
Technology Strategy Board
Driving Innovation

LCVPP

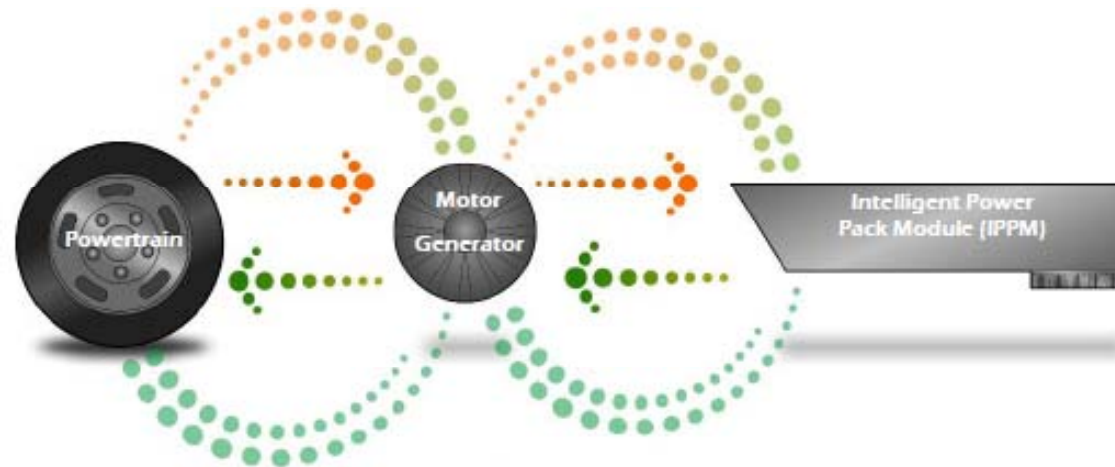


Ash Woods
THE HYBRID PEOPLE

Ashwoods Hybrid Transit



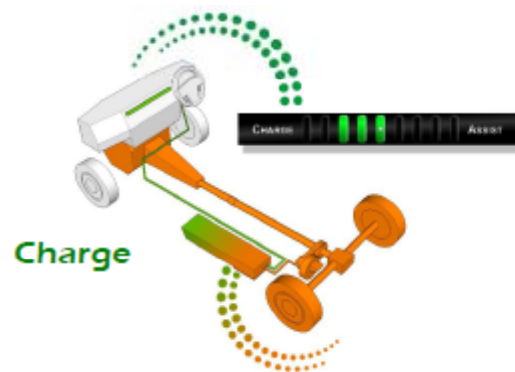
How does it work?



- 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



Any Questions.....?

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