

## **PRESS RELEASE**

### **THE GLOUCESTERSHIRE MOTOR SHOW, brought to you by Malvern Tyres, Rickerbys, Commercial & Heart FM.**

#### **COMMERCIAL FUTURE ZONE**

The inaugural Gloucestershire Motor Show will take place at Highnam Court on 12<sup>th</sup> & 13<sup>th</sup> June. All money from the event is being raised for the show's two chosen charities, the Pied Piper Appeal and Cruse Bereavement Care.

The show's aim is to embrace motoring in all its glory. The motorcar is, one of the greatest tools of liberation known to mankind – so the weekend will celebrate not only its colourful history and its present composition but also its future.

But what about the future? Is it bright? Is it green?

As the leading environmentally responsible innovator in its sector, Commercial is pleased to support the Future Zone at the Gloucestershire Motorshow which will allow a glimpse into some of the new concepts that are being developed.

In the new world of economic austerity and environmental concerns, car manufacturers have responded with ever more efficient and environmentally responsible designs. Many major manufacturers have made dramatic changes to their vehicles to increase their efficiency and save money on fuel. One of the key developments has been the growth in hybrid cars, which use electricity to reclaim energy that otherwise is wasted and reuse it to allow the car to travel with dramatically reduced emissions. Hybrid technology is now mainstream with many manufacturers, most noticeably BMW, including aspects in all their models. At the Gloucestershire Motorshow, there will be many of the latest hybrids, including the new Honda CRZ hot hatch.

Environmentally responsible motor racing will also be highlighted. The World First Racing car produced by the Warwick Innovative Manufacturing Research Centre is the first Formula 3 car designed and made from sustainable and renewable materials, putting the world first by effectively managing the planet's resources. One of the most innovative racing cars today, the World First car will be accompanied by the Isis-XE electric racing car produced by Oxford Brookes University and the latest in offroad electric racing buggies from Dragon Electric Vehicles.

At the cutting edge, there will be a number of prototype cars on display. Pride of place goes to the Morgan Lifecar, powered by hydrogen fuel cells, a rare treat to see one of the most stunning cars produced in the UK. Another vision of the future will be provided by leading fuel efficient car designer Axon who will be displaying their highly innovative plug-in hybrid prototype capable of over 100mpg. Commercial is proud to be supporting Mercedes' CarbonNeutral Smart Electric Drive programme and will be presenting the latest electric Smart prototype.

Gloucestershire is privileged to have a number of leaders in environmental transport and the Gloucestershire Motorshow will also be a chance to see what our county is doing, Award-winning international biodiesel equipment manufacturer, Greenfuels of Stonehouse will be demonstrating how to make a low carbon fuel that you can use in vehicles today. Colt Cars of Cirencester will be showing the Mitsubishi iMiEV, the electric family car that is taking the world by storm, while Urban Mover of Cheltenham will be displaying an electric motorcycle ideal for enjoying the beautiful roads of the Forest of Dean. With a range of existing electric cars, including the Toyota RAV4 EV and Aixam Mega, the Future Zone will show that the future is now.

Be inspired; see the wide array of exciting new technologies in the Future Zone at the Gloucestershire Motorshow. The future of motoring is efficient, environmentally responsible, exciting and fun. Ours really is a world of opportunity and optimism.

