

CELEB NEWS!

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The CELEB in the spotlight right now is the **C**ost-effective **E**lectric **B**us project, just premiered by Capoco Design and Equipmake, two of the UK's leading companies in automotive technology and green transport. The CELEB project is an advanced R&D study into the optimum electric city bus. The project is part of the Innovate UK initiative to support development of tomorrow's UK technology in such critical fields as transport and low carbon solutions.

The yearlong study will research and develop an innovative concept for a new generation of battery electric city buses, and, vitally, at prices that will be attractive to both buy and operate.

As Alan Ponsford, Capoco's Design Director and Founder says "This is a very exciting and timely project. It is clear that the air quality in many of our cities leaves a lot to be desired. This new electric bus will have so many gains in addressing these challenges – cleaner air, lower energy use, less congestion and lower noise levels. It really is a win-win approach" He went on to say "The lead given by Innovate UK, the nation's innovation agency, is a brilliant method of supporting UK technology entrepreneurs and, at the same time, opening fresh avenues leading to new products, new technology and new manufacturing opportunities."

"The Innovate UK approach is deeply attractive, given it is technology-led. This allows the participating companies, like Capoco and Equipmake in this particular case, to concentrate on finding innovative and advanced routes to new products, without the political interference that has derailed other recent projects that might have delivered so much more in terms of better and more efficient buses."

www.capoco.co.uk

www.equipmake.co.uk

www.gov.uk/government/organisations/innovate-uk

Editors' notes:

Capoco Design is now in its 40th year and has an unmatched product record in both city bus and coaches around the globe. Successful product programs have been delivered across six continents, with market-leading designs for the world's leading bus manufacturers.

In the UK, Capoco's designs have taken the majority of the UK city bus market for some decades, outselling all the imported products in their sectors. It is salient to reflect upon the fact that it would have transformed our economy if this was also true in the UK car, van, truck and motorcycle markets. These UK bus products have been exported to some 25 countries, thereby earning vital overseas revenue for the nation as a whole.

Equipmake is a leading edge development company progressing many exciting automotive ideas. These have included new vehicle controls, advanced energy storage systems, plus a range of powerful electric motor drives. The company is pressing ahead in a number of transport sectors, finding new and better ways to power and control tomorrow's vehicles.