

## National Car Club Logo to be Unveiled

***Carplus to reveal new logo as part of a wider car club marketing strategy funded by Transport for London.***

A national logo for car clubs is due to be unveiled at the Carplus AGM on 8<sup>th</sup> November 2007. The intention is for the new logo, designed by London-based PR agency Provokateur, to be incorporated into a new sign for car club parking bays. The logo is designed to be part of a wider marketing strategy for car clubs, to be rolled out across the country in 2008. This marketing work is to be funded by Transport for London but its impact will resonate beyond the capital. The wider marketing campaign, to be launched at an event in early 2008 will then raise the profile of car clubs nationally.

Antonia Roberts, Carplus Co-Director, commented 'This is an exciting time for car clubs. I would encourage interested parties to attend the Carplus AGM, where the logo can be seen publicly for the first time'. She added 'The design has been developed in conjunction with a range of stakeholders, taking on board their comments and ideas and culminating in a design which represents the car club brand as it is today'.

To book your place at the Carplus AGM go to [www.carplus.org.uk](http://www.carplus.org.uk) and follow the 'Carplus November Events' link under 'News'.

### Notes to Editors:

Carplus is a national charity, which urges a rethink of car use. Recognising the benefits of the car the organisation seeks to minimise the financial and environmental burdens current patterns of car use place upon society.

Carplus is developing a programme of responsible car use, including a national network of car clubs and car sharing alongside other suitable measures to complement an acceptable sustainable transport system across the country.

**Carplus Co-director, Antonia Roberts, is available for further information, comment or interview on 0113 234 9299**

### **Car clubs**

A car club provides its members with quick and easy access to a car for short term hire. Members can make use of car club vehicles as and when they need them. All they have to do is:

- Book - for as little as half an hour at a time, using telephone or internet. The booking can be made well ahead of time or with a few minutes notice.
- Unlock - cars are located at designated parking bays in the local area and accessed using the member's smart card
- Drive – Once inside the driver enters a pin and drives away, returning the car at the end of the journey. It is possible to extend the booking if necessary
- Pay - Pay-as-you-go charges include fuel and maintenance costs. A subscription charge is paid monthly or annually.