

Signed, sealed and delivered

New car club sign is officially approved by the Department for Transport

An official sign for use adjacent to car club parking bays has been approved by the Department for Transport. The new design will be unveiled at the Carplus seminar in Kensington & Chelsea on 24th January. The sign incorporates a new car club logo, designed by London based agency Provokateur, with funds from Transport for London. The sign and logo will form 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.

Antonia Roberts, Carplus Co-Director, commented 'This sign helps to legitimise car clubs as a genuine alternative to the private car. I hope I speak for everyone involved with car clubs when I say how delighted I am that the Department for Transport has approved this new sign for use on car club bays.'

All local authorities within the UK will gain the right to use the sign adjacent to bays of accredited car clubs, upon application to the Department for Transport. The purpose of the sign is to help reduce illegal parking by other vehicles and to raise awareness of the car club concept.

For more information on the car club sign and logo go to www.carplus.org.uk and click on the link under the News heading.

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.