



COLLINS EDUCATION MOVES TO GREEN CARS

Education sales fleet moves over to Toyota Prius Hybrid

LONDON (15 April 2008) — HarperCollins UK is delighted to announce that it's moving its fleet of Collins Education sales reps cars over to the ecologically friendly Toyota Prius T3 Hybrids.

The current vehicles, comprising 27 Astra Clubs, are being phased out between now and June and will be replaced with the new cars which are part electric, part petrol engine.

This hybrid technology maximises fuel economy and energy expenditure while minimising harmful waste emissions. At low speeds (up to 28mph) the Prius is able to run almost entirely off its electric motor. At higher speeds, the engine is driven by a combination of electrical and petrol power.

The cars do an economic 56.6 miles to the gallon in town, and emit only 115 grams of carbon dioxide a kilometre – which is about 32% less than a conventional car. In recognition of their environmentally-friendly status, hybrid cars are also exempt from the London Congestion Charge.

HarperCollins Corporate Responsibility Manager Ashley Lodge says: “HarperCollins cares passionately about the environment. The Toyota Prius Hybrids are one of the most ecologically friendly cars on the road today. This is another significant step in our on-going journey to minimise our environmental impact.”

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