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## Kindertons Go Greener

### Hybrid vehicles are new addition to Kindertons fleet

The new third generation Toyota Prius' has been introduced to reduce the carbon footprint and give Kindertons a 'greener' fleet of vehicles.

Kindertons are a leading provider of vehicle accident management operating from their head office in Crewe, Cheshire. Head Office is supported by a further network of six vehicle depots strategically placed nationwide, allowing Kindertons efficient response to providing replacement vehicles to clients after accidents.

The recent purchase of ten Toyota Prius from RRG Bolton is a step in the right direction for reducing CO<sup>2</sup> emissions from fleet vehicles. Kindertons have managed to raise their fuel efficiency by 22% since 2006 through fuel efficiencies, incentives for the driving staff, purchasing more efficient vehicles, such as the Prius, and by providing extensive training.

Daniel Athorn, National Transport Manager added, "Despite recognising some time ago the financial benefits of reducing our CO<sup>2</sup> emissions it is only recently that it is being discussed in business dealings.

I don't think any company can afford to ignore the importance of a good environmental policy in securing new business and maintaining efficiency if they are to continue to succeed in the current climate".

By changing the delivery scheduling in recent months Mr. Athorn is predicting a reduction in fuel purchase by a further 120,000 litres per annum, thus bringing the predicted annual saving in CO<sup>2</sup> to 460 tonnes, or a reduction of 50% since 2006, continuing to make the traditional blue of Kindertons that little bit greener.

