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Camden Residents save carbon equivalent of 947 transatlantic flights with WhizzGo

Camden's greenest car club, WhizzGo, has noticed an upsurge in the number of members joining the club in the run up to Christmas citing carbon savings as a major decisive factor, proving that despite economic conditions motorists are still looking for greener transport options.

While the credit crunch has been cited by members as a major factor in their decision to join the car club, 72% of members say that the carbon savings they can make by choosing WhizzGo is a deciding factor in signing up to the service.

Using the WhizzGo pay-by-the-hour car service means members can save up to £3,500 a year on the cost of owning a car, with petrol, tax, insurance and maintenance all included within a small hourly fee. But cost savings aren't the only attraction for new members signing up in Camden. In 2008, WhizzGo Camden members made CO2 savings equivalent to 947 London to New York flights by sharing low emission vehicles and avoiding unnecessary journeys.

WhizzGo currently has 28 cars in 18 locations throughout Camden, with ambitious plans to add at least 50 new cars to the fleet in the next two years, tripling the fleet. Over the next 12 months Camden and its surrounding areas will

be WhizzGo's main focus in London. Awareness of car clubs in the borough is high, and its pioneering residents actively want to make a difference to the environment. WhizzGo already has 1000 members in Camden and hopes to add at least double its membership base in the next two years.

The company believes its success in the area is due to the progressive attitudes of Camden residents, as well as the long-standing relationship with London Borough of Camden Council who support WhizzGo as a means of fulfilling the borough's climate change initiatives, promoting sustainable transport and reducing pollution.

Councillor Alexis Rowell, London Borough of Camden Council's Eco Champion commented: "For most people living in Camden, joining a car club make much more sense than owning your own car. You can save money and you avoid all the hassle of car ownership like insurance, MOTs and road tax. What's more, every car club space is estimated to take ten private cars off the roads. That's space which could be used for widening the pavements, creating separated cycle lanes, planting more trees or even growing food – in short, more car club spaces mean a more pleasant environment for all of us. I think car clubs are the future."

Louise Wallace, Area Manager for WhizzGo in Camden commented: "While the credit crunch is forcing people to reassess how they use a car, choosing the greenest car club in the Camden area means our members really feel that they're doing their bit for the environment by using low emission vehicles. Take-up from new members in the area has been unprecedented, and we are predicting a very successful future for WhizzGo in Camden. "

~Ends~

For more information, please contact Anna Geraghty at WhizzGo on 08444 77 99 66, 07738 891 242 or anna.geraghty@whizzgo.co.uk

Notes to Editors

WhizzGo is the UK's leading pay-by-the-hour car club operating in 12 cities throughout England and Northern Ireland. It offers residents and businesses a cheaper, greener and more convenient alternative to owning a car for anyone over 18 years old who has been driving for one year.

In Camden, WhizzGo has 28 cars parked in 18 convenient locations all over the borough.

WhizzGo cars are already available in Leeds, London, Manchester, Liverpool, Southampton, Brighton & Hove, York, Sheffield, Newcastle, Birmingham, Belfast and St Albans with other cities are coming soon.

To find out how WhizzGo works, visit www.whizzgo.co.uk or call 08444 77 99 66