The British Motor Show (starting 18th August 2022) set to become the ‘greenest’ motor show ever?

Published: August 17, 2022

Author:

Online version:

https://www.wheels-alive.co.uk/the-british-motor-show-starting-18th-august-2022-set-to-become-the-greenest-motor-show-ever/



Coryton fuels and the 2022 British Motor Show...

They tell us:

ANDREW WILLSON, CORYTON CEO, says:

“As a company we’re committed to creating world-leading sustainable fuels, raising the profile of these options and helping people to understand the impact they could have on reducing carbon emissions in the immediate future. The British Motor Show is the perfect platform for this mission.

Our sustainable and responsible fuels brand Sustain has partnered up with The British Motor Show 2022 to make the event the greenest ever show of its type.

As the official fuels partner of the show, we will supply all of the petrol and diesel cars at the event with sustainable fuels to dramatically reduce carbon emissions. This will include the shuttle buses, cars used for live test drives, all vehicles in the live arena, and those used by show organisers Automotion Events Ltd.

Coryton will also be the main sponsor of the show's live test drives. 'Test Drive Live powered by Coryton' will give visitors the chance to take to the road in some of the latest cars from the show's exhibitors. This live element will add to what is already the UK's most interactive automotive event.

This partnership with The British Motor Show is the latest in a range of commitments we've made at Coryton to continue our mission of creating a better future. As the leading supplier of bespoke solutions, our team of experts tailor make over 4,000 unique fuel blends each year. We provide fuel for everything from race cars to jet engines, creating a range of pioneering products to globally recognised standards.

Our Sustain by Coryton brand focuses on developing responsible and sustainable fuels that contribute towards the push for net zero impact. Our second generation biodiesel and biogasoline utilise agricultural waste products and can reduce carbon emissions by more than 80 per cent. Importantly, they can be used in existing engines and with the refuelling infrastructure in place. As a ready to go solution, it would allow society to move towards sustainability at a faster pace than many other options."

Andrew Willson, Coryton's CEO, further commented: *"As a company we're committed to creating world-leading sustainable fuels, raising the profile of these options and helping people to understand the impact they could have on reducing carbon emissions in the immediate future. The British Motor Show is the perfect platform for this mission and visitors will be able to see in action how sustainable fuel can be an effective drop-in fuel for almost any vehicle. We're delighted to be helping to make the event the greenest motor show ever."*

The British Motor Show CEO, Andy Entwistle, said: *"While electricity is an option for more motorists than ever and future clean fuels may include hydrogen or a combination of EV and gas-based fuels, many of us want to make a difference now. The beauty of Coryton's solution is that while the fuel emits carbon, it only emits what it takes out of the atmosphere in the process of it being refined, thus neutralising the overall carbon output. By using it in our own vehicles, we want to create a show with minimal carbon output and show that ICE powered cars can be environmentally friendly right now, especially for those who cherish their classic cars or cannot yet afford a new EV."*

In addition to teaming up with Sustain by Coryton, the British Motor Show will further strengthen its green credentials by offsetting show visitors' carbon output in partnership with ioffset. It will also help promote advanced fuels and electric cars to visitors, as well as electrified classics.

The British Motor Show will be held from 18-21 August 2022 at Farnborough International.

Building on the success of its scheduling at last year's show, The Live Arena – featuring stunt shows, car reviews, supercars and more – will be hosted again by Wheeler Dealer, Mike Brewer. Mike will be supported by petrolhead and Olympic silver-medal sprinter, Iwan Thomas. The Family Zone will also be extended in 2022 to feature a unique car-themed escape room, as well as popular features from 2021 including car wrapping and The Racing Bug's racing simulator. Ticket prices are held from 2021 at £18.50 each, or £37 for a family of four. Tickets are available at www.thebritishmotorshow.live