

Dear Madam or Sir

Please accept this as a submission to [tren-future-of-transport](#).

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In the context of reducing greenhouse gas emissions, it is pertinent to draw more attention to three key inefficiencies in European passenger car transport. Namely:

Fleet composition - (in terms of the mix of passenger spaces per vehicle). Due to the constraint of allowing for the greatest need (maximum needed number of passengers), our fleet is far from optimal with private ownership of single-vehicles. Most trips are made with 1 person in a 4 seat vehicle. Bus, taxi, car-pools and rental fleets would optimise according to market demand. Individual ownership creates sub-optimal incentives. ["Imagine if all the single person trips were in a single person vehicle, the 2 person trips in a 2 person vehicle, ... and so forth"]. More incentives are needed for vehicle pooling and hire.

(key statistic: deadweight/passenger)

Fuel efficiency - there are insufficient incentives for buying efficient vehicles and driving economically. We could easily reduce GHG emissions by 40% --- 8 L/100km average consumption in Europe versus: much lower manufacturers ratings (or the results of the 'MPG Marathon-UK' and the 'Shell Eco-Marathon-USA'). The record profits from SUVs suggest that very large incentives are required, if our inclination to purchase 'impressive' vehicles is to be overcome.

(key statistic: L/100 km; or kJ/passenger km).

Vehicle lifetime - private car fleets in Europe turn over in 12 to 14 years (only) - by contrast tractors, aircraft and trucks essentially last until they become technologically redundant (rarely less than 20 years, and often much more) - whereas car manufacturers increase turnover through planned 'decay'.

(key statistics: energy (or carbon) cost of vehicle's manufacture and maintenance per year of vehicle life; or guarantee period/mileage).

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Many thanks for your time.

Regards  
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