

NICE Car Company to introduce more clean car choices in Boris's London

London's electric car company NICE (No Internal Combustion Engine) says it expects to build sales under new mayor Boris Johnson. That's thanks to a combination of exemption from the capital's congestion charge, free parking and growing concern among Londoners over the spiralling cost of petrol and diesel.

While the new mayor has said he will reform congestion charge, NICE believes owners of its Mega City car should continue to pay nothing to enter the zone. Small and pretty, the cars travel up to 40 mile on just one overnight charge, more than adequate for the majority of daily journeys. Crucially, they are also pollution-free; they emit no CO₂, no NO_x and no carbon monoxide.

"We know that Boris recognises the many benefits of owning an electric car," said Julian Wilford, co-founder of NICE cars. "But we also understand the importance of choice to the mayor – and to our customers. At the NICE Car Company we have the widest range of zero-emissions vehicles on the market and hope the new mayor will find time to visit our West London base to learn more."

Petrol and diesel now cost more than £5 a gallon which means around 14p per mile for an owner of a medium-sized car, capable of 35mpg. NICE owners pay around a tenth of that - just 1.5 p per mile. As Vehicle Excise Duty is also CO₂-based, they also benefit from no annual road tax.

Launched at the British Motor Show in 2006, the NICE Car Company will be back at the ExCeL-based show from 23 July to 3 August this year. It will have a bigger stand, with several model launches. It will also reveal more about plans to have electric models in many different market segments by the end of the year.

In addition to motor show, NICE is looking forward to its first-ever SMMT Test Day on 22 May 2008. The Millbrook driving event will present an opportunity to launch a new car to the media, one of the first model launches by any participant at the event.

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