

Case Study: Coca-Cola Enterprises

Coca-Cola selects Eminox technology to upgrade vehicles for new London LEZ rules

Coca-Cola Enterprises Ltd (CCE) is responsible for the manufacturing, distribution, sales and trade marketing of the brands of Coca-Cola throughout Great Britain. CCE has selected the market-leading Eminox CRT[®] (Continuously Regenerating Trap) technology to help them significantly cut emissions from their 'standby' city delivery vehicles.

CCE identified four of their standby Iveco Stralis vehicles that need upgrading to meet the upcoming London Low Emission Zone (LEZ) Phase 4 requirements. LEZ Phase 4 sets a tougher standard of Euro 4 particulate matter for trucks over 3.5 tonnes from January 2012. Eminox's London Service Centre will upgrade the vehicles to ensure they are fully compliant with the new LEZ rules before the January 2012 deadline.

Proven Effective in Urban Driving

CCE chose the approved Eminox CRT[®] full filtration system because it has proven its effectiveness in urban driving time and time again. The CRT[®] system can remove more than 90% of particulate matter as well as virtually eliminating hydrocarbons and carbon monoxide.

Coca Cola's Logistics Asset Manager Darren O'Donnell commented: *"Eminox has a fantastic reputation for high quality and cost-effective emission control systems that have a strong endorsement from Iveco. We have also been incredibly impressed with the Eminox team; their knowledge and expertise has helped us to bring our standby vehicles up to an excellent emissions standard, well ahead of forthcoming environmental legislation."*

