

As the New Year dawns, thousands of businesses face an unwelcome change: a £200 daily charge to enter the capital.

Today tighter standards are introduced to London's low emissions zone (LEZ). Lorries, buses, coaches and other specialist heavy diesel vehicles entering the capital will be subject to a £200 per day fine unless they meet Euro 4 emissions standards.

Last month Transport for London (TfL) estimated that over 10,000 vehicles still needed to be equipped before the end of December 2011. With so many road users unprepared for today's changes a solution is needed imminently.

"If January wasn't bleak enough, the extra cost brought about by changes to London's low emission zone is something many are not prepared for," commented Nigel Standley, CEO of GreenUrban Technologies.

Fitting GreenUrban's certified EcoTrap technology allows vehicles to enter the low emission zone without paying the charge. One business that prepared for the changes in time was Swain Group.

"It's vital that our drivers can enter London without being charged," said Bob Swain, Group Managing Director.

He added: "Four generations of Swains have adapted to changes in the transport industry. It's important we stay ahead of the game, and GreenUrban's retrofit technology ensures just that."

With the added potential benefit of lowering operational costs, the EcoTrap is designed with the

fleet owner's business needs in mind. It is a welcome solution to those road users unable to replace old dirty vehicles with shiny new models.