



SAVE THE PLANET, MAKE A KILLING: smartlpg takes its message to the streets!

November 26, 2007 (London) – smartlpg has launched an London-wide outdoor media campaign, bringing its case for environmentally responsible motoring solutions at minimal financial cost, to a wider audience than ever before.

The four slogans “DO IT FOR THE FUTURE OF ALL MANKIND. OR JUST YOUR WALLET.”, “SPECS INCLUDE: HALF PRICE FUEL, NO C CHARGE AND A WARM FUZZY FEELING.”, “SAVE THE PLANET. MAKE A KILLING” and “SOD THE POLAR BEARS. GET IT FOR THE CHEAP GAS”, were developed by leading advertising agency **KARMARAMA**, posted by **JACK LIBERTIES** and appear in 49 locations across the capital from Islington to Southwark, including a prime portrait site on Portobello Road, just south of Westbourne Park Road.

smartlpg Managing Director Rory P. MacParland said “We are delighted to announce the launch of this campaign, and hope that many more motorists discover this eco car which doesn’t compromise on style and fun, and cuts your fuel bill in half.”

With traditional fuel prices soaring to over £1 per litre, and a new commitment from the Prime Minister to the creation of a low-carbon economy in the UK, the argument for running a smartlpg has never been stronger.

Ends.

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