

Classic Jaguars Limited, Dunedin, New Zealand- A Case Study

The nature of the business can often make it difficult to make energy savings or lessen environmental impacts, but that is not the case with Steve McNulty at Classic Jaguar Limousines in Dunedin.

One of the top luxury cars in the world, Jaguars aren't typically synonymous with being energy efficient, but that efficiency can be improved with a few simple changes. For example, Steve fitted his older cars with bigger sized wheels and tyres that brought about immediate energy savings. He also removed the belt-driven fans from the engines and replaced with electric fans – again improving fuel consumption. And he is introducing latest model Jaguars with newer aluminium-bodied cars, which will not just reduce consumption and carbon emissions, they will also arrive with the most advanced fuel saving and clean technologies for luxury vehicles.

Steve didn't stop with just the fuel consumption of the business but started to examine daily processes and the environmental impacts they created. As a result the company now uses natural-based cleaning products, recycles its cleaning clothes, and recycles and re-uses as much as possible including using vegetable-based disposable plates when entertaining – something its overseas clients appreciate!

Classic Jaguar Limousines has been recognised for its achievements, winning several environmental awards including business excellence and sustainability awards, plus a qualmark enviro silver award. And the impacts do not stop there – the staff have taken on the recycle and reuse approach in their own homes, and the suppliers have become more environmentally aware and are passing that on to other customers.

This just shows what a ripple effect can occur through bringing about some economically viable positive changes.

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