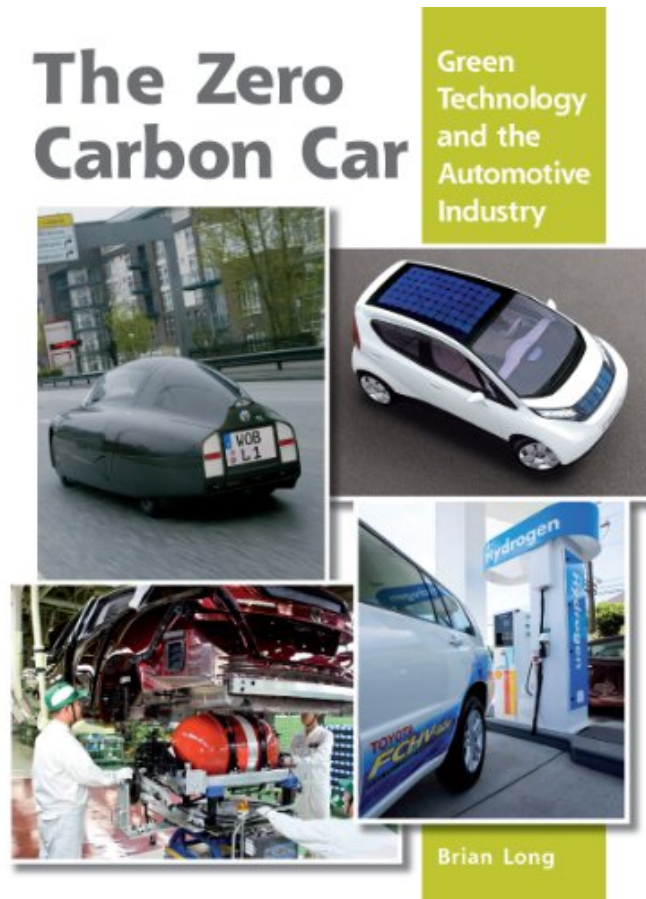


Zero Carbon Car: Green Technology and the Automotive Industry

Brian Long

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Brian Long : Zero Carbon Car: Green Technology and the Automotive Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised Zero Carbon Car: Green Technology and the Automotive Industry:

The Zero Carbon Car examines the hundreds of ways in which car manufacturers are trying to reduce our carbon footprint, and the adaptation of the automotive industry to changing technology in a world where environmental issues are becoming ever more prevalent. The book's in-depth research into green car technology shows that manufacturers make concerted efforts, but sometimes also defeat the gains of their innovation. Topics covered include: What is meant by the terms 'global warming' and 'green', and how these can be defined; An account of the long history of green automotive technology; Alternative fuels, including diesel and hydrogen; Developments in environmentally friendly engine technology; Electric cars; Environmental issues in material usage and car body manufacture. A wide-ranging survey of the hundreds of ways in which car manufacturers are trying to reduce our carbon footprint. Written in an easy-to-understand manner, the book enables the reader to fully understand what is meant by 'global

warming'.Examines alternative fuels, material usage and the motive power options available to us.Superbly illustrated with 350 colour photographs.Brian Long is a professional writer and motoring historian with over sixty books to his credit.

About the AuthorBorn in Coventry, once the heart of the British motor industry, Brian Long has a passion for vintage and sporting machinery. A trained mechanical engineer and a long-term owner of both the MX-5 and rotary Mazdas, he has had a strong connection with Mazda products for well over a decade. Brian now lives just outside Tokyo, and spends much of his free time with Thoroughbred horses. He has had more than 70 books published, including many works on Japanese marques.