



Media Release

Holland Alexander/ 22 August 2012

MONEY SAVING FUEL PRODUCT GOES ON SALE AS PRICES SOAR

As prices at the pump are set to hit record levels this month two local entrepreneurs launch fuel efficiency and emissions reducing product “CleanDrive” as it goes on sale to Leicestershire drivers for the first time.

Having secured deals in Australia and in progressive talks with national UK brands, CleanDrive will now go on sale at local motor company, Barkby Road MOT.

University of Leicester graduate Vinay Patel and Akhil Valjee developed the concept behind CleanDrive in early 2011, having witnessed the relentless rising cost of fuel and the impact of exhaust gasses on the environment.

With over a year and half of development and rigorous scientific measurement, CleanDrive has been laboratory tested by the University of Leicester. Over a six month period, the tests proved the use of CleanDrive reduces diesel engine fuel consumption and reduces petrol engine vehicle emissions.

Further company tests indicate that the benefits of CleanDrive scale well with engine type and make, with fuel savings of up to 20% and emissions reductions of up to 60% possible, dependent on model, engine age and driving style.

Co-Director and inventor Vinay Patel said “It is fantastic to see our CleanDrive product to move to this stage. Akhil and I have worked really hard on this for a long time and having had it tested again and again we have created a fuel additive product that is proven to reduce costs and emissions, it’s just what we hoped for when we first came up with the idea last year. We are also working on a number of new ideas and products and feel great to see our first invention get into the UK market.”

By using the emissions reduction properties of CleanDrive, Barky Road MOT have solved problems being faced by their customers including enabling vehicles which had failed MOT on emission grounds.

CleanDrive will be available to buy from Barkby Road MOT at around a RRP of £19.50 for a 475ml bottle which can provide fuel saving benefits for up to three months.

CleanDrive is as good for the engine as for the driver’s pocket and with discussions with major retailers and public sector organisations, it won’t be long before CleanDrive will be every driver’s ally against high fuel prices.

Notes to Editors

For further information, images or interviews:

Please contact the CleanDrive UK PR support, Holland Alexander on the details below.

CleanDrive UK

The product facts

1. Improves fuel efficiency
2. Cleans the fuel system resulting in better fuel spray and an improved combustion process
3. Reduces harmful emissions in both petrol and diesel engines by up to 60%
4. Prevents Diesel Particulate Filter blockages
5. Improves and rejuvenates catalytic converters
6. Improves carbon related issues such as power limitation, hesitation, rough idle, and hard starts

The company history

- CleanDrive Systems UK is owned by Kaizen Distribution Services Ltd based in Leicester.
- Kaizen Distribution Services Limited is an umbrella distribution company that has been operating in the disability market for two years.
- CleanDrive is the first product developed by Clean Drive Systems UK Ltd
- The relentless rising cost of fuel and the impact of exhaust gasses on the environment led to the development of a fuel additive system to address both fuel efficiency and harmful emissions
- CleanDrive has undergone testing at the University of Leicester on a test protocol adapted from the New European Drive Cycle (NEDC) on a bench dynamometer under controlled laboratory conditions

Product images:

Company logo and CleanDrive product:



Digital media:

The CleanDrive website is www.clean-drive.net

Follow CleanDrive on twitter @CleanDriveUK

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