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Europcar are to encourage drivers in the UK to lease the stylish and innovative Peugeot iOn; a fully electric car soon to be unveiled and launched at a new hire centre for electric cars. The launch doubles as an interactive public exhibition for renewable energy and has been organized by SSE, the leading generator of inexhaustible energy in the UK.

The four seater iOn is 100% electric, making it one of the most environmentally friendly vehicles on the market. It is also very practical with a battery life of up to 93 miles and an impressive maximum speed of 81mph. Glasgow's motorists have been asked to try out the new Peugeot iOn before they purchase, a kind of "try before you buy" theory, with Europcar strongly believing that a lease of the iOn will open up the discovery of new generation vehicles, offering cost-effective and eco-friendly driving, believing also that drivers who hire electric are more likely to buy electric in the future.

This ground-breaking electric car, approved by Next Green Car has zero tail-pipe emissions, zero car tax and is congestion charge exempt and could be the ideal option for motorists keen to reduce their fuel costs.

There are charging stations situated in car parks and public places where you can top up, with just 15 minutes of charging being enough to recharge 50% of the battery or you can plug the iOn into a standard domestic socket for a full recharge which will take about nine hours and if you take advantage of off-peak tariffs you can save even more money. The new Glasgow Central location gives motorists the chance to recharge their cars by providing 6 charging car park spots.

As for the electric part, Peugeot reckons you have a potential 93 mile range, which is way more than enough for the average daily journeys "the claims are 90% of trips are under 38 miles and 60% are under 20 miles. Meaning there's more than enough juice for the average school run, shopping trip or commute to work. Just watch the range if you have the heating or air-con on "the former could zap 5-45% of your range, and the latter can swallow 5-25%, according to Peugeot. As for recharging, a household plug will have you at full capacity in six hours, while a quick charge facility could give you 50% in just 15 minutes.

Of course a straight comparison with a conventionally powered car won't put it in the best light, but this is a specific car with a specific purpose, so although it'll lean round corners and only do 80mph, that's absolutely missing the point.

Safety is paramount. There are six air bags, a strong body structure, electric brake force distribution and emergency brake assist. All this is standard, giving the iOn a four star EuroNcap safety rating. Peugeot iOn; "Electric Car of the Year" in 2011.

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