



[Drafted by *TheGreenCarWebsite.co.uk*]

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## **ELEKTROMOTIVE WINS 'GREEN INNOVATION' AWARD**

Leading provider of recharging solutions for electric vehicles, Elektromotive has won the prestigious 'Green Innovation' award. The second annual award, established by the definitive guide to green cars, [TheGreenCarWebsite.co.uk](http://TheGreenCarWebsite.co.uk), is designed to recognise companies which have made an outstanding contribution to the innovation and use of greener technologies or ideas within the car industry.

Established in 2003, Elektromotive has a small, efficient team dedicated to designing and installing technology for recharging electric and plug-in hybrid electric vehicles. The first four years saw the development of the Elektrobay, its recharging station for on-street or multi-storey car park installations.

Now Elektromotive has more than 250 Elektrobays in cities and shopping centres across the country, stretching from London to Glasgow. This year alone, Elektromotive has made impressive progress in extending its network and is now the UK's largest supplier of recharging stations.

Furthermore it has expanded its business into Saudi Arabia and across Europe – helping to establish the infrastructure to support electric cars in Ireland, Germany, Iceland, Sweden, Denmark, the Netherlands and Belgium.

Congratulating the Elektromotive, the website's editor, Faye Sunderland said: "When we considered the potential winners for this award, there was one name that instantly sprang to mind. Elektromotive is unique in its position as the UK's leading supplier of electric car recharging stations. With the Government's focus on establishing electric cars as an everyday form of transport, the work that Elektromotive undertakes becomes essential to making it possible. We are only too pleased to hand this much-deserved award to Elektromotive."

Calvey Taylor-Haw, Managing Director of Elektromotive, added, "Winning this award marks the perfect end to an amazing year for Elektromotive. We've seen a huge growth in demand for the Elektrobay, both from here in the UK and from abroad, and this has required us to adapt and innovate very quickly. All parts of the Elektromotive business have been equal to this challenge, and the award underlines the ability, commitment and enthusiasm of the entire Elektromotive team – from admin and product design personnel, to our research, development and technical staff.

"Next year we'll see the arrival of many new production-ready electric cars, and we've already secured firm commitments from a range of government bodies and major organisations to support the shift to zero-emissions motoring. Elektromotive is certain to remain at the heart of these developments, and we look forward to building on our market-leading position."

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**Notes to editors:**

*For images of the Elektrobay, or to interview Calvey Taylor-Haw, Managing Director of Elektromotive, contact PFPR Communications (see details below).*

**About TheGreenCarWebsite.co.uk**

The definitive guide to green cars, providing a wealth of information on everything from electric cars, efficient petrol and diesel cars to biofuels and hydrogen technology. The green car advisory website is also the best place for all the latest news and events relating to green cars. Since its launch on 16th June 2007, TheGreenCarWebsite.co.uk has experienced a tremendous growth in traffic and now attains more than 150,000 page views a month.

TheGreenCarWebsite.co.uk is owned and maintained by Really Good Domains Ltd, who runs more motoring websites than any other company in the UK. As the UK's largest internet advertising and marketing company for the motor industry, Really Good Domains also run the popular websites ContractHireAndLeasing.com, SaveMoneyOnCars.co.uk, TheVanWebsite.co.uk, RoadTestReports.co.uk, CarSupermarkets.co.uk and FleetDirectory.co.uk to name a few.

Contact: Faye Sunderland on 0161 482 7650 or email fayes@reallygoodddomains.com. Really Good Domains, Domain House, 4 Watchgate, Newby Road, Hazel Grove, Stockport, SK7 5DB.

### ***About Elektromotive***

Founded in 2003, Elektromotive is the world's leading provider of technology and engineering solutions for electric vehicle recharging stations. The company's main product is the Elektrobay, a recharging station for on-street or multi-storey car park use.

The simple-to-operate Elektrobay was first introduced in Westminster, London, in 2006, and in December 2009 there will be over 125 Elektrobays located across the capital. A further 130 fully-operational Elektrobay charging stations have been installed in cities and shopping centres around the UK. The Brighton-based company has exported Elektrobays to Denmark, Belgium, Luxembourg, Sweden, Holland, Germany, Ireland, Iceland, Saudi Arabia and key markets in Asia.

For more information on Elektromotive, visit [www.elektromotive.com](http://www.elektromotive.com).

### ***About the Elektrobay***

The Elektrobay charging station has experienced tremendous success since its launch in London in 2006, with many local councils and organisations choosing the unit for its safety compliance and simple-to-use operation.

Elektrobays are typically situated next to parking bays, within easy reach of an electric vehicle's charging point. Consumers access the Elektrobay's power socket using a personalised electronic wireless key fob, which opens the weather-proof door at the front of the unit. When charging is in progress, the door locks shut, thus preventing any interference by a third party. To indicate when charging begins and ends, a strip of LED lights at the top of the unit changes colour and additional information is provided on the LCD screen at the front of the Elektrobay.

Compatible with all fully-electric and plug-in electric hybrid vehicles, the Elektrobay has a power output of 240 volts AC and 13 amps in the UK or 230 volts AC and 16 amps in Europe. All Elektrobay consumers receive a highly visible yellow coiled cable that extends to 3.5 metres and sits at waist height when charging is in progress, thus reducing trip hazards for pedestrians – including the blind and partially sighted.

### ***For press information and images, contact PFPR Communications:***

Peter Cox: +44 (0)1622 766527

[peter.cox@pfpr.com](mailto:peter.cox@pfpr.com)