



electric vehicle recharging stations

For immediate release
29 July 2009

**ELEKTROMOTIVE SECURES MAJOR ELECTRIC VEHICLE
INFRASTRUCTURE DEAL WITH SAUDI UNIVERSITY**
Brighton-based firm will supply 150 Elektrobay charging stations

Saudi Arabia is currently the world's leading oil producer and exporter, but that doesn't mean the country is being left behind in the shift towards emission-free motoring. On the contrary, one of the Kingdom's leading universities has just signed one of the world's biggest-ever electric vehicle (EV) infrastructure deals, commissioning Brighton-based Elektromotive to install 150 Elektrobay charging stations across its campus by September 2009.

King Abdullah University of Science and Technology (KAUST), a new graduate-level research university located in Thuwal, Saudi Arabia, will use the Elektrobay charging points for recharging the 150 new electric vehicles that will transport staff and pupils around the campus. The fleet of EVs will help reduce the university's carbon footprint and improve air quality across the site.

The installation of the Elektrobays will present a unique technical challenge for Elektromotive. Typically the on-street Elektrobay has foundations that are 400mm deep, but KAUST engineers must install them in car parks that have shallow, solid-concrete flooring. Elektromotive's solution is to create a bespoke ground-plate and mounting post, integrating the electrical feed cable that can be bolted to the concrete surface. Elektrobays can then be securely mounted in pairs, or in other configurations up to a total of four.

The deal with the university underlines Britain's leadership in the development of EV infrastructure technologies – Elektromotive already exports Elektrobays to Sweden, the Netherlands, Germany and Ireland. With 160 units currently in operation across the UK, plans are underway to accelerate expansion of the Elektrobay charging network, both on a national and international level.

"We're thrilled to be involved in this project," comments an enthused Elektromotive Managing Director, Calvey Taylor-Haw. "The project has already posed a number of

interesting technical challenges, but we have the expertise and the experience to meet the university's objectives on time and within budget.

“KAUST is demonstrating true leadership in the implementation of charging infrastructures for electric vehicles. We hope this move will spur more organisations and decision-makers worldwide to invest in zero-emissions motoring.”

For more information about Elektromotive, please visit www.elektromotive.com

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Notes to editors:

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

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 by May 2009 there will be 100 Elektrobays located across the capital. A further 60 fully-operational Elektrobay charging stations have been installed in cities and shopping centres around the UK. The Brighton-based company also exports Elektrobays to Sweden, Holland, Germany and Ireland.

Elektrobays are typically situated next to parking bays, within easy reach of an electric vehicle's charging point. The Elektrobay's socket is located under a secure, weather-proof door, accessed using a personalised key fob. When charging is in progress, the door locks shut to prevent interference. With a power output of 240 volts AC and 13 amps in the UK, or 230 volts AC and 16 amps in Europe, Elektrobay is compatible with all fully-electric and plug-in electric hybrid vehicles.

For more information on Elektromotive, visit www.elektromotive.com

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About KAUST

King Abdullah University of Science and Technology (KAUST) is being built in Saudi Arabia as an international, graduate-level research university dedicated to inspiring a new age of scientific achievement in the Kingdom, the region and around the globe. As an independent, merit-based institution, KAUST will employ many of the best practices from leading research universities and enable top researchers from around the globe and across all cultures to work together to solve challenging scientific and technological issues. The KAUST global research and education network will support diverse talents, both on its campus and at other premier universities and research institutions, through collaborative research agreements, grants, and student scholarship programs. The core campus, located on more than 36 million square meters on the Red Sea at Thuwal, is set to open in September 2009. For more information about KAUST, visit <http://www.kaust.edu.sa>.