

For immediate release
29.09.09

BRIGHTON ON THE CHARGE!
***City pushes for zero-emissions motoring with first
roadside EV charging stations outside London***

Brighton is set to become the UK's most electric vehicle (EV)-friendly city outside London, with plans to install 20 Elektrobay roadside charging stations over the coming year. As part of a concerted effort to encourage zero-emissions motoring in the city, councillors have given the go ahead to install an initial 10 Elektrobays in Brighton by the end of 2009, with a further 10 planned for installation early next year.

Brighton-based Elektromotive developed and manufactures the innovative Elektrobay charging station, and will be responsible for the implementation of the project. Since 2006, the company has successfully established a network of more than 100 roadside charging stations in London, many of which are used around-the-clock by EV users.

Elektromotive has already completed installation of four Elektrobays at pilot sites – with two located at Bartholomews in the city centre, and another two in Ditchling Road near The Level. The units will be in full working order in preparation for the official launch at 12:00 noon on Friday 2nd October outside the Town Hall.

The remaining Elektrobays will be installed in two phases. Funded by Civitas, the clean transportation specialists, the first 10 Elektrobays will be sited in central Brighton. A further 10 charging stations will be subsidised by another organisation and will be located in other, yet-to-be-confirmed, parts of Brighton and Hove city.

“We have installed the Elektrobay in locations across the country, as well as in Europe and even Saudi Arabia, but this project is especially exciting for us as it is taking place in our home town,” commented Managing Director of Elektromotive, Calvey Taylor-Haw.

“By encouraging drivers to switch to electric, Brighton will benefit hugely. There will be less air pollution and local residents will appreciate the quiet of EVs. The installation of the

Elektrobays will take place over a short period of time, providing EV users with rapid access to charging facilities.”

Compatible with all pure electric and plug-in hybrid electric vehicles, the Elektrobay's simple-to-operate functionality makes it the ideal solution for public EV charging. The single socket unit has a power supply of 13 amps – the same as a household plug – and is fully safety-compliant for consumers and pedestrians. Consumers access the Elektrobay's power supply using a personalised wireless key fob that opens the door at the front of the unit. To prevent interference from a third party, the door locks shut when charging is in progress.

To prevent a trip hazard for pedestrians, including the blind and partially sighted, a highly visible yellow coiled cable is provided to all Elektrobay consumers, which extends to 3.5 metres, sitting at waist height when charging is in progress. For the design of the Elektrobay, Elektromotive worked in close consultation with local authorities and opted for a single socket in each unit to allow pedestrians to safely access the pavement when the charging lead is plugged in to an EV. Elektromotive points out that a charging station with cables running to two EVs creates a cordon that obstructs pedestrian access to and from the pavement.

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Notes to editors:

Media are invited to attend the official launch of the first Elektrobays in Brighton, which takes place on Friday 2nd October at 12:00 noon, outside the Town Hall in Bartholomews in central Brighton. The ceremony will be hosted by the leader of Brighton and Hove City Council, Councillor Mary Mears. Calvey Taylor-Haw, Managing Director of Elektromotive will also attend and be available for interviews.

Please contact PFPR to arrange an interview with Mr. Taylor-Haw or for images of the Elektrobay (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 the end of 2009 there will be more than 100 Elektrobays located across the capital. A further 90 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, Ireland and Saudi Arabia

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.

Further developments such as 32 amp charging will also be available in the near future.

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

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