

For immediate release
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**GREEN FLEET HONOURS ELEKTROMOTIVE MD WITH
'OUTSTANDING ACHIEVEMENT AWARD'**

Elektromotive's Managing Director, Calvey Taylor-Haw, has been honoured with Green Fleet's 2009 'Outstanding Achievement Award' in recognition of his promotion of zero-emissions motoring in the UK and overseas. Mr. Taylor-Haw founded Brighton-based Elektromotive in 2003, and has helped build the company into the world's leading provider of recharging facilities for electric vehicles (EVs).

A familiar face at the Green Fleet Awards, Mr. Taylor-Haw has previously accepted 'Industry Innovation Awards' in 2007 and 2008 for the company's pioneering Elektrobay charging station. Elektrobays were first installed in Westminster, London in 2006, and there are now over 100 units servicing the capital's 2,000 privately-owned EVs. An additional 90 kerbside and car park Elektrobays are located across the country, and plans are well underway to significantly increase this number in the coming years.

Mr. Taylor-Haw has become a global ambassador for EV charging facilities, advising businesses and local and national governments in Europe and the Middle East on strategies for implementing their own nationwide charging infrastructures.

Commenting on his award win, Mr. Taylor-Haw said, "I'm very proud of what Elektromotive has achieved, and this award highlights the efforts that the entire business has made in promoting zero-emissions motoring infrastructures worldwide. In particular, the design and engineering expertise of our Technical Director, Greg Simmons and his team, have ensured that we have a robust and adaptable charging solution ideally suited to meet the needs of EV users worldwide.

"This company has a very exciting future, and we are at an advanced stage in the development of new EV charging technologies that we will roll out in the near future. It is essential we have the right charging facilities in place to encourage consumers and

businesses to invest in the many advanced EVs that will enter mass production from next year.”

The Elektrobay's advanced technology has set the standard for recharging facilities in the UK and abroad. Regional and national governments, organisations and consumers choose the unit for its simple-to-operate functionality, safety and stylish design.

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Notes to editors:

Please contact PFPR to arrange an interview with Calvey 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

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.

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 2.5 metres and sits at waist

height when charging is in progress, thus preventing a trip hazards for pedestrians – including the blind and partially sighted.

For press information and images, contact PFPR:

- Camilla Coveney: +44 (0)1622 766526

camilla.coveney@pfpr.com

- Peter Cox: +44 (0)1622 766527

peter.cox@pfpr.com