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GOVERNMENT'S EV INFRASTRUCTURE STRATEGY IS "PRACTICAL AND PRAGMATIC"

Elektromotive, Europe's leading provider of electric vehicle (EV) charging stations, is backing the coalition government's latest plans to develop a publicly-available EV charging infrastructure, outlined in *'Making the Connection: The Plug-In Vehicle Infrastructure Strategy'*, countering speculation that it represents a U-turn.

"The newly announced strategy is practical and pragmatic, as it will focus installation of charging points in those areas where consumers are most likely to charge their vehicles, such as in supermarkets, retail centres and in public car parks," explains Calvey Taylor-Haw, Managing Director of Elektromotive. "It will also facilitate EV charging at home and at workplaces, and deliver a 'focused amount' of roadside charging points for EV users without off-road parking. This is a sensible approach, and we back it.

"We also welcome plans to provide EV users with a generic smartcard – a facility Elektromotive has already developed – enabling them to access all charging stations, not just those within their local scheme. That will help address the issue of 'range anxiety', as will the installation of rapid chargers in appropriate places around the UK," adds Taylor-Haw.

It is anticipated that the majority of EV drivers will opt to charge their vehicles overnight at home. This means the electricity used is typically cheaper and places less demand on the national grid. In support of the government's strategy to promote home charging, Elektromotive has launched its competitively priced Mode 3 Home Charge Elektrobay, a compact, safe and easy-to-use unit based on proven charging technology, which can be fitted to the exterior wall of a consumer's home or in a garage.

Last month Elektromotive released figures from a new survey indicating that two thirds of motorists (65.7 per cent) would be more likely to buy an EV if charging posts were readily available at roadsides and in car parks across the UK. "It is clear that, without a suitable infrastructure, the majority of motorists will be reluctant to convert to driving electric vehicles, but we must focus investment effectively if we are to build further momentum behind the green motoring revolution," concludes Taylor-Haw.

To find out more about Elektromotive and its range of products, please visit www.elektromotive.com.

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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 Elektromotive Ltd

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 there are now more than 200 units located across the capital. A further 408 fully-operational Elektrobay charging stations have been installed in cities and shopping centres around the UK. The Brighton-based company also exports Elektrobays to Australia, Belgium, Denmark, Luxembourg, Iceland, Sweden, the Netherlands, New Zealand, Germany, South Korea, Saudi Arabia and Hong Kong, where altogether over 400 Elektrobays have been installed. The global total currently stands at over 1,000.

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. Also available are the company's Home charger range and Fast Charger, rated at 400 Volts AC, 21 kwh, 32 Amps, and the new DC-DC 50KV Rapid Charger, which is capable of charging compatible electric vehicles in 20 minutes.

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

For press information and images, contact PFPR Communications:

Camilla Parsons
camilla.parsons@pfpr.com
+44 (0)1622 766528

Tom Richards
tom.richards@pfpr.com
+44 (0)1622 766515