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ELEKTROMOTIVE LAUNCHES DANISH EV CHARGING INFRASTRUCTURE IN TIME FOR COP15

Brighton-based Elektromotive is to play a pivotal role in the introduction of an electric vehicle (EV) recharging infrastructure in Denmark, with the installation of the first Elektrobay roadside charging stations scheduled for completion in time for this month's COP15 global climate change conference in Copenhagen (7 to 18 December).

Elektromotive has appointed a Danish roll-out partner, CleanCharge Solutions, to carry out the installations, and to lead the ongoing promotion of the Elektrobay recharging technology to legislators and businesses in Denmark.

The first Elektrobays in Denmark will be located in the capital, Copenhagen, and in the city of Odense. These units will be identical to those already installed at more than 200 points in London and around the UK. Further Elektrobays are planned to be installed across Denmark during 2010.

The government officials from 192 countries attending COP15 are widely expected to support fresh collaboration on the uptake of EVs and the deployment of new recharging infrastructures. These initiatives will form part of efforts to define binding new targets for reducing global emissions by 2020.

During the two week climate change conference more than 15,000 delegates will have the opportunity to trial three Elektrobay units that will be on display at the Danish Foreign Ministry Showcase located inside the Bella Centre convention venue.

"This is a crucial moment for the Danish market and the global shift towards zero-emissions motoring," commented Managing Director of Elektromotive, Calvey Taylor-Haw. "Not only is Copenhagen poised to be the hub for climate-change decision making, the country is also taking steps to become a leading market for EV use. Working with CleanCharge as our Danish roll-out partner means Elektromotive will be at the forefront of the country's ambitious EV project from the very outset."

Nils Dullum, CEO of CleanCharge said, "The installation of the first Elektrobay charging stations within an intelligent network represents a new era for the future of motoring in Denmark, and will be crucial to the country's uptake of electric vehicles. An efficient and fully-functioning EV charging infrastructure will show consumers that there is a way to reduce our dependence on fossil fuels and lower our CO₂ emissions, which will benefit future generations."

The Elektrobay has set a global standard for recharging facilities, and continues to be the only fully-operational solution for charging EVs. Other overseas markets currently installing Elektrobay charging stations include Belgium and Luxembourg, Germany, Holland, Ireland, Saudi Arabia and Sweden.

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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

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 Belgium and Luxembourg, Sweden, Holland, Germany, Ireland, Iceland 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 wireless 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

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.

About CleanCharge Solutions

CleanCharge Solutions is a charging infrastructure technology provider and a software house, developing control systems specifically for home and commercial charging points. The company develops systems for optimal integration with renewable energy from off-shore wind farms and includes Vehicle2Grid implementation.

For more information on CleanCharge Solutions, visit www.cleancharge.dk

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