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## **ELEKTROMOTIVE EXTENDS EUROPEAN RECHARGING NETWORK TO BELGIUM AND LUXEMBOURG**

Brighton-based Elektromotive has appointed green mobility experts, The PluginCompany, to install networks of electric vehicle (EV) charging stations across Belgium and Luxembourg. Pilot schemes will see the installation of 20 Elektrobay units in the two countries by the end of this year, ahead of significant further planned rollouts during 2010.

The first project for the two companies will begin next month, with the installation of an Elektrobay at the Brussels headquarters of LeasePlan, the world's largest vehicle management and leasing provider. Installations at other LeasePlan locations will follow in 2010, supporting the company's commitment to increasing the availability of low- and zero-emissions vehicles within its European fleets.

Elektromotive and The PluginCompany are working together to educate major businesses and legislators in Belgium and Luxembourg about the benefits of zero-emissions motoring and the need for compatible recharging infrastructures. The two companies will detail the steps that can be taken to quickly implement well-proven Elektrobay networks, in readiness for the arrival of significant numbers of new EVs and plug-in hybrids scheduled for launch over the next three years.

Commenting on the installations, Elektromotive's Managing Director, Calvey Taylor-Haw, said, "In Belgium and Luxembourg there is enormous potential for uptake of EVs, and it is crucial that the right charging infrastructure and service backup is in place to facilitate their widespread use. Working with The PluginCompany has allowed us to target some major organisations in these markets, and we have quickly secured an order for 20 Elektrobays."

Leo Van Geyt, Managing Director of The PluginCompany added, "The Elektrobay is a practical and well-proven recharging solution that is attracting significant interest from organisations seeking to reduce the environmental impact of their vehicle fleets. Our aim in Belgium and Luxembourg is to spread awareness of zero-emissions motoring, and we expect to install large volumes of Elektrobays for public and private use next year."

As the UK's leading provider of recharging stations, Elektromotive has experienced record growth in recent years, and now boasts an impressive export business that already extends to Ireland, Germany, the Netherlands, Iceland, Sweden and Saudi Arabia. The Elektrobay's simple-to-use functionality and stylish design has set a benchmark for recharging technology, proving popular among private EV users, fleet customers, commercial businesses and local authorities.

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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 December 2009 there will be over 120 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 has exported Elektrobays to 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](http://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 3.5 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 ThePluginCompany***

ThePluginCompany provides sustainable products and services to facilitate the transition from oil to electric-powered motoring. Working alongside British firm Elektromotive, ThePluginCompany is Belgium's sole supplier of the Elektrobay charging station and coordinates installations for private and public use. The company aims to promote low carbon and zero-emissions motoring in Belgium and Luxembourg to protect the environment for future generations.

For more information about ThePluginCompany, visit [www.theplugincompany.com](http://www.theplugincompany.com)

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