

For immediate release
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**THE HYDE GROUP AND ELEKTROMOTIVE PARTNER ON DRIVE
FOR SUSTAINABLE TRANSPORT**

Vehicle planned for new electric car club awarded 'Most Energy Efficient Light Commercial Vehicle' in RAC Future Car Challenge

Elektromotive, the UK's leading provider of electric vehicle (EV) recharging posts, has been chosen to meet the recharging infrastructure requirements for Brighton's first electric car club.

The company will supply a Rapid Charge Elektrobay which can charge the battery of a compatible EV to 80 per cent of its capacity in just 20 minutes, compared to around seven hours if using a conventional domestic power supply.

The first vehicle planned to join the new club fleet will be a fully-electric Mercedes Vito Van, which will be made available to traders operating in Brighton's new London Road Open Market. The Open Market is a green urban regeneration initiative led by The Hyde Group, the developer behind the project and a leading provider of affordable housing.

The club is being created in partnership with City Car Club, Brighton's largest car club operator. Through membership of the City Car Club, traders will be able to use the electric Vito van for local collections and deliveries, helping make the new market environmentally sustainable long into the future.

To highlight the excellent green credentials of the new fully-electric Mercedes Vito Van, Elektromotive and Hyde entered the RAC Future Car Challenge at the weekend and secured the award for 'Most Energy Efficient Light Commercial Vehicle'. Brighton & Hove Councillor, Alex Phillips, took part in the challenge from Brighton's Madeira Drive to the finish line on Pall Mall in London. With a quick charge on route, the Mercedes Vito Van drove the 60-mile journey with 28 percent of its charge remaining, ably demonstrating its suitability as a low-emissions, low-cost transport solution for the Open Market traders.

The Open Market – which has an Eco Rating of BREEAM Excellent, is expected to be completed in summer 2013, and uses environmentally responsible Green Guide rated materials together with solar power, rainwater harvesting and exhaust-air heat pumps to help

minimise its impact on the environment. The project will feature a new covered market area, creative industries workspace and a new residential street providing affordable homes for local people, together with its very own Rapid Charge Elektrobay.

Hyde and Elektromotive are also working together to electrify 'One Hove Park', another proposed new housing development in Brighton & Hove. It is proposed that the 71 sustainable new homes will each be equipped with an Elektrobay Home Charger unit, as well as other features including triple-glazing, solar power, community allotments for food growing and a super-insulated building envelope to help reduce resident fuel bills.

Councillor Alex Phillips, who was part of team Hyde/Elektromotive, said: "I thoroughly enjoyed the event. It was a positive way of promoting the use of electric vehicles whilst having some fun with the rest of the Hyde/Elektromotive team. Winning the award for the least energy used in the lightweight commercial vehicle category was really the icing on the cake."

Tom Shaw, Hyde's Project Manager responsible for the Open Market project said: "Hyde is pleased to be working with local partners including Brighton & Hove City Council, Elektromotive and City Car Club on this exciting initiative to set up Brighton & Hove's first electric vehicle car club. Hyde residents, local people, businesses and the market traders will all benefit from Hyde's investment in electric vehicle infrastructure at the Open Market – with new residents also gaining free membership & access to City Car Club's extensive network of vehicles in the City"

"New commercial and residential projects such as Hyde's Brighton's Open Market and One Hove Park developments show how electric vehicles can work both for consumers and commercial owners," commented Calvey Taylor-Haw, Managing Director of Elektromotive. "Sustainable developments such as these will be accompanied hand-in-hand by a rise in sustainable transport, and it's innovative, pioneering schemes like this that show how the EV charging infrastructure could develop organically."

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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

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 687 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, New Zealand, Austria, Belgium, Denmark, Finland, Germany, Hong Kong, Iceland, Ireland, Italy, Korea, Saudi Arabia, Slovenia, Spain, Sweden, Turkey and The Netherlands, where altogether over 1,000 Elektrobays have been installed. The global total currently stands at over 2,000.

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 new 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

About Hyde Group

The Hyde Group is a leading provider of affordable housing and makes a significant contribution to meeting housing needs and improving people's quality of life. Hyde is one of the largest housing association groups working in England, owning or managing over 45,000 homes in London, Kent, Surrey, Sussex, Hampshire, the East of England and East Midlands. More about The Hyde Group can be found at: www.hyde-housing.co.uk. Hyde is a preferred partner working with Brighton & Hove City Council to provide new affordable homes for local people. Hyde currently manages around 1,000 homes in Brighton & Hove, with a further 273 homes currently in development.

The Open Market project is an exciting mixed use development combining a new, modern market promoting fresh, healthy food and local producers with a significant amount of affordable housing, a hub for arts based crafts people and a venue for community use, performance and entertainment. The market and associated uses will be operated on a not-for-profit basis for the benefit of the local community, helping to contribute to the wider regeneration of the London Road area.

The new market will be an attractive and vibrant home for local small and medium enterprises and will promote new business start ups and employment opportunities. Hyde also intends to operate an onsite training and skills academy during construction to provide further training and apprenticeship opportunities to local people.

The project is of significant local importance and was identified in the DCLG report "Making Assets Work: The Quirk Review of community management and ownership of public assets" (2007) as an exemplar of an innovative approach achieved through partnership working to secure funding and delivery of a community-led regeneration scheme enabled by a local authority asset-transfer.

About City Car Club

City Car Club is the only British owned, independent commercial car club operator in the UK. The company operates the largest car club in Brighton & Hove with a fleet of 55 vehicles and a large membership base.

Nationally, City Car Club has a fleet of close to 600 cars and vans with a total number of members approaching 25,000.