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**ELEKTROMOTIVE WELCOMES ELECTRIC  
CHARGING INFRASTRUCTURE EXPANSION**  
*'Pay As You Go' EV charging schemes will be key to consumer buy-in*

Elektromotive, the Brighton-based electric vehicle (EV) recharging point manufacturer, has welcomed the announcement that a privately funded EV network is to be rolled out across the UK over the next 12 months.

Chargemaster's introduction of the POLAR recharging network plans to bring over 4,000 charging points to British towns and cities throughout 2012, and Elektromotive believes this news will help build consumer confidence in the electric vehicle as a viable form of transport.

In line with the coalition government's stance outlined in *'Making the Connection: The Plug-In Vehicle Infrastructure Strategy'*, June 2011, Elektromotive is committed to developing an EV charging infrastructure that benefits private owners, fleets and businesses, and will continue to progress this with its partners throughout 2012

"It's this kind of announcement that represents a positive step towards the development of a nationwide EV recharging infrastructure," asserts Calvey Taylor-Haw, Managing Director of Elektromotive. "If the automotive industry is to convince motorists of the viability of electric vehicles as every day transport, privately operated schemes such as this will be essential, both now and in the longer term. The POLAR public network will dovetail nicely into Elektromotive's innovative new network for the home and business user, due to be announced at the end of 2011.

"If we are to eliminate 'range anxiety', consumers need to have confidence in the charging infrastructure," added Taylor-Haw. "In order to make charging points accessible for as many people as possible, a simple 'pay as you go' scheme will become the norm for consumers, rather than having to sign up to expensive members-only initiatives. EV users will want choice, simple tariffs and value for money."

Elektromotive's simple-to-operate Elektrobay charging station was first introduced in Westminster, London, in 2006, and currently over 200 units are installed across the capital.

A further 687 Elektrobay charging stations operate in cities and shopping centres around the UK, and Elektromotive has over 2,000 charging stations installed globally.

For more information about Elektromotive, or to locate your nearest Elektrobay, visit [www.elektromotive.com](http://www.elektromotive.com).

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### ***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](http://www.elektromotive.com)

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