

For immediate release
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THE HYDE GROUP, ELEKTROMOTIVE & CITY CAR CLUB TAKE PART IN THE RAC FUTURE CAR CHALLENGE

The Hyde Group, a leading provider of affordable housing in Brighton & Hove and the developer responsible for the rejuvenation of Brighton's historic London Road Open Market, is teaming up with Elektromotive, the UK's leading electric vehicle (EV) charging point manufacturer, City Car Club, Brighton & Hove's largest car club operator, and the City's Green led Council to take part in the 'RAC Brighton to London Future Car Challenge' on 5 November.

In a bid to demonstrate the viability of electric vehicles and, in particular, electric vehicle car clubs, which have historically been faced technical challenges, the fully-electric Mercedes Vito Van, leased by Hyde and recharged by Elektromotive, will be driven by local Green Councillor Alex Phillips. The 60 mile Future Car Challenge route goes from Brighton's Madeira Drive to the finish line on Pall Mall, London.

The BREEAM Excellent Rated Open Market development features a number of other interesting environmental and sustainable initiatives including measures such as solar power, rainwater harvesting and exhaust-air heat pumps to generate heat and hot water. When the project is complete in 2013, the electric Mercedes Vito Van will become part of Brighton & Hove's first electric car club. Set up by Hyde and operated by City Car Club, the van will be part of the company's large network of vehicles available for its members to use in the city. The van will be used by the Open Market traders to provide an environmentally responsible delivery service to retail their fresh, locally sourced produce, without harming local air quality.

Cllr Alex Phillips commented, "I am delighted to be taking part in this challenge, and I hope to use the least amount of energy - but we'll see! Great ideas such as shared electric vehicles help save money and provide access to sustainable transport alternatives for those who need them."

This pioneering initiative is made technically possible thanks to Elektromotive's innovative "Rapid Charging Point", which is able to recharge the van's battery to 80% capacity in under 20 minutes. Calvey Taylor-Haw, Elektromotive Managing Director commented "This is the

first “rapid charge” electric vehicle charging infrastructure to be installed in Brighton & Hove. Elektromotive was the logical partner for Hyde to select to work with for this exciting and ground breaking project”.

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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

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.

About BREEAM

BREEAM is the world's foremost environmental assessment method and rating system for buildings, with 200,000 buildings with certified BREEAM assessment ratings and over a million registered for assessment since it was first launched in 1990.

BREEAM sets the standard for best practice in sustainable building design, construction and operation and has become one of the most comprehensive and widely recognised measures of a building's environmental performance.

A BREEAM assessment uses recognised measures of performance, which are set against established benchmarks, to evaluate a building's specification, design, construction and use. The measures used represent a broad range of categories and criteria from energy to ecology. They include aspects related to energy and water use, the internal environment (health and well-being), pollution, transport, materials, waste, ecology and management processes.