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## **MPs LOBBIED TO BACK VISION FOR ZERO-EMISSIONS MOTORING**

In a bid to increase cross-party political support for a shift towards zero-emissions motoring in the UK, Brighton-based Elektromotive is collaborating with car giant General Motors (GM) to educate MPs about emerging electric vehicle (EV) technologies and the need for a nationwide infrastructure of recharging stations. During the forthcoming Labour and Conservative Party conferences, both companies will offer politicians firsthand experience of Elektromotive's Elektrobay charging station and Vauxhall's extended-range electric vehicle (E-REV), the Ampera that will be on sale in 2012.

While the government has already taken steps to accelerate the introduction of eco-friendly vehicle technologies, car makers and suppliers are calling for clear and decisive policies to facilitate and underpin their long-term investments. Elektromotive and GM will demonstrate their products and brief MPs to highlight the real-world feasibility of mass adoption of zero-emissions motoring.

On 28 September the companies will engage with members of the Labour Party during their conference in Brighton, followed by the Conservative Party conference on the 5 October in Manchester.

The advent of mass-production of EVs is fast approaching. Advanced technology applied to these vehicles means they will provide the same functionality and performance of a regular vehicle. For example, the five-door Vauxhall Ampera features an innovative extended-range propulsion technology that provides more than 300 miles of uninterrupted driving. Electricity drives the Ampera's wheels and the 16kWh Lithium-ion battery will power the car for journeys up to 40 miles. For longer trips, a petrol or E85-fuelled engine generator will charge the battery.

When such vehicles go on sale, consumers will switch in greater numbers to electricity-powered cars, and will demand an appropriate recharging infrastructure. With aspirations of Britain becoming the world's leaders in zero-emissions motoring, various government-

backed schemes are already underway to install what could become the world's largest recharging infrastructure. Elektromotive will play a major role in these plans, installing large numbers of Elektrobays to provide charging facilities by roadsides, in car parks, at the work place and at homes.

"It is vital the government keeps the introduction of electric vehicles at the top of its agenda," commented Calvey Taylor-Haw, the Managing Director of Elektromotive. "Britain must be prepared for the arrival of mass-produced electric cars by putting in place a suitable charging infrastructure. By showing the MPs how this technology works, and highlighting the fact it is available now, they will gain a true understanding of the how fast the industry is developing. Hopefully, this will encourage them to push for more projects across the UK that will see the installation of electric vehicle charging facilities."

Launched in 2006 in Westminster, London, the British-designed-and-produced Elektrobay is the global standard for electric vehicle charging technologies.

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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 May 2009 there will be 100 Elektrobays located across the capital. A further 60 fully-operational Elektrobay charging stations have been installed in cities and shopping centres around the UK. The Brighton-based company also exports Elektrobays to Sweden, Holland, Germany and Ireland.

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.

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 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.

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