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## **ELEKTROMOTIVE SHARES LIMELIGHT WITH EV STARS AT EUROPEAN MOTOR SHOW**

Elektromotive's status as the world's leading provider of electric vehicle (EV) recharging stations is underlined by the firm's high profile at the European Motor Show in Brussels (14-24 January).

The company's sleek and compact Elektrobay recharging stations – identical to those found at roadsides across London – are featured on five separate stands, showcased alongside some major new electric vehicles and plug-in hybrids, including the Opel Ampera, Mitsubishi i-MiEV, and the Citroën C-ZERO, which makes its global debut at the Brussels show.

As well as taking pride of place on manufacturer stands, the Elektrobay will be on display in an area dedicated to innovative 'green' motoring technologies.

"The Elektrobay is the world's most widely-used electric vehicle recharging station, so it is no surprise that vehicle manufacturers are selecting the unit to feature alongside their new electric vehicles and plug-in hybrids," comments Managing Director of Elektromotive, Calvey Taylor-Haw. "Thanks to its clean lines and compact dimensions, the Elektrobay is the perfect partner for the Show stars making their debut at Brussels."

The European Motor Show is located at the Brussels Expo in Heysel, and is expected to welcome over 600,000 visitors.

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### **Notes to editors:**

*For 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 in December 2009 there will be over 125 Elektrobays located across the capital. A further 130 fully-operational Elektrobay charging stations have been installed in cities and shopping centres around the UK. The Brighton-based company has exported Elektrobays to Belgium and Luxembourg, 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 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.

### ***For press information and images, contact PFPR Communications:***

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