

PRESS RELEASE 27th September 2007

ELEKTROMOTIVE LTD signs joint initiative with EDF Energy to introduce Council Recharging Scheme for Electric vehicles.

Elektromotive, the Brighton based manufacturers of recharging stations for electric vehicles (EVs) has joined forces with EDF Energy. The partnership is committed to providing 250 Elektrobay recharging stations to local councils throughout the U.K. BY 31st March 2008. The resulting aim of the scheme is to make EVs more user-friendly and help people reduce the impact their driving has on the Environment. The project, worth in excess of one million pounds to Elektromotive, will start the ball rolling in helping drivers to switch to a greener transport.

The introduction of EV charging stations in the U.K. is very much a Sussex based project with both Elektromotive and EDF Energy being based in Brighton and Hove. The Elektrobay was designed and developed by Littlehampton based H Technologies Ltd, who functions as Elektromotive's technical partner, and the entire Elektrobay product line is manufactured within a 50 mile radius of Brighton keeping the product's carbon footprint very small.

Both EDF Energy and Elektromotive recognise the role EV's and Plug-in Hybrid vehicles can play in helping to reduce the 85 million tonnes of CO2* our motor vehicles emit each year. The partnership will go a long way in helping to establish a recharging network and the EDF Energy funding will enable Councils and Green Developers to install the Elektrobays at very little cost and in some cases, dependant on additional funding, at no cost.

Calvey Taylor- Haw, Managing Director of Elektromotive comments:

“Electric vehicles and plug-in Hybrids are without doubt the way forward. With suitable battery technology now available, EV's will have a greater range, delivering a truly viable alternative to fossil fuelled cars. They are not only cheap to run but are quiet, clean and fun.”

With a tangible re-fuelling infrastructure for electric cars in place, motorists will feel more confident and comfortable in moving across to greener driving and reducing their CO2 emissions”.

Peter Thorn, Head of Innovation and Partnerships at EDF Energy comments:

“As concern for the environment grows, motorists are no longer only interested in what their car looks like, or how fast it can go. The research shows that drivers are increasingly demanding transport options that don't have such a detrimental effect on the world we live in”.

Elektromotive are based at the Sussex Innovation Centre, Falmer, Brighton, a centre for emerging technology companies. EDF Energy also have their Product Development and Innovation Group based there.

The Elektrobay is the perfect solution for safe, secure and user friendly recharging stations, recently winning both the “Industry Innovation award 2007 ” at the Greenfleet Awards held in London on the 6th September and “Highly Commended” award for Industry Innovation Design at the EAST Awards held at the House of Lords on 21st September 2007. The Elektrobay is ready for the completely automatic interactive power line communication system developed by EDF for the charging of future electric vehicles and plug-in Hybrids announced jointly by EDF and Toyota in Paris on the 5th September 2007.

For more information on how Councils can apply for an Elektrobay recharging system to be installed in their area, call Elektromotive on 01273 704775 or e-mail

sales@elektromotive.co.uk log onto www.edfenergy.co.uk/elektromotive
www.elektromotive.com

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Ends.

Notes To Editor:

(*) Transport emissions caused by passenger cars, buses and mopeds and motorcycles account for 15% (85 million tonnes) of CO₂ emissions in the UK

Elektromotive Explained

The Elektrobay is ready for the completely automatic interactive power line communication system developed by EDF for the charging of future electric vehicles and plug-in hybrids, announced jointly by EDF and Toyota in Paris on 5th September 2007

EDF Group has been involved in the development of electric vehicles for many years and is now working closely with major car manufacturers to produce the future generation of plug-in hybrids. As an energy group, EDF is also closely involved in the development of a charging infrastructure. The primary consideration for any system is safety, followed by convenience and low cost to the end user.

Elektromotive Ltd, formed four years ago, working with Littlehampton based Research and Development company, H -Technologies, has developed the world's first truly generic vehicle refueling system for electric vehicles. The Elektromotive Elektrobay offers simple access for the user and is easily integrated into any parking bay.

To access the Elektrobay the commuter uses an electronic key that communicates wirelessly with the unit. When a valid key is read, the charging post automatically opens the weather proof access panel, where the recharging lead from their electric vehicle can be inserted. Upon closing the access panel, it locks securely and the power is turned on.

Once the access panel is closed and the unit charging, it can only be reopened by the same key or by one of our service engineers. When the access panel is reopened the power is automatically cut to allow safe removal of the charging lead.

The unit is fitted with an active display that shows the status of the charging station and is programmed to notify the user when their Elektrobay access is about to expire. It will also show the users name and registration number. It can be specified for use in any country around the world.

About EDF Energy

EDF Energy is one of the UK's largest energy companies. We provide power to a quarter of the UK's population via our electricity distribution networks in London, the South East and the East of England. We supply gas and electricity to over 5 million customers and generate about 5GW of energy from our coal and gas power stations, as well as combined heat and power plants and wind farms. The company is also a key player in national infrastructure projects, including the electrical upgrading of the London Underground, management of private electricity networks serving four London airports and the Channel Tunnel Rail Link, the country's first new railway in 100 years. We employ nearly 13,000 people at locations across the UK. EDF Energy is a core part of EDF Group, one of the world's largest power companies

