



PRESS RELEASE

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**ELEKTROMOTIVE LTD WIN THE "INDUSTRY INNOVATION AWARD 2007" AT
THE GREEN FLEET AWARDS, HELD ON 7TH SEPTEMBER AT THE EAST
WINTERGARDEN, CANARY WHARF, LONDON**

Elektromotive Ltd, the Brighton based research and development company specialising in electric vehicle re-charging stations was awarded the "Industry Innovation Award 2007" for their "Elektrobay" product, at the prestigious Greenfleet Awards held at the East Wintergarden, Canary Wharf, London, on Thursday 7th September. The spectacular awards evening , hosted by broadcaster Quentin Wilson, was attended by manufacturers, transport experts and Government representatives that all champion the ways to reduce the environmental impact of transport.

Elektromotive M.D. Calvey Taylor-Haw said, "It is great to receive this Award, it recognises the talent and expertise our design team has when designing cutting edge products to help in the reduction of CO2 emissions from vehicles."

He went on to say " Electric vehicles and plug-in hybrids are the way forward. They offer vastly reduced CO2 emissions, low noise and low running costs. Now that the major car manufacturers, such as Toyota and Ford have announced forthcoming electric driven vehicles this is the future of transport".

Also speaking at the awards was the Deputy Mayor of London, Nicky Gavron who stated, "If we all chose the least polluting vehicle in its class, this alone would reduce CO2 by as much as 30 per cent".

Photographs attached:-

Elektromotive receiving Greenfleet Industry Innovation Award 2007

sponsored by Modul Systems

*Left: **Quentin Wilson** Centre: **Calvey Taylor-Haw M.D. Elektromotive**, Right: **Kevin Tillotson M.D, Modul Systems***

Photograph of Elektrobay being used

Note to editors

Elektromotive Ltd, the Brighton based company formed four years ago, specialising in the research, design and manufacture of electric vehicle recharging stations continues with it's rapid growth.

The company's "Elektrobay" recharging station, already successfully trialled in London by Westminster City Council, has become a market leader with it's advanced operating system and ergonomic design, it offers a safe, secure and extremely user friendly dedicated power outlet. The Elektrobay is equally at home on the kerbside or car park and its bespoke software can be configured in many different ways offering the integrator many billing options when deciding how to charge EV users for the Electricity they use. The Elektrobay has an integrated GSM mobile phone module offering, in the future, the option for EV users to pay for their electricity by mobile phone text, or even billed directly to them. This could well be part of their domestic fuel bill. Available in almost any colour, the Elektrobay is accessed by the user with a secure wireless key which is dedicated to them and their vehicle. An active LCD display gives the user

instructions and tells them that charging is in progress. Elektromotive are able to offer customers a complete “turnkey” solution from supply of hardware to groundworks and installation.

Greenfleet Awards Press Release – see www.Greenfleetawards.co.uk

Elektromotive Ltd. – a pdf of leaflet available on www.elektromotive.com

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